

UI DESIGN

PARA WEB

8.1

CURSO ONLINE CRIADO POR
THIAGO BARCELOS

IBCC escola
britânica
de artes
criativas

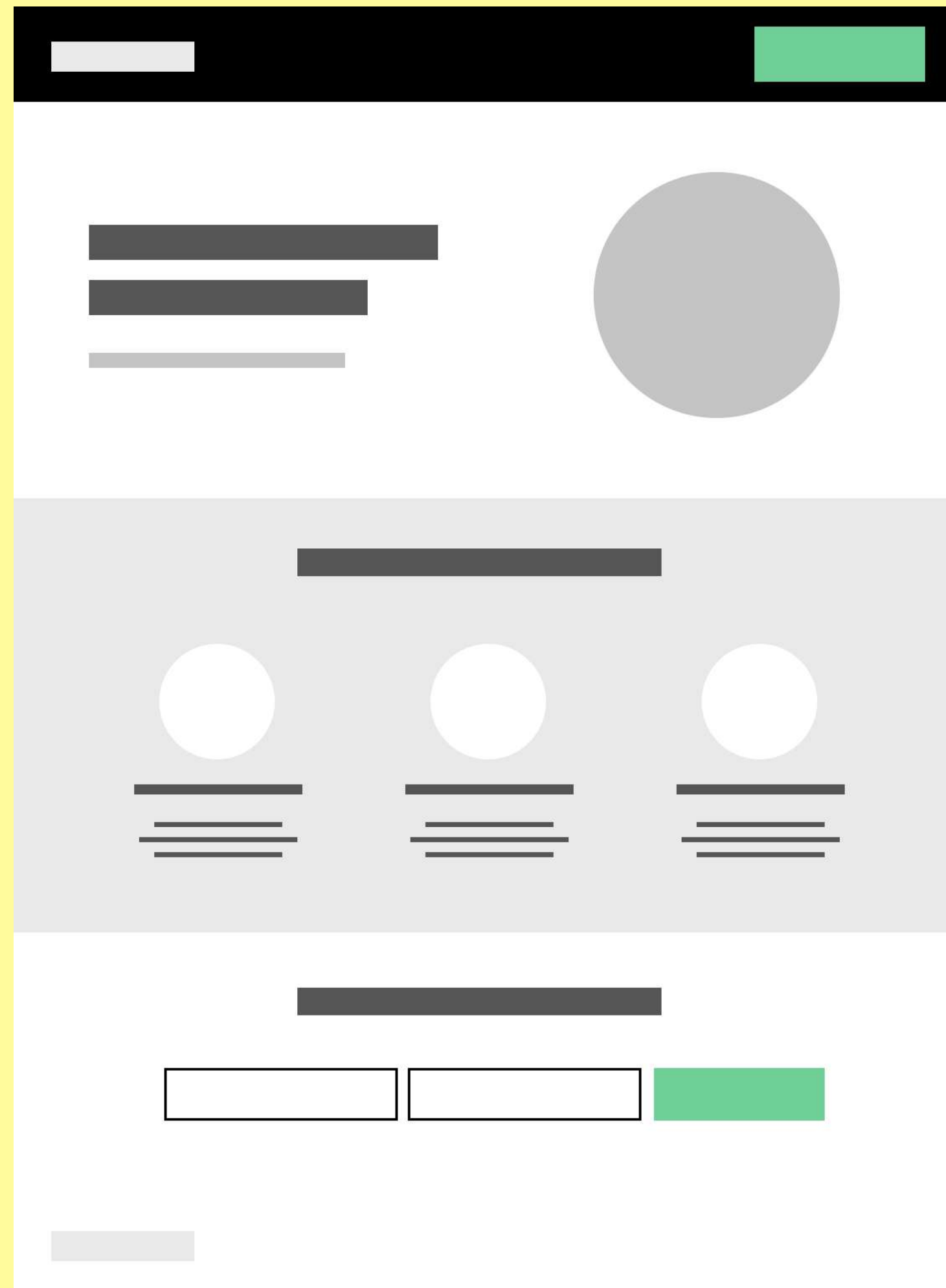
Módulo #8

Fundamentos de design e estética em interfaces digitais

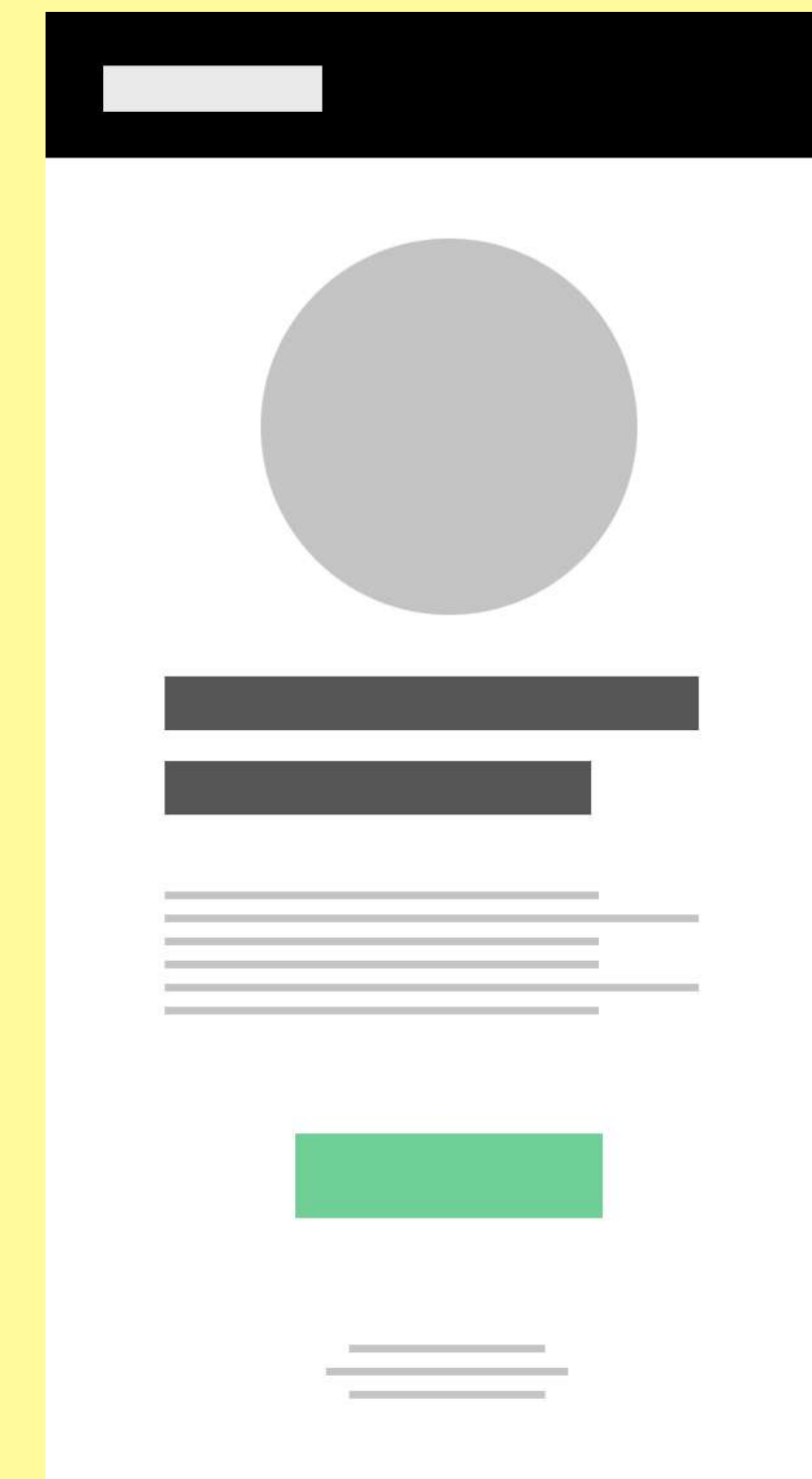


