Hi, this document is supposed to guide you as a quick handbook while crafting your very own winning SOP/admission essay/personal statement. Start by giving a thorough read to this sample SOP (Statement of Purpose) / Admission Essay / Personal Statement. After completing reading, move on to the tips that are given below this sample.

STATEMENT OF PURPOSE

I write this statement of purpose as I apply for the Masters in Web Design and Content Planning offered by the University of Greenwich. I was introduced to possibilities of digital content while undergoing the PG Diploma in Print & Electronic Journalism from the Institute of Journalism, Trivandrum, a prestigious institute of more than fifty years. The experience of working as an intern at Holidify, a travel planning company website helped me gain a better understanding about content development. My interest in web design sparked when I developed the content for 'Salonbuff', a budding startup company based in Kerala. Since I lacked any background in coding and as my enthusiasm for learning about web design and digital content grew, I started researching about the courses that provide substantial training in the same. This led to discovering the Masters course offered by the University of Greenwich.

My dream of starting a career in web design and digital content can be achieved if I get the opportunity to sharpen my skills through this course. The UK is the perfect location since it is the home to award-winning creative digital agencies like Lilo and also a great place to interact with diverse cultures. I aspire to join University of Greenwich since it is the only university in the UK to offer such a unique course where the students are trained to create and manage a live website as a part of the course even if any of them are unfamiliar with the discipline beforehand.

I recently completed the PG Diploma in Print & Electronic Journalism from the Institute of Journalism, Trivandrum successfully and secured second rank in the examinations. During the course, I joined as a content writing intern at Holidify and wrote over thirty articles in just two months. My duties also included formatting and uploading them into the website's CMS. This familiarized me with the WCMS and certain foundational aspects of SEO. Shortly after, I was offered the better position of a content intern in the same company. Despite facing all the hardships of being a beginner, I enjoyed learning more about SEO practices through research and with help from the content managers. Meanwhile, I was writing the content and also engaging in efforts to boost the social media presence of Salonbuff. But when I came across the process behind the designing of Salonbuff's website, the craft of web design deeply intrigued me. It also left me searching for an apt course to learn about web design.

I successfully completed B.A in English & Communicative English from A J College of Science & Technology, Thiruvananthapuram in first class. My involvement with the National Service Scheme Unit of our college, a nationally recognized welfare organization has helped me realise the merits and challenges of teamwork. I have always sustained my interest for developing content for the web, running my own YouTube channel 'K7 Edit Factory' which features some well-received videos.

I am confident that studying MA Web Design & Content Planning at the University of Greenwich will empower me with the technical and practical skills to foray into web design and development. The guidance from the expert faculty is sure to channelize my ideas and strengths and propel my passion to create, design and manage websites efficiently.

I sincerely hope that the admission committee finds my profile well suited to the requirements of the course and give me a chance to be a part of this esteemed university.

Name

Please consider while writing your SOP:

1) No matter if your draft is very long, you can always edit and make it short and crispier later. Make sure the final version does not exceed a page and a half.

2) Start with describing your current position and your purpose for submitting an application. Then gradually work your way with mentioning other key points (don't worry about what they are, they are covered right below)

3) Purpose - Clear Articulation of Goals and Interests –

- What you want to study at graduate school?

- Why you want to study only this degree?

- Focus on the research project(s) you want to undertake while you are there.

- Discuss what interests you within the professional field and what skills/knowledge you hope to gain through the program.

- What you plan to do with your degree after graduation?

- Would you choose to end up with a job, a start-up or take up further research?

Past Experience –

- How much and what kind of experience you have in your field?

- Is your experience related to your choice of degree?

- What additional skills are you planning to gain Provide vivid, specific examples

Program - Interest and Fit with the Program –

- Why did you choose to study in this particular country?

- Why do you want to study at this particular college?

- What do you like in them

- How does your work fit with the program?

- Why the program suits your work/interests!

- Does the department have a certain methodology you're interested in?

- g. Is there a particular facet to the curriculum that you'd like to experience?

- h. Would you like to study or do research under any particular professor?

- What are your expectations from both the graduate program, and the university?

- How can you contribute to the university and their program?

Personality - Be Unique –

- Apart from work and education, what are your hobbies, interests, and habits?

- What are you like, as a person?

- What do you understand about the student community and culture of the college?

- What is that one unique characteristic about you that they should know? The key to writing a good statement of purpose is being unique and making sure your words stand out in the minds of the readers.

Plain English - Strong Writing –

- You'll need to communicate clearly, effectively and logically.

4) The Process

- Begin Early – start now, give yourself 3-4 months before the submission date

- Follow directions - Write a Draft - Proof read – and get others to proof read –

- Plan ahead

5) Additional Tips

- Include faculty with whom you want to work,

- Do not overuse 'I'

- Avoid colloquial language like 'can't , won't and a lot of 'like'

- Do not assume they know acronyms –

- Word limit - A statement of purpose shouldn't ever be longer than two pages, In an SOP – keep personal information minimum