SKOLEPORTFOLIE HF1

Af Mathilde Matthiesen, elev hos PLM Group. Udsnit af projekter produceret i perioden 1/8-22 til 15/2-23. Begge produkter er gatede og links vil derfor lede videre til downloadformular. Produkterne vedhæftes også dette portfolio og må derfor ikke distribueres frit.

Grafisk design

Typografi og ombrydning

Grafik og billedbehandling

Grafisk produktionsforståelse

DIGITALT PRODUKT

Link til formular

Beskrivelse

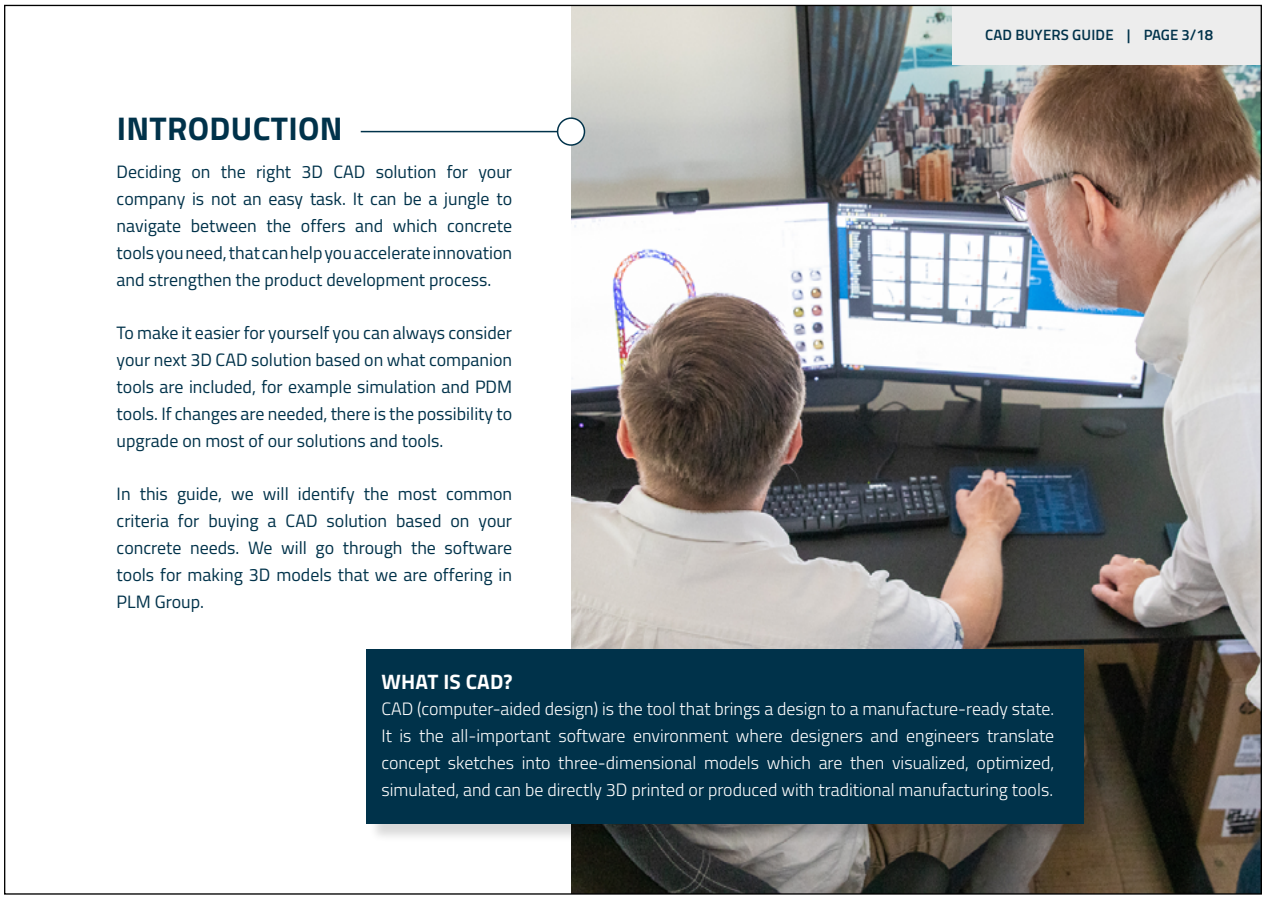
Gated e-bog til formål at guide potentielle kunder i den omfattende verden af CAD software. Da e-bogen først udleveres mod oplysninger fra prospects skal den designes lækkert mens den serverer rigtig meget info. Der skal derfor blandt andet tages højde for målgruppe (her både brugeren, fx ingeniører samt C-level management), genkendelighed i logoerne fra de udvalgte software udbydere samt overskuelighed i sammenligningen mellem produkterne.

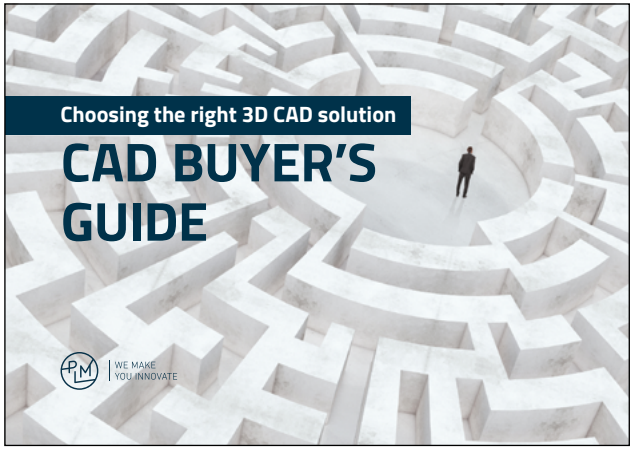
Grafisk design

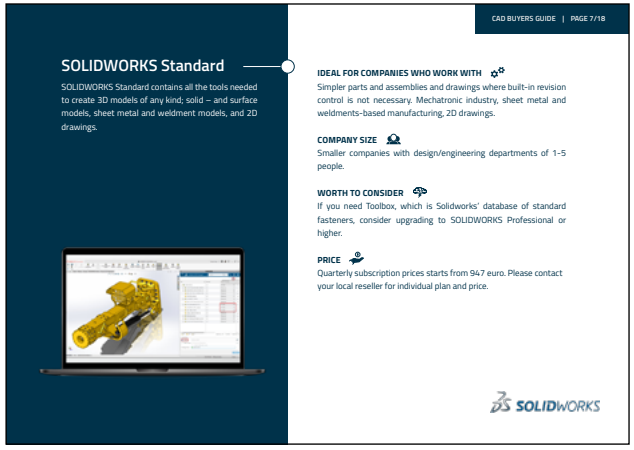
Jeg arbejder indenfor PLMs Brandguide i forhold til font og farvespektrum. Visse elementer bruger jeg i alle e-bøger for at skabe sammenhæng og brand identitet/genkendelighed – fx cirkel med streg (hjælper også med loven om forbundethed) samt arbejdet med bokse (hjælper med at inddele teksten så den synes mindre tekstung, dvs. loven om lukkethed).