COMO FUNCIONA

Landing page



E-mail



Superfície

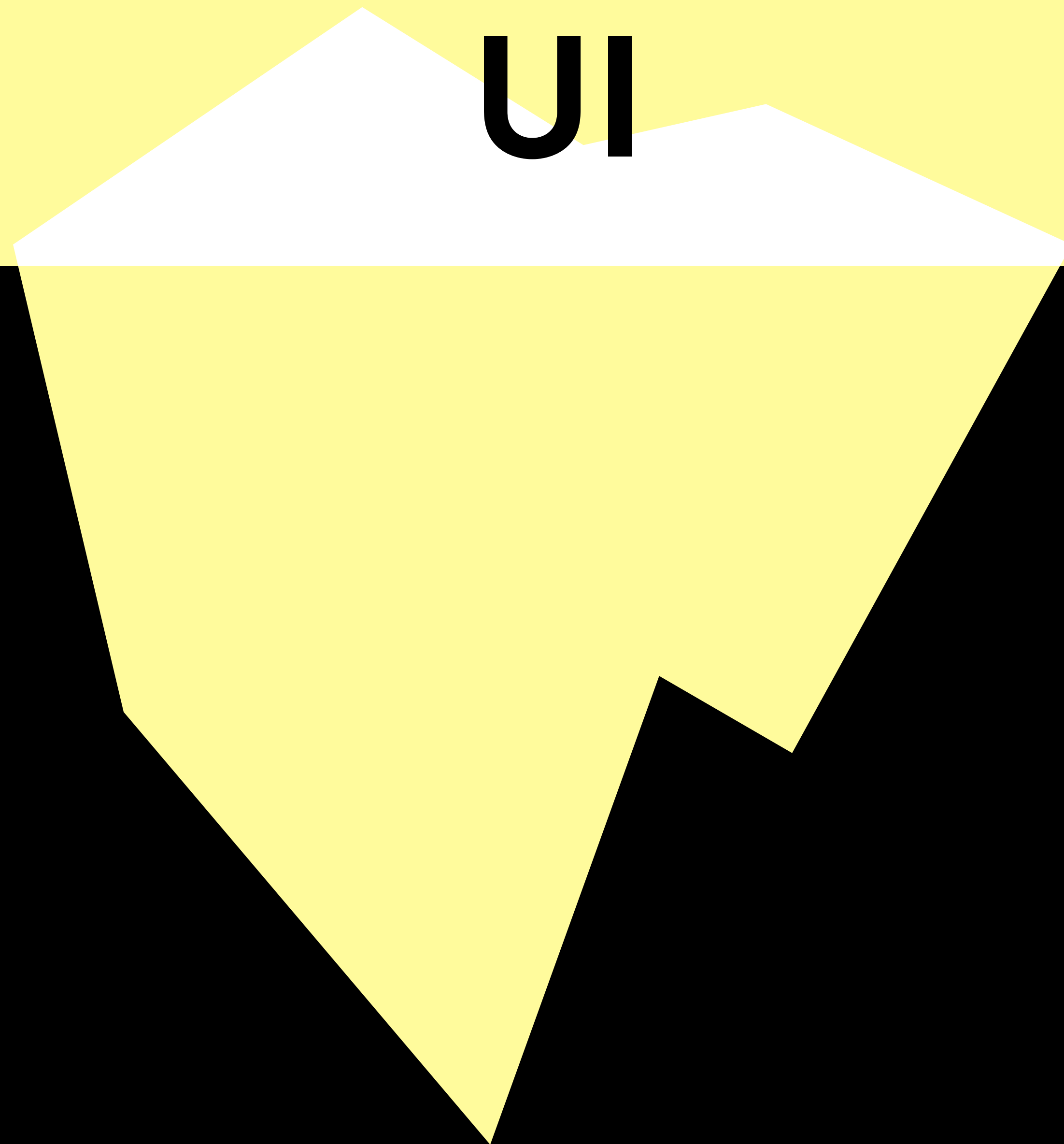
UI

Esqueleto

Estrutura

Escopo

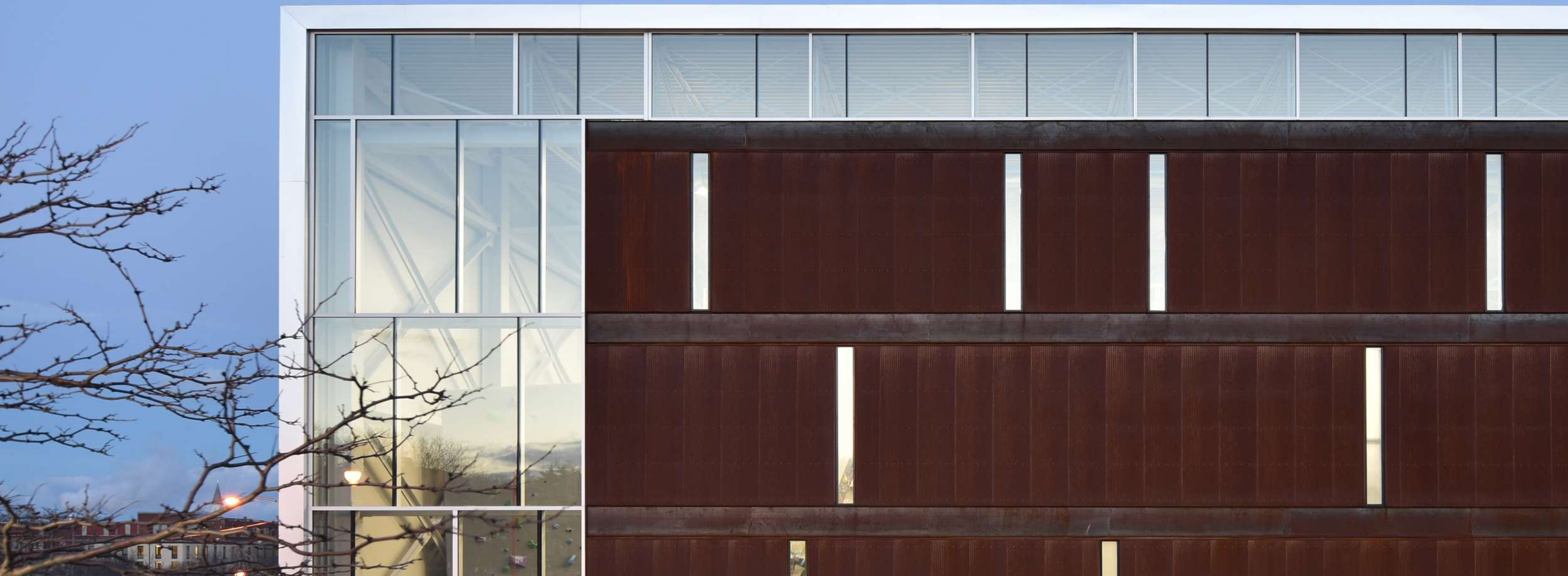
Estratégia



**ESTÉTICA, ARTES
GRÁFICAS E
MOODBOARDS**

“Forma segue a função.”

