

# CERTIFICATE OF PARTICIPATION

iversity hereby certifies that **Dalibor Šumiga** has participated in the following course from November 2020 to November 2020:

## The Science of Colors: from Product to Experience Design

Taught by Prof. Diana Derval.

Through interactive experiments, scientific findings, and business applications, the course provided tools to:

- Understand color perception
- Predict color preferences
- Design targeted customer experiences
- Define appealing brand codes
- Design eye-pleasing products
- Adapt product designs and experiences locally

### About DervalResearch

DervalResearch is a pioneer research firm using biosciences to decode human behavior and preferences. With powerful predictive tools like the Derval Color Test and the Hormonal Quotient (HQ), our colorful team of scientists and designers helps firms increase their innovation rate and deliver engaging experiences.



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