



# Acumen Academy



Discovery



Wireframe



UI



User test

# GENERAL

● Color palette

● Logo

● Icons

## DESKTOP

● Radius and elevation

● Grid system

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

## MOBILE

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# Color palette

## Colori e codici

Ho scelto una color palette semplice e scarna.

Sono partita dal colore principale (blu scuro) e ho ricavato tutti gli altri colori cambiando i parametri di luminosità e saturazione.

Il blu è un colore utilizzato per rilassare l'utente e ispirare fiducia: volevo un colore poco invasivo per permettere all'utente di navigare con più tranquillità data la complessità del sito.

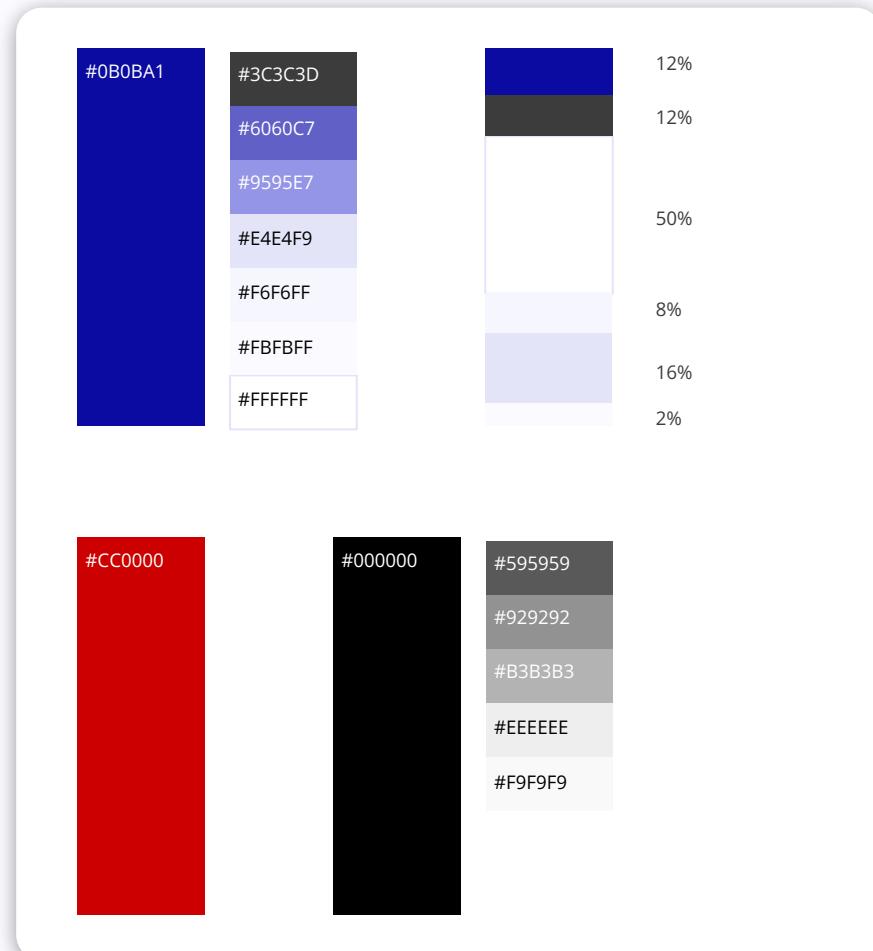
Ho scelto un solo colore proprio perché nell'analisi euristica era emerso un problema: il fatto che il sito cambiasse spesso colore disorientando l'utente.

Ho inserito anche un colore di errore (rosso) e la gray scale che serve per creare profondità e per suddividere i contenuti. Il nero pure viene utilizzato come ombra con opacità al 25%

## Rapporti tra i colori

Il colore principale è un blu molto intenso e imponente, quindi può risultare pesante se troppo presente, di conseguenza ho scelto più tipi di blu chiaro per differenziare i vari contenuti e ho inserito molto bianco: in questo modo il blu salterà all'occhio attirando l'attenzione dell'utente dove la vogliamo (call to action, informazioni importanti, logo, etc...), ma senza toglierla da tutto il resto

I due blu più scuri (6060C7 e 9595E7) vengono utilizzati per gli stati dei componenti.



# Logo

## Pittogramma

Il pittogramma è uguale all'originale con la sola modifica dei colori. Il colore centrale è il colore primario, i due a destra e sinistra sono stati creati a partire da esso generandone rispettivamente uno più scuro e uno più chiaro

Può essere utilizzato da solo oppure con logotipo e/o payoff a seconda dell'utilizzo e della dimensione dello spazio dove va inserito.

## Pittogramma + logotipo + payoff

Il logotipo è stato realizzato con il font Avant Guardie in uppercase. Alla sua destra abbiamo il pittogramma e in basso il payoff di Acumen Academy.

Viene utilizzato nel footer e nell'homepage

## Pittogramma + logotipo

Questa è una versione più piccola per le piccole dimensioni.

È composto dal pittogramma e alla sua destra troviamo il testo che assieme al pittogramma compone la scritta 'Acumen Academy'

Viene utilizzato come logo nell'header.

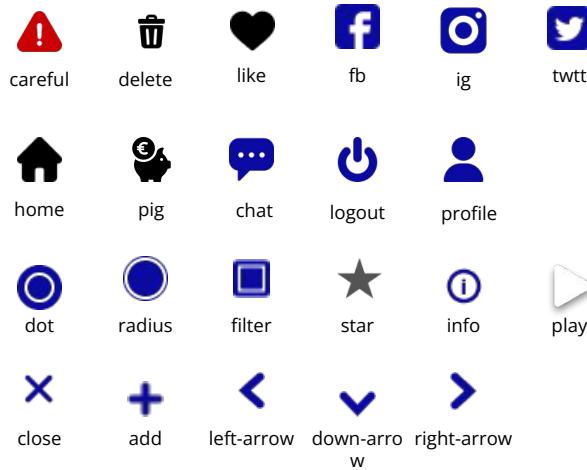


# Icons

Le icone delle due prime righe in alto sono state prese da flaticon, tutte le altre sono state create da me.

Ho mantenuto uno stile semplice e ho prediletto uno stile più minimal e rotondeggiante per essere coerente con l'intero stile del sito.

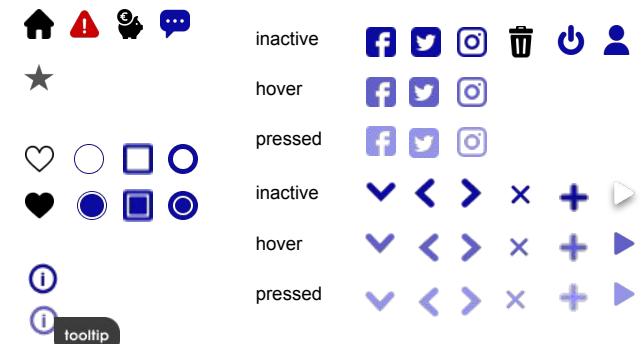
Il colore principale è il blu, ma abbiamo anche il rosso, il bianco e il nero.



## Colori e stati

Alcune icone hanno solamente una funzione illustrativa quindi hanno un solo colore e una forma unica. Altre sono interattive, quindi devono rispondere alle azioni dell'utente.

A seconda del tipo di azione, cambia l'interazione: alcune hanno solo gli stati inactive e pressed, alcune solo inactive e hover e altre hanno gli stati inactive, hover e pressed.



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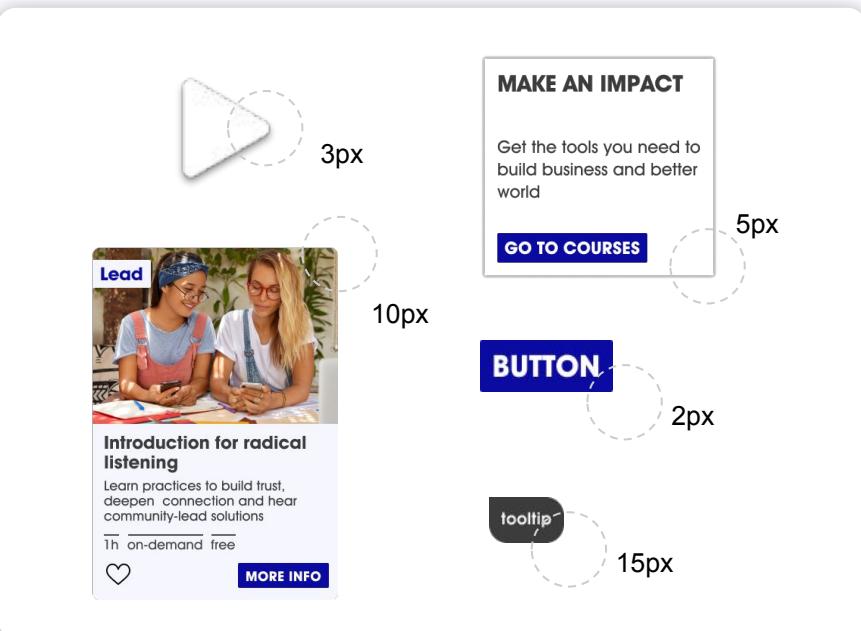
● Calendar

● Chat

# Radius

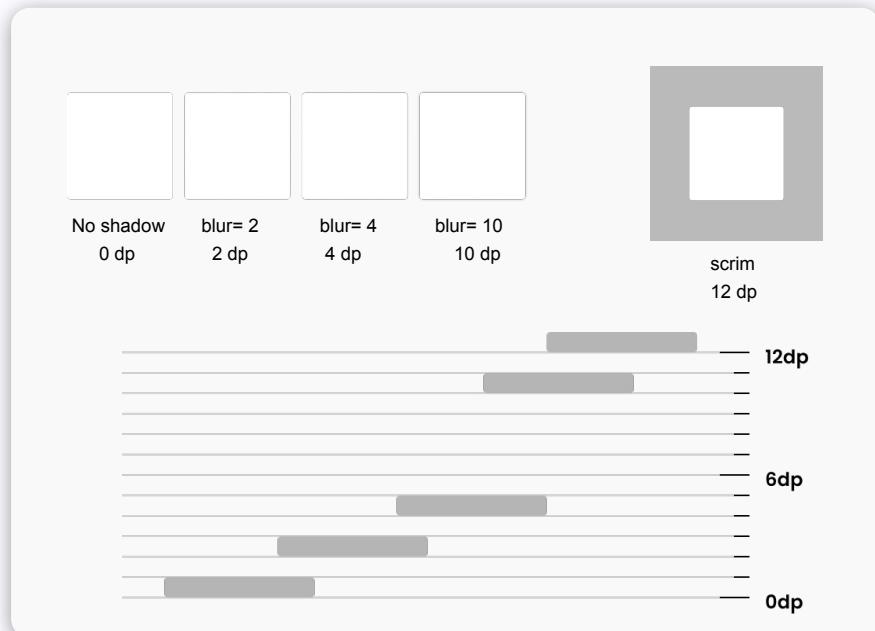
Ho aggiunto un arrotondamento degli angoli per dare più morbidezza al sito.

I bottoni e le home card hanno un raggio di 5 px mentre le altre componenti con un arrotondamento hanno un raggio di 10 px. Le uniche eccezioni sono i tooltip con un raggio di 15 px e l'icona play con un raggio di 3 px per evitare che perdesse troppo la forma triangolare.  
Tutti i text-buttons hanno un raggio di 2px.



# Elevation

Ci sono cinque elevazioni principali: no elevation, min elevation, mid elevation, high elevation e max elevation. Le prime quattro sono espresse con il blur mentre l'ultima con lo scrim di colore nero con opacità al 25%. Viene utilizzata solamente per le modali che si aprono sullo schermo.



# Grid system

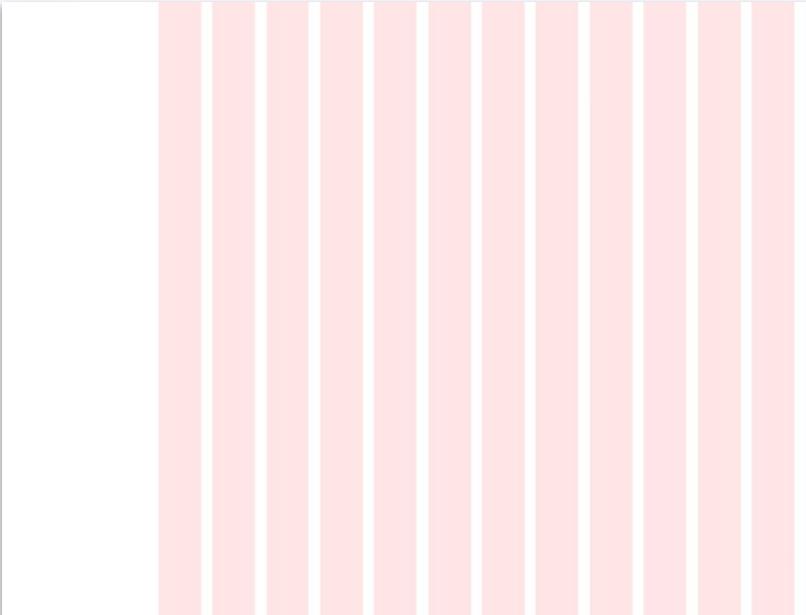
Ho utilizzato due tipi di griglie:

- La Griglia (A) è stata utilizzata principalmente per la dashboard, poiché è presente la side navigation
- La griglia (B) è stata utilizzata per tutto il resto del sito.

A

Width: 1440  
Gutter: 20  
Offset: 37

Side nav: 75  
Column: 12  
Type: right



B

Width: 1440  
Gutter: 20  
Margin: 37

Type: stretch  
Column: 12



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# Buttons

## Text button

Vengono utilizzati per cta o azioni più generiche. Li troviamo fissi nelle card di corsi, accelerator e blog con la dicitura standard 'read more' oppure nelle varianti della dashboard.

## Link button

Vengono utilizzati per tutti i link interni o esterni al sito. Li ritroviamo nel footer.

## Radius button

Ce ne sono tre tipi: la versione mini, la versione regular e la versione regular con testo.  
Essi vengono utilizzati nella pagina dei corsi per segnare il completamento o meno di una sezione o di un capitolo del corso.

## Social button

Ce ne sono tre tipi: facebook, twitter e instagram. Li troviamo nel footer

## Checkbox

Vengono utilizzati per i filtri

## Arrow button

Ci sono gli up and down, left e right. Li troviamo in molte componenti: negli accordions, nei caroselli, nei breadcrumb e nella paginazione.

## Add e close button

I primi li troviamo nel calendar e serve per aggiungere un nuovo corso da programmare nel calendario. Il close button serve per chiudere i layer

## Play button

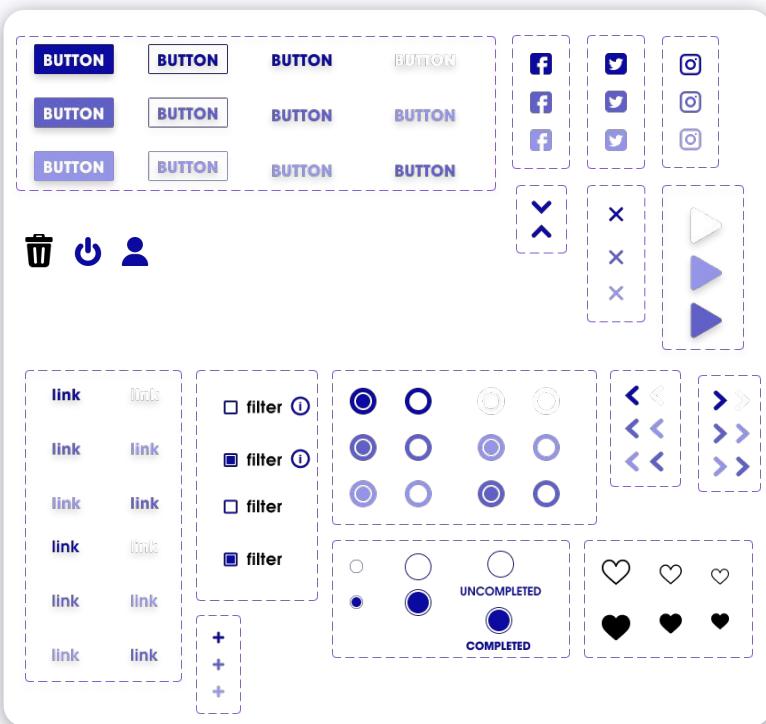
Li troviamo nei video

## Like button

Li troviamo in tre versioni diverse: regular, mid e mini. Sono presenti nelle card

## Dot button

Vengono utilizzati nel carosello.