Louis Sullivan



Estética



**ENTENDENDO
AS PESSOAS**

CONCEITO

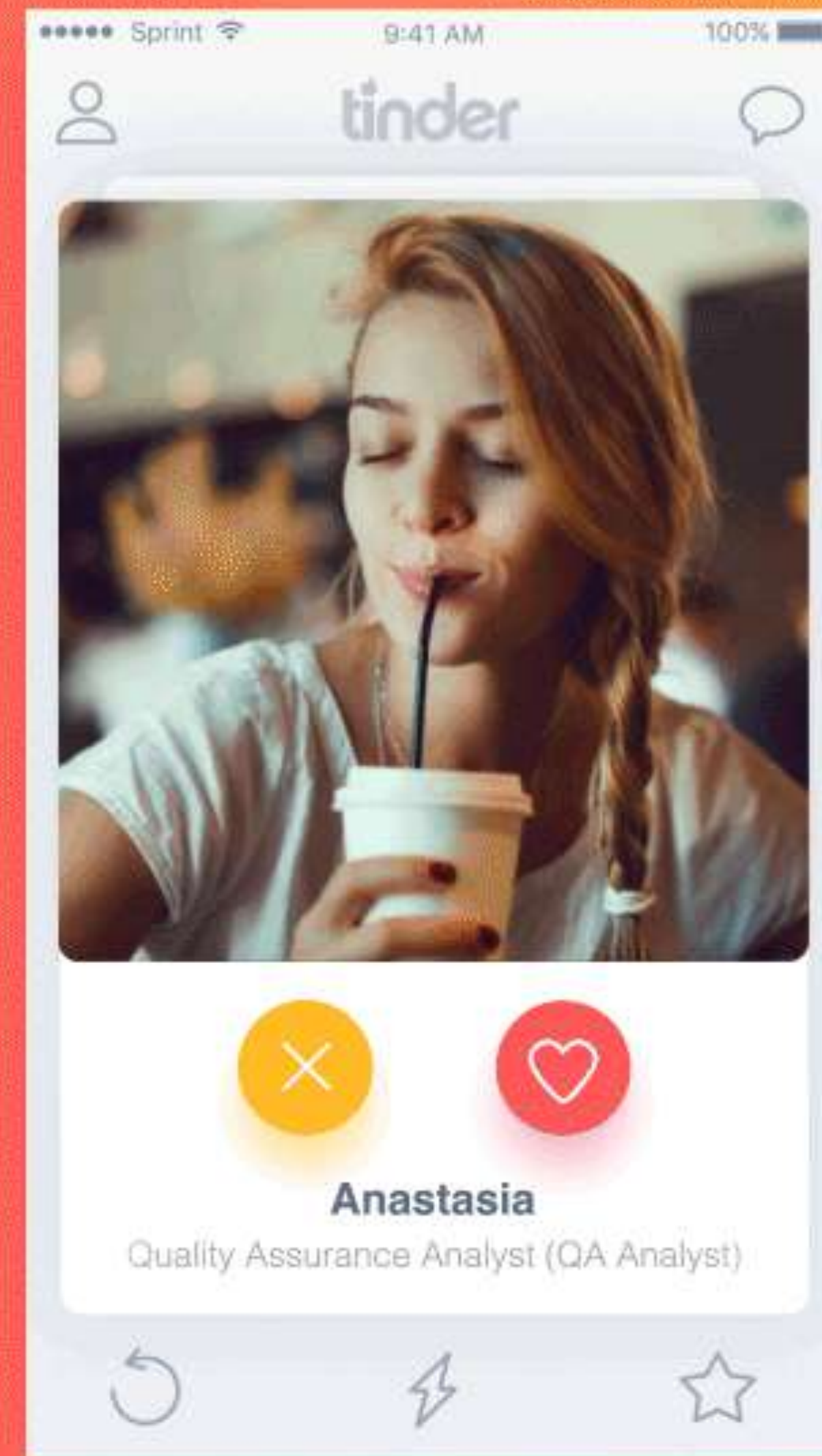
CONCEPÇÃO DE UMA ÍDEIA

DESIGNÉ
CONCEITO

Conceito

"Definir um conceito pode ajudar o time a pensar em como as interações funcionarão; nas relações entre elementos de uma mesma tela, (textos, transições...) devem funcionar..."

Conceito



Conceito



Prepare-se para a Black Friday com a SumUp

Todas as maquininhas com 20% OFF: escolha a sua agora e venda muito

[Pedir maquininha](#)

black
20% Off
em todas as maquininhas
Novembro





MAMMUT® Expedition

BAUKAL

en Deutsch Français

Dani Arnold  embarks on an expedition to a place so extreme,

MAIS DE 200
PRÊMIOS

You
Tube



CD PROJEKT RED®



DISPONÍVEL EM 10 DE
DEZEMBRO DE 2020

RESERVE AGORA_

R 25

XBOX ONE

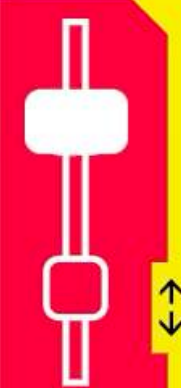
PS4

PC

STADIA

TAMBÉM É ÓTIMO NO XBOX SERIES X | S E PS5

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BTN.01

A IMAGEM CONCEITUAL

A imagem conceitual

“...designers perceberam que a ilustração narrativa tradicional já não atendia às necessidades da época e reinventaram a comunicação gráfica para expressar a era da máquina e ideias visuais mais complexas.

...MEL.
Gleichweh.

...lhe sobrepor informações vi-
ustapor texturas e imagens e
ditas tipografia e imagens
va particularmente com as
tos reticulares ampliados
roduzidos quando esses
epostos e depois deslo-
processo de design en-
tivos e máscaras, que
e então expostos com
ir um negativo, que
o em cores como o
23.16], o processo
ção de duas cores,
uir camadas volu-

tenberg" na co-
os primeiros ti-
s aspectos do

Herbert Bayer

Das künstlerische Werk
1918-1938



GEWERBE
MUSEUM
BASEL

baixo, para conduzir o leitor.

KUNST
KREDIT
1982/83

Öffnungszeiten:
Täglich 10.30-18.00 Uhr

Eintritt
frei.

23. Juli bis 14. August 1983
Montag 1. August geschlossen

Ausstellung
Rundhofgebäude
Halle 10

Mustermesse
Basel

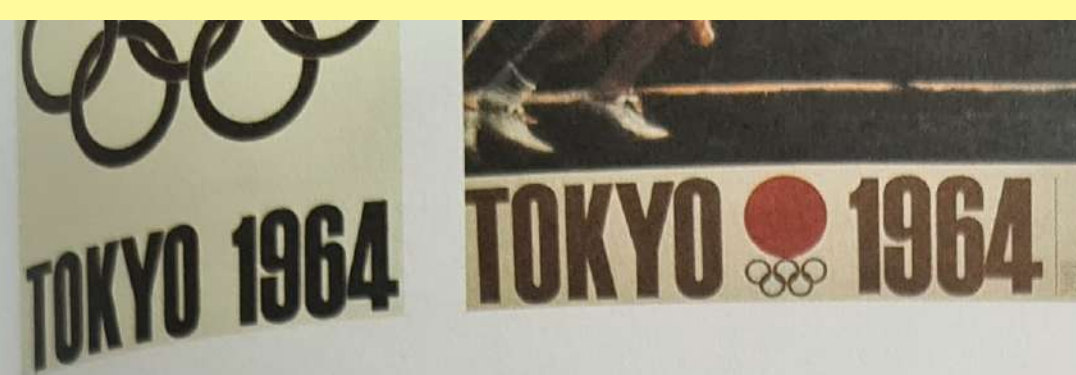
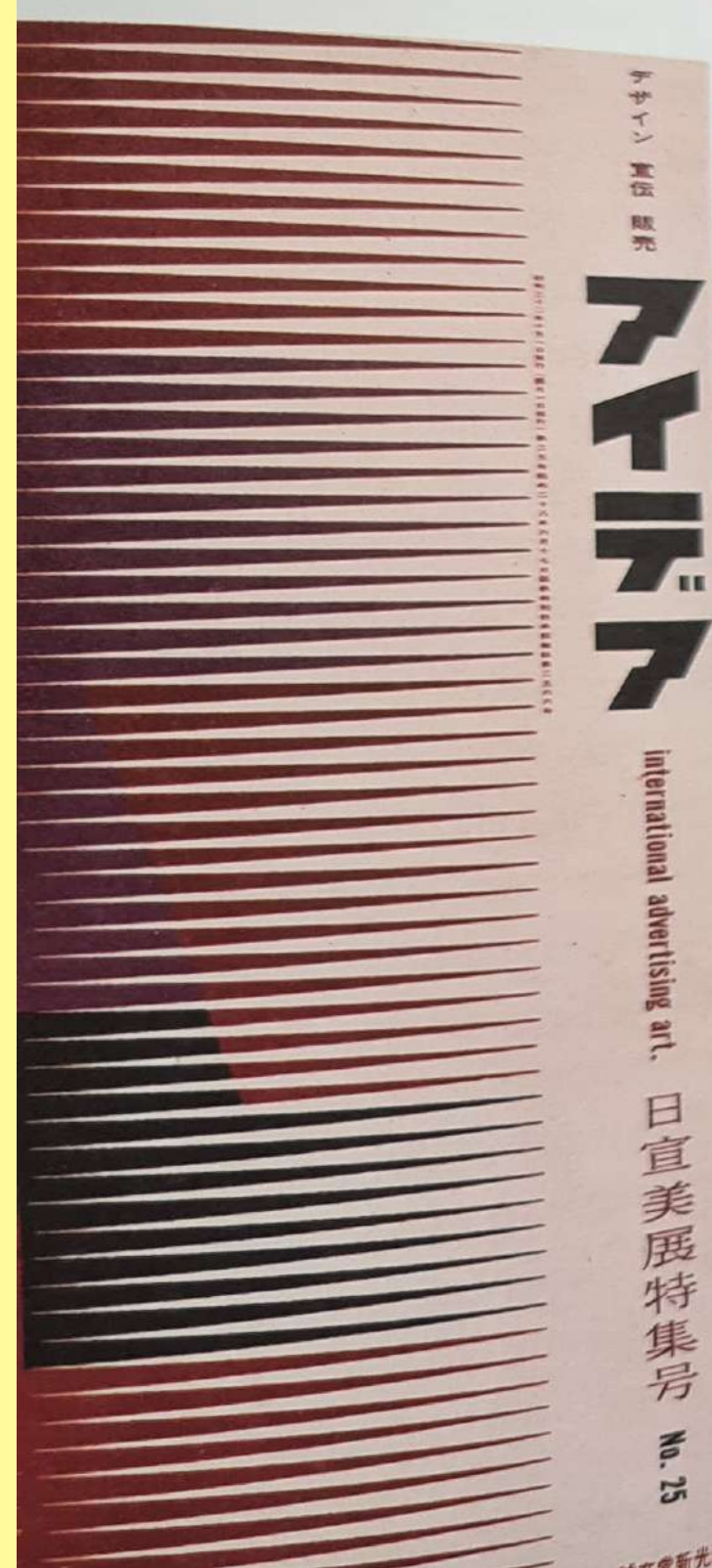
Wettbewerbe, Aufträge und Ankäufe

