

## Says

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

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

A will-designed

certificate not

only serves as

a token of

achivement.



**Thinks** 

The 'Crafting
Visually Striking
Certificates for a
Debate
Competition using
Canva' project
focuses on creating

impressive and memorable certificates to recognize the partivipants,

winners.

contributors of a debate competition.

But also reinforces the perstige.

Professionalism of the event.



## Persona's name

Short summary of the persona

color therory and psychology.

Motion
Graphics
and
Animations.

Image editing and Manipulation.

Social Media Graphics.

Compartmesntalize your design by using grids.

Try to make the graphics go well together.



## Does

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



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



