

Certificate of Completion

This certificate is awarded to

Daniel Simonsen

for completing the course from
April 8 to May 21, 2024, entitled:

Graphic Design & UI / UX

Course Content

Target Audience & Persona

- Target Audience and Segmentation
- Persona and User Story
- Customer Journey

Usability & UI/UX

- Conversion Rate Optimization on Web Pages
- Usability Guidelines for Web Pages
- Usability Test Methods: Card Sorting, Gangster Test (Danish Usability Test), Heuristic Evaluation and User Testing
- Perceptual Psychology and Gestalt Principles
- Wireframes, Sketching and User flow
- HCI (Human Computer Interaction)
- Accessibility

Web Design & Development

- Introduction to WordPress
- Technical SEO

Introduction to Graphic Design

- Font and Color Theory
- Composition and Design Principles
- Mood Board, Design Manual and Style Tile
- Design History and Trends
- Production Guidelines for Offline Material

Introduction to Adobe Creative Cloud

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator

Introduction to Figma

- Desktop/Mobile Design
- Mockup and Simple Prototyping
- Interaction with Users and Partners

Interdisciplinary Collaboration

- From Strategy to Execution with Objectives (KPI and SMART)
- Introduction to Projects and Project Models (e.g., SCRUM), Risks, and Stakeholders
- Introduction to Presentation Techniques and Visual Communication

Collaboration & Other Tools

- Zoom for Online Meetings
- Cardsmith for Online Collaboration
- Introduction to AI (e.g., ChatGPT)

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Søren Metzsch
Educational Manager at Itucation