des Staatlichen Kunstkredits

**BUSCA POR
NOVAS FORMAS
DE EXPRESSÃO**

...contrastante e
...prega uma cor uniforme para
O papel azul vivo que envolve
sta *Brain* [22.13], exemplifica
a cor intensa numa foto que a

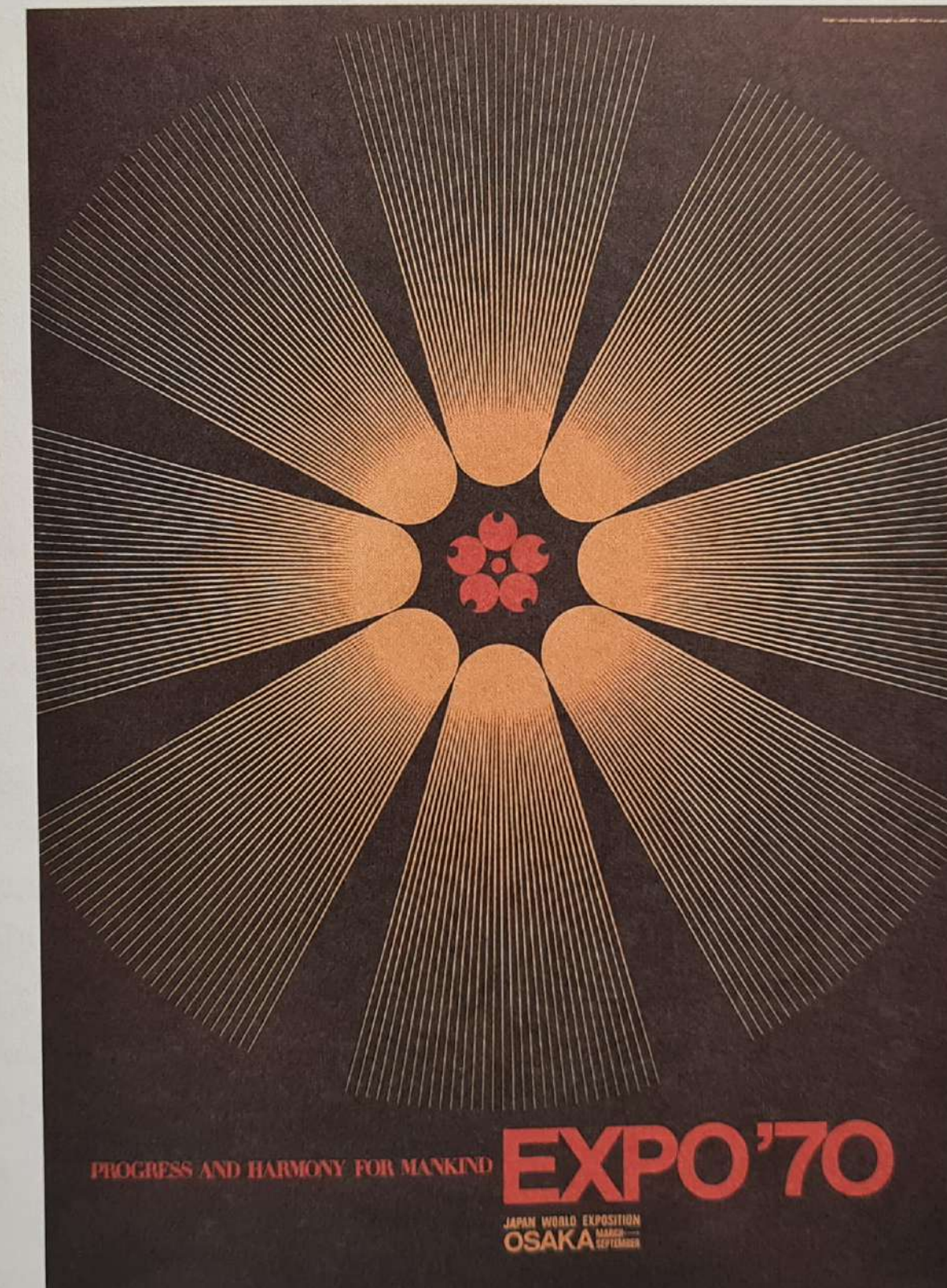
1. 1929), especialista em es-
ade de Belas-Artes e Música
ara o design gráfico após sua
a obra pode ser considerada
nente sobre a forma linear
inha como meio gráfico para



modulação espacial. Suas investigações da natureza
da linha por meio de desenhos e gravuras são a fonte
para seus cartazes, marcas abstratas e anúncios. A
maestria técnica de seus projetos e seus resultados
impressos é extraordinária. O cartaz para uma expo-
sição parisiense de obras de doze designers gráficos

