



**Hochschule
Augsburg** University of
Applied Sciences

Fakultät für
Gestaltung

LETTER OF RECOMMENDATION FOR MS. GABRIELE GUTWIRTH

I have known Ms. Gutwirth since her first semester on the diploma course in the Faculty of Design at the Technical College of Augsburg. She studied calligraphy with me for four semesters during her basic studies. Even in her first semester, Ms. Gutwirth stood out on account of her fast learning ability, her willingness to experiment, her broad creative horizon and her level of composition, not forgetting her pragmatic approach. The way in which she dealt with criticism was also notable, as it seemed to energize her and increase her aptitude for studying. This process made her an exemplary, open and self-critical student. When assessing one of Ms. Gutwirth's designs during her basic course of studies, I confirmed to her that she had made the right career choice. Given her consistent career path and impressive career progression, my initial assessment has proved correct.

After passing her preliminary diploma examination, Ms. Gutwirth also attended my courses during her subsequent two-year main program of study; this was in the form of a design discipline and a design project. For her semester thesis, she initiated the production of an exhibition catalog to present the current diploma theses. The team was responsible for planning, organizing, producing, and financing the project, and for photographing the graduates and designing the catalog. As part of this project the diploma theses were also presented on the Internet for the first time. As a member of this project team, Ms. Gutwirth demonstrated her ability to motivate and encourage her fellow students. Her conceptual strengths and social skills ensured that the didactic process of the semester thesis and the end product were remarkably successful.

The aforementioned project and the design discipline during the main course of study gave me an insight into the applicant's range of knowledge and methods of working. Ms. Gutwirth was one of the few students who studied with a remarkable level of resoluteness, passion and consistency. At the end of her studies, she had in my opinion already developed a creative personality which promised future success.

Even then, her approach to work was characterized by discipline and persistence, autonomy and intellectual qualities. Her meticulous work results were appropriate for the communication design course and her knowledge base and high appreciation of conventional achievements ensured her results were always functional and geared to the respective target group. Ms. Gutwirth was one of the best students in her year group, not simply because of her exceptional general knowledge, commitment, quality of design and tremendous stamina, but also because of her vision which was in keeping with the times yet future-focused.

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Gabriele
Gutwirth
**Communication
Design**

Master of Fine Arts (Univ.)
(Visual Arts)
Diplom-Designer (FH)
Bachelor of Arts
(Communication Design)

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Design Concept
Design Consulting
Brand Development

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She now obviously has extensive practical experience in and a sound knowledge of communication design and has already completed a variety of real projects to a high standard. Ms. Gutwirth has an exemplary, pronounced perceptive faculty and sensitivity which is not only reflected in her visualization but also in the conceptual and scientific field outside her broad spectrum of expertise.

I consider Gabriele Gutwirth to be a creative personality with exemplary general knowledge, a high level of expertise, remarkable flexibility and a motivating charisma. Her life revolves constantly around creativity and design in theory, action and production. Her credentials are completed by her team spirit and high degree of interpersonal skills.

I believe Ms. Gutwirth wishes to optimize – supplement, and possibly also redefine interrelations in order to be able to convey things at a new level – her knowledge and expertise, possibly with design-specific (e.g. photography), artistic and philosophical aspects. Consequently, the general framework of a Masters program can almost be considered essential in order for her to further her skills and expertise.

I would like to emphatically support Ms. Gutwirth's application for a Masters program at the Miami International University of Art & Design.

Prof. Heitmann

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