

Gayathri Addanki

Born on April 25, 1998

has successfully completed the micro-credential program

QUEST

at

CODE University of Applied Sciences

in

User Interface Design

Berlin, June 30, 2024



Prof. Dr. rer. nat. Peter Ruppel
President
CODE University of Applied Sciences



Antonia Brouwers
Program Manager
CODE Education GmbH

Program: QUEST

QUEST is a one-year micro-credential program at CODE University of Applied Sciences.

Micro-credentials represent a record of the learning outcomes that the participant has acquired following the completion of individual modules from the university's catalog of academic offerings. These learning outcomes have been assessed against transparent and clearly defined criteria in accordance with CODE's examination regulations.

Name of Participant	Gayathri Addanki
Date of Birth (DD.MM.YYYY)	25.04.1998
Awarding Institution	CODE University of Applied Sciences
Country/Region	Germany/Berlin
Type of Qualification	Micro-Credential
Level of Qualification	Bachelor's Level
Subject Specification	User Interface Design
Learning Format	In-person classes + self-study
Dates of Program (DD.MM.YYYY)	01.07.2023 - 30.06.2024
Date of Issuing (DD.MM.YYYY)	30.06.2024

Micro-Credentials Completed

ID_04	Screen Design	5 Credit Points*
ID_10	Brand Design	5 Credit Points*
ID_16	Navigation Design	5 Credit Points*

*according to the European Credit Transfer and Accumulation System - ECTS

Please find more detailed information about the micro-credentials on page 4.

Participant Projects

CODE University of Applied Sciences embraces project-based learning, a pedagogical method where students engage with real-world problems through hands-on projects. This approach is foundational to CODE's curriculum rendering the projects students worked on pivotal in demonstrating their competencies and earning their credentials.

Green Oasis

GreenOasis is an e-commerce online platform that promotes sustainability by selling a wide variety of recycled products to our customers. We believe that people are changing from a normal lifestyle to a sustainable lifestyle will lead to the reduction of harmful effects happening in the environment. We want to create a positive impact on users, and we also follow the principle of transparency in providing details about the manufacturing process and selection of materials to our users.

Micro-Credentials completed by Gayathri Addanki

ID_04 | Screen Design**5 ECTS**

Contact time: 30hrs. | Self-Study: 120hrs

Contents

This micro-credential provides a general overview on designing interfaces for screen-based interactions by addressing topics such as visual design, information design, design patterns, usability, and overall perceived user experience. In order to generate a consistent design language across (potentially) multiple screens of a digital product, style guides and/or design systems are also created.

Qualification Objectives

Students who successfully complete this micro-credential are able to:

- Synthesize information derived from prior activities in the design process (e.g., user insights, business requirements, concept ideas) to develop a range of possible screen variations to foster the desired functionality,
- Practice sketching ideas for interfaces, and execute at various levels of fidelity exploring different ways to iterate your screens,
- Understand factors and standards (such as the human interface guidelines or the ten usability heuristics) and be able to determine which ones are relevant for the devices and cases you are designing for and justify how you used them throughout your screens,
- Communicate and explain your screens as a result of various design decisions in a structured way using the appropriate vocabulary for this field (e.g., what's "above the fold?")

ID_10 | Brand Design**5 ECTS**

Contact time: 30hrs. | Self-Study: 120hrs

Contents

Brand Design investigates how a company's values, vision, and mission are reflected in the respective brand's "look and feel" to specific target audiences. It entails designing every experience or communication people might have with the brand's product or service to ensure a long-term brand-customer relationship. Students learn to identify a company's philosophy and apply insights to position and establish a verbal (e.g., tone of voice) and visual (e.g., logo) brand identity.

Qualification Objectives

Students who successfully complete this micro-credential know how to identify a company's core philosophy and apply insights to position and establish a verbal (e.g., tone of voice) and visual (e.g., logo) brand identity. Through physical, digital, and social media, they design innovative ways to communicate a brand's values to the targeted audiences. Further, students are able to critically evaluate the role and potential benefits of brand design. They can apply their newly gained knowledge and show personal initiative in addressing challenging issues that are relevant to the design industry.

ID_16 | Navigation Design**5 ECTS**

Contact time: 30hrs. | Self-Study: 120hrs

Contents

Navigation design is needed to guide users through interfaces by providing the right information at the right time. This micro-credential gives an overview of the process behind creating the appropriate navigation, from understanding what kind of information users will be in need of, in what ways their mental models will be reflecting that information, and translating that information into an architecture that can facilitate navigation, to prototyping and testing the navigation with users.

Qualification Objectives

Students who successfully complete this micro-credential are able to:

- Organize, cluster, label, and annotate content, functions, and features to create a navigation flow according to the information needs of their users,
- Explore multiple approaches to mapping the flow of information before deciding on one solution (e.g., by using methods such as card sorting or tree testing),
- Use human factors and usability principles (such as the human interface guidelines or the ten usability heuristics) to predict likely issues with their designs and navigation before testing and be able to formulate assumptions to be tested out,
- Identify the needed user testing methods and create a research plan to validate or iterate their navigation design choices,
- Analyze, prioritize, and report findings from the user tests and interpret how their navigation and/or information architecture should change accordingly.

This certificate was issued by

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