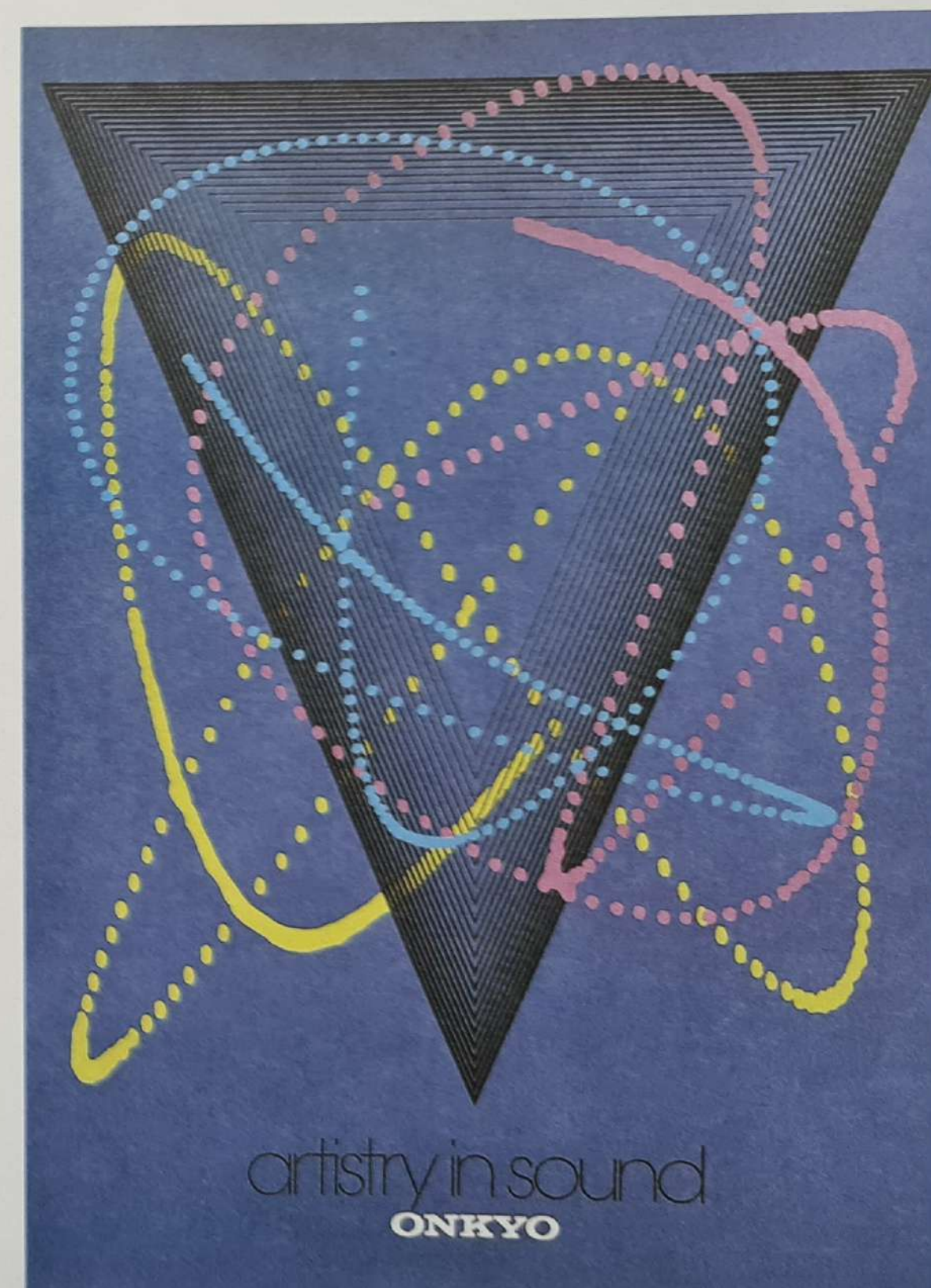
22.11 Yusaku Kamekura, cartaz
da Exposição Mundial de
Osaka, 1970. A imaginação dos
designers japoneses é posta à
prova na constante reinvenção
do sol como símbolo da terra do
sol nascente.

22.12 Yusaku Kamekura,
cartaz para um fabricante de
equipamento estereofônico,
1980. A perfeição técnica no
som estereofônico é traduzida
em alegres arabescos em torno
de um triângulo preto linear.



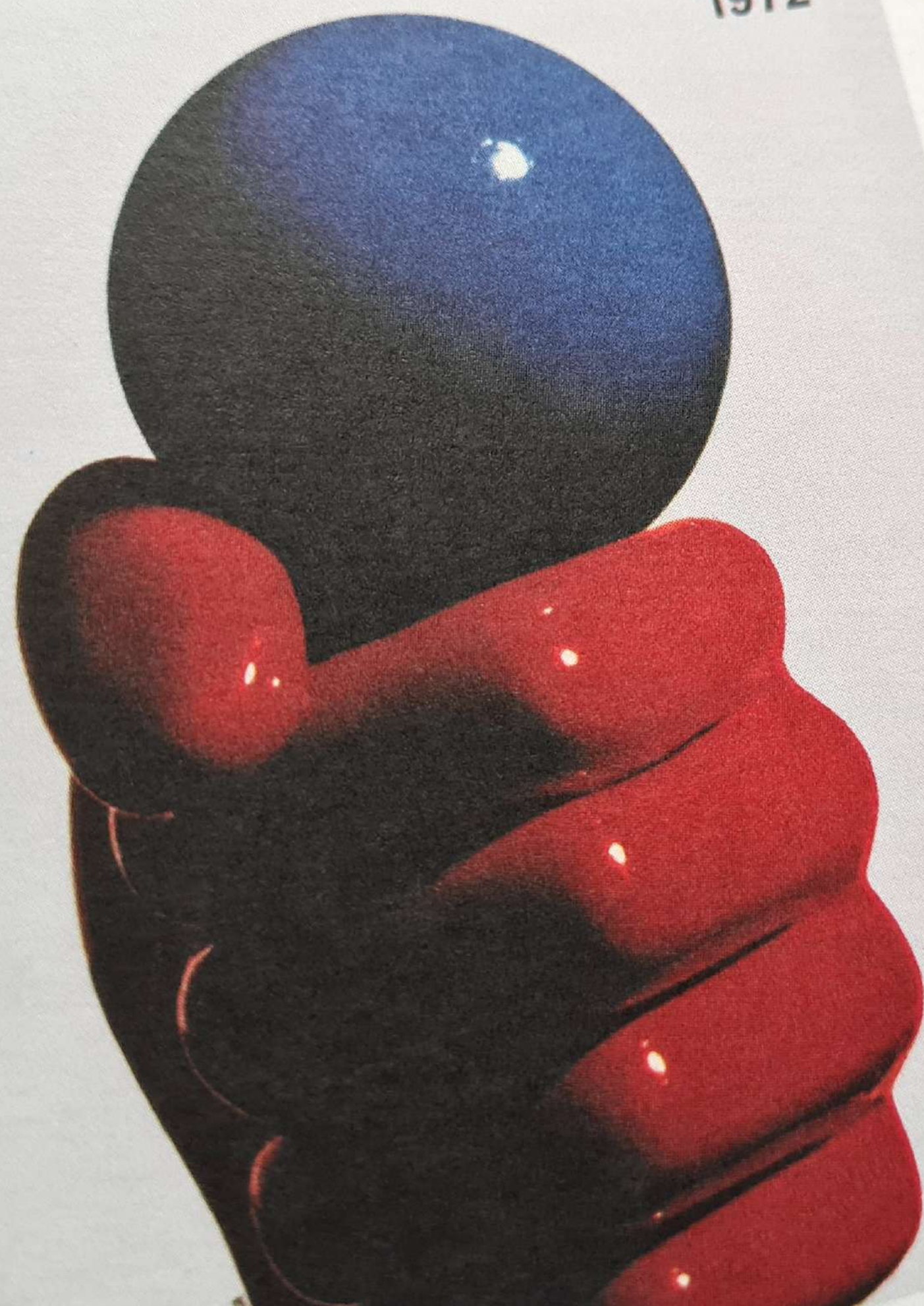
signer pluralista, explorou múltiplas direções. Dois
conceitos visuais subjacentes a grande parte de sua
obra são a estrutura em grid e os planos de cores vi-
brantes que exploram o contraste quente/frio, cores
de valor próximo e faixas de cores análogas. Motivos
japoneses tradicionais, incluindo paisagem [22.15],
teatro Kanze No, caligrafia, máscaras e xilogravuras,
são reinventados numa linguagem modernista do de-
sign. Em alguns de seus trabalhos mais originais, os
planos de cor são dispostos em grid para simbolizar
retratos quase abstratos e expressivos, como se vê em

22.10 Yusaku Kamekura
(designer) e Osamu Hayasaki
(fotógrafo), cartaz dos Jogos
Olímpicos de Tóquio, 1964.
Uma foto meticulosamente
planejada e iluminada se torna
uma expressão emblemática
da corrida atlética.



PLAST

MILANO
1972



21.4.72
para exposição de borracha e
plásticos, 1972. A mão feita de
material sintético segura uma
bola de plástico numa imagem
inconfundível e apropriada.

via, foi quase inteiramente destruída
o design gráfico, como tantos aspetos
e cultura polonesas, praticamente
tir. Tributo monumental à resistência
mano foi o surgimento, em 1945,
de uma escola polonesa de
arte do cartaz.

