



Says

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



Thinks

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

creating
best quality
certificate

Understand
our
purpose

multiple
visual
creation

graphics uses

include
essential
details

creaaive
digital
design



Persona’s name
Short summary of
the persona

PEM is the
most common
format in
create
certificate

We can gain
experience
with industry
standard

No universal
standards
for
certificate

Increased
confidence

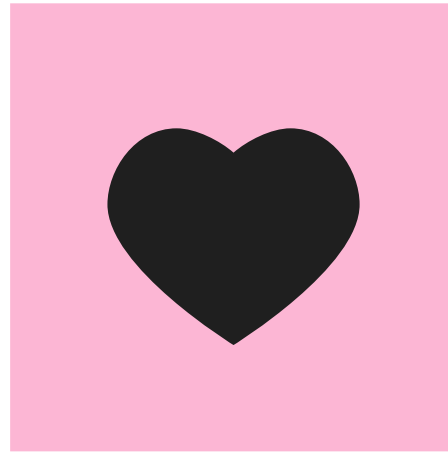
Lot of time
within the
artworld

Enhanced
academic
performance



Does

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



Feels

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