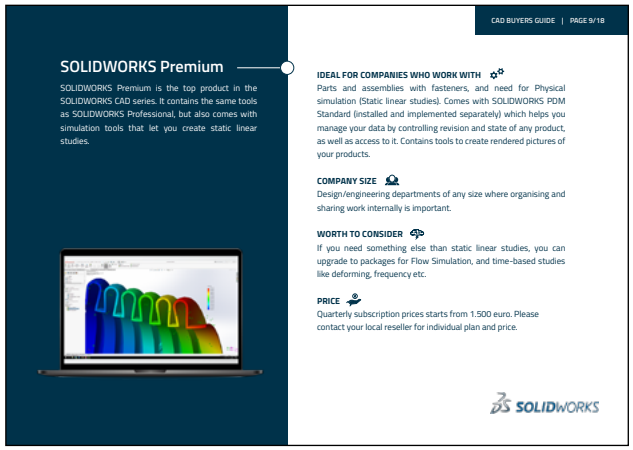
Jeg har forsøgt at forene design og funktionalitet blandt andet med at fremvise hvert CAD produkt ens og mindre teksttungt (overskuelighed), guide øjet i form af ikoner (manipuleret i Illustrator), skabe genkendelse ved at inkorporere firma logoer (målgruppe).

Jeg har bygget hver side asymmetrisk op, blandt andet med henblik på at opnå så meget white space som muligt. Dette, for at servere bogen så lidt tekstung som muligt. Orden og læsbarhed var stort fokus. Jeg benytter mig af farve- samt størrelseskontraster for at tydeliggøre hierarkiet i teksten. Dette ses tydeligst på forsiden.









3DEXPERIENCE CATIA

Ideal for companies who work with
3D content and 2D drawings with specific modelling needs that needs a robust tool that can handle both high complexity in geometry as well as large number of components.

Company size
Larger companies

Worth to consider
Although most of the basic modelling functions can be learned quite easily, some of the more specialized tools requires more training to master. For beginners in 3D modelling, there are other tools that are easier to start with.

Price

DraftSight Enterprise

Draftsight started as a competitor to AutoCAD some years ago and is now Dassault Systèmes' 2D editor for DWG files, with some 3D capabilities. Draftsight comes in different packages for different needs. We consider Draftsight as a companion tool for editing DWG files, rather than a tool for making 3D model, and as such we would not recommend using Draftsight as the main CAD tool in a company.

Ideal for companies who work with
Manufacturing definition where 2D Drawings ned to be exchanged with partners.

Company size
Larger companies

Worth to consider
Although there are some possibilities in creating 3D Content with Draftsight Enterprise, it is to be considered a 2D solution.

Price

What does the different 3D CAD offerings include?

SOLIDWORKS Desktop

This is the CAD workhorse of many companies worldwide. Being a well proven tool in daily use among many thousands big and small companies, SOLIDWORKS is one of the most popular CAD packages there is and has held that position for more than two decades.
SOLIDWORKS is a one-stop solution when it comes to making 3D models. Models are parametric and feature-based, which means that editing and reusing models is easy.
SOLIDWORKS comes in Standard, Professional and Premium packages – where the main difference is addins and additional tools like Toolbox, PDM and rendering. All modelling tools however, like Sheet Metal and Weldments and all surfacing and solid modelling tools, are included in the Standard package.

Licensing for SOLIDWORKS desktop has a couple of options: Licenses are either purchased as standalone, meaning the license is locked to a specific workstation that the software is used on, or network-based, where the licenses can float between several workstations connected to the same network in a company. Standalone licensing is better suited for smaller teams up to 10 people. Network license is the best option when you need to share a few licenses in a team.

SOLIDWORKS Standard

SOLIDWORKS Standard contains all the tools needed to create 3D models of any kind; solid – and surface models, sheet metal and weldment models, and 2D drawings.

Ideal for companies who work with
Simpler parts and assemblies and drawings where built-in revision control is not necessary. Mechatronic industry, sheet metal and weldments-based manufacturing, 2D drawings

Company size
Smaller companies with design/engineering departments of 1-5 people

Worth to consider
If you need Toolbox, which is Solidworks' database of standard fasteners, consider upgrading to SOLIDWORKS Professional or higher.

Price

COMMON QUESTIONS TO ASK YOURSELF WHEN CONSIDERING DIFFERENT CAD TOOLS

- What kind of design content do I need to make - are 2D drawings important or do I only need parts and assemblies?
- What is a common CAD tool in my area of business?
- Am I going to be the only user of the solution in our company?
- What file formats do I need to be able to send to my business partners?
- What solutions do my business partners use?
- If I recruit new people with CAD competence, what competence is most widespread out there?
- What is my budget?

SOLIDWORKS Standard

SOLIDWORKS Standard contains all the tools needed to create 3D models of any kind; solid – and surface models, sheet metal and weldment models, and 2D drawings.

Ideal for companies who work with
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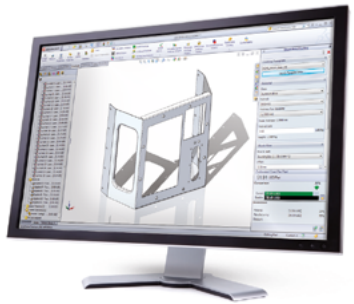
Price



INTRODUCTION

Deciding on the right 3D CAD solution for your company is not an easy task. It can be a jungle to navigate between the offers and which conc… innovation.

To make it … 3D CAD sol… example sin… the possibil…
In this guid… a CAD solu… the softwar… PLM Group.

What is CA…
CAD (comp… to a manufacture-ready state. It is the all-important software environment where designers and engineers translate concept sketches into three-dimensional models which are then visualized, optimized, simulated, and can be directly 3D printed or produced with traditional manufacturing tools.