Na sociedade comunista
após a guerra, os critérios
trias controladas por
ram a cineastas,
Sindicato Polonês
e fixava honrarias
após a conclusão
mia de Arte
admissão
de forma
respondendo
O p
a gue
prir

HISTÓRIA

DA ARTE

DESIGNÉ

ARTE?

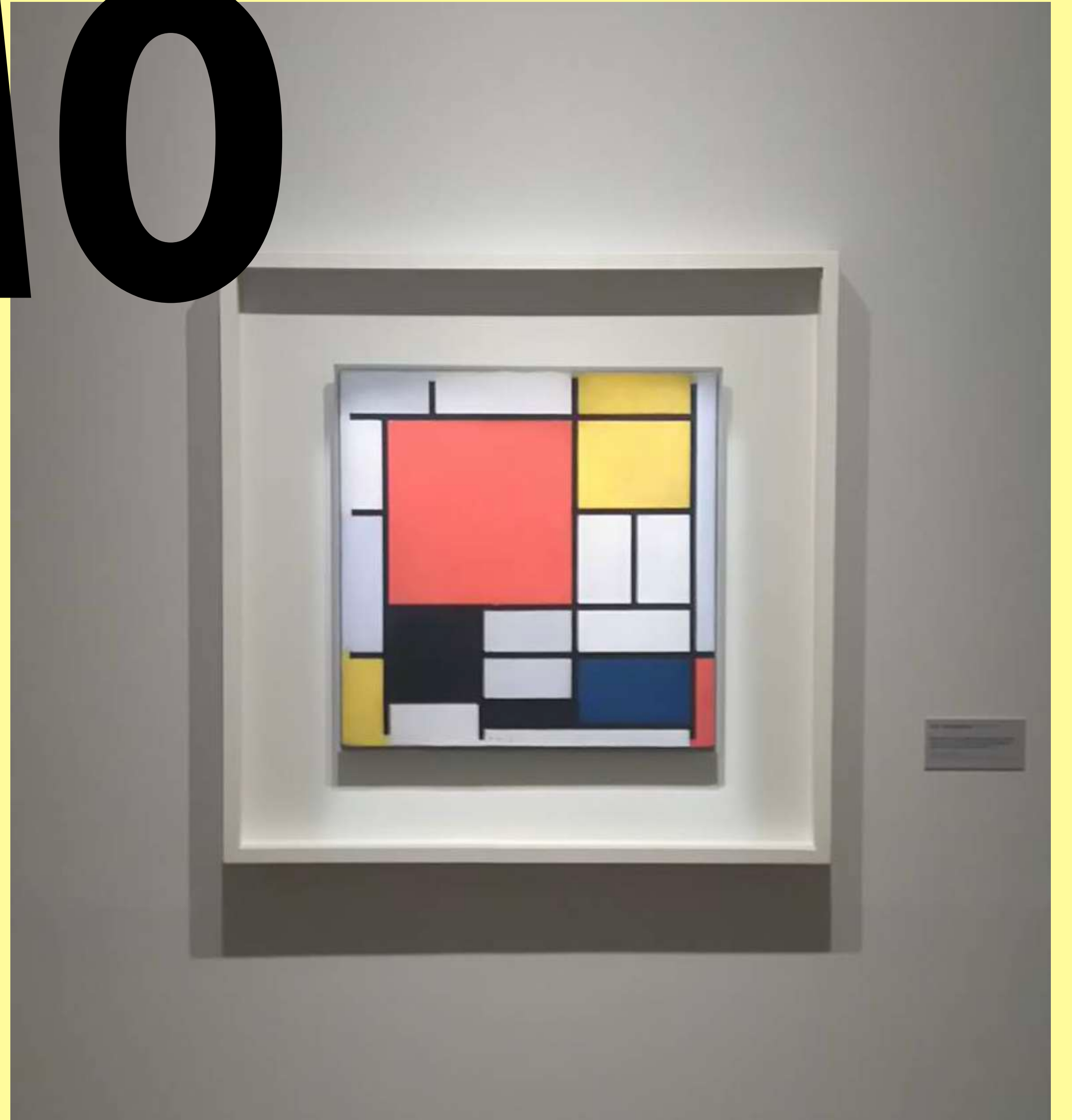
REFERÊNCIAS

MODERNISMO

1860 — 1970

CUBISMO

Mondrian



SURREALISMO

Joan Miró