# Buttons

## Delete button

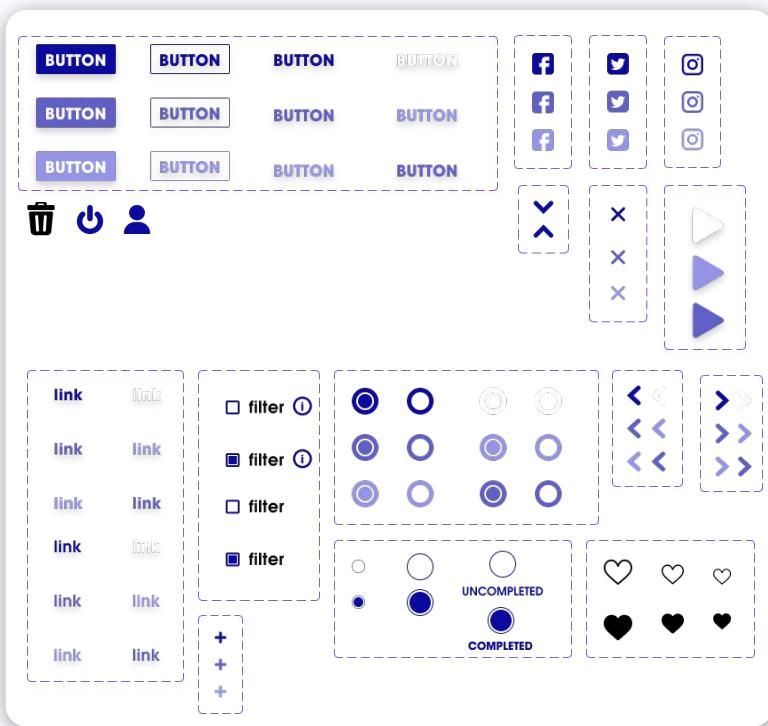
Il delete button viene utilizzato nella sezione calendar, per eliminare i corsi dalla legenda

## Logout button

Il logout button compare nella navbar quando un utente accede al sito.

## Profile button

Il profile button è presente nella navbar. Nel caso in cui tu sia loggato ti porta alla sezione my dashboard, altrimenti si aprirà una pagina che ti inviterà a loggarti.



# Buttons

## Text buttons

### Colori



### Dimensioni

	Autolayout		Text		
<b>BUTTON</b>	Height: hug	Right and left: 10	Font: Avant Guard	Kerning: 1%	
	Width: hug	Up and down: 10, 0	Size: 18	Line spacing: 30%	

	primary	secondary	tertiary	On dark
inactive	<b>BUTTON</b>	<b>BUTTON</b>	<b>BUTTON</b>	<b>BUTTON</b>
hover	<b>BUTTON</b>	<b>BUTTON</b>	<b>BUTTON</b>	<b>BUTTON</b>
pressed	<b>BUTTON</b>	<b>BUTTON</b>	<b>BUTTON</b>	<b>BUTTON</b>

## Link buttons

### Colori



### Dimensioni

	Regular	Autolayout		Text	
<b>link</b>		Height: hug	Right and left: 10	Font: Avant Guard	Kerning: 3%
		Width: hug	Up and down: 10, 0	Size: 18	Line spacing: 30%
				Weight: regular	uppercase

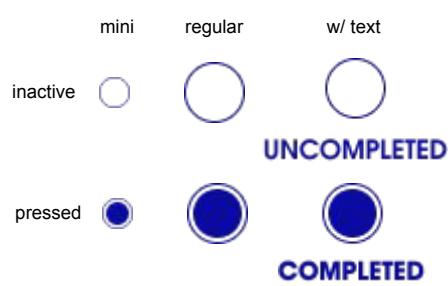
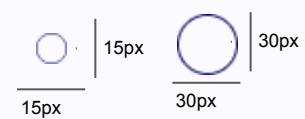
	On light	On dark
inactive	<b>link</b>	<b>link</b>
hover	<b>link</b>	<b>link</b>
pressed	<b>link</b>	<b>link</b>



# Buttons

## Radius button

### Colori e dimensioni



## Checkbox

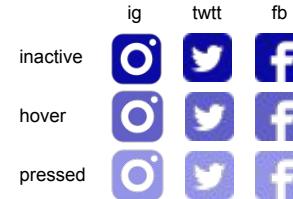
### Colori e dimensioni



inactive        
pressed     

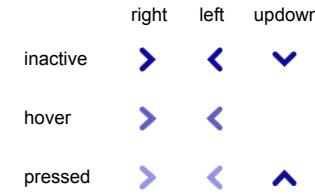
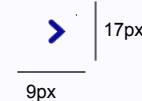
## Social button

### Colori e dimensioni



## Arrow button

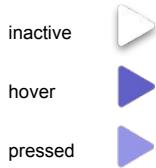
### Colori e dimensioni



# Buttons

## Play button

### Colori e dimensioni



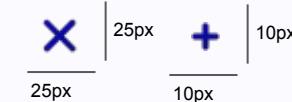
## Like button

### Dimensioni



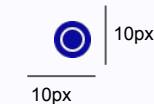
## Cross button

### Colori e dimensioni



## Dot button

### Colori e dimensioni



	On light		On dark	
	full	empty	full	empty
inactive	○	○	○	○
hover	○	○	○	○
pressed	○	○	○	○



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# Text fields

Ho creato due tipi di text field: regular e mini.

Il primo ha cinque versioni: inactive, hover, selected error e autocompilato (cliccandolo passerà prima in stato selected e poi si autocompila per simulare il flusso dell'utente)

Esso è composto da un titolo, uno stroke, l'help text, il testo interno e il rettangolo bianco. Nella versione errore abbiamo anche l'icona.  
Lo troviamo nella log in page e nella modale del calendar e in quella di donazione

Il secondo ha quattro versioni: inactive, hover, selected ed error.

Il mini text field viene utilizzato per l'iscrizione alla newsletter e nella modale del calendar.



# Text fields

## Mini-text field

### Colori e dimensioni



title goes here

80px

550px

### Specifiche

title goes here

Insert text here

Stroke: grigio scuro, 1 px, inside

Fill: white

Title: avant garde, bold, 13px, blu

Placeholder: light grey, 18px, avant garde

attention!

help text goes here

Stroke: rosso, 1 px, inside

Fill: white

Icona careful

title goes here

Insert text here

Stroke: blu, 1 px, inside

Fill: white

Title: avant garde, bold, 13px, blu

Placeholder: light grey, 18px, avant garde

title goes here

I

Stroke: blu, 1 px, inside

Fill: white

Shadow: blur=4, inside

Title: avant garde, bold,

13px, blu

Stroke: black, 2px,

title goes here

autocompilazione

Stroke: blu, 1 px, inside

Fill: white

Testo: avant garde demi,

18px

Title: avant garde, bold,

13px, blu

inactive

title goes here

Insert text here

attention!

error

help text goes here

title goes here

hover

Insert text here

selected

I

compilato

title goes here

autocompilazione

### esempio

First Name

Last Name

Email

Password

Must have at least 6 letter, 1 number, 1 capital letter

Verify Password



# Text fields

## Mini-text field

### Colori e dimensioni



326px

326px

### Specifiche

Stroke: grigio scuro, 1 px, inside

Fill: white

Placeholder: light grey, 18px, avant garde

Stroke: blu, 1 px, inside

Fill: white

Shadow: blur=4

Placeholder: light grey, 18px, avant garde

Stroke: rosso, 1 px, inside

Fill: white

Icon: careful

Stroke: blu, 1 px, inside

Fill: white

Stroke: blu, 1 px, inside

Fill: white

Testo: avant garde demi, 18px

inactive

error

hover

selected

compilato

autocompilazione

### esempio

Stay connected with our offerings

SUBMIT



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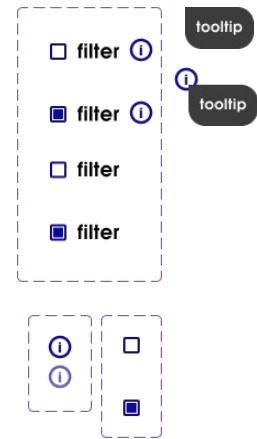
● Calendar

● Chat

# Filters

I filtri sono presenti nella course page e nell'accelertor page.

Essi sono composti da una checkbox cliccabile, il testo e, in alcuni casi, l'icona info che al passaggio del mouse fa visualizzare un tooltip con la spiegazione del significato del filtro.



## ● Search

- Open
- Closed
- In progress

- THEME**
- build (1)
- innovate (1)
- lead (1)
- SUBJECT**
- business strategy (1)
- design product (1) and services
- financial management (1)
- fundraising (1)
- impact measurement (1)
- leadership (1)
- marketing and sales (1)
- talent (1)
- FORMAT**
- on-demand
- team course
- LENGTH**
- < 1 hour
- 1 - 4 hour
- 5 - 8 hours
- 1 - 4 weeks
- 5 - 8 weeks
- COST**
- < 50
- > 50
- free

- (1) learn strategies to grow your team, market your offerings and scale your impact
- (1) develop original ideas that change conformity and upend the status quo
- (1) develop the skill of moral leadership to do what's right in a world that loves east
- (1) learn proven methodology to amplify your impact using the tool of business
- (1) learn the need of your customer to design the best solution for them
- (1) learn the language and tool of finance
- (1) learn to achieve financial sustainability without compromising impact
- (1) learn how to evaluate and improve the effectiveness of your impact
- (1) learn the skills you need to become a leader of change
- (1) learn how to communicate your value to stakeholders -from customers to investors
- (1) learn strategies to grow and lead high performing, impact driven team



# Filters

## Colori



## Specifiche



Stroke  
color=blu,  
size=2,  
radius=2,



Square 1  
height=15  
width=15,



Square 2  
color=blu  
height=9  
width=9



Autolayout  
Left and right: 10,10  
Up and down: 10, 10  
Distanza tra componenti: 10



Icon 1  
color=blu,  
height=18  
width=18



Icon 2  
color=light  
blu,  
height=18  
width=18

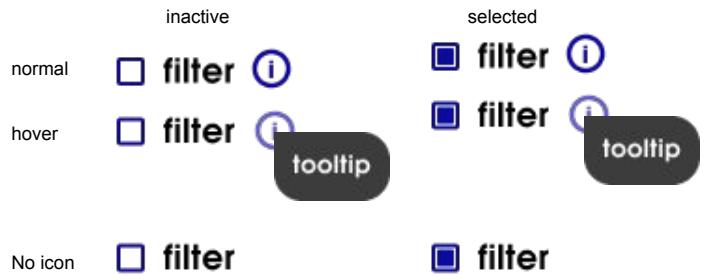
Container  
color=black  
radius=15  
height=hug  
width=hug

Text  
font=avant  
garde demi  
height=13  
color=white

Text  
color=black  
size=18  
Font:avant garde demi

tooltip

filter



## esempio

- THEME
- build
- innovate
- lead



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# Navigation

## Navigation up bar

Nella nav bar troviamo a destra il tasto di log out (solo se sei loggato), il tasto del profilo, il tasto blog, foundry e courses.

Se hai già effettuato l'accesso il tasto del profilo ti porterà nella sezione my dashboard, altrimenti ti porterà in una pagina che ti invita ad accedere o a iscriversi

A sinistra troviamo il logo che, cliccato, ti fa tornare nella home page.

La sezione foundry è un dropdown menu che ti manda agli accelerators o nella sezione fellowship

## Breadcrumb

Il breadcrumb è composto dall'icona home, che cliccata ti riporta all'home page, e dal link button che mostra il percorso gerarchico e ti fa navigare anche all'indietro cliccando sul titolo della pagina precedente.

## Side navigation

La ritroviamo nella sezione dashboard. Essa mostra le pagine e le sotto pagine. Quando ci troviamo in una sezione, appare un quadrato più scuro che la evidenzia, la sottosezione sarà evidenziata da un rettangolo ancora più scuro

## Pagination

La pagination la troviamo nella sezione courses e accelerators. Essa è composta dalle left e right arrow e dai numeri che sono dei link button. I tre puntini, se cliccati, fanno aprire il resto delle pagine, se togli il mouse dalla pagination, essa collassa nuovamente nella versione inactive.

## Footer

Il footer è diviso in sei sezioni: la sezione con i link, la sezione newsletter, la sezione con il logo, il copyright, i link per i termini d'uso e la privacy policy e, infine, i social button.

Esso è presente alla fine di tutte le pagine.

The screenshot displays the Acumen Academy website's layout and navigation features. At the top is a header bar with the 'Acumen Academy' logo, a search icon, and links for 'Courses', 'Foundry', 'Blog', and a user profile. Below the header is a 'Navigation up bar' with links for 'Courses', 'Foundry', 'Blog', and a power user icon. A breadcrumb trail shows the path: Home > Courses. The main content area features a grid of cards for 'Courses' (In progress, Favourites, Completed), 'Accelerators' (Application, Favourites), 'Fellowship' (Application, Favourites), and 'Calendar'. To the right is a 'Courses' section with a dropdown for 'Accelerators' and 'Fellowship', followed by a dashed-line box containing a navigation grid with pages 1-7 and dropdown menus for 'Option' and 'Option >'. The footer contains sections for 'About', 'Get help', 'Newsletter', and social media links. The footer also includes the 'ACUMEN ACADEMY' logo and the tagline 'the world school for social change'.



# Navigation

## Navigation up bar

### Colori



**Dimensioni**  
Height: 51  
Width: 1440

**Aspetto**  
Colore sfondo: bianco  
Shadow: nera, 25%,  
blur=4, y=4

**Autolayout options**  
Left and right: 30, 30  
Distanza tra options: 20

**Autolayout nav bar**  
Distanza tra frame: 808  
Up and down: 11,11



**Aspetto**  
Height: 70  
Width: 25

**Accelerators**  
**Fellowship**

**Autolayout**  
Distanza: 5  
Up and down: 10, 10  
Left and right: 10, 10



**Log out button**  
Color: blu  
Dimension: 24x24



**Profile button**  
Color: blu  
Dimension: 24x24



Courses Foundry ▾ Blog

	button	dropdown button	Dropdown menu
inactive	<b>Option</b>	<b>Option</b>	<b>Option ▾</b>
hover	<b>Option</b>	<b>Option ▶</b>	<b>Option ▾</b>
pressed	<b>Option</b>	<b>Option ▶</b>	<b>Option ▾</b>

esempio

Courses Foundry ▾ Blog

Accelerators  
Fellowship

# Navigation

## Breadcrumb

### Colori



&gt;

Courses

**Dimensioni**  
Height: 61  
Width: 1440

**Aspetto**  
Colore sfondo; azzurro chiaro

**Autolayout**  
Left and right: 10,10  
Up and down: 10, 10  
Distanza tra elementi: 10



&gt; Courses

**Dimensioni**  
Height: 36  
Width: 36  
Color: black

**Link**  
Weight: regular  
Color: on light



Courses Foundry ▾ Blog My dashboard Log In CREATE ACCOUNT



&gt;

Our story

Il breadcrumb va sempre sotto la nav bar.



## Pagination

### Colori



**Link**  
Color: on light

**Autolayout**  
Tra numeri →  
up and down: 10,10  
Left and right

Tra componenti →  
Distanza tra le  
componenti: 5

inactive < 1 2 3 ... >

pressed < 1 2 3 4 5 6 7 >

Ogni elemento (puntini, frecce, e numeri) hanno un comportamento di hover e pressed a sé.

