

Etienne Henri MPOME LOTTIN

Candidate to the Cumulus PLUS Bogota

To

Mrs Justyna Molik

Cumulus the International Association of Universities
and Colleges of Art, Design and Media
Aalto University
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Dear Mrs Molik,

First of all, thanks for the opportunity given to us from benefiting this amazing grant.

I am Henri Lotin, a self-taught designer (graphic, UX/UI) from Douala, Cameroon.

<https://lotincorp.biz/henrilotin/>

I am the principal and the co-founder of the branding agency Lotin Corp. and founder, since 2014 of Lotin Corp. Academy, where I teach graphic design, digital marketing and interior design. I am committed to make high quality design education accessible at the lowest possible cost to those who need it.

I am in a native speaking French region and ecosystem, so it is not easy for those who are not familiar with English to benefit from amazing resources available online, because the most interesting are in English. That's lead me to "partner" in a volunteer way with leading content and courses producers as a technical translator from English to French : Envato Tuts+ (2015) and The Interaction Design Foundation (2017).

I have recently been honoured by Skillshare inviting me to record a class in UX Design (mail attachment). It's mean a lot for me, after been invited as Pan Afrikan Design Institute (PADI) interim board member.

In Cameroon (and even in Central Africa, as far as I can remember), we just have one "design" school who teaches for the bachelor degree (Libre Académie des Beaux-Arts – LABA), but due to lack of understanding of the design field by the management (led by an art scholar), we couldn't make it. I had to left to continue my own path with Lotin Corp. Academy.

The purpose of Lotin Corp. Academy is to provide skills to those who didn't make it in the formal education. I am convinced that nobody has to fail, we all have some talent or skill that formal education lack often to reveal. I am a kind of victim: graduate in accountancy who earn a living with his passion, design.

Plus, fees for design school abroad are expensive. So it is important for me (and my team) to provide the best possible design education to those who can't afford the travel and the fees to go study abroad. The most expensive training in our academy is 1000 USD for 6 months + 2 months of internship at our agency.

We have also created an online course on entrepreneurship (<https://academy.lotincorp.biz/course/creez-et-dirigez-vous-meme-votre-propre-entreprise/>), according to our professional orientation and insertion policy: <https://academy.lotincorp.biz/politique-insertion-et-accompagnement-professionnels-des-apprenants/>

Sensible to that, Mrs Zelda Harrison proposed herself to animate for free a one week workshop with our students on November, in Douala.

Since 2014, we helped around 75 people to change the paths of their lives for the better. We wish we could do more with Cumulus Association beside us.

Sincerely yours,