EXPRESSIONISMO



Pollock

FAUVISM

Henri Matisse

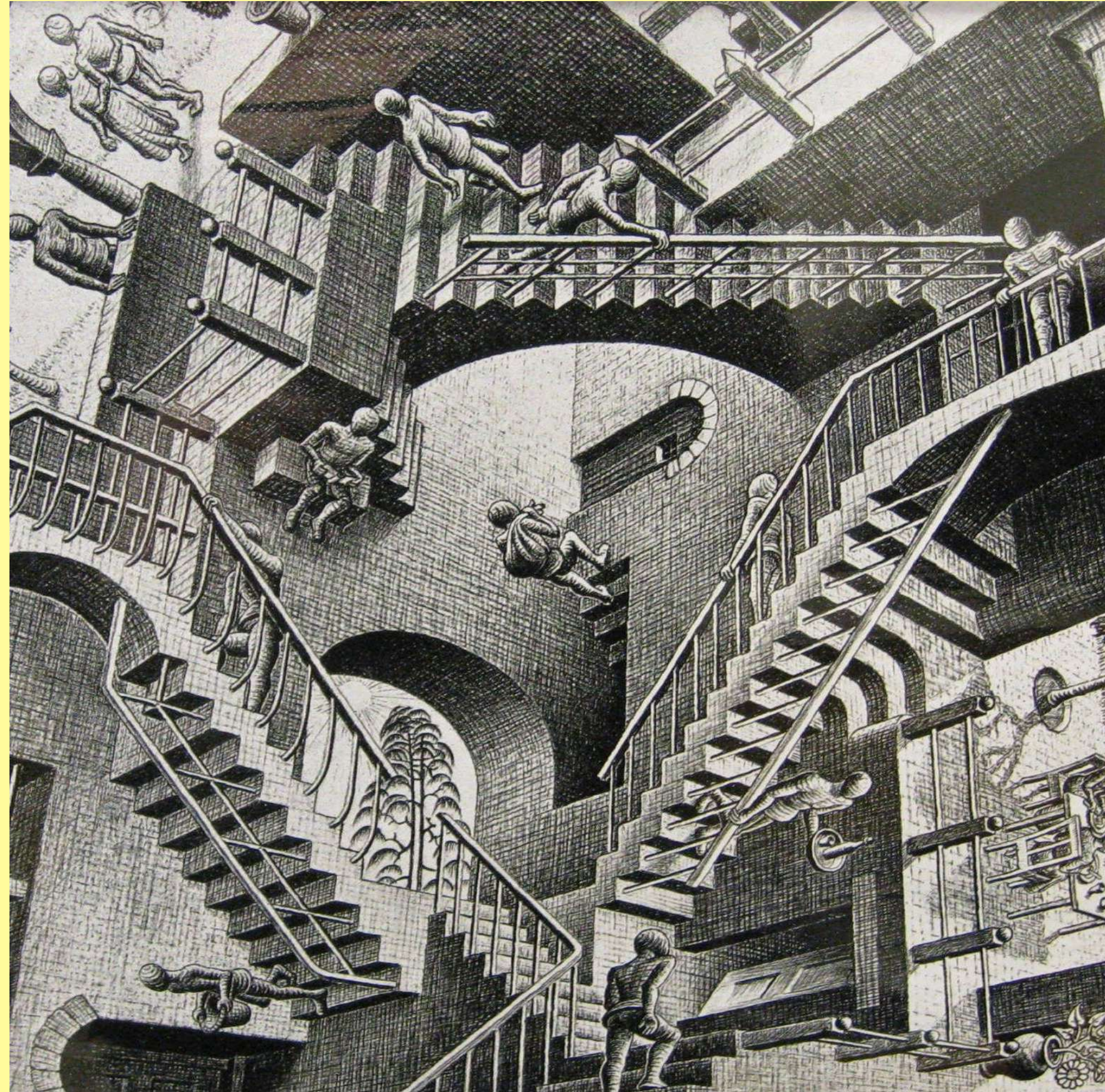


ART POP

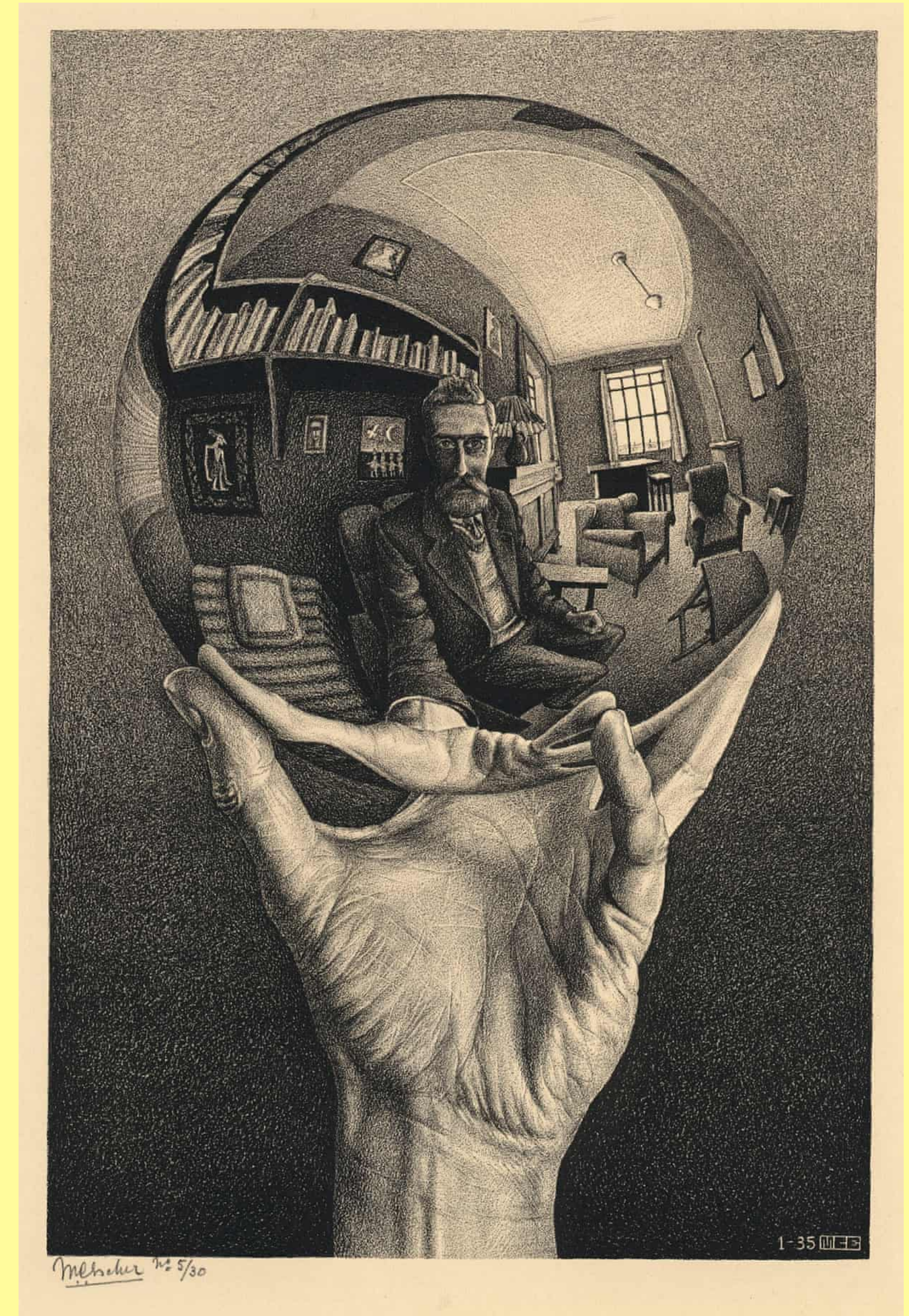


Andy Warhol

Surrealismo



M.C. Escher



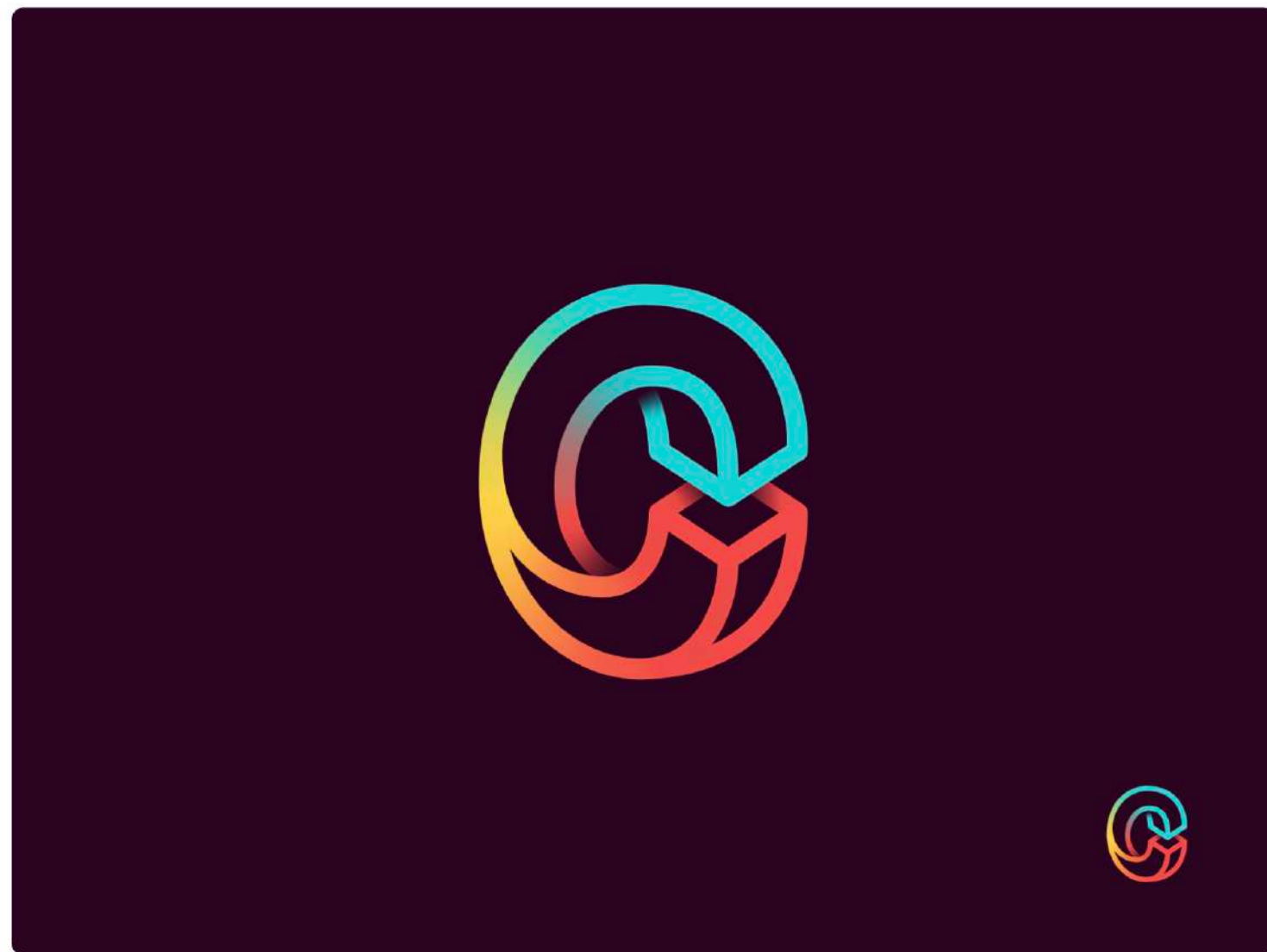


Connaught logo v3

Kris Howes • Follow • [Hire Me](#)

Save

Like



Another dimension

Sofía Salazar • Follow • [Hire Me](#)