# Navigation

## Side navigation

### Colori



Courses
In progress
Favourites
Completed

titolo

sottotitolo  
pressed

### Accelerators

Application

Sottotitolo  
inactive

Favourites

divider

### Fellowship

Application

container

Favourites

### Calendar

**Titolo**  
Weight: bold  
Color: blu  
Font: avant  
garde  
Size: 24

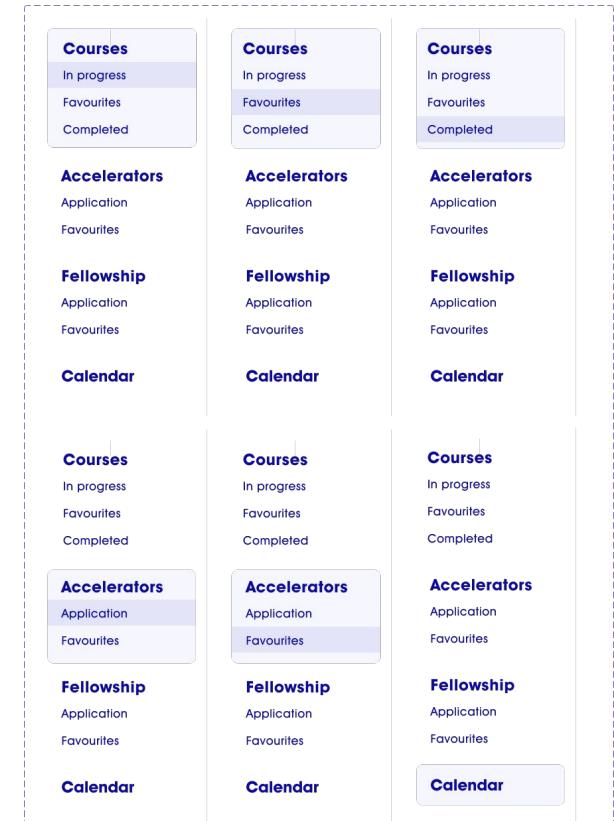
**sottotitolo**  
Weight: regular  
Color: blu

**divider**  
Dimension:  
600x1  
Color: grey

**Highlight 2**  
Dimensione:  
225x40  
Colore: light blue

**Highlight 1**  
Dimensione:  
225x180  
Colore: light blue  
Radius: 10

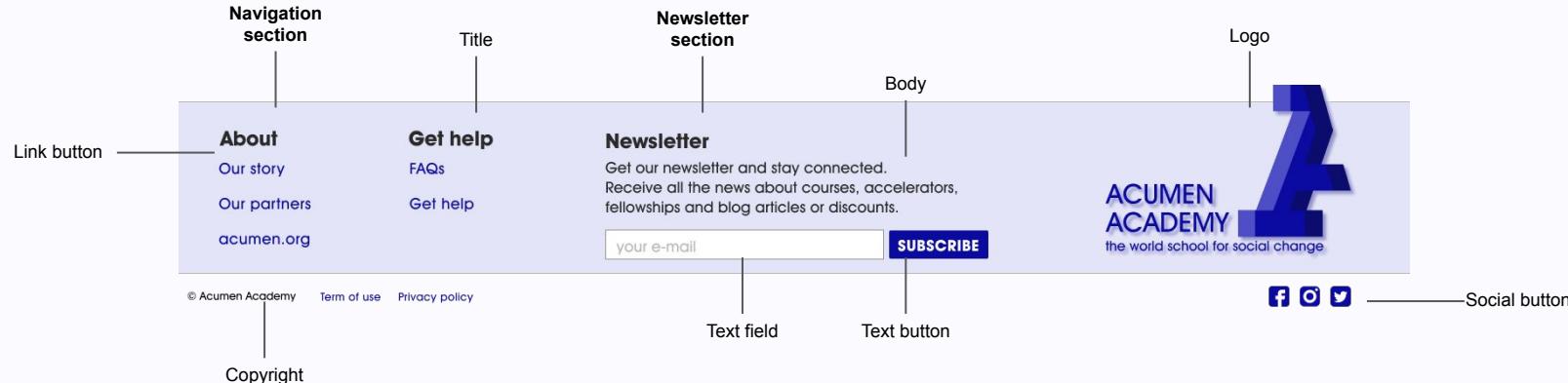
**container**  
Dimensione:  
256x600



# Navigation

## Footer

### Colori



**Link button**  
On light

**Text button**  
Color: dark  
Type: primary

**Title**  
Height: 24  
Weight: bold  
Font: avant garde  
Color: black

**Body**  
Height: 18  
Weight: regular  
Font: avant garde  
demi  
Color: black

**Logo**  
Height: 195  
Weight: 287

**Text field**  
Type: mini

**Copyright**  
Height: 13  
Weight: regular  
Font: avant garde  
demi  
Color: black



# GENERAL

● Color palette

● Logo

● Icons

## DESKTOP

● Radius and elevation

● Grid system

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

## MOBILE

● Radius and elevation

● Grid, frame and usability

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# Cards

## *Course card*

Abbiamo diverse versioni: regular, completed, in progress, to start.

La prima versione è presente nella courses page, mentre le altre sono nelle varie sezioni della dashboard. Ognuna di esse ha un'immagine, il titolo, la descrizione, le info principali, l'etichetta e il bottone.

## *Accelerator card*

Anche quiabbiamo due diverse versioni: regular e application.

La versione regular è simile alla course card, ma non sono presenti le informazioni principali.

L' application ha titolo e descrizione, data di inizio, data di fine, stato della candidatura e bottone.

## *Blog card*

Le blog card sono simili alle accelerator card, esse hanno: etichetta, immagine, bottone, titolo e descrizione.

Student card

**Student card**  
Le student card sono presenti nella home page, esse non sono cliccabili, servono solo per informare l'utente.

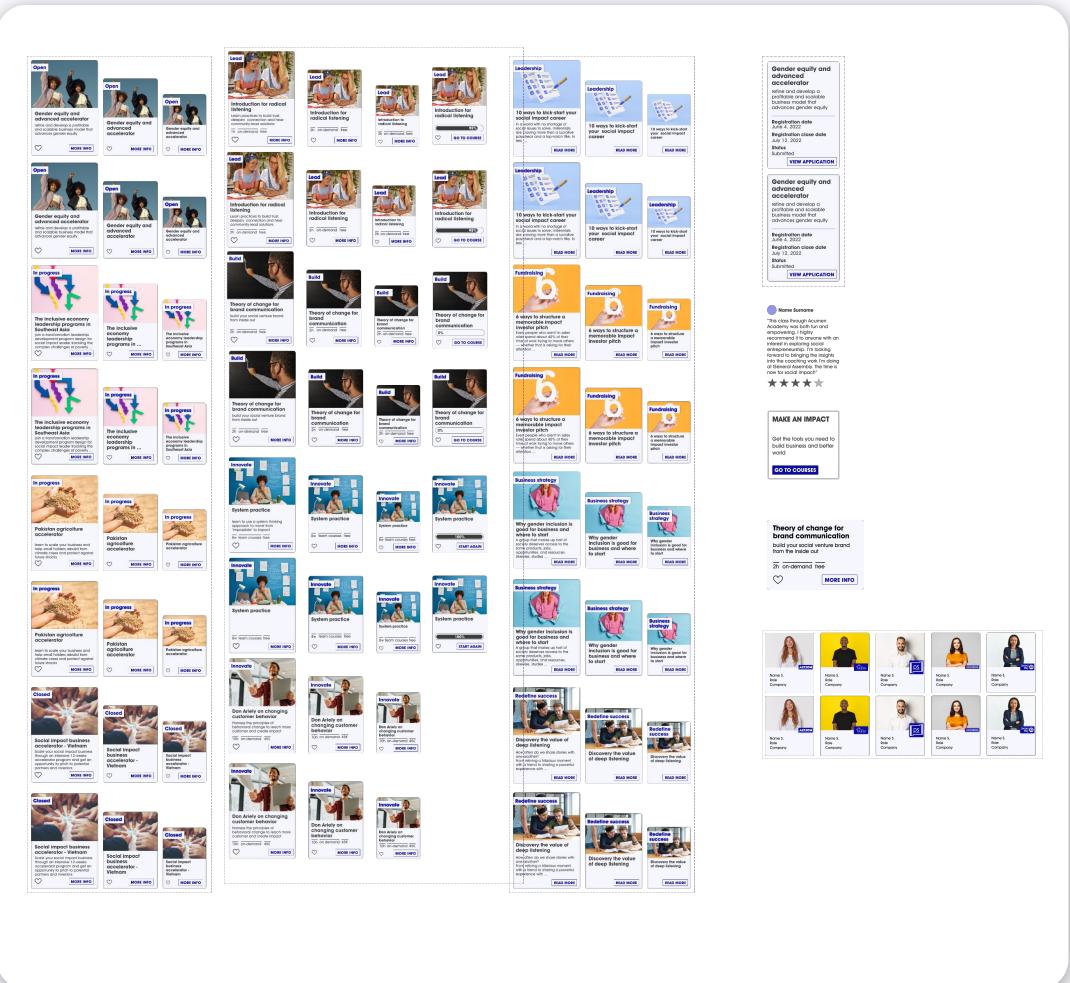
Sono composte da: immagine, body, logo dell'azienda

### *Home card*

**Home card**  
Le troviamo nella home e sono delle card che ti portano nelle quattro sezioni principali del sito: courses, accelerators, fellowship e blog. Sono semplici e dirette. Consiste di un'immagine, un titolo, un badge e il bottone.

Review

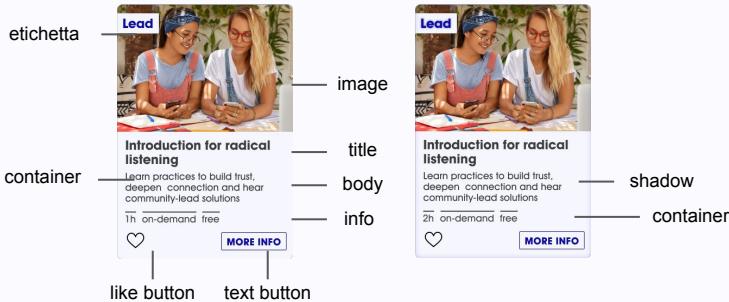
Anche le review non sono cliccabili. Esse sono composte da immagine, nome e link al prodotto.



# Cards

## Course - accelerator - blog

### Colori



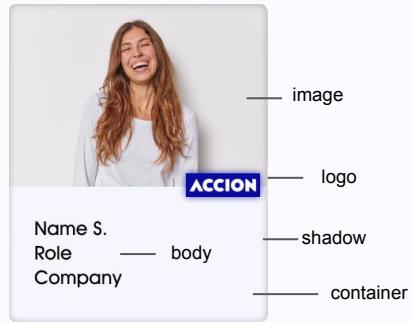
	<b>regular</b>	<b>image</b>	<b>shadow</b>	<b>body</b>	<b>info</b>	<b>etichetta</b>	<b>text button</b>	<b>like button</b>	<b>Title</b>
	Height: 233 Width: 324 Radius: 10	Height: 233 Width: 324 Radius: 10	Color: blu Opacity: 20% Blur: 10	Height: 18 px Color: black	Height: 18 px Color: black	Height: hug Width: hug Colore: white Text: avant garde, bold, 24px	Color: dark Type: secondary	Size: regular	Weight: bold Color: black Size: 24 Font: avant garde
<b>mid</b>	Height: 233 Width: 324 Radius: 10	Height: 188 Width: 265 Radius: 10	same	—	same	same	same	Size: mid	Weight: bold Color: black Size: 24 Font: avant garde
<b>mini</b>	Height: 233 Width: 324 Radius: 10	Height: 150 Width: 211 Radius: 10	same	—	same	same	same	Size: mini	Weight: bold Color: black Size: 18 Font: avant garde



# Cards

## Student card

### Colori



inactive



Name S.  
Role  
Company

hover



Name S.  
Role  
Company



# Cards

## Home card

### Colori



#### MAKE AN IMPACT

Get the tools you need to build business and better world

**GO TO COURSES**

text button

title

body

shadow

stroke

#### title

Height: 32  
Color: black  
Font: avant garde, bold, uppercase

#### body

Height: 24  
Color: black  
Font: avant garde demi

#### stroke

Height: 326  
Width: 305  
Radius: 5  
Color: black  
Spessore: 2

#### Text button

Button: primary  
Color: dark

#### Shadow

Color: black  
Opacity: 25%  
Blur: 4

## Reviews

### Colori



image

Name Surname

title

"This class through Acumen Academy was both fun and empowering. I highly recommend it to anyone with an interest in exploring social entrepreneurship. I'm looking forward to bringing the insights into the coaching work I'm doing at General Assembly. The time is now for social impact!"

body

★★★★★

stars

#### Image

Height: 50  
Width: 50

#### title

Height: 24  
Weight: bold  
Font: avant garde

#### body

Height: 24  
Weight: regular  
Font: avant garde demi

#### stars

Height: 52  
Width: 49  
Color: dark grey, middle grey



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● Color palette

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● Chat

## MOBILE

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● Grid, frame and usability

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● Layers

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# Slide

Ho creato quattro diversi tipidi slide: our impact, partners, student e reviews. La prima è presente nella home page e nell'our story page. Le due successive solo nella home page, mentre le reviews le troviamo sotto ogni scheda del corso. Ogni slide presenta le left e right arrow e i dot button.

HEIFER  
INTERNATIONAL

United Way

ps Kenya

TEACHFORINDIA ACCION

Name 1 Role Company	Name 2 Role Company	Name 3 Role Company	Name 4 Role Company
Name 5 Role Company	Name 6 Role Company	Name 7 Role Company	Name 8 Role Company
Name 9 Role Company	Name 10 Role Company	Name 11 Role Company	Name 12 Role Company

500K  
community members collaborating in 192 countries

80%  
of course takers say their ability to create social change has improved

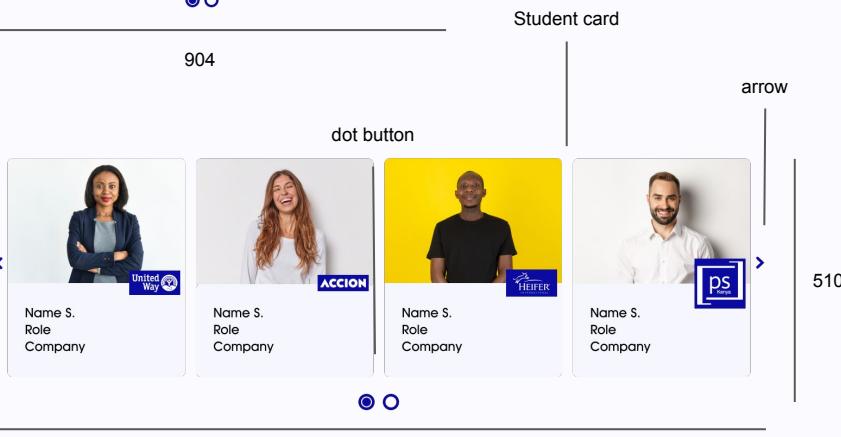
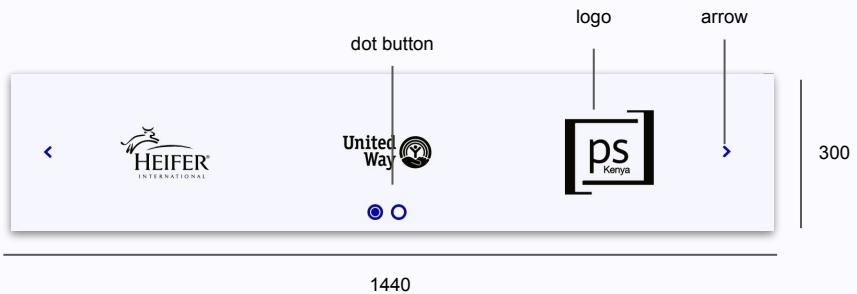
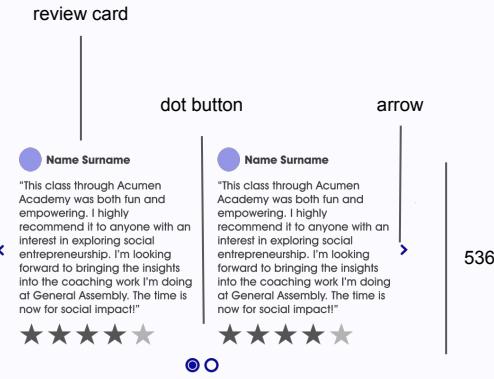
8M  
lives impacted by the work of Acumen fellows around the world

15  
years of Acumen fellows challenging the status quo

Name Surname "This class through Acumen Academy was both fun and empowering. I highly recommend it to anyone with an interest in exploring social entrepreneurship. I'm looking forward to bringing the insights into the coaching work I'm doing at General Assembly. The time is now for social impact!"	Name Surname "This class through Acumen Academy was both fun and empowering. I highly recommend it to anyone with an interest in exploring social entrepreneurship. I'm looking forward to bringing the insights into the coaching work I'm doing at General Assembly. The time is now for social impact!"
★★★★★	★★★★★



# Slide



# GENERAL

● Color palette

● Logo

● Icons

## DESKTOP

● Radius and elevation

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● Accordion

● Layers

● Calendar

● Chat

## MOBILE

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● Chat

# Accordion

Ho creato quattro diversi tipi di accordion: dashboard accordion, course accordion, syllabus accordion e info accordion.

