

## Persona Card - Learning Design



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See <http://www.id-grid.org/resources/representations-and-languages/personas> for a short introduction to personas. To use this template, open it at <http://goo.gl/m1Fp6>, make a copy and edit.

**Name:** Jean

**Gender:** non-binary

**Age:** 33



**Situation:** Jean lives in London and is house sharing as rent is expensive and Jean works mainly short-term contracts. As well as loving cinema, Jean is knowledgeable about music and sometimes DJs. Jean is single and has a busy social life.

**Education and experience:** BA (Hons) Film and Television, graduating about 10 years ago. Since graduating Jean has worked various short-term contracts in the film and animation industries, including as an Assistant Editor (film and TV) and Storyboard Revisionist. Jean also does some freelance work in catering to help pay the bills and tide over between contracts.

**Roles and responsibilities:** Short term roles in employment which involve regularly working with new colleagues and getting to know systems quickly. Jean often has to work to tight deadlines within teams while producing creative work to a high standard.

**Technical skills:** Film and video editing, and associated software. Drawing and storyboarding, and digital drawing software. Familiar with technology for remote working.

**Subject domain skills and knowledge:** In depth knowledge of film and television.

**Motivation and desires:** Interested in doing part-time teaching on film and television programmes alongside working in the industry.

**Goals and expectations:** To learn about learning design and gain skills in teaching online.

**Obstacles to their success:** Unpredictable working hours means Jean’s study routine is also likely to be subject to change.

**Unique assets:** Excellent understanding of visual narrative within film making. Knowledge of digital media.