Save

Like



Future Cities

Cosmin Capitanu • Follow • [Hire Me](#)

Save

Like



BB Hearty Butterfly // Mazes 02/15 - Logolounge 2020

Breno Bitencourt • Follow • [Hire Me](#)

Save

Like

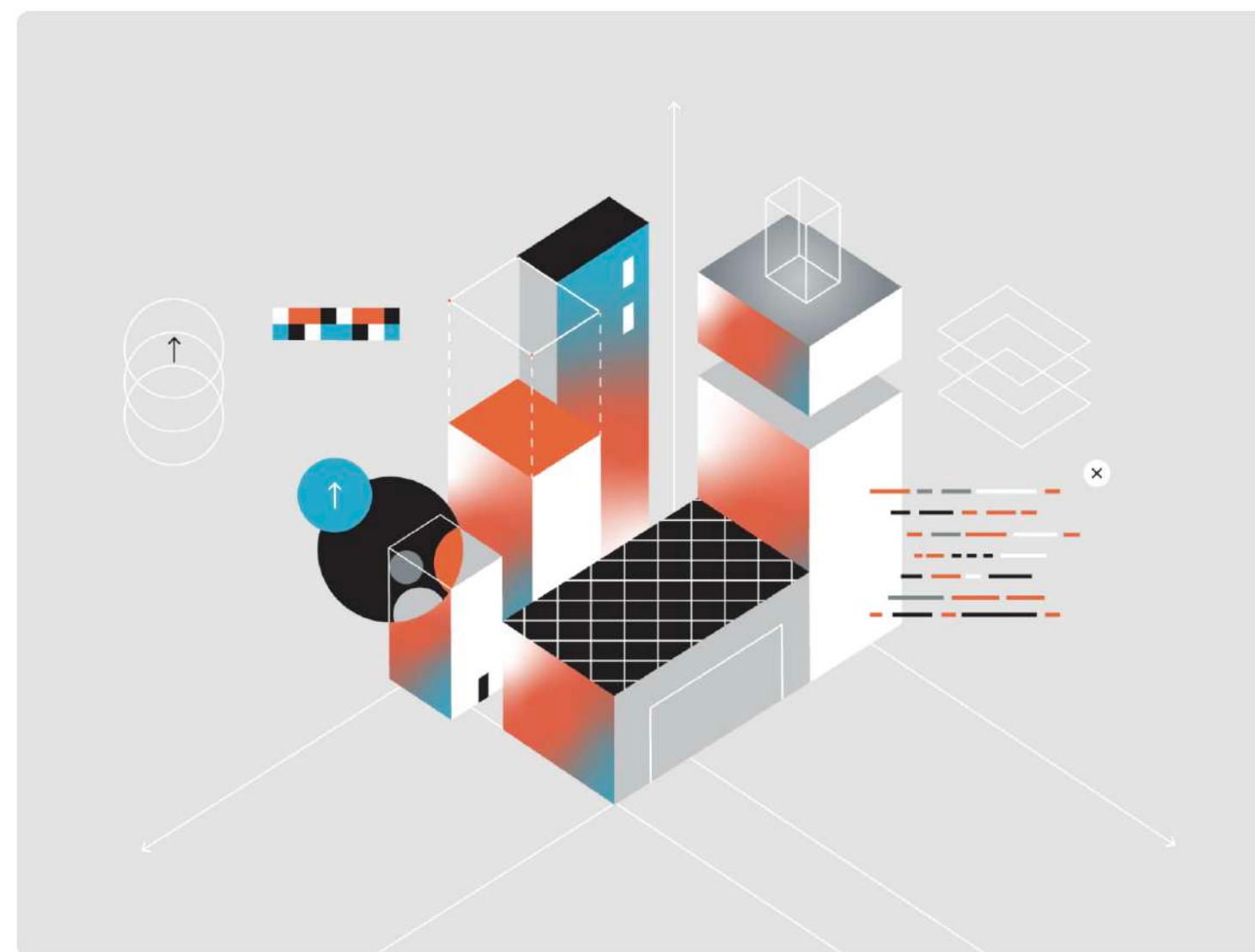


Gradient building

ILLO • Following • [Hire Us](#)

Save

238



Personal Branding

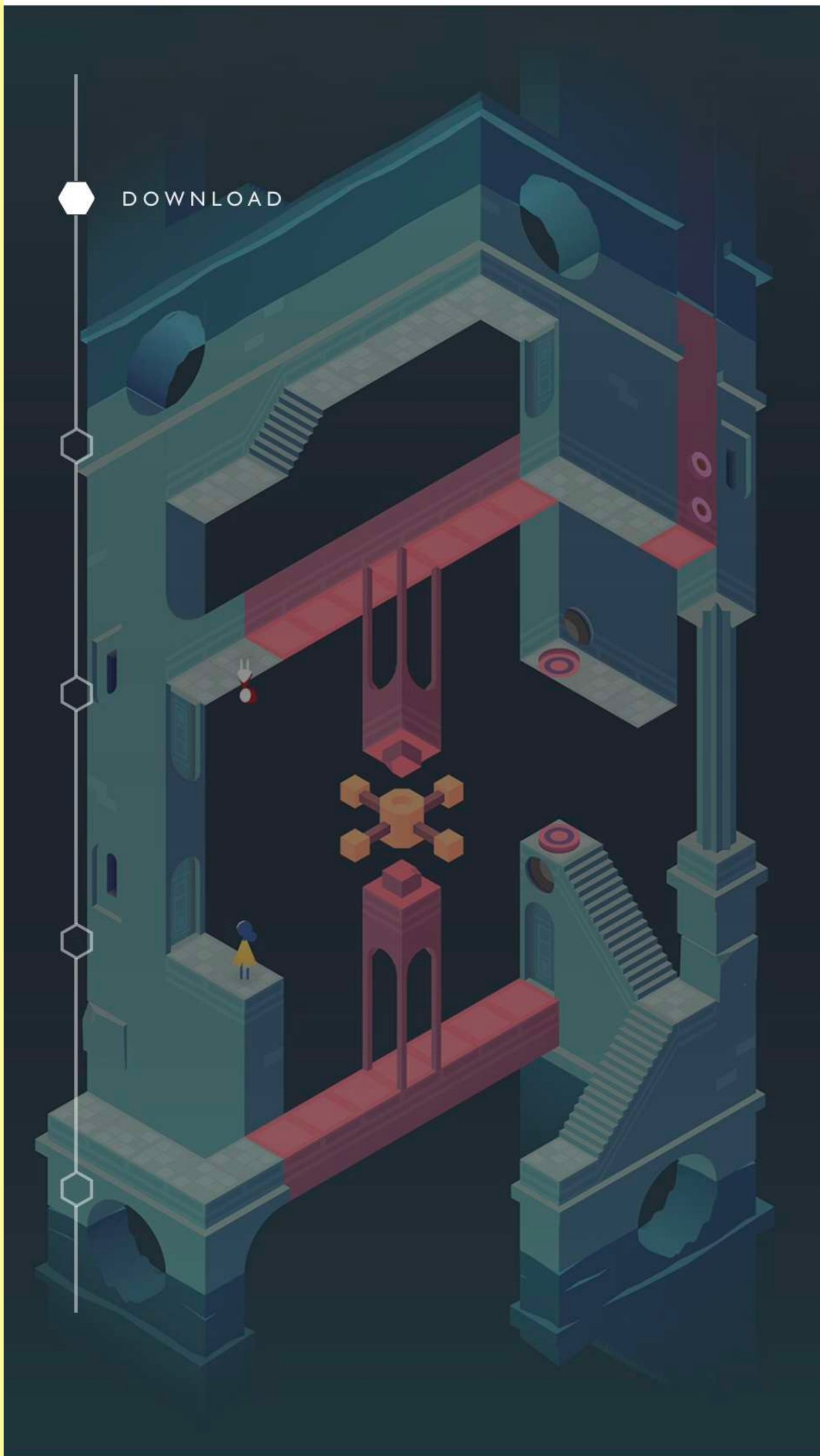
Daniel • Follow Following

Save