Il primo è presente nella sezione my dashboard - courses - favourites; il secondo nel corso vero e proprio e gli ultimi due li troviamo nella scheda del corso

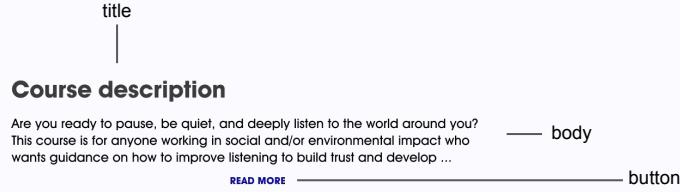
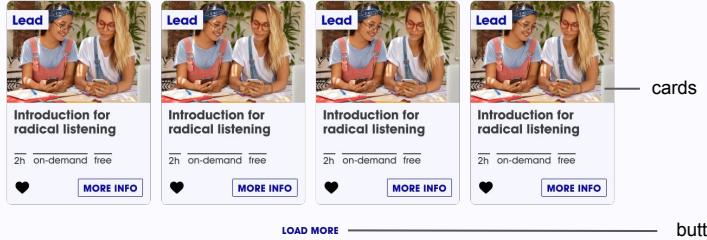
Ogni accordion ha caratteristiche diverse a seconda del contesto: le dimensioni variano, ma anche il modo di aprirsi (tramite text button o tramite arrow)

The image displays four distinct types of accordions, each with a different visual style and purpose:

- Dashboard Accordion:** Located at the top right, it shows a grid of course thumbnails. Each thumbnail includes a small profile picture, the course title "Introduction for radical listening", a duration of "2h on-demand free", and a "MORE INFO" button. A "LOAD MORE" button is positioned below the grid.
- Course Accordion:** Located in the middle left, it features a large title "WELCOME TO THE COURSE" above a numbered section "01". The section title is "WELCOME TO THE COURSE". Below the title is a list of course components:
  - Video: welcome to the course
  - Resource: download worksheet
  - Reading: meet health in armony
  - Discussion: introduce yourselfA downward-pointing arrow is located to the right of the section content.
- Syllabus Accordion:** Located in the middle right, it lists course modules with completion status and a dropdown menu:
  - 1 Introduction to the course 0/4 ▼
  - 1 Introduction to the course 0/4 ▲
  - welcome to the course
  - course overview
  - course logistic
  - meet your guideA dashed blue border surrounds this panel.
- Info Accordion:** Located at the bottom right, it contains a "Course description" section with a detailed paragraph about the course's purpose and partners, followed by "READ MORE" and "READ LESS" buttons. A downward-pointing arrow is located to the left of the description.

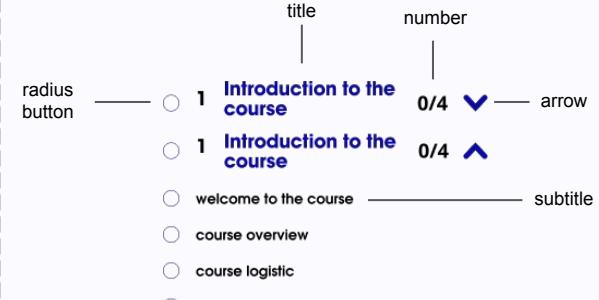


# Accordion



title  
Height: 43  
Color: black  
Font: avant garde, bold, uppercase

body  
Height: 24  
Color: black  
Font: avant garde demi



# GENERAL

● Color palette

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● Icons

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## MOBILE

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● Layers

● Calendar

● Chat

# Layers

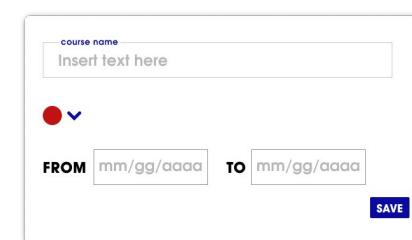
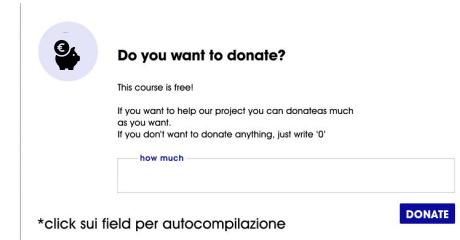
## Modali

Anche le modali hanno diverse caratteristiche a seconda del contesto.

Ne ho create tre: due sono si aprono nella sezione my dashboard - calendar a seconda delle azioni che vuoi compiere, mentre una si apre nel momento in cui clicchi su 'enroll'

## Snackbar

Abbiamo due snackbars che appaiono quando metti nei preferiti un corso o un accelerator per informarti dove potrai visualizzarli. Puoi chiudere la Snackbar quando clicchi sul bottone a destra.



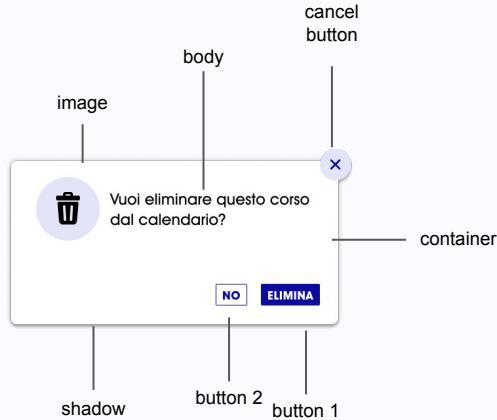
You will find your course in dashboard - accelerators - favourites OK, GOT IT

You will find your course in dashboard - courses - favourites OK, GOT IT



# Layers

## Modali



**image**  
Dimension: 97x97  
Color: light blue

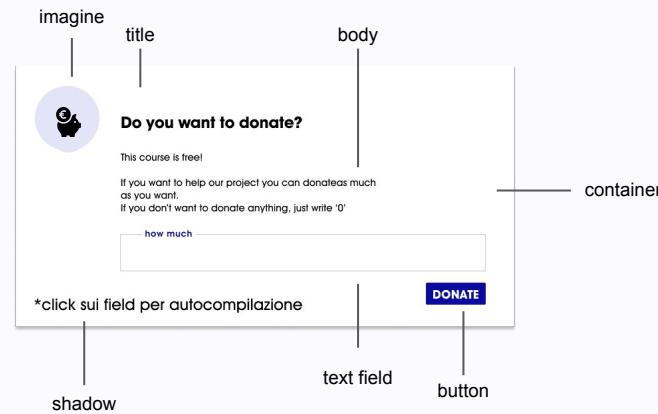
**body**  
Height: 24  
Color: black  
Font: avant garde demi

**button 1**  
Type: primary  
Size: regular

**button 2**  
Type: secondary  
Size: regular

**shadow**  
Color: black  
Blur: 4  
Y: 4

**container**  
Dimension: 250x500  
Color: white  
Radius: 10



**image**  
Dimension: 97x97  
Color: light blue

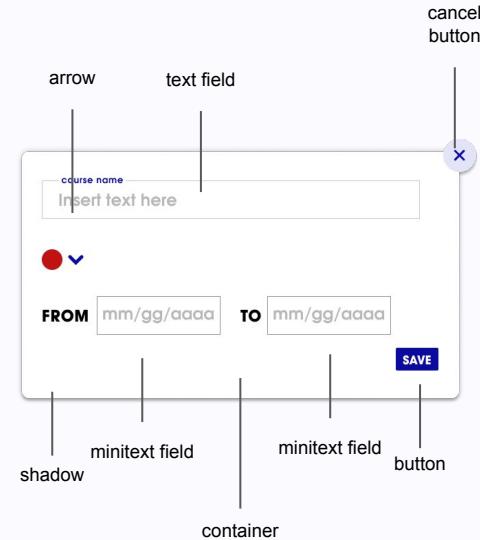
**body**  
Height: 18  
Color: black  
Font: avant garde demi

**button**  
Height: 24  
Color: black  
Font: avant garde demi

**title**  
Height: 24  
Color: black  
Font: avant garde, bold

**shadow**  
Color: black  
Blur: 4  
Y: 4

**container**  
Dimension: 750x390  
Color: white  
Radius: 10



**arrow**  
Type: down arrow

**shadow**  
Color: black  
Blur: 4  
Y: 4

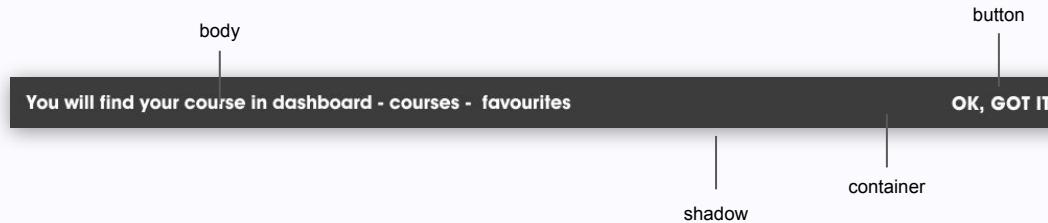
**container**  
Dimension: 630x360  
Color: white  
Y: 4



# Layers

## Snackbar

### Colori



**body**  
Height: 18  
Color: black  
Font: avant  
garde demi

**shadow**  
Color: black  
Blur: 10

**button**  
Type: tertiary  
Color: light

**container**  
Dimension:  
1018x48  
Color: black



# GENERAL

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# Calendar

Il calendario è stato creato per permettere agli utenti di organizzare il proprio studio. È composto da un calendario grande, dove vediamo come sono organizzati i corsi, e uno più piccolo per navigare.

Sotto al calendario piccolo troviamo la legenda. È possibile eliminare il corso che abbiamo inserito e inserirne di nuovi. Entrambe le interazioni vengono gestite tramite una modale.

MARCH

m	t	w	t	f	s	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

APRIL

m	t	w	t	f	s	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY

m	t	w	t	f	s	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MARCH

1	X	+ 1	X 1	+ X	X +	X X	X X	X X	X X	X X	X X
2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31						

● Introduction for radical listening  
● Pakistan agriculture accelerator  
● Don Aray on changing cultu...  
+

Introduction for radical listening

Introduction for radical listening

Do you want to donate?

This course is free!

If you want to help our project you can donate as much as you want.  
If you don't want to donate anything, just write '0'

how much

\*click sui field per autocompilazione

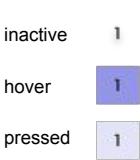
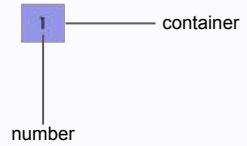
DONATE

course name  
Insert text here

FROM mm/gg/aaaa TO mm/gg/aaaa

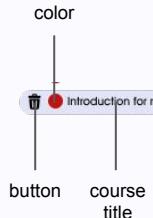
SAVE

# Calendar



**container**  
Dimension: 26xhug  
Distance up and down: 5,5  
Distance left and right:  
10,10

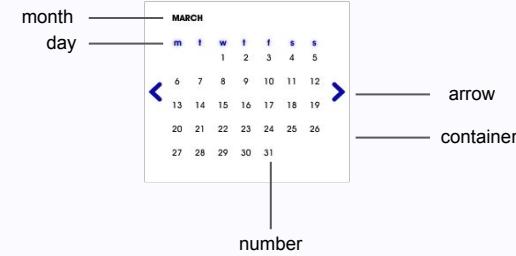
**number**  
Height: 10  
Color: black  
Font: avant  
garde demi



**title**  
Height: 10  
Color: black  
Font: avant  
garde demi

**container**  
Dimensioni:  
240x30  
Color: light blue  
Radius: 100

**color**  
Dimensioni:  
13x13



**container**  
dimensioni:230  
x205  
Color: bianco  
Radius: 10

**day**  
Height: 18  
Color: blue  
Font: avant  
garde bold  
Shadow: blue,  
blur=5

**month**  
Height: 10  
Color: black  
Font: avant  
garde bold,  
uppercase

# GENERAL

● Color palette

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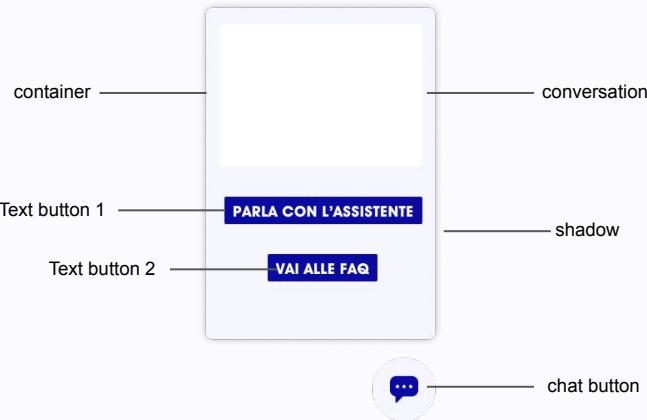
# Chat

La chat è stata creata per permettere all'utente di essere assistito in ogni momento. Si può aprire e chiudere, puoi decidere di parlare direttamente con un assistente oppure visitare le faq.

Nel riquadro bianco è possibile consultare le conversazioni in corso (nel caso in cui l'utente abbia aperto più conversazioni)



# Chat



**container**  
Dimensioni:  
277x400  
Color: light blue  
Radius: 10

**Text button 1**  
type: primary  
Color: on light

**Text button 2**  
Type: primary  
Color: on light

**conversation**  
Dimensioni:  
244x272  
Color: white

**shadow**  
Color: black  
Opacità: 25%  
blur:10

**Chat button:**  
Dimensioni:  
76x76  
Color: light blue

closed

open



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## MOBILE

● Radius and elevation

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● Filters

● Navigation

● Cards

● Slide

● Accordion

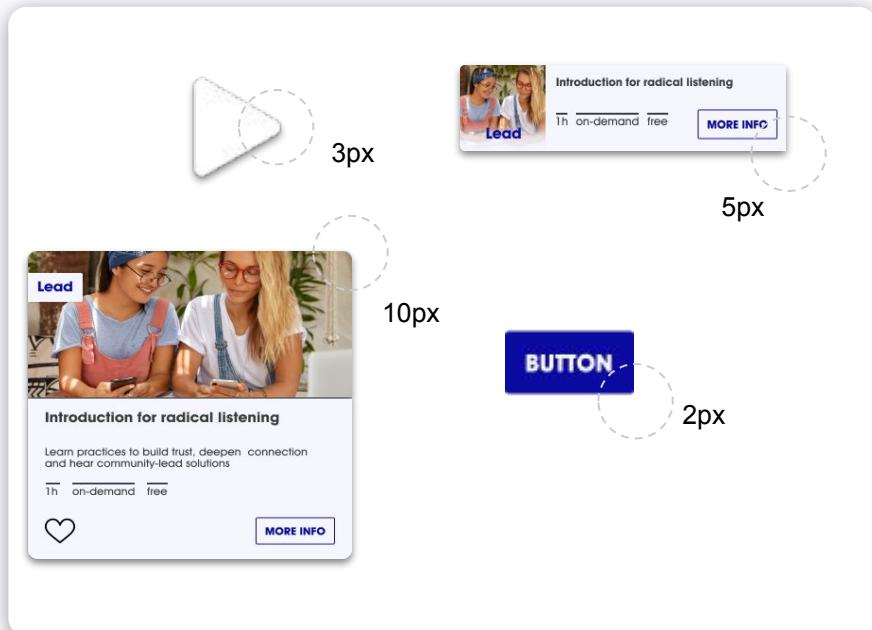
● Layers

● Calendar

● Chat

# Radius

Nella versione mobile le misure del radius cambiano leggermente: i bottoni, le home card e le immagini delle mini card hanno un raggio di 5 px mentre le altre componenti con un arrotondamento hanno un raggio di 10 px. L'unica eccezione è l'icona play con un raggio di 3 px per evitare che perdesse troppo la forma triangolare.  
Tutti i text-buttons hanno un raggio di 2px.

