



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Persona's name
Short summary of the persona

The "Crafting Visually Striking Certificates for a Debate Competition using Canva" project focused on creating impressive and memorable certificates to recognize the participants, winners, and contributors of a debate competition. A well-designed certificate not only serves as a token of achievement but also reinforces the prestige and professionalism of the event.

Be specific about what the person did that made such an impact.

Focus your praise on effort and mindset rather than results.

Visual appeal is what meets the eye. It's the colors, shapes, pictures, fonts, white space, and overall visual balance of a design. Whether a website appeals to us affects how we perceive it, how we use it, and how we remember it.

Contrast: Contrast is the principle used to make one element stand out from the other. ...

Balance: Like the concept of balance in physics, balance in design provides structure and stability. ...

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The job of the visual designer is to make the content more functional and to create a seamless flow from one chunk of information.

A UI design plays a vital role in determining how users perceive and interact with a product or service.

the colors, shapes, pictures, fonts, white space, and overall visual balance of a design.

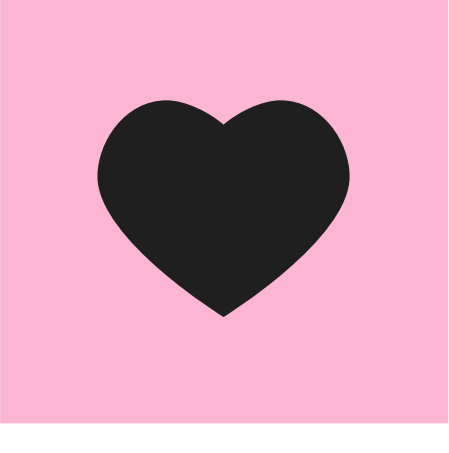
makes content easy to digest, engaging and understandable, by creating patterns and connections between ideas.

To plan, prepare, and execute the preliminary sketch (or plans) for work with a specific function that accomplishes one's goals and has a desired outcome



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?