Every need is unique – so is the right solution for you
Choosing the right solution usually starts with looking at the … functions of the available … your preferred reseller and …

…epartments are involved, in …nd financial managers. That …derations that needs to be …

…a closer look at the thoughts …ution for your company.

…e the right decision?
…an be high, at the same time …'s need in the future – and if …y, may not be good for the …

For this reason, it is good to know that our solutions in most cases can be extended, upgraded, and customized so that it can grow with you.
On the following pages you can see a summary of what the different packages can do for you, and a comparison between the different options.

Afprøvninger

SOLIDWORKS
(Standard/Professional/Premium)

3DEXPERIENCE is Dassault Systèmes' brand name for the software in their portfolio that is connected to the cloud. Almost all software products that are delivered by Dassault Systèmes comes with this option – and the advantage of being connected to the cloud is that sharing 3D content is a lot easier, both within the company and with outside stakeholders. Everyone working on the same dataset is another big advantage, and tools for managing data and organising your work is included – without the need for a server.

3DEXPERIENCE SOLIDWORKS is a locally installed version of SOLIDWORKS which is connected to the cloud. It is also licensed through the cloud with a named user licensing, so the user will have access to the license on any workstation he or she is logged into. The user experience of 3DEXPERIENCE SOLIDWORKS is identical to traditional SOLIDWORKS Desktop, with a few minor differences; file management is done in the cloud and not through SOLIDWORKS PDM.

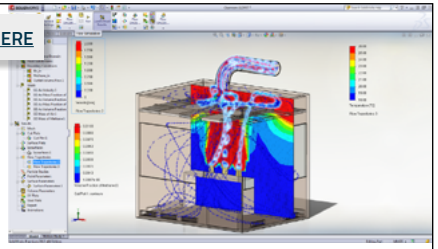
Ideal for companies who work with
Parts, assemblies and drawings which they need to share easily through the included cloud-based data management solution.

Company size
Design/engineering departments of any size where organising and sharing work internally as well as externally, is important.

Worth to consider
The license is tied to a specific user.
The solution can not be downgraded to an older year version.
This solution can not be connected to an existing PDM SOLIDWORKS PDM. Instead, it is to be used with the included 3DEXPERIENCE ENOVIA based PDM/PLM solution.

Price

COMPARE PACKAGES HERE



SOLIDWORKS Premium

SOLIDWORKS Premium is the top product in the SOLIDWORKS CAD series. It contains the same tools as SOLIDWORKS Professional, but also comes with simulation tools that let you create static linear studies.

Ideal for companies who work with
Parts and assemblies with fasteners, and need for Physical simulation (Static linear studies). Comes with SOLIDWORKS PDM Standard (installed and implemented separately) which helps you manage your data by controlling revision and state of any product, as well as access to it. Contains tools to create rendered pictures of your products.

Company size
Design/engineering departments of any size where organising and sharing work internally is important

Worth to consider
If you need something else than static linear studies, you can upgrade to packages for Flow Simulation, and time-based studies like deforming, frequency etc.

Price

Every need is unique – so is the right solution for you
Choosing the right solution usually starts with looking at the specific CAD need, the features and functions of the available solutions, the competence and skill of your preferred reseller and your budget. It's also a choice, where different departments are involved, in some cases it is both the technical and financial managers. That means that they are a lot of considerations that needs to be aligned. In the following section, we will take a closer look at the thoughts behind choosing the right 3D CAD solution for your company.

What do you need to consider to make the right decision?
The cost of making a wrong decision can be high, at the same time it can be hard to foresee the company's need in the future – and if a solution which seems perfect today, may not be good for the future version of your company. For this reason, it is good to know that our solutions in most cases can be extended, upgraded, and customized so that it can grow with you.

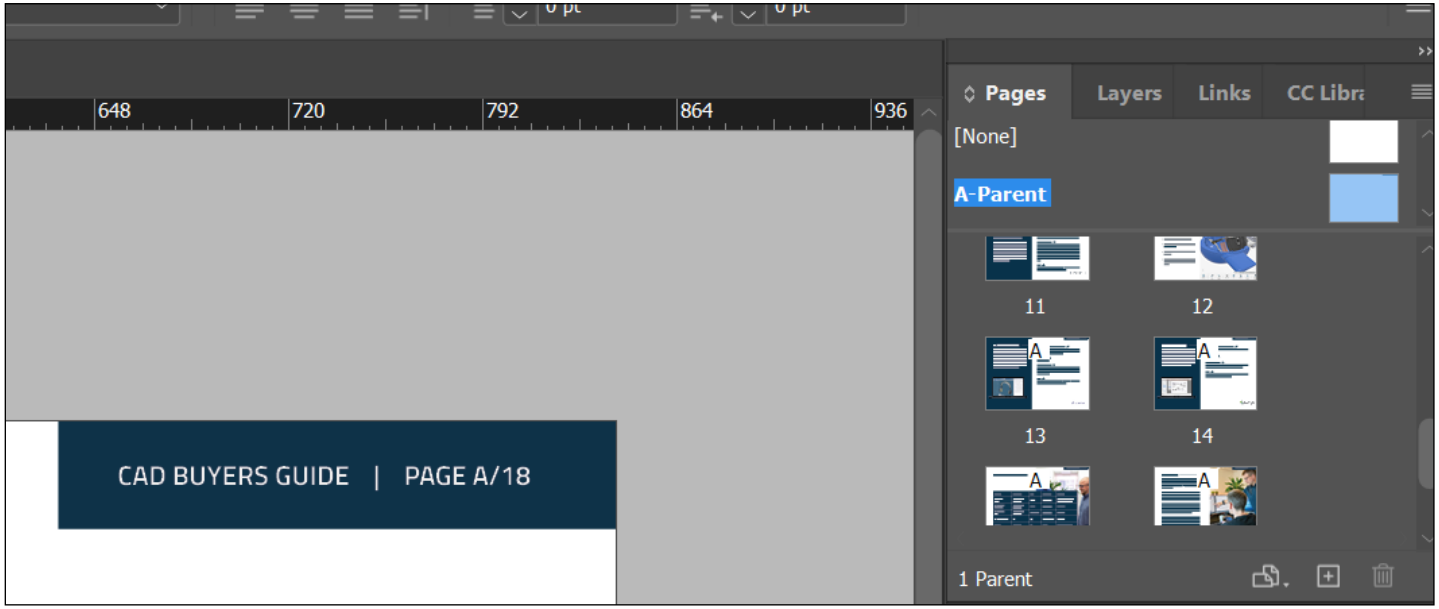
No matter what you choose, we got experts ready for you
We support and train our customers in all the solution that we sell, and we take pride in keeping our experts certified so that you can expect to get answers on any question that you might have. It is in PLM Group's interest that you select a CAD package you are happy with today and tomorrow – and we want to support you through the journey.