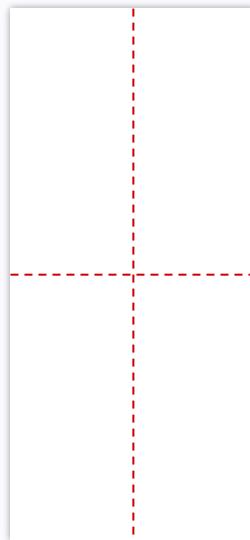
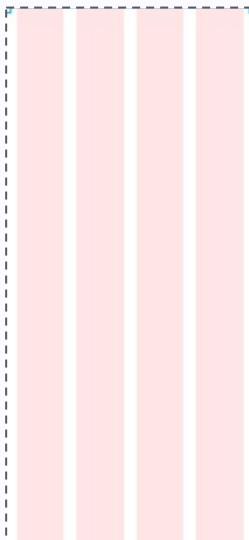


# Elevation

Le regole dell'elevazione rimangono uguali anche nella versione mobile



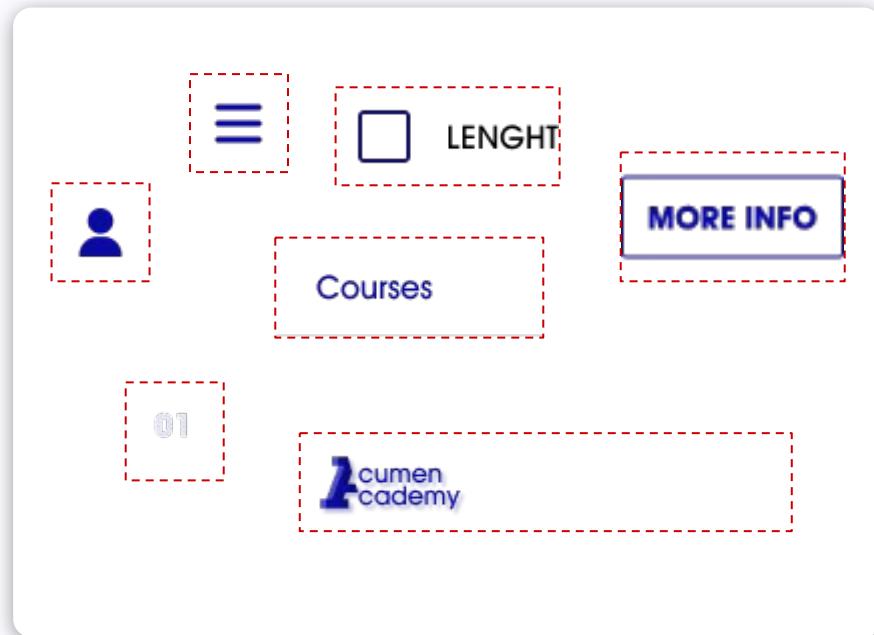
# Grid and frame



# Usability

Tutti gli spazi sono stati pensati per avere dei touch target di dimensione minima 48x48 (rispettando le indicazioni del WCAG).

Tutti i touch target hanno un autolayout tale per cui la dimensione dell'intero touch target misuri 48x48



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# Buttons

## *Text button*

Vengono utilizzati per cta o azioni più generiche. Li troviamo fissi nelle card di corsi, accelerator e blog con la dicitura standard 'read more' oppure nelle varianti della dashboard.

## *Link button*

Vengono utilizzati per tutti i link interni o esterni al sito. Li ritroviamo nel footer.

## *Radius button*

Vengono utilizzati nella pagina dei corsi per segnare il completamento o meno di una sezione o di un capitolo del corso.

## *Social button*

Ce ne sono tre tipi: facebook, twitter e instagram. Li troviamo nel footer

## *Checkbox*

Vengono utilizzati per i filtri

## *Arrow button*

Li troviamo in molte componenti: negli accordions, nei caroselli e nei breadcrumb.

## *Play button*

Li troviamo nei video

## *Like button*

Sono presenti nelle card

## *Delete button*

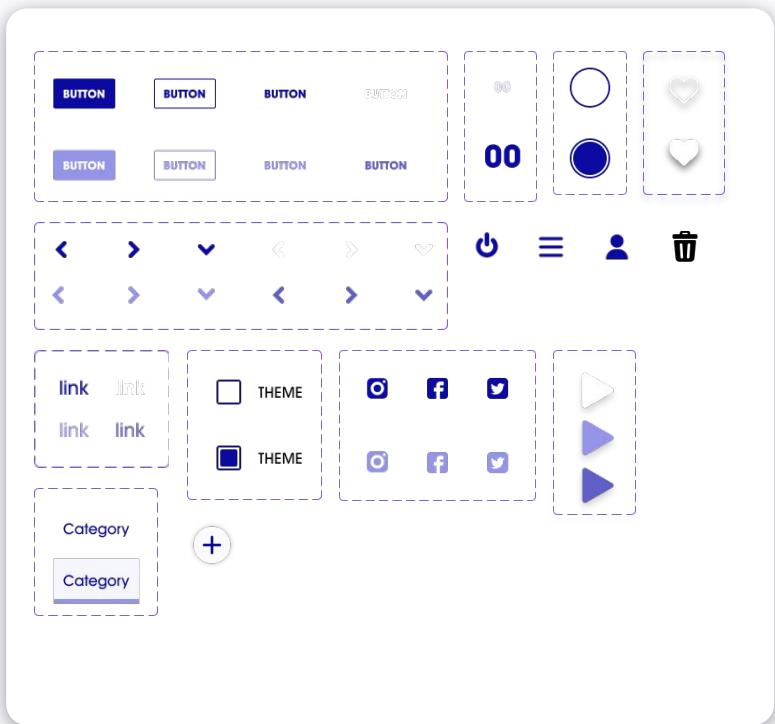
Il delete button viene utilizzato nella sezione calendar, per eliminare i corsi dalla legenda

## *Logout button*

Il logout button compare nella navbar quando un utente accede al sito.

## *Profile button*

Il profile button è presente nella navbar. Nel caso in cui tu sia loggato ti porta alla sezione my dashboard, altrimenti si aprirà una pagina che ti inviterà a loggarti.



# Buttons

## Category button

Fanno parte della category nav bar che troviamo nella dashboard per navigare tra le varie sezioni della dashboard

## Chapter button

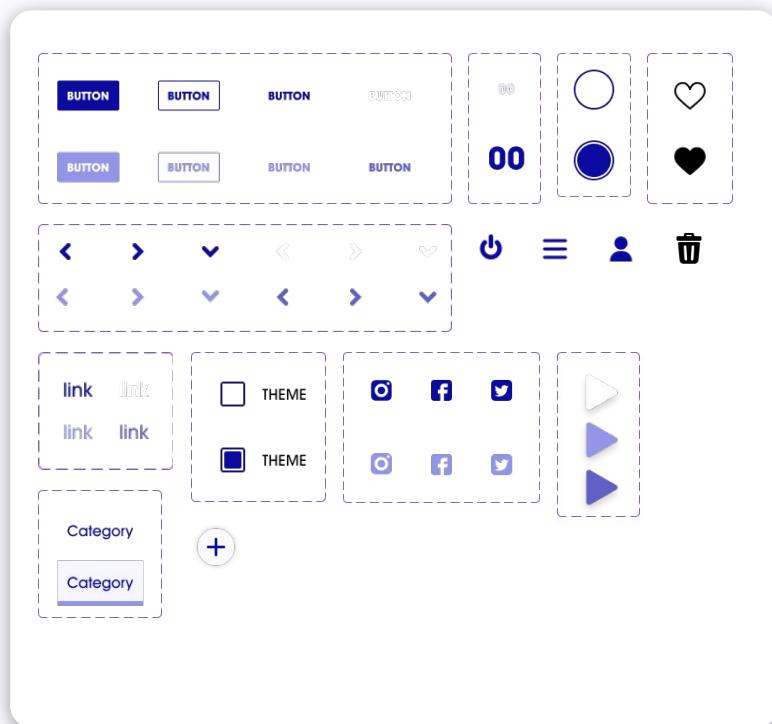
Vengono utilizzati nella navigazione del corso

## Hamburger menu button

Lo troviamo nella navbar.

## FAB

Ci sono due FAB: uno per la chat e uno per la sezione calendar che serve per aggiungere un nuovo corso da programmare.



# Buttons

## Text buttons

### Colori



### Dimensioni

	Autolayout		Text		
<b>BUTTON</b>	Height: hug	Right and left: 10	Font: Avant Guard	Kerning: 0.4%	
	Width: hug	Up and down: 10, 5	Size: 12	Line spacing: 30%	



\*se contenuto in una card il  
bottone diventa di dimensioni fisse  
e si estende per tutta la larghezza  
della card (305x48)

## Link buttons

### Colori



### Dimensioni

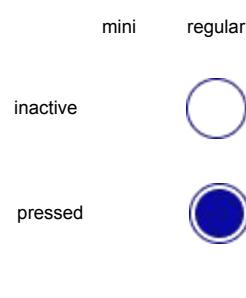
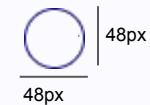
Regular	Autolayout		Text	
<b>link</b>	Height: hug	Right and left: 10	Font: Avant Guard	Kerning: 0.4%
	Width: hug	Up and down: 10, 0	Size: 16	Line spacing: 30% uppercase



# Buttons

## Radius button

### Colori e dimensioni



## Checkbox

### Colori e dimensioni



inactive

pressed

## Social button

### Colori e dimensioni



## Arrow button

### Colori e dimensioni



6px

right left updown

inactive

left

updown

pressed

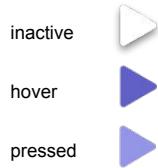
left

updown

# Buttons

## Play button

### Colori e dimensioni



flexible

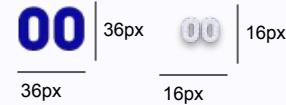
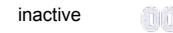
## Like button

### Dimensioni



## Chapter button

### Colori e dimensioni



pressed



## Category button

### Colori e dimensioni



# GENERAL

● Color palette

● Logo

● Icons

## DESKTOP

● Radius and elevation

● Grid system

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

## MOBILE

● Radius and elevation

● Grid, frame and usability

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

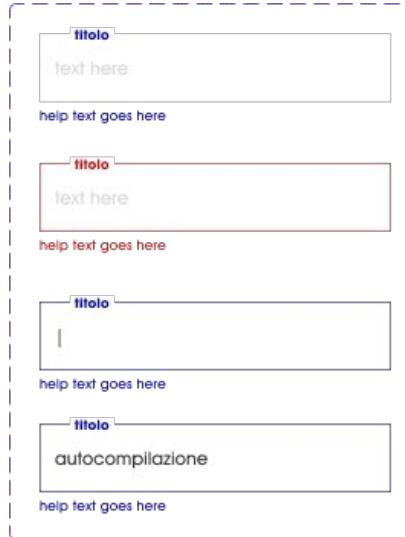
● Calendar

● Chat

# Text fields

Il text field presenta 4 varianti e ogni variante ha il titolo, il field, il placeholder text, e l'help test.

A seconda della necessità è possibile togliere il titolo e il placeholder text.



# Text fields

## Mini-text field

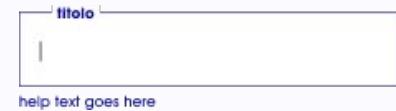
### Colori e dimensioni



### Specifiche



Stroke: grigio scuro, 0.5 px, outside  
Fill: white  
Title: avant garde, bold, 9px, blu  
Placeholder: light grey, 12px, avant garde  
Help text: 9px, red, regular



Stroke: blu, 0.5 px, outside  
Fill: white  
Title: avant garde, bold, 13px, blu  
Placeholder: light grey, 12px, avant garde  
Help text: avant garde, 9px, regular



Stroke: rosso, 1 px, inside  
Fill: white  
Title: avant garde, bold, 9px, red  
Placeholder: light grey, 12px, avant garde  
Help text: avant guard, 9 px, regular



Stroke: blu, 1 px, outside  
Fill: white  
Title: avant garde demi, 12px  
Placeholder: light grey, 12px, avant garde  
Help text: avant garde, 9px, regular



# GENERAL

● Color palette

● Logo

● Icons

## DESKTOP

● Radius and elevation

● Grid system

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

## MOBILE

● Radius and elevation

● Grid, frame and usability

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

# Filters

I filtri sono presenti nella course page e nell'accelertor page.

Essi sono composti da una checkbox cliccabile e testo.

In questo caso si aprono una volta cliccato sulla freccia con scritto 'filters', come un dropdown menu.

CLOSE FILTERS

- THEME
- build
- innovate
- lead

CLOSE FILTERS

- closed
- open
- in progress

CLOSE FILTERS

- SUBJECT
- business strategy
- design product and services
- financial management
- impact measurement
- leadership
- marketing and sales
- talent
- fundraising

Filters ▾

THEME

THEME

V

- FORMAT
- on-demand
- team courses

CLOSE FILTERS

- LENGTH
- < 1 hour
- 1 - 4 hour
- 5 - 8 hours
- 1 - 4 weeks
- 5 - 8 weeks

CLOSE FILTERS

- COST
- < 50
- > 50
- free

# Filters

## Colori



## Specifiche



filter

**Stroke**  
color=blu,  
size=2,  
radius=2,

**Square 2**  
color=blu  
height=24  
width=24

**Square 1**  
height=15  
width=15,

**Autolayout**  
Left and right: 10,10  
Up and down: 10, 10  
Distanza tra componenti: 10

filter

**Text**  
color=black  
size=16  
Font: avant garde  
demi, regular

pressed



filter

normal



filter

esempio



CLOSE FILTERS

closed

open



# GENERAL

● Color palette

● Logo

● Icons

## DESKTOP

● Radius and elevation

● Grid system

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

## MOBILE

● Radius and elevation

● Grid, frame and usability

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

# Navigation

## Navigation up bar

La navbar è composta da il tasto profilo, per andare nella dashboard, l'hamburger menu e il logout button.

A sinistra troviamo il logo che premuto ti porta alla home page

## Navbar without login

In questa versione non è presente il tasto di logout, mentre il tasto profilo ti porta in una pagina che propone l'accesso o la registrazione

## Course navbar

Nella course navbar c'è un dropdown menu che apre la navigazione completa del corso con le sezioni divise in capitoli e paragrafi e la possibilità di segnare i capitoli completati

## Breadcrumb

Il breadcrumb è composto dall'icona home, che cliccata ti riporta all'home page, e dal link button che mostra il percorso gerarchico e ti fa navigare anche all'indietro cliccando sul titolo della pagina precedente.

## Pagination

La pagination in questo caso viene utilizzata per navigare tra i vari capitoli del corso. Questa versione di navigazione è quella alternativa al dropdown menu che troviamo nel course navigation perché sia più diretta e veloce.

## Category navigation

La troviamo nella sezione dashboard, serve per navigare tra le varie sottocategorie della dashboard

## Footer

Il footer è diviso in sei sezioni: la sezione con i link, la sezione newsletter, la sezione con il logo, il copyright, i link per i termini d'uso e la privacy policy e, infine, i social button.

Esso è presente alla fine di tutte le pagine.



The image displays several user interface snippets for Acumen Academy:

- Top Navigation Bar:** Shows the logo, profile icon, hamburger menu, and logout button.
- Navbar without login:** Similar to the top bar but lacks the logout button, instead featuring a registration/login link.
- Course Navbar:** A dropdown menu showing a hierarchical tree structure of course sections.
- Breadcrumb:** Shows the path from the home icon to "Courses > Courses".
- Category navigation:** A grid of category boxes enclosed in a dashed border.
- Pagination:** A numbered pagination bar with arrows for navigating through chapters.
- Newsletter Form:** A form with fields for email and a "SIGN ME UP" button.
- Footer Content:** Includes the Acumen Academy logo ("the world school for social change"), social media icons (Instagram, Facebook, Twitter), and links to "Term of use" and "Privacy Policy".

