

SOP Sample for Australia Student Visa

To
The Visa Officer
The High Commission of Australia
New Delhi

Respected Sir/Madam,

I would like to introduce myself as Mohit Singh, a permanent Indian resident. I am willing to pursue an academic program in Australia, and am writing this statement of purpose with reference to the same. Creativity and designing appeal to my intellect more than anything else. This explains why I decided to pursue an industry-oriented graphic designing program in Australia. Given that I stand at the crossroads of my career, pursuing an advanced program in Graphic Designing will streamline my professional profile. This will help me craft a dynamic creative career in the designing industry back in India. I have carefully evaluated my professional prospects in India, and decided to pursue the Diploma program in Graphic Design from Western Sydney University in Australia. The institute has already provided me with the letter of acceptance for the same.

Academic Background

Academically, I have been consistent all these years, besides being an active participant in different extracurricular activities. I don't have any gap in my academics, and my appetite to learn is evident from my marksheets. In 2019 and 2021, I completed my Secondary and Higher Secondary Examinations, aggregating 95% and 92% marks, respectively. In order to demonstrate my language skills in English, I appeared for my IELTS Examination in October 2022 and obtained an overall band score of 7. This qualifies me for the course as per the eligibility criteria of the institute.

Family Background and Sponsorship

I hail from a progressive agricultural family in Punjab, India. I am the elder son in our family, and my brother is completing his graduation in Economics in India. Our aggregated annual income is INR 15,00,000, and you will find relevant supporting documents and IT files of my father attached with this application. I have also attached a property valuation certified, attested by a CA for your scrutiny. I have been fortunate to receive a supportive academic environment at home. Both my parents have motivated me to pursue an advanced course abroad, so that I can establish my career in the area of my interest back in India. Since I hail from a close-knit family, I need to return to my homeland immediately after completing this course.

We are financially well-settled and will be able to manage all the finances required to complete this course in Australia. I have already paid the tuition fee for the first year. My father has INR 28,00,864 in his savings account. So, we will be able to fund the tuition fee and living expenses in Australia. Besides, I have adequate financial support from my family to manage the incidental costs during my stay in Australia.

Why I want to study Graphic Design?

My childhood in India coincided with a time when the economy was rapidly digitizing. Naturally, website designs and innovative portals used to appeal to my intellect more than any other aspect. I used to visualize powerful designs, walking in the shoes of an accomplished graphic designer. The visual appeal created by successful designers could make a difference in how the website visitors perceived the brands.

Next, I ventured into eCommerce website development, and was awed by the innovations of global giants like Amazon and Walmart. I also realized that startups and new online brands were quickly establishing their digital identities. At the centre of their success lay impactful visuals and the handwork of skilled graphic designers. When the need of the hour is to sell goods and services digitally, marketers cannot possibly overlook the value of graphic design.

Collaborating with my batchmates during college projects, I got the opportunity to set my hands on graphic design. I also mastered software like Photoshop and Coral Draw, and this gave me a strong morale boost. Currently, the impact of CAD in the digitized business space is immense. Beyond digital marketing, the importance of graphic designing lies in advertising and even the print media.

I have also explored the psychology of colours that helped me create smart colour blends in my designs. Being goal-oriented and organized, I was quick to realize that my forte lies in a creative career like graphic designing. During my school days, I used to remain obsessed with drawing and art classes. Currently, I find this obsession transforming itself to my ambition that has driven me to this creative pursuit. I spend hours with designing software like Adobe Illustrator and Canva, as I know where my interest lies.

Back in India, the economy is rapidly digitizing. The demand for accomplished graphic designers is all set to rise. I look forward to establishing myself as a successful graphic designer, bridging my interest, passion, and professional goals. In future, I would like to establish myself as an engineering drafter, web designer, product designer, creative director, marketing manager, or art director.

The creative freedom that comes with graphic designing makes it suitable for me. It gives me pleasure to materialize what I visualize using powerful graphic designing tools. Also, I can spend my leisure hours as I experiment with different editing methods. Experimenting with creative opportunities and manipulating images, I can come up with innovative designs. Considering my professional priorities, I decided to pursue this 3-year diploma program, so that I can return to India as a skilled and certified professional. This way, I can pave my way to work with established advertisement agencies, architectural companies, digital marketing giants, and also the digital and print media in India.

Why Western Sydney University?

Western Sydney University is one of the most renowned Australian institutes where I can find such a comprehensive curriculum. Graphic designing is a practical course, and I am looking for an industry-oriented program to leverage my knowledge. The course that this university provides is exactly the one I had been hunting for. All the course modules are closely aligned with the industry needs. On completing this course, I would remain at the top of the



industry. It covers all the new trends in designing, which will make my career future-proof. The reputed academicians have crafted the curriculum perfectly, so that the course modules are properly aligned with the industry needs. Particularly, I would like to explore the domains like Digital Photography for Designers, Typography, Design, Communications for Media Studies, Applied Digital Technology, and Drawing Techniques. As I gain deeper knowledge into this program, I will get to explore modules on Professional Practice, Portfolio and Exhibition, Digital Illustration, Web Design, Critical Issues in Design, Corporate Identity, Illustration Techniques, and Package Design. This practical course will help me prepare for a dynamic creative career in graphic designing in India.

Why I want to study in Australia?

Currently, Australia is one of the most-sought academic destinations across the world to pursue higher studies. The sophisticated academic environment in this country makes it suitable for students. Top universities in Australia have come up with relevant courses on graphic designing that are integrated deeply into the industry. As a result, aspirants find the learning outcome relevant to their careers. Considering the deeply integrated course in Australia, I decided to pursue this course. Other reasons for me to choose Australia as the destination to study this program include the demographic proximity to India and the pleasant climate here. Besides, I would like to study in the cosmopolitan student population in Australia that would broaden my career insights.

Future Plans in India

My purpose of visiting Australia is solely academic. On completing this course, I will return to my homeland in India and unite with my family. In Australia, I will mature as a competent graphic designer, which will enable me to tap the immense opportunities in India. In a country where the digital infrastructure is rapidly growing, skilled and accomplished designers have tons of opportunities to capitalize on. It would be a pleasure for me to work with large design and marketing teams. Besides, I would like to gain experience and grow a versatile career as a graphic designer, marketing manager, product engineer, and web designer. I have some of the top companies on my radar in India. Some of these are Cognizant, TCS, and Deloitte. As a skilled and accomplished professional, I can bag impressive salary packages starting from INR 15 lakhs a year.

I also have my moral obligations to my family as I am the elder son. My parents have always been supportive to me, and I need to unite with them as they are fast aging. Also, my younger brother would need my assistance to financially establish himself in India. So, I need to get back to my country immediately after completing this program. I don't have any professional interest in Australia, and will respect the visa norms as I get back to India after completing this course.

Conclusion and final appeal

I have presented all my details transparently for your scrutiny in this application. A careful evaluation of my profile will help you understand that I am a genuine student willing to visit Australia solely for academic purposes. On completing this course, I would have better opportunities to tap in India.

I am waiting for a positive response from your end.

Thank you for your consideration and time

Mohit Singh