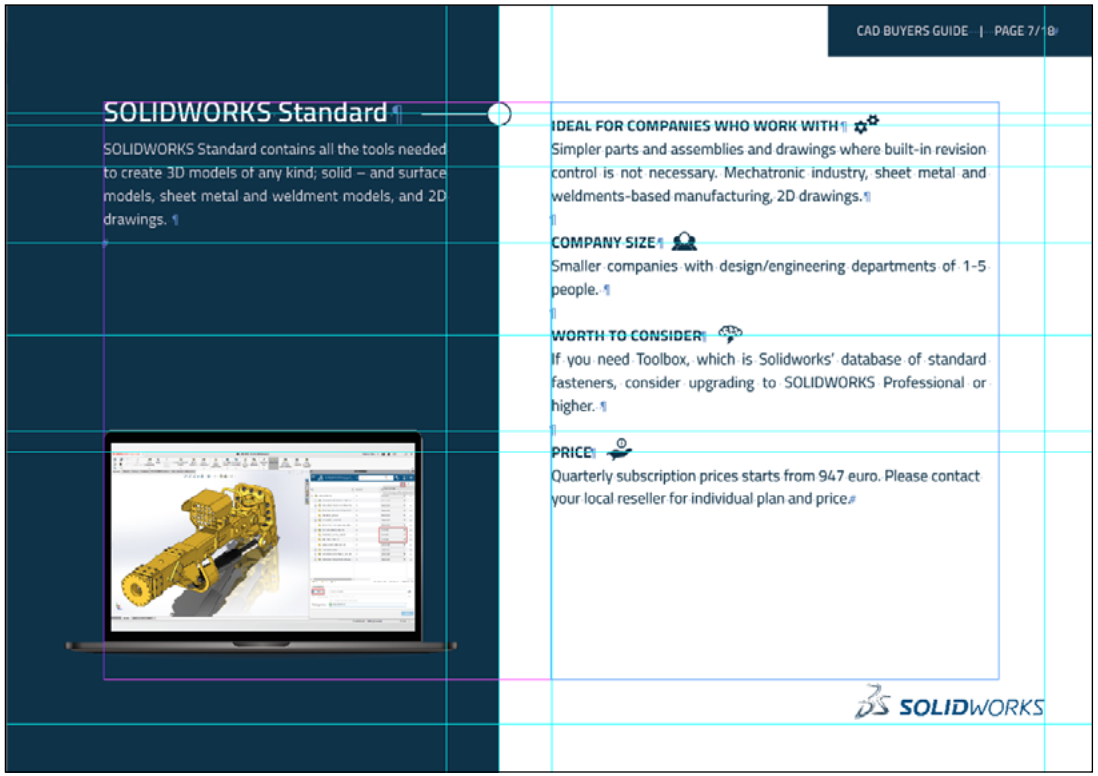
REACH OUT TO US

+45 70 22 22 80
info@plmgroup.eu
www.plmgroup.eu

Typografi og ombrydning

Det liggende format er udvalgt på baggrund af at e-bogen skal læses på skærm. Brødteksten, hvis font er brandbestemt, er alignet til grid for at sikre god orden på tværs af kolonnerne. Der er bevidst indarbejdet kolonner for linjelængden og læsbarhedens skyld. Brødteksten er Left Justified og tabellen er bygget nemt med Table. Masterpages har hjulpet med pagina og vigtige hjælpelinjer.