# Navigation

## Pagination

### Colori



### Specifiche

< 00 01 02 03 04 >

#### Dimensioni

Height: 60

Width: 343



**Chapter button**  
Height: 36x36



**Chapter button**  
Height: 16x16

#### Arrow

Color: on light  
Type: left and right



## Course navbar

### Colori



### Specifiche

Category

Category Category

Category

Category

#### Container

Aspetto: 48xhug, light blue  
Down stroke: 5px, light blue

#### Link

Type: on light

# Navigation

## Navbar

### Colori



### Specifiche



**Dimensioni**  
Height: 60  
Width: 375

**Aspetto**  
Colore sfondo: bianco  
Shadow: nera, 25%,  
blur=4, y=4



**Log out button**  
Color: blu  
Dimension: 24x24



**Profile button**  
Color: blu  
Dimension: 24x24



**Hamburger menu button**  
Color: blu  
Color: on light  
Dimension: 24x24  
Type: down



## Navbar

### Colori



### Specifiche



**Dimensioni**  
Height: 60  
Width: 375

**Aspetto**  
Colore sfondo: light blue



> Courses

**Home button**  
Color: black  
Dimension: 36x36

**Link**  
Type: on light

# Navigation

## Footer

### Colori



## Specifiche

**Link button**  
On light

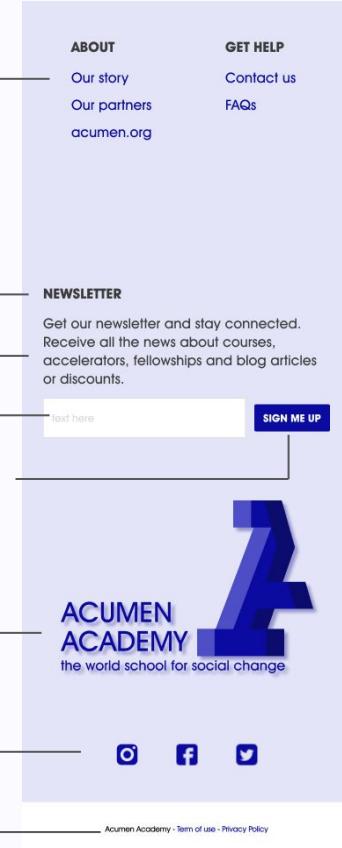
**Text button**  
Color: on light  
Type: primary

**Logo**  
Height: 195  
Weight: 287

**Copyright**  
Height: 13  
Weight: regular  
Font: avant garde  
demi  
Color: black

**Body**  
Height: 16  
Weight: regular  
Font: avant garde  
demi  
Color: black

**Title**  
Height: 16  
Weight: bold  
Font: avant garde  
Color: black



# GENERAL

● Color palette

● Logo

● Icons

## DESKTOP

● Radius and elevation

● Grid system

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

## MOBILE

● Radius and elevation

● Grid, frame and usability

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

# Cards

## Course card

Abbiamo diverse versioni: regular, completed, in progress, to start.  
La prima versione è presente nella courses page, mentre le altre sono nelle varie sezioni della dashboard. Ognuna di esse ha un'immagine, il titolo, la descrizione, le info principali, l'etichetta e il bottone.

## Accelerator card

Anche qui abbiamo due diverse versioni: regular e application.  
La versione regular è simile alla course card, ma non sono presenti le informazioni principali.  
L'application ha titolo e descrizione, data di inizio, data di fine, stato della candidatura e bottone.

## Student card

Le student card sono presenti nella home page, esse non sono cliccabili, servono solo per informare l'utente.

Sono composte da: immagine, body, logo dell'azienda.

## Home card

Le troviamo nella home e sono delle card che ti portano nelle quattro sezioni principali del sito: courses, accelerators, fellowship e blog. Sono semplici e dirette. Ognuna di esse presenta un titolo, un body e il bottone.

## Review

Anche le review non sono cliccabili. Esse sono composte da immagine, nome e cognome dell'utente, testo e stelline.

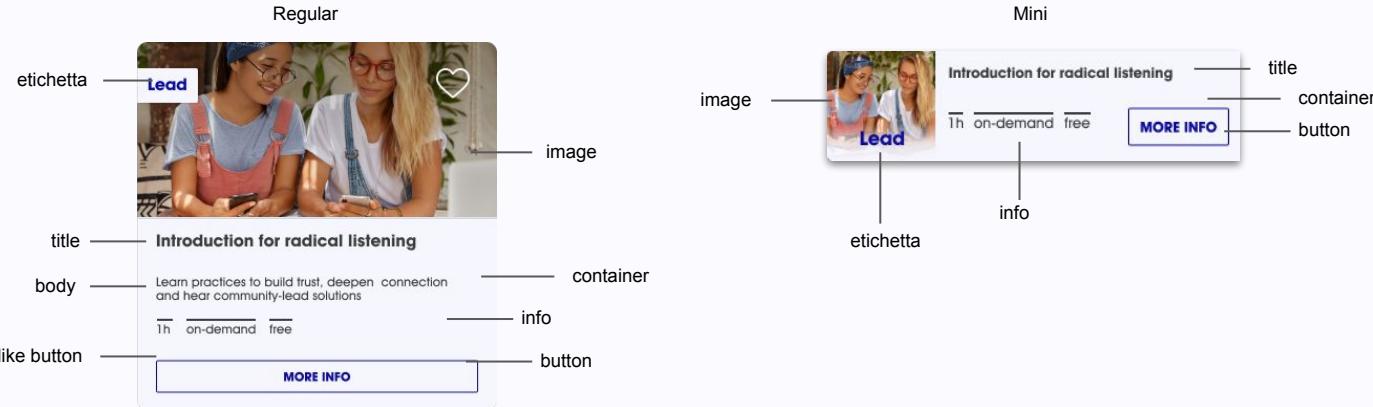
The image displays a collection of user interface cards, likely from a design system, arranged in a grid. It includes:

- Course cards (top row):** Four cards representing different program stages: "Open" (with two people cheering), "Closed" (with hands at a table), "In progress" (with a colorful arrow icon), and "In progress" (with a hand holding grain). Each card has a title, a brief description, and a "MORE INFO" button.
- Accelerator cards (second row):** A grid of cards for various accelerator programs like "Gender equity and advanced accelerator", "Social impact business accelerator", "The Inclusive leadership programs in Southeast Asia", and "Pakistan agriculture accelerator". Each card includes a progress bar, a percentage, and a "GO TO COURSE" button.
- Dashboard cards (third row):** A grid of cards for "Bold" programs, each with a title, a brief description, and a "GO TO COURSE" button.
- Student cards (bottom row):** Five cards featuring portraits of individuals with their names, roles, and company names. Each card includes an "ACTION" button.
- Detail card (bottom right):** A detailed view of a "Gender equity and advanced accelerator" card. It shows a testimonial, registration details (date, close date, status), and a "VIEW APPLICATION" button.
- Call-to-action cards (right side):** Three cards encouraging users to "MAKE AN IMPACT", "BECOME A FELLOW", and "ACCELERATE YOUR IMPACT". Each has a "GO TO [Category]" button.
- Blog card (far right):** A card for "BE PART OF SOMETHING BIGGER" with a "GO TO BLOG" button.



# Cards

## Course card



	<b>regular</b>	<b>image</b> Height: 167 Width: 343 Radius: 10	<b>body</b> Height: 12 px Color: black	<b>info</b> Height: 12 px Color: black	<b>etichetta</b> Height: hug Width: hug Color: white Text: avant garde, bold, 16	<b>text button</b> Color: on light Type: secondary	<b>like button</b> Size: regular	<b>Title</b> Weight: bold Color: black Size: 16 Font: avant garde
<b>mini</b>		Height: 90 Width: 253 Radius: 5	Height: 90 Width: 90 Radius: 5	-	same	same	same	Weight: bold Color: black Size: 12 Font: avant garde

# Cards

## Student card

### Colori



Image	container	body
Height: 240	Height: 90	Height: 24
Width: 343	Width: 343	Weight: bold
Radius: 10	Radius: 10	Font: avant garde, bold, uppercase
	Color: light blue	Font: avant garde demi
		Color: black

### logo

Varia a seconda delle dimensioni dei loghi, l'ampiezza è sempre 84



## Home card

### Colori



title	body	stroke
Height: 28	Height: 16	Height: hug
Color: black	Color: black	Width: hug
Font: avant garde, bold, uppercase	Font: avant garde demi	Radius: 5
		Color: black
		Spessore: 1

text button
Button: primary
Color: on light

## Reviews

### Colori



"This class through Acumen Academy was both fun and empowering. I highly recommend it to anyone with an interest in exploring social entrepreneurship. I'm looking forward to bringing the insights into the coaching work I'm doing at General Assembly. The time is now for social impact!"



Image	title	body
Height: 27	Height: 16	Height: 16
Width: 27	Weight: bold	Weight: regular
	Font: avant garde	Font: avant garde demi

stars
Height: 24
Width: 24
Color: dark grey, middle grey

# GENERAL

● Color palette

● Logo

● Icons

## DESKTOP

● Radius and elevation

● Grid system

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

## MOBILE

● Radius and elevation

● Grid, frame and usability

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

# Slide

Ho creato quattro diversi tipidi slide: our impact, partners, student e reviews. La prima è presente nella home page e nell'our story page. Le due successive solo nella home page, mentre le reviews le troviamo sotto ogni scheda del corso. Ogni slide presenta le left e right arrow e i dot button.

**500k**  
community members  
collaborating in 192 countries

**80%**  
of course taker say their ability  
to create social change has  
improved

**8M**  
lives impacted by the work of  
Acumen fellows around the  
world

**15**  
years of Acumen fellows  
challenging the status quo

 Name Surname  
"This class through Acumen Academy was both fun and empowering. I highly recommend it to anyone with an interest in exploring social entrepreneurship. I'm looking forward to bringing the insights into the coaching work I'm doing at General Assembly. The time is now for social impact!"  
★★★★★

 Name Surname  
"This class through Acumen Academy was both fun and empowering. I highly recommend it to anyone with an interest in exploring social entrepreneurship. I'm looking forward to bringing the insights into the coaching work I'm doing at General Assembly. The time is now for social impact!"  
★★★★★

 Name Surname  
"This class through Acumen Academy was both fun and empowering. I highly recommend it to anyone with an interest in exploring social entrepreneurship. I'm looking forward to bringing the insights into the coaching work I'm doing at General Assembly. The time is now for social impact!"  
★★★★★

 Name Surname  
"This class through Acumen Academy was both fun and empowering. I highly recommend it to anyone with an interest in exploring social entrepreneurship. I'm looking forward to bringing the insights into the coaching work I'm doing at General Assembly. The time is now for social impact!"  
★★★★★

  
Name S.  
Role Company  
ACCION

  
Name S.  
Role Company  
TEACHFORINDIA

  
Name S.  
Role Company  
ps

  
Name S.  
Role Company  
United Way

  
Name S.  
Role Company  
Heifer International

# Slide



375



375



375



343

# GENERAL

● Color palette

● Logo

● Icons

## DESKTOP

● Radius and elevation

● Grid system

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

## MOBILE

● Radius and elevation

● Grid, frame and usability

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

# Accordion

Ho creato quattro diversi tipi di accordion: accelerators accordion, course accordion, syllabus accordion e info accordion.

Il primo è presente nella sezione accelerators; il secondo nella sezione corso e proprio e gli ultimi due li troviamo nella scheda del corso

Ogni accordian ha caratteristiche diverse a seconda del contesto: le dimensioni variano, ma anche il modo di aprirsi (tramite text button o tramite arrow)

---

**01 WELCOME TO THE COURSE ✓**

---

**01 WELCOME TO THE COURSE ↗**

---

- Video: welcome to the course
- Resource: download worksheet
- Reading: meet health in harmony
- Discussion: Introduce yourself!

---



# Accordion

## Accelerators accordion

The screenshot displays a grid of cards representing different accelerator programs. Each card includes a thumbnail image, the program name, a brief description, and a 'MORE INFO' button.

- Gender equity and advanced accelerator** (Open): A team of diverse women with their arms raised. Description: "Define and design a profitable and scalable business model that advances gender equity".
- Gender equity and advanced accelerator** (Open): A team of diverse women with their arms raised. Description: "Define and design a profitable and scalable business model that advances gender equity".
- In progress**: A graphic of colorful arrows pointing downwards. Description: "The inclusive economy leadership programs in Southeast Asia".
- In progress**: A graphic of colorful arrows pointing downwards. Description: "The inclusive economy leadership programs in Southeast Asia".
- Closed**: A close-up of hands working together on a project. Description: "Social impact business accelerator".
- Closed**: A close-up of hands working together on a project. Description: "Social impact business accelerator".
- In progress**: A hand holding a small plant. Description: "Position agriculture accelerator".

**SEE MORE** — **SEE LESS**

card

button

## Courses accordion

The screenshot displays a grid of cards representing different course offerings. Each card includes a thumbnail image, the course name, a brief description, and a 'MORE INFO' button.

- Lead**: Two women smiling. Description: "Introduction for radical listening".
- Lead**: Two women smiling. Description: "Introduction for radical listening".
- Innovate**: A man holding a large sheet of paper. Description: "Don Arley on changing customer behavior".
- Innovate**: A man holding a large sheet of paper. Description: "Don Arley on changing customer behavior".
- Innovate**: A woman sitting at a desk. Description: "System practice".
- Innovate**: A woman sitting at a desk. Description: "System practice".
- Build**: Two people looking at a whiteboard. Description: "Theory of change for brand communication".

**SEE MORE** — **SEE LESS**

card

button

# Accordion

## Info accordion

### COURSE DESCRIPTION

title

Are you ready to pause, be quiet, and deeply listen to the world around you? This course is for anyone working in social and/or environmental impact who wants guidance on how to improve listening to build trust ...

[READ MORE](#)

button

### COURSE DESCRIPTION

Are you ready to pause, be quiet, and deeply listen to the world around you? This course is for anyone working in social and/or environmental impact who wants guidance on how to improve listening to build trust and develop meaningful solutions together with local communities.

This course is a partnership with Health In Harmony which developed the Radical Listening process, replicated it across continents, and have shown its impact on the well-being of people and our planet. The skills explored in this course are designed to help you truly listen to the local communities you partner with. However, these skills can also help you listen to other groups—like your customers, employees, stakeholders, or family.

[READ LESS](#)

**title**

Height: 28  
Color: black  
Font: avant garde, bold, uppercase

**body**

Height: 16  
Color: black  
Font: avant garde demi

**button**

Type: tertiary  
Color: on light

## Syllabus accordion

### 01 WELCOME TO THE COURSE ↴

### 01 WELCOME TO THE COURSE ↵

title

- Video: welcome to the course
- Resource: download worksheet
- Reading: meet health in armony
- Discussion: introduce yourself

number

body

arrows

divider

**title**

Height: 21  
Color: blue  
Font: avant garde, bold, uppercase

**body**

Height: 16  
Color: black  
Font: avant garde demi

**arrow**

Type: up and down  
Color: on light

**number**

Color: dark blue  
Font: avant garde bold  
Size: 21

**divider**

Color: light grey  
Size: 1x343

# GENERAL

● Color palette

● Logo

● Icons

## DESKTOP

● Radius and elevation

● Grid system

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

## MOBILE

● Radius and elevation

● Grid, frame and usability

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

# Layers

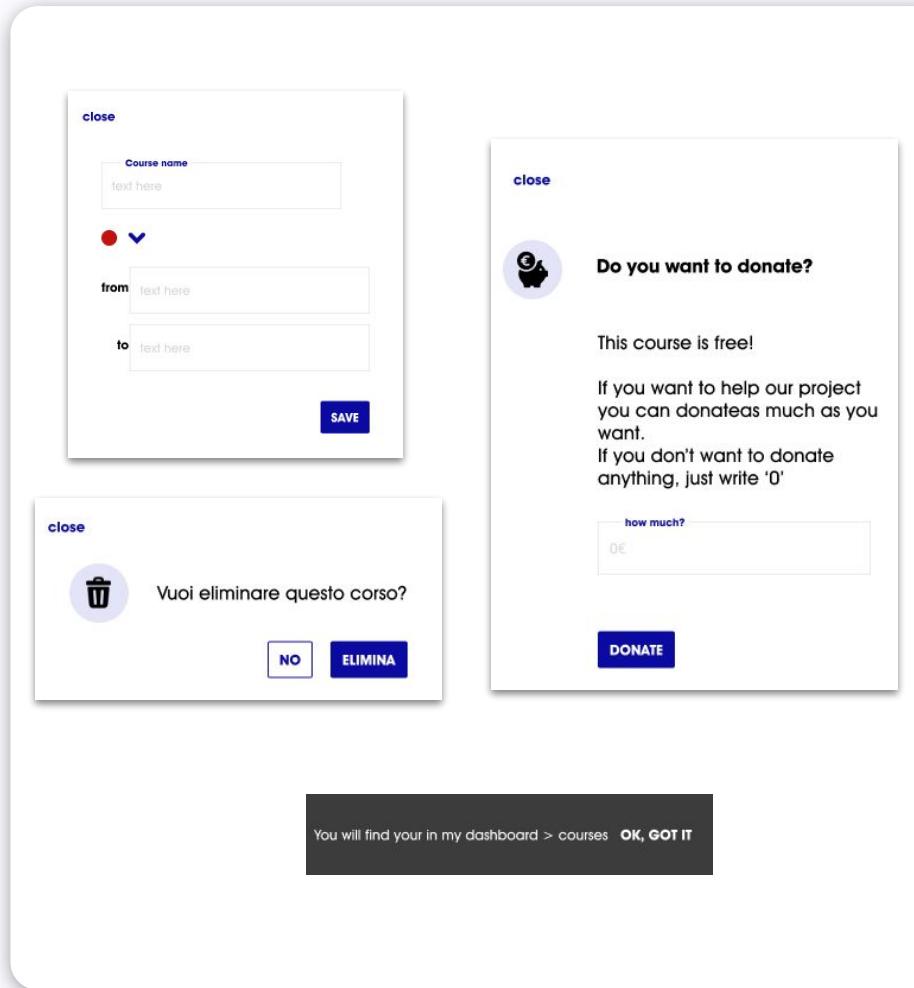
## Modal

Anche le modali hanno diverse caratteristiche a seconda del contesto.

Ne ho create tre: due sono si aprono nella sezione my dashboard - calendar a seconda delle azioni che vuoi compiere, mentre una si apre nel momento in cui clicchi su 'enroll'

## Snackbar

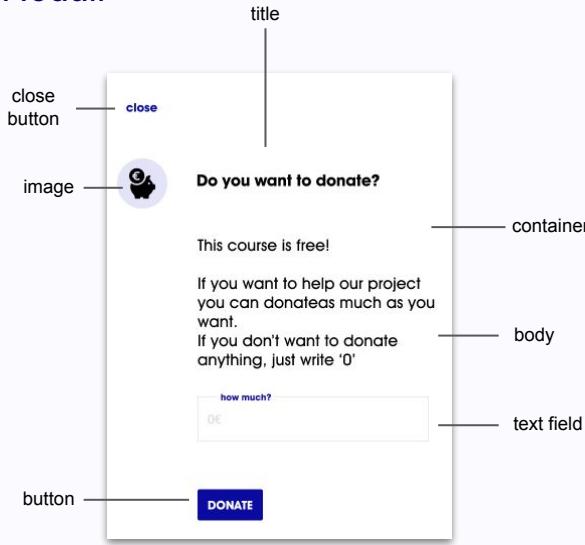
Abbiamo due snackbars che appaiono quando metti nei preferiti un corso o un accelerator per informarti dove potrai visualizzarli. Puoi chiudere la Snackbar quando clicchi sul bottone a destra.





# Layers

## Modali



**image**  
Dimension: 50x50  
Color: light blue

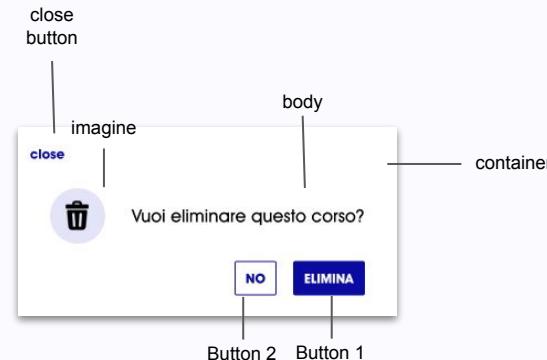
**body**  
Height: 16  
Color: black  
Font: avant garde demi

**button**  
Type: primary  
Color: on light

**Close button**  
Type: tertiary  
color: on light

**container**  
Dimension: hugxhug  
Color: white  
Radius: 10

**title**  
Height: 16  
Font: avant garde bold, black



**image**  
Dimension: 50x50  
Color: light blue

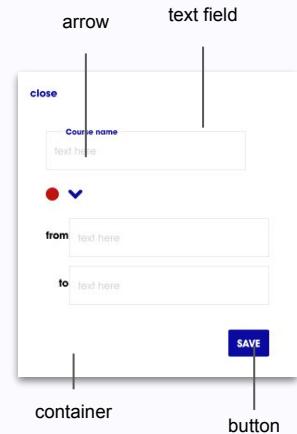
**body**  
Height: 16  
Color: black  
Font: avant garde demi

**button1**  
Type: primary  
Color: on light

**Button 2**  
Type: secondary  
Color: on light

**title**  
Height: 16  
Color: black  
Font: avant garde bold, black

**container**  
Dimension: hugxhug  
Color: white  
Radius: 10



**arrow**  
Type: down arrow

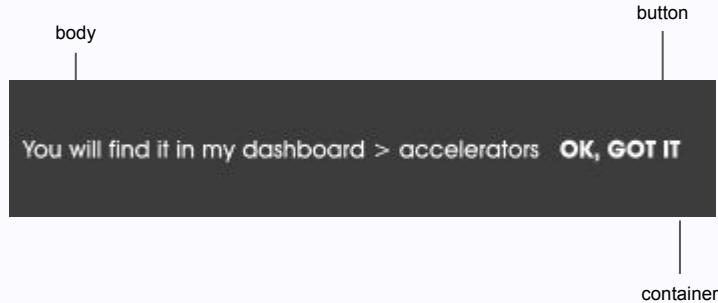
**container**  
Dimension: hugxhug  
Color: white  
Radius: 10

**button**  
Type: primary  
Color: on light

# Layers

## Snackbar

### Colori



#### body

Height: 12  
Color: black  
Font: avant  
garde demi

#### button

Type: tertiary  
Color: light

#### container

Dimension:  
hugxhug  
Color: black



# GENERAL

● Color palette

● Logo

● Icons

## DESKTOP

● Radius and elevation

● Grid system

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

## MOBILE

● Radius and elevation

● Grid, frame and usability

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

# Calendar

Nella versione mobile abbiamo un calendario più semplificato.

La parte interattiva in questo caso è la legenda: facendo swipe su di essa puoi decidere se eliminarla o meno.

Abbiamo anche il FAB poter aggiungere un corso da programmare

inactive

swiped

Legend:

- Yellow circle: Introduction for radical listening
- Red circle: Pakistan agriculture accelerator
- Blue circle: Don Ariely on changing customer behavior

# GENERAL

● Color palette

● Logo

● Icons

## DESKTOP

● Radius and elevation

● Grid system

● Buttons

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● Grid, frame and usability

● Buttons

● Text field

● Filters

● Navigation

● Cards

● Slide

● Accordion

● Layers

● Calendar

● Chat

# Chat

La chat è stata creata per permettere all'utente di essere assistito in ogni momento. Si può aprire e chiudere, puoi decidere di parlare direttamente con un assistente oppure visitare le faq.

Nel riquadro bianco è possibile consultare le conversazioni in corso (nel caso in cui l'utente abbia aperto più conversazioni)



A photograph of four people of different ethnicities and ages looking out of a window. They are all smiling and leaning forward. The window frame is visible at the top, and a rainy, green landscape is seen outside.

# Acumen Academy

**Screen delle pagine e link a Figma**

**Acumen Academy** THE WORLD'S LEADING INSTITUTE FOR SOCIAL IMPACT

**Doing what's right in a world that loves easy**

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Get the tools you need to build business and better world [GO TO COURSES](#)

**BECOME A FELLOW**  
Join a movement of leaders breaking boundaries to build a better future [GO TO FELLOWSHIP](#)

**ACCELERATE YOUR IMPACT**  
Get intensive, hands-on support to learn how to develop a sustainable business [GO TO ACCELERATORS](#)

**BE PART OF SOMETHING BIGGER**  
See how community of social innovators is driving social change [GO TO BLOG](#)

**Who is learning with us**

**XXX+ companies are hiring our students**

[GO TO COURSES](#)

**Our impact**

**500K** community members collaborating in 192 countries

**Courses: make an impact**

[SEE MORE COURSES](#)

**Fellowship: become a fellow**

Continue your commitment to social change. Our intensive year-long program furthers your journey toward mastering the skills needed to lead and value of moral leadership: empathy, immersion, understanding, and action.

**Acumen Fellow will:**

- Engage in a mix of in-person and online seminars
- Learn relevant, real-world, core curriculum focused on developing the skills needed to make lasting social impact
- Remain in full-time employment while attending intensive cohort-based seminars to grow as a moral leader

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**Accelerators: accelerate your impact**

[SEE MORE ACCELERATORS](#)

**Blog: be part of something bigger**

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**Newsletter** [SIGN UP](#) Stay up-to-date on the latest news, resources, webinars, webinars, blog posts, or white papers and discounts.

**ACUMEN ACADEMY** THE WORLD'S LEADING INSTITUTE FOR SOCIAL IMPACT

# HOME PAGE

## Desktop



# COURSES PAGE

Desktop

Acumen Academy > Courses

## EXPLORE OUR COURSES

Learn to lead, build, and innovate to tackle the world's biggest problems.

### New courses

Theory of change for brand communication  
build your social venture brand from the inside out  
2h on-demand free

Theory of change for brand communication  
build your social venture brand from the inside out  
2h on-demand free

Theory of change for brand communication  
build your social venture brand from the inside out  
2h on-demand free

Theory of change for brand communication  
build your social venture brand from the inside out  
2h on-demand free

### All courses

● Search

- THEME
  - build
  - innovate
  - lead
- SUBJECT
  - business strategy
  - design product
  - and services
  - financial management
  - funding
  - impact measurement
  - leadership
  - marketing and sales
  - talent
- FORMAT
  - on-demand
  - team course
- LENGTH
  - < 1 hour
  - 1 - 4 hours
  - 5 - 8 hours
  - 1 - 4 weeks
  - 5 - 8 weeks
- COST
  - < 50
  - > 50
  - free

**Lead**  
**Introduction for radical listening**  
Learn how to build trust, deepen connection and hear community-led solutions  
1h on-demand free

**Innovate**  
**System practice**  
Learn to use a system thinking approach to move from 'impossible' to impact  
8w team courses free

**Build**  
**Theory of change for brand communication**  
build your social venture brand from inside out  
2h on-demand free

**Innovate**  
**Don Ariely on changing customer behavior**  
Humans have the power of behavioral change to reach more customer and create impact  
10h on-demand 45€

1 2 3 ... >

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Acumen Academy THE WORLD SCHOOL FOR SOCIAL CHANGE

Acumen Academy

Courses Foundry Blog

> Accelerators

## ACCELERATORS

Get intensive, hands on experience and learn to develop a sustainable business

### All accelerators

Search

- Open
- Closed
- In progress

Open	Closed	In progress
Gender equity and advanced accelerator refine and develop a profitable and scalable business model that advances gender equity	Social impact business accelerator - Vietnam Scale your social impact business through intensive 6 weeks accelerator program and get an opportunity to pitch to potential partners and investors	Pakistan agriculture accelerator learn to scale your business and help small holders rebuild from climate crises and protect against future shocks
MORE INFO	MORE INFO	MORE INFO
The inclusive economy leadership programs in South Asia a transformation leadership development program design for social impact leader for scaling the complex challenges in India and	MORE INFO	

◀ 1 2 3 ... ▶

Keep me informed about new accelerators [FILL THE FORM](#)

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# ACCELERATORS PAGE

## Desktop



# COURSE INFO PAGE

## Desktop



Home Courses Introduction to radical listening

## INTRODUCTION TO RADICAL LISTENING

Learn practices to build trust, deepen connection, and hear community-led solutions

1h on-demand free

4.2 ★★★★☆ (xxx valutazioni)

xxx studenti enrolls this course

ENROLL NOW

Change Your View Of The World

Enjoy Lifetime Access

Receive A Certificate Of Recognition

Gain New Skills

Learn how to

- Explore the Radical Listening process, values, and the context in which it was developed
- Practice three "layers" of listening: becoming present, listening to another, and listening to a group as a whole
- Apply skills of Radical Listening in your own context

Syllabus

- 01 WELCOME TO THE COURSE
- 02 RADICAL LISTENING PROCESS
- 03 BECOMING PRESENT
- 04 LISTENING TO ANOTHER
- 05 LISTENING TO THE GROUP AS A WHOLE
- 06 WHAT'S NEXT

Course description

Are you ready to pause, be quiet, and deeply listen to the world around you? This course is for anyone working in social and/or environmental impact who wants guidance on how to improve listening to build trust and develop ...

READ MORE

Reviews

Name Surname

"This class through Acumen Academy was both fun and empowering. I highly recommend it to anyone with an interest in exploring social entrepreneurship and coaching. I'm looking forward to bringing the insights into the coaching work I'm doing at General Assembly. The time is now for social impact!"

★★★★★

Name Surname

"This class through Acumen Academy was both fun and empowering. I highly recommend it to anyone with an interest in exploring social entrepreneurship. I'm looking forward to bringing the insights into the coaching work I'm doing at General Assembly. The time is now for social impact!"

★★★★★

Supported by



### Related courses

Introduction to radical listening	System practice	Don Albrek on changing customer behavior	Theory of change for brand communication
2h on-demand free	8w free courses free	1h on-demand free	2h on-demand free
MORE INFO	MORE INFO	MORE INFO	MORE INFO

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FAQs  
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The world school for social change



[Acumen Academy](#) > Accelerators > Gender equity and advanced accelerator

## GENDER EQUITY AND ADVANCED ACCELERATOR



Refine and develop a profitable and scalable business model that advances gender equity  
Th on-demand free

[FILL THE FORM NOW](#)

Change Your View Of The World    Enjoy Lifetime Access    Receive A Certificate Of Recognition    Gain New Skills

**Learn how to**

- Develop hard-edged leadership skills necessary for building an inclusive and sustainable business solution. These include (but are not limited to): practicing courage, deep listening, polarity management, and stepping outside the ...

[READ MORE](#)

**Time commitment and course access**

- 5 hours per week on the readings and assignments. Most of this work can be done on your own schedule.
- One participant from the leadership team of your enterprise [Lead Participant ...]

[READ MORE](#)

**What's included**

- Facilitated virtual Learning Labs for peer learning and discussion
- Leadership lessons such as Listening to Voices Unheard and Partnering with Humility and Audacity

[READ MORE](#)

**The problem**

Acumen's vision is of a world based on dignity, where every human being has an opportunity to thrive. We are seeking a cohort of entrepreneurs who, like us, believe that integrating gender equity across strategies, processes, and day-to-day operations is critical to success.

[READ MORE](#)

**How it works**

During this 12-week program, you will learn the essentials for building a scalable business model that achieves both profitability and impact. Working alongside your close-knit cohort of entrepreneurial peers and Acumen experts, you'll ...

[READ MORE](#)

**Modules**

- 01 VISIONS OF SCALE FOR SOCIAL ENTERPRISE BUSINESS MODELS
- 02 CUSTOMER INSIGHT
- 03 ALIGNING PRICE, SALES AND MARKETING STRATEGY TO YOUR VALUE PROPOSITION
- 04 OPERATIONAL MODEL: TEAM AND PARTNERSHIP
- 05 GENDER EQUITY AND ADVANCEMENT AD YOU SCALE
- 06 BUILDING YOUR FINANCIAL STORY AND MODEL
- 07 PITCHING THE STRATEGIC STORY OF YOUR BUSINESS
- 08 MORAL LEADERSHIP: EXPLORING YOUR VALUES AND IDENTITY

### Graduate into the acumen foundry

Upon completing the 12 week program, participants are admitted to the Foundry, an invite-only community designed to accompany entrepreneurs and leaders from around the world by connecting them with the social capital (resources and relationships) to amplify their work in building a just, inclusive, and sustainable world.

### Foundry members have exclusive access to:

- Events to learn and connect with fellow foundry members
- Professional development opportunities that may include pro-bono consulting services, executive coaching, and more
- Experts within the Acumen Ecosystem for mentorship or advisory sessions
- Referrals to affiliated leadership programs and platforms
- Access to funding, grants offered ad hoc by other organizations, or referrals within the Acumen network



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# ACCELERATOR INFO PAGE

## Desktop



# OUR STORY PAGE

Desktop



[Our story](#)

## ACUMEN ACADEMY: A UNIVERSITY REIMAGINED

for a world that needs all of us.

**Build Hard Skills and Character**  
Create an entrepreneurial vision and the skills to build it without losing sight of your values and ethos.