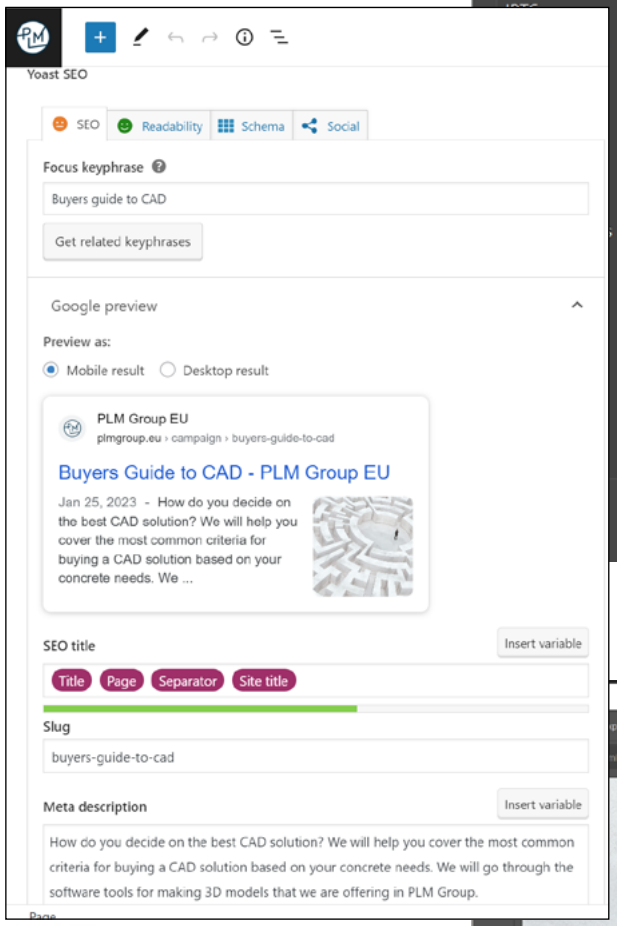
Grafik og billedbehandling

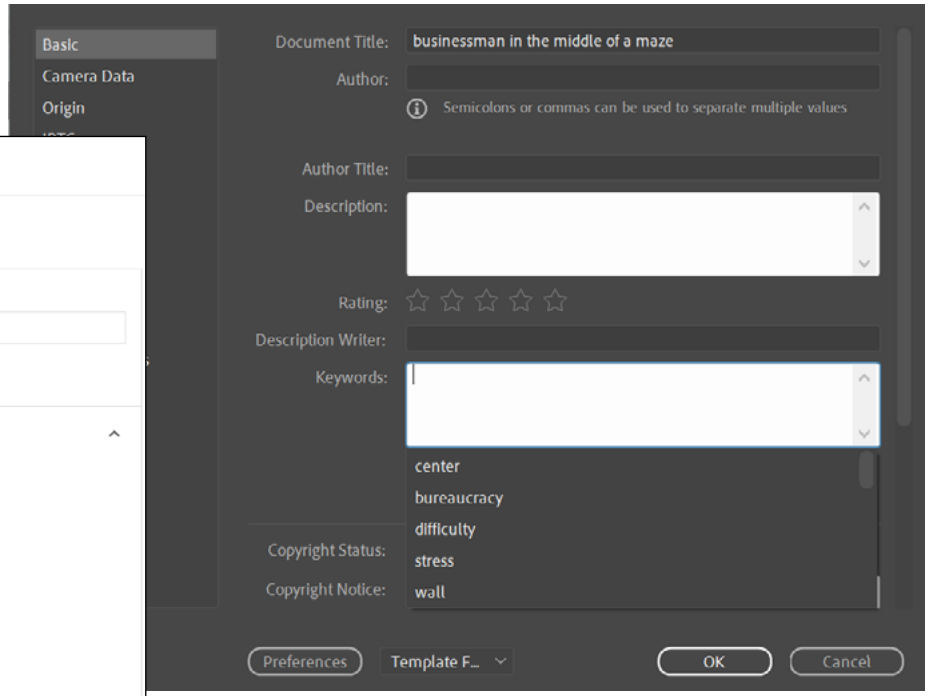
Jeg har blot lavet simple mockups af screen shots fra CAD programmer der tales om, samt manipuleret ikoner fra stock. Til disse, og mange andre elementer, har jeg været glad for at kunne sikre mig at alt stod helt perfekt og ens i XY koordinaterne.

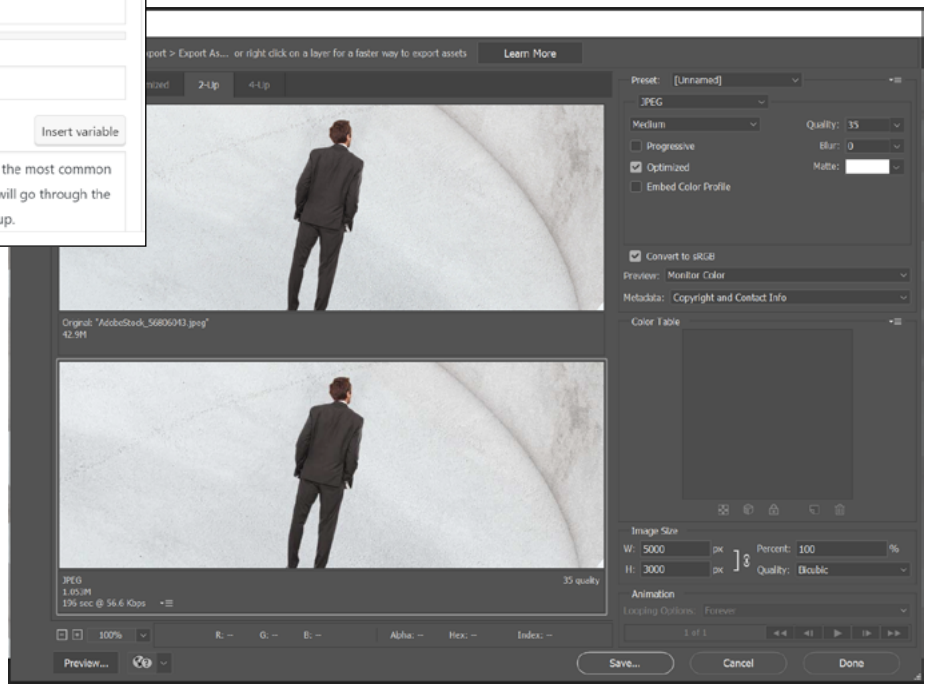
Grafisk produktions forståelse

Med en ret ubarmhjertig preflight kan jeg let sikre mig at produktet er klar til afgang. Jeg pakker min InDesign fil med fonte og links og placerer den i Sharepoint så den er tilgængelig for alle i marketing. Det, på trods af at det denne blev min egen tur til at bygge landing page op og få placeret min interaktive pdf (da jeg har hyperlinks) i medie biblioteket. Jeg får lavet den rette formular i Marketo af en partner og tjekker min SEO igennem med Yoast.

De billeder jeg bruger på min landing page har jeg både givet en description og keywords for SEO samt gjort opløsningen mindst mulig uden at miste kvaliteten. Jeg har også produceret mockups som png som skal ligge på oversigten over vores e-bøger. Disse skal linke ind til min landing page.







Buyers Guide to CAD

Deciding on the right 3D CAD solution for your company is not an easy task. It can be a jungle to navigate between the offers and which concrete tools you need, that can help you accelerate innovation and strengthen the product development process.

READ MORE

6 steps to digitalize your value chain

Digital transformation is no longer a new phenomenon — it's a proven path to innovation. And today's digital solutions are unlocking new opportunities to meet the rising market demand for smarter, greener products.

READ MORE

How to become a leader in sustainability

This e-Report will guide you through six steps towards a greener future and how you can implement digital technology into sustainable design and manufacturing.