**Deliberately Diverse**  
For leaders who work across lines of difference including race, class, gender, ethnicity, and religion.

**Locally Rooted, Globally Connected**  
For anyone, anywhere who wants to make a difference

**Doing what's right in a world that loves easy**

Our mission is to unleash a new generation of social innovators and leaders with the determination and grit to build a more just, inclusive and sustainable world. At Acumen Academy we define success not on how the privileged fare but on how the poor, vulnerable and the earth are treated. Acumen Academy is unique: it's a place where new role-models and business models are born. It's a place where competence meets character, practical skills meet moral imagination and urgency meets action. We serve a community of social leaders and builders who are willing to take on the toughest problems in the world's toughest problems. Acumen Academy provides the practical tools, practices and resources needed to create new solutions for an interdependent world. Ultimately, our shared ethos, our commitment to life-long accompaniment and the unleashing of human energy within our communities will serve a future for all of us.

We all have a role to play.  
Embrace the challenge.

**500K**  
community members collaborating in 192 countries

**Timeline**

**Our manifesto**

It starts by standing with the poor, listening to voices unheard, and recognizing potential where others see despair.

It demands investing as a means, not an end, dating to where markets have failed and did not fallen short. It makes capital work for us, not control us.

It thrives on moral imagination: the humility to see the world as it is, and the audacity to imagine the world as it could be. It's having the ambition to learn at the edge, the wisdom to admit failure, and the courage to start again.

It requires patience and kindness, resilience and grit, a hard-edged hope. It's leadership that rejects complacency, breaks through bureaucracy, and challenges corruption. Doing what's right, not what's easy.

Acumen: it's the radical idea of creating hope in a cynical world. Changing the way the world tackles poverty and building a world based on dignity.

**About**  
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[acumen.org](#)

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 the world school for social change

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# MY DASHBOARD

## Desktop

**Acumen Academy Dashboard**

The dashboard is organized into several sections:

- Left Sidebar:** Courses (In progress, Favourites, Completed), Accelerators (Application, Favourites), Fellowship (Application, Favourites), and Calendar.
- Top Header:** Courses, Foundry, Blog, and a user profile icon.
- Content Areas:**
  - Courses:** Shows a course titled "In progress" with a thumbnail of hands holding grain.
  - Accelerators:** Shows an accelerator titled "Pakistan agriculture accelerator".
  - Fellowship:** Shows a fellowship application status.
  - Calendar:** A monthly calendar for March showing specific events.
  - About, Get help, Newsletter:** Links to the organization's story, FAQs, and newsletter sign-up.
  - Courses (Completed):** Shows completed courses like "System practice" and "Theory of change for brand communication".
  - Accelerators (Completed):** Shows completed accelerators.
  - Fellowship (Completed):** Shows completed fellowship applications.
  - Calendar:** Shows completed events.
- Bottom Footer:** Acumen Academy footer with links to About, Get help, Newsletter, and social media icons.

# COURSE

## Desktop



Theory of change for brand communication

0% complete

[VISIT COMPLETION PAGE](#)

[SEARCH BY LESSON TITLE](#)

1	Introduction to the course	0/4	▼
2	the four A's framework	0/4	▼
3	the need	0/3	▼
4	the work	0/4	▼
5	the results	0/3	▼
6	strategy to action	0/3	▼
7	what's next	0/4	▼

[GO TO DASHBOARD](#)

Theory of change for brand communication

We see finance everywhere, from our retirement assets to our investments in housing and education. Yet many smart people still find finance intimidating. Key ideas like insurance, leverage, risk, value creation, mergers and bankruptcies remain shrouded in mystery for the majority of people who spend their days on Main Street instead of Wall Street.

The 2008 financial crisis revealed that we could all benefit from a clearer understanding of how markets work. Yet too often finance is taught in ways that are dry, technical, or jargon filled.

Enter Mihir Desai. A professor at Harvard Business School and Harvard Law School, he is on a mission to restore the connection between the humanities and finance. In his book *The Wisdom of Finance: Discovering Humanity in the World of Risk and Return*, Professor Desai explores the ideas of finance from a humanities perspective. In this course, he'll teach you the most important financial concepts using stories from books like *Pride and Prejudice*, *The Maltese Falcon* and the *Bible*.

This is not a personal finance course. Instead, it will be a vivid, story-based tour of the key ideas in finance. By the end of this course, you'll be able to converse fluently about key financial concepts, unpack financial stories in the news, and recognize financial ideas as they show up in everyday life. You'll start to realize that, rather than being intimidating, the core practices of finance are all around us and have been ingrained in our stories for centuries.

**What You'll Learn**

- Recognize how financial concepts show up in our daily lives and popular stories from literature and history
- Become familiar with key financial concepts like insurance, risk, options, diversification, mergers, acquisition and betas
- Understand terms including "cost of capital", "discount rates", and "present value"
- Recognize information and/or incentive problems in principal-agent dynamics
- Understand how debt and commitment can create leverage and opportunity

[◀](#) UNCOMPLETED [▶](#)

**Acumen Academy**



**Doing what's right in a world that loves easy**

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**Who is learning with us**



**XXX companies are hiring our students**



Name S.  
Role  
Company

**ACCIÓN**

**Our impact**

**500k**  
community members collaborating in 192 countries

**MAKE AN IMPACT**

Get the tools you need to build business and better world

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**BECOME A FELLOW**

Join a movement of leaders breaking boundaries to build a better future

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**ACCELERATE YOUR IMPACT**

Get intensive, hands on experience and learn to develop a sustainable business

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**BE PART OF SOMETHING BIGGER**

See how community of social innovators is driving social change

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# HOME PAGE

## Mobile



# COURSES PAGE

## Mobile



The screenshot shows the 'All courses' page on a mobile device. At the top, there's a navigation bar with the Acumen Academy logo, a user icon with '8' notifications, a menu icon, and a power icon. Below the navigation is a breadcrumb trail: Home > Courses. The main title is 'All courses'. A 'Filters' dropdown is visible. The page displays three course cards:

- Lead** (6 notifications)  
Introduction for radical listening  
Learn practices to build trust, deepen connection and hear community-led solutions  
1h on-demand free  
[MORE INFO](#)
- Innovate** (7 notifications)  
Don Ariely on changing customer behavior  
Harness the principles of behavioral change to reach more customer and create impact!  
10h on-demand 45€  
[MORE INFO](#)
- Innovate**  
System practice  
Learn to use a system thinking approach to move from impossible to impact!  
8 weeks team course free  
[MORE INFO](#)

At the bottom right, there's a 'SEE MORE' button. On the right side of the screen, there's a sidebar with 'ABOUT' (Our story, Our partners, acumen.org), 'GET HELP' (Contact us, FAQs), and a 'NEWSLETTER' section with a search bar and a 'SIGN ME UP' button. The footer features the Acumen Academy logo and social media icons for Instagram, Facebook, and Twitter.

Acumen Academy

Home > Accelerators

## All accelerators

Filters

**Gender equity and advanced accelerator**  
refine and develop a profitable and scalable business model that advances gender equity

**In progress**

The inclusive economy leadership programs in Southeast Asia  
join a transformation leadership development program designed for social impact leaders tackling the complex challenges of poverty ...

**Closed**

Social impact business accelerator  
Scale your social impact business through an intensive 12-weeks accelerator program and get an opportunity to pitch to potential partners and investors

**SEE MORE**

**MORE INFO**

**MORE INFO**

**MORE INFO**

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NEWSLETTER

Get our newsletter and stay connected.  
Receive all the news about courses, accelerators, fellowships and blog articles or discounts.

Name:

SIGN ME UP

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# ACCELERATORS PAGE

## Mobile



# COURSE INFO PAGE

## Mobile



**INTRODUCTION TO RADICAL LISTENING**

Learn practice to build trust, deepen connection, and hear for community lead situation



xx students enroll this course  
4.2 ★★★★★ (xx evaluations)

1h on-demand free

**INROLL NOW**

**LEARN HOW TO**

- Explore the Radical Listening process, values, and the context in which it was developed
- Practice three "layers" of listening: becoming present, listening to another, and listening to a group as a whole
- Apply skills of Radical Listening in your own context

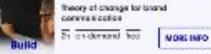
**SYLLABUS**

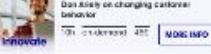
**01 WELCOME TO THE COURSE**

**02 RADICAL LISTENING PROCESS**

**03 BECOME PRESENT**

**RELATED COURSES**

  
Theory of change for brand communication  
Build  
2h on-demand free | **MORE INFO**

  
Data literacy for changing customer behavior  
Innovate  
7h on-demand free | **MORE INFO**

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SIGN UP | **SIGN ME UP**

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> Accelerators > Gender equity acc...

## GENDER EQUITY ADVANCEMENT

Refine and develop a profitable and scalable business model that advances gender equity.

100 students enroll this course  
4.2 ★★★★☆ (by volume only)

2W on June 1st

[ENROLL NOW](#)

### LEARN HOW TO

- Develop hard-edged leadership skills necessary for building an inclusive and sustainable business solution. These include:

[READ MORE](#)

### TIME COMMITMENT AND COURSE

6 hours per week on the readings and assignments. Most of the work can be done on your own schedule.

[READ MORE](#)

## THE PROBLEM

Acumen's vision is of a world based on dignity, where every human being has an opportunity to thrive. We are seeking a cohort of

[READ MORE](#)

## HOW IT WORKS

During this 12-week program, you will learn the essentials for building a scalable business model that advances both gender and

[READ MORE](#)

## MODULES

### D1 WELCOME TO THE COURSE

### D2 CUSTOMER INSIGHT

### D3 ALIGNING A PRICING, SALES AND MARKETING STRATEGY TO YOUR VALUE PROPOSITION

### D4 OPERATIONAL MODEL: TEAM AND PARTNERSHIPS

### D5 GENDER EQUITY AND ADVANCEMENT AS YOU SCALE

### D6 BUILDING YOUR FINANCIAL STORY AND MODEL

### D7 PITCHING THE STRATEGIC STORY OF YOUR BUSINESS

### D8 MORAL LEADERSHIP: EXPLORING YOUR VALUES AND IDENTITY



## GRADUATE INTO ACUMEN FOUNDRY

Upon completing the 12-week program, participants are admitted to the Foundry, an invite-only community designed for documentary entrepreneurs and leaders from around the world by connecting them with the social capital resources and relationships to amplify their work in building a just, inclusive, and sustainable world.

## Foundry members have access to

- Events to learn and connect with fellow Foundry members
- Professional development opportunities that may include pro-bono consulting services and professional leadership coaching
- Experts within the Acumen Ecosystem for membership or advisory services
- Referrals to affiliated leadership programs and platforms
- Access to funding, grants offered ad hoc by other organizations, or referrals within the Acumen network

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## NEWSLETTER

Get our newsletter and stay connected. Receive all the news about courses, accelerators, fellowships and blog articles or discussions.

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# ACCELERATOR INFO PAGE

## Mobile



# OUR STORY PAGE

## Mobile



The screenshot shows the 'Our story' section of the Acumen Academy website. At the top, there's a navigation bar with the Acumen Academy logo, a user icon, and a menu icon. Below that is a breadcrumb trail: Home > Our story. The main title 'Our story' is centered above a large circular icon containing a target symbol. Below this, there are four sections with icons and descriptions:

- Build Hard Skills and Character**: Create on entrepreneurial vision and the skills to build it without losing sight of your values and ethos. (Icon: eye)
- Deliberately Diverse**: For leaders who work across lines of difference including race, class, gender, ethnicity, and religion. (Icon: lightning bolt)
- Locally Rooted, Globally Connected**: For anyone, anywhere who wants to make a difference. (Icon: flag)
- Doing what's right in a world that loves easy**: Our mission is to unleash a new generation of social innovators and leaders with the determination and grit to build a more just, inclusive and sustainable world. (Icon: gear)

Text at the bottom of the page reads: 'At Acumen Academy we define success not on how the privileged few but on how the poor, vulnerable and the earth are treated. Acumen Academy is unique. It's a place where new role-models and business models are created and celebrated. It's a place where competence meets character, practical skills meet moral imagination and urgency meets action.'

This screenshot shows the 'Our impact' section. At the top, it says '500k community members collaborating in 192 countries'. Below that is a 'Timeline' section featuring a large, stylized orange and purple bar chart with various data points and arrows.

The 'Our manifesto' section begins with the heading 'Our manifesto'. It contains two columns of text:

**If starts by standing with the poor, listening to voices unheard, and recognizing potential where others see despair.**

**If demands investing as a means, not an end, daring to go where markets have failed and aid has fallen short. It makes capital work for us, not control us.**

**If thrives on moral imagination: the humility to see the world as it is, and the audacity to imagine the world as it could be. It's having the ambition to learn of the edge, the wisdom to admit failure, and the courage to start again.**

**If requires patience and kindness, resilience and grit, a hard-edged hope. It's leadership that rejects complacency, breaks through bureaucracy, and challenges corruption. Doing what's right, not what's easy.**

**Acumen: It's the radical idea of creating hope in a cynical world. Changing the way the world tackles poverty and building a world based on dignity.**

The footer includes links for 'ABOUT', 'GET HELP', 'Our story', 'Our partners', 'FAQs', and 'acumen.org'. On the right, there's a 'NEWSLETTER' section with a sign-up form. The Acumen Academy logo is at the bottom right.

The dashboard features a top navigation bar with the Acumen Academy logo and user profile icons. Below the navigation, there are several main sections:

- Accelerators:** Shows a card for the "Gender equity and advanced accelerator" with a registration date of June 4, 2022, and a close date of July 12, 2022. It includes a "VIEW APPLICATION" button.
- Courses:** Displays cards for "Innovate" (System practice, 100% completion), "Lead" (Introduction for radical listening, 0% completion), and "Build" (Introduction for radical listening, 0% completion). Each course card has a "GO TO COURSE" button.
- Calendar:** A monthly calendar for March showing days from Monday to Friday. Events are marked with colored dots: yellow for "Introduction for radical listening", red for "Pakistan agriculture accelerator", and blue for "Dan Ariely on changing customer behavior".
- Navigation:** A sidebar on the right with links to "Courses", "Accelerators", "Fellowship", "Calendar", "Community", and "Account settings".
- Footer:** Includes sections for "ABOUT", "GET HELP", "NEWSLETTER", and social media links (Instagram, Facebook, Twitter).

# DASHBOARD

## Mobile



# COURSE

## Mobile



The screenshot shows a mobile application interface. At the top, there's a header with the 'Acumen Academy' logo and a user profile icon. Below the header is a navigation bar with arrows and the number '00'. Underneath the navigation is a horizontal progress bar with five dots, where the first dot is filled. The main content area is titled 'WELCOME TO RADICAL LISTENING'.

### Radical listening

We see finance everywhere, from our retirement assets to our investments in housing and education. Yet many smart people still find finance intimidating. Key ideas like insurance, leverage, risk, value creation, mergers and bankruptcies remain shrouded in mystery for the majority of people who spend their days on Main Street instead of Wall Street.

The 2008 financial crisis revealed that we could all benefit from a clearer understanding of how markets work. Yet too often finance is taught in ways that are dry, technical, or jargon filled.

Enter Mihir Desai. A professor at Harvard Business School and Harvard Law School, he is on a mission to restore the connection between the humanities and finance. In his book *The Wisdom of Finance: Discovering Humanity in the World of Risk and Return*, Professor Desai explores the ideas of finance from a humanities perspective. In this course, he'll teach you the most important financial concepts using stories from books like *Pride and Prejudice*, *The Maltese Falcon* and the *Bible*.

This is not a personal finance course. Instead, it will be a vivid, story-based tour of the key ideas in finance. By the end of this course, you'll be able to converse fluently about key financial concepts, unpack financial stories in the news, and recognize financial ideas as they show up in everyday life. You'll start to realize that, rather than being intimidating, the core practices of finance are all around us and have been ingrained in our stories for centuries.

#### What You'll Learn

- Recognize how financial concepts show up in our daily lives and popular stories from literature and history
- Become familiar with key financial concepts like insurance, risk, options, diversification, mergers, acquisition and betas
- Understand terms including "cost of capital", "discount rates", and "present value"
- Recognize information and/or incentive problems in principal-agent dynamics.
- Understand how debt and commitment can create leverage and opportunity



# Acumen Academy

Grazie per l'attenzione