READ MORE

TRYKT PRODUKT

Link til formular

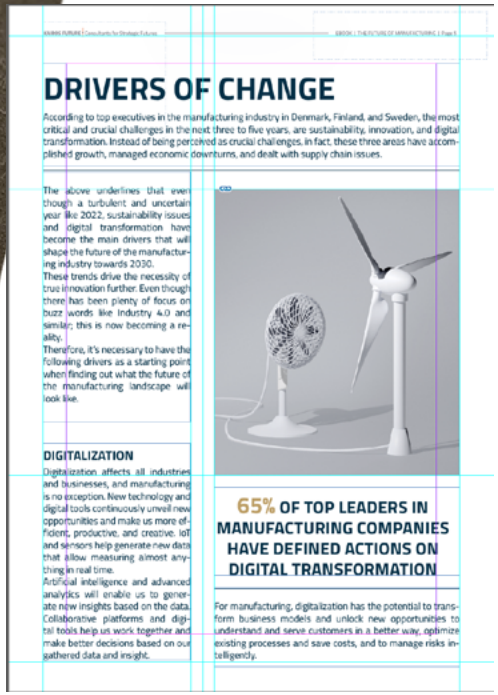
Beskrivelse

Trendrapport udarbejdet af uvildig tredjepart kaldet Kairos Future og sponsoreret af både PLM Group og Dassualt Systémes. Rapporten blev oprindeligt designet hos et svensk bureau, men med så mange interessenter inde over var alle ikke tilfredse nok med designet til at kunne publicere. Noget af kritikken gik på at den føltes tung og ikke-læsbar, samt at den mørkeblå PLM farve var for dominerende. Graferne føltes lidt old school og illustrationerne lidt off. Rapporten kom derfor først på markedet ca. 9 måneder efter udarbejdelse da jeg tog det i mine – noget – uprøvede hænder.
Dette understreger vigtigheden af et inhouse designbureau for at samle alle produkter under én tydelig designlinje. Med designelementer i forening med brand guide.
Rapporten skal gates på hjemmesiden men bruges også i mange forskellige afskygninger på sociale medier og Google Ads. Den er derfor både til trykt og digitalt brug.

Grafisk design

Målgruppen er ingeniører og andre brugere af CAD software. Selve rapporten har et par års brug i sig og skal adskille sig fra vores normale sortiment af e-bøger. Jeg ønskede at layout repræsenterede et klassisk printet medie med enkelte små variationer der kunne bryde det lidt op. Det er blandt andet derfor jeg har forsøgt at inddele noget tekst som underrubrik og bruger citater og white space som opbrud i teksten for at hvile øjet samt skabe afbræk. Det er også af samme årsag jeg har valgt kolonnerne at ligge i det gyldne snit. Denne er lagt som en lineal i masterpages for at sikre præcis ensartethed ned igennem siderne.

Udsnit af tidligere design



Typografi og ombrydning

Med så relativt mange sider skulle jeg sikre mig orden i paragraph styles, at de rette paragraph styles var alignet til grid uden at gå på kompromis med andre typografiske regler (fx luft omkring mellemrubrikker). Man vil også kunne se hiarikiet i byline og billedtekst da det er valgt med mindre læsbar farve. Efterfølgende har jeg opdaget enkelte typografiske grundregler som jeg kender – men ikke har været fuldt opmærksom på.

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Afprøvninger

EXECUTIVE SUMMARY

This is a report on the future of the manufacturing industry. It's an industry facing transformative times. Increased turbulence and complexity have arisen in 2022 with a new risk: excessive energy and primary resource costs, supply chain problems, upcoming inflation, and increased financial costs.

At the same time, the two megatrends, digitalization and sustainability, continue to change the business landscape for manufacturers steadily. These megatrends harness several specific trends that will reshape business models and production terms. This development will call for new business models for many small and medium-sized manufacturing companies.

Sustainability trends are driven by increased consumer demands, the financial industry, and regulators, especially in the EU. The demands will likely widen to more subjects and extend beyond one business.

These needs will deepen and new levels of traceability for the products and services the manufacturing industry provides to the market will follow.

Digital development leads to hyper-automation in every department of every organization. It creates a data-driven business landscape that, together with servitization, currently profoundly changes most industries' business models. Digitalization combined with an up-levelled material revolution are on the verge of creating an additive manufacturing situation that enables increased localization in the years to come.

This development leads to a future where blurred lines will be part of the transformation process for businesses and organizations. The future calls for future-proof strategies to ensure short- and long-term success. True innovation will become a necessity. **This report presents five points of advice for manufacturers that want to ensure a future-proof business.**

The Future of Manufacturing

Sustainability will shape the Business Models of Manufacturing Companies by 2030

ABOUT THE REPORT

This report is produced by Kairos Future in cooperation with PLM Group. The report's findings result from thorough research carried out during the winter and spring of 2022. The result of the research was then analyzed and discussed with PLM Group representatives and customers.

In addition to this research, Kairos Future has conducted a survey among 58 top executives in manufacturing companies in Sweden, Denmark, and Finland, where questions and issues regarding this report were investigated and discussed. There are also some results from the EGN Leadership Report based on a survey of 2200 leaders in Western Europe in late 2021, where 250 respondents were from manufacturing SMEs in the Nordic Countries. The facts and figures in the report referring to the EGN Leadership report are from these 250 respondents.

ABOUT KAIROS FUTURE

Kairos Future is an international consulting and research company that helps companies and business leaders to understand and shape their futures. We work as consultants for strategic futures, providing our clients with trend analysis and scenario planning, strategy and innovation, strategic change, and capability development.

ABOUT PLM GROUP

More than 25 years ago PLM Group was born out of a need for 3D CAD. Today the company empowers people in manufacturing companies with knowledge and tools to bring product innovations to life.

PLM Group is the largest Dassault Systèmes SOLIDWORKS partner in Nordics and Baltics. The company has close partnerships with industry-leading 3D Printer suppliers like HP, Markforged, and 3D Systemes to create best-in-class additive manufacturing solutions from prototyping to end user parts fo

PLM Group has local org
den, Denmark, Norway,
Estonia, and Latvia and
business customers in
The company was foun
has its head office in Sto
sentatives and partners

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BUILDING A SUSTAINABLE BUSINESS

"Our purpose is to drive the shift towards a sustainable transport system, creating a world of mobility that is better for business, society, and the environment"

THE OFFICIAL PURPOSE OF SCANIA, SWEDISH TRUCK AND BUS MANUFACTURER

Many people still think of sustainability primarily in terms of environmental sustainability, yet it has come to incorporate many more aspects. Businesses today must be environmentally, socially, and economically sustainable. It means being a business that can be profitable in a changing world and survive in the long term. Sustainability is also no longer just about regulatory compliance.

SUSTAINABILITY AS A BUSINESS DRIVER

According to a study by Capgemini, 79% of consumers are changing purchase preferences based on the social responsibility, inclusiveness, or environmental impact of their purchases, but only 36% of organizations believe that consumers are willing to make this change.[2]

As customers change their behavior based on the impact of their purchases, companies need to see sustainability as a business driver. This will be the case for everyone, and each other has been exposed. In these uncertain times, people and companies are looking for ways to minimize risk and find long term stability.

For manufacturing, this means building sustainable businesses that can withstand rapid changes. It means creating robust and resilient supply chains and ensuring that data and digital infrastructure is secure.

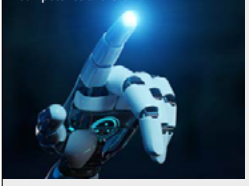
Over the last few years, sustainability has developed from mainly a brand risk issue to business-driven sustainability.

Their sustainability ambitions will therefore trickle down to all subcontractors down the line. In the future, most businesses need to become sustainable to

DRIVERS OF CHANGE

Kairos Future says:

"Top priority in 3-5 years will be; Sustainability and ESG initiatives, Innovation, Digital transformation, finding and keeping the right competence and Growth"



Sustainability, innovation, and digital transformation are the most critical and crucial challenges in the next three to five years, according to top executives in the manufacturing industry in Denmark, Finland, and Sweden. In the upcoming year, the strategic priorities instead are accomplishing growth, managing economic downturn, and dealing with supply chain issues.

The above underlines that even though a turbulent and uncertain year like 2022, sustainability issues and digital transformation have become the main drivers that will shape the future of the manufacturing industry towards 2030.

These trends drive the necessity of true innovation further. Even though there has been plenty of focus on buzz words like Industry 4.0 and similar; this is now becoming a reality. Therefore, it's necessary to have the following drivers as a starting point when finding out what the future of the manufacturing landscape will look like.

DIGITALIZATION

SUSTAINABILITY

Sustainability has been a driving force for a long time, and now we see an acceleration of efforts and activities in this arena. Most companies are expected to do what they can regarding environmental sustainability, social responsibility, and inclusiveness. ESG (Environmental, Social, and Governance) demands from regulators, investors, and customers to guide capital for companies embracing this opportunity.

For manufacturing, sustainability will become an even more critical business driver and competitive advantage, and companies that make the necessary investments will be rewarded in the long run.

74% of top leaders in manufacturing companies have defined actions on sustainability.

INCREASED RISKS

Recent years have shown us that we cannot take anything for granted. The COVID pandemic has disturbed our supply chains and forced us to adopt new ways of working. The war in Ukraine came unexpectedly just as we were beginning to emerge from the pandemic. The current concerns evolve around inflation, cybersecurity, food crises, and the existential threat of climate change. Our dependency on critical infrastructure and each other has been exposed. In these uncertain times, people and companies are looking for ways to minimize risk and find long term stability.

For manufacturing, this means building sustainable businesses that can withstand rapid changes. It means creating robust and resilient supply chains and ensuring that data and digital infrastructure is secure.

Three layers of innovation infrastructure must be in place to accomplish a truly collaborative and innovative organization.

No man is an island. And no company can exist on its own. These are old sayings that are truer than ever. And they are particularly true regarding innovation and the ability to create future-proof solutions ahead of competitors.

True innovative organizations are reliant on three different layers of innovation infrastructure. The foundation consists of a *bottom-up culture* that empowers and engages coworkers, partners, and customers in innovation. This culture also does not immediately kill new ideas but instead encourages them.

The second layer consists of well-functioning processes. An innovative organization has stable and well-known formal operations and infrastructure for innovation to make it a daily habit rather than an ad hoc event.

The third level is about having an "innovation posture attitude." Such posture is often inspired by inspirational leadership with true grit regarding innovation.

In a future where every manufacturing company needs to be even more forward-leaning regarding innovation, collaboration will be crucial to success. As we have seen, most trends point to greater collaboration between people internally and externally in the company and between companies in the value chain.

The coordination of this collaboration will be a challenge that should not be underestimated, and the role of the product manager in guiding and setting a vision for this work will be a critical factor for success.

Collaborating with external players will also be crucial. On the one hand, manufacturing companies need to build close relationships with their customers and end users to understand their needs and behaviors better, especially if they want to explore the B2C market or engage in open innovation with their customers. On the other hand, the network of suppliers, partners, and resellers is key to enabling traceability, circularity, and resilience in the supply chain. Thus, collaboration, both internal and external, is vital for building a sustainable business.

ed them for it. They have a crowdsourcing platform where customers can post ideas, and if they get more than 10,000 votes, they are reviewed by LEGO. If an idea is chosen to become a commercially available product, the creator receives 1% of the product's revenues.[16]

82% OF SME MANUFACTURERS IN SWEDEN, DENMARK, AND FINLAND HAVE INNOVATION AS A STRONG PRIORITY OVER THE NEXT YEAR.

KAIROS FUTURE

The Future of Manufacturing

How Digitalization & Sustainability will shape the Business Models of Manufacturing Companies by 2030

EXECUTIVE SUMMARY

This is a report on the future of the manufacturing industry. It's an industry facing transformative times. Increased turbulence and complexity have arisen in 2022 with a new risk: excessive energy and primary resource costs, supply chain problems, upcoming inflation, and increased financial costs.

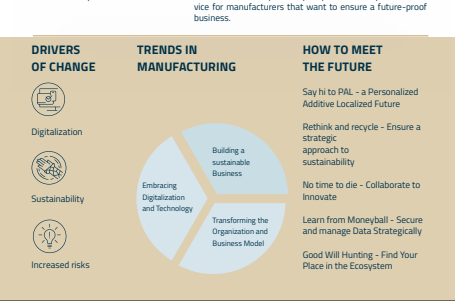
At the same time, the two megatrends, digitalization and sustainability, continue to change the business landscape for manufacturers steadily. These megatrends harness several specific trends that will reshape business models and production terms. This development will call for new business models for many small and medium-sized manufacturing companies.

Sustainability trends are driven by increased consumer demands, the financial industry, and regulators, especially in the EU. The demands will likely widen to more subjects and extend beyond one business.

These needs will deepen and new levels of traceability for the products and services the manufacturing industry provides to the market will follow.

Digital development leads to hyper-automation in every department of every organization. It creates a data-driven business landscape that, together with servitization, currently profoundly changes most industries' business models. Digitalization combined with an up-levelled material revolution are on the verge of creating an additive manufacturing situation that enables increased localization in the years to come.

This development leads to a future where blurred lines will be part of the transformation process for businesses and organizations. The future calls for future-proof strategies to ensure short- and long-term success. True innovation will become a necessity. This report presents five points of advice for manufacturers that want to ensure a future-proof business.



Overview

EXECUTIVE SUMMARY

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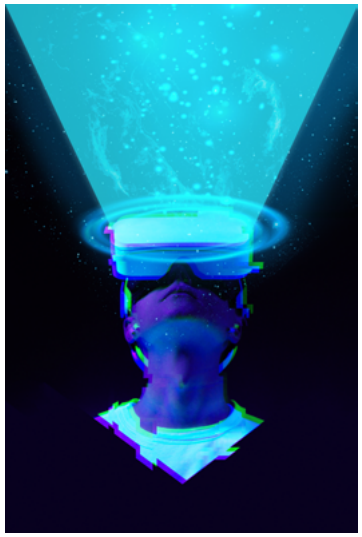
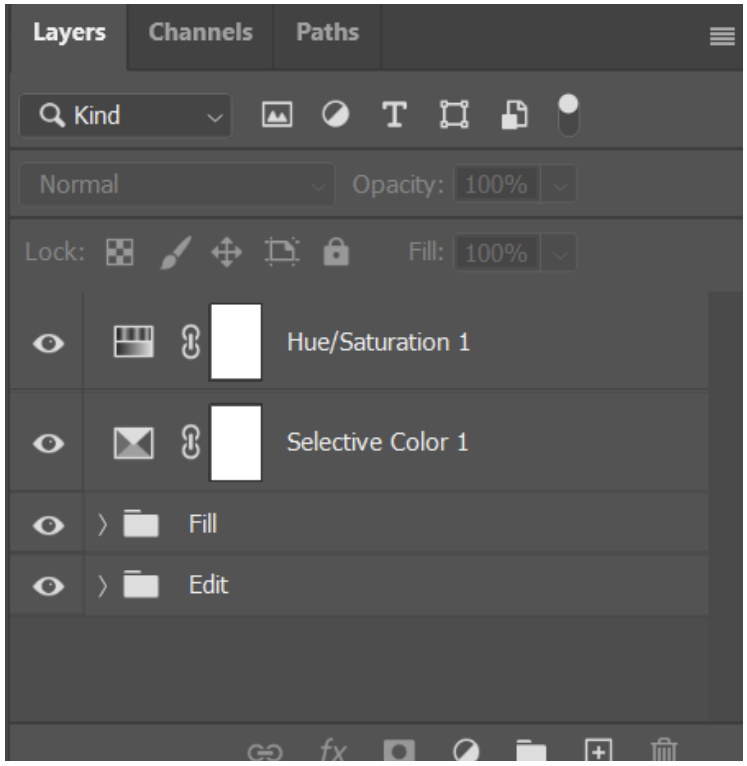
Grafik og billedbehandling

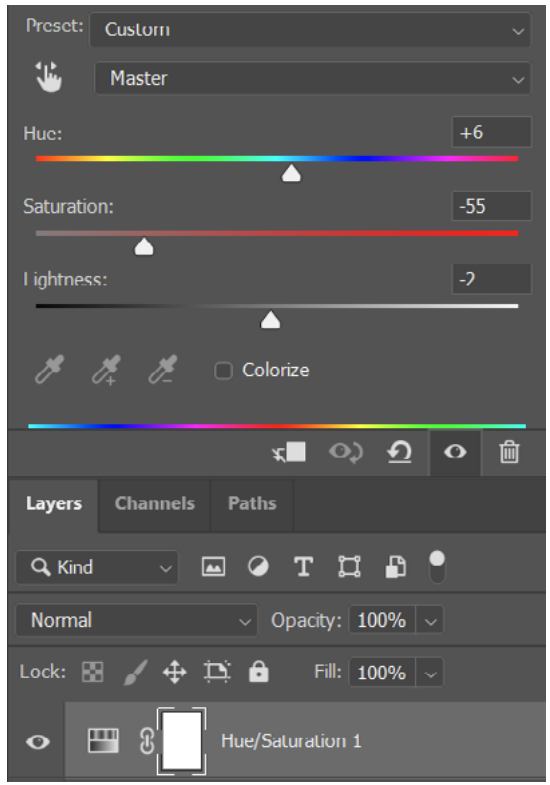
Forsiden er skabt ud fra samkopiering af to billeder som meget tydeligt viser budskabet "future of manufacturing". Den originale fil kom egentlig med en masse fine stock billeder til formålet, men med få værktøjer i Photoshop (såsom Eraser, Content Aware Fill samt farvejustering) kunne jeg skabe dette sigende billede.

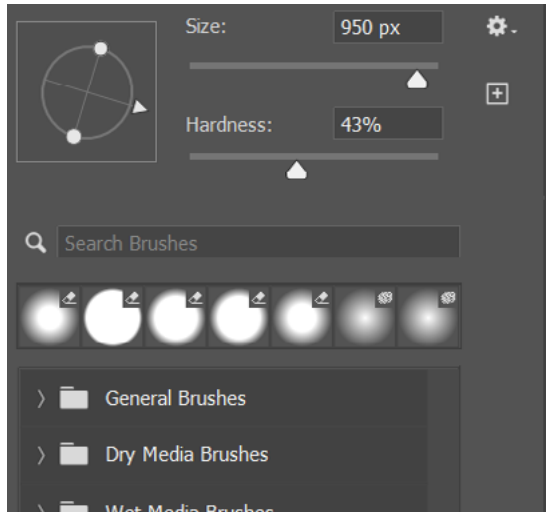
Skulle jeg genoptage denne opgave nu ville jeg gøre enkelte ting anderledes. Jeg ville prøve at inddrage flere værktøjer i Photoshop jeg er blevet lidt mere fortrolig med senere hen, fx blending options og måske gradient tool. Jeg ville se om jeg kunne gøre baggrunden mere ensartet samt lave min fill endnu mere identisk med original billedet. Fx med Content Aware Scale.
Graferne er stock design jeg har editeret i Illustrator så tallene naturligvis afspejler vores undersøgelser.

Jeg har også lavet diverse mockups og image assets til vores Google Ads. Disse har jeg lavet i de tre størrelser som Performance Max ads arbejder med.









Grafisk produktions forståelse

Jeg har som altid pakket en folder til fællesbrug på share-point. Heri har jeg også lagt forskellige komprimerede PDF alt efter medie, således at vi til print har en tung fil hvor billederne er i høj opløsning (300 ppi) og til online brug er noget lettere. Den til online brug gjorde jeg interaktiv, da jeg har en del Hyperlinks. Derudover bruger jeg dele af bogen til forskellige marketing relaterede opgaver såsom carousels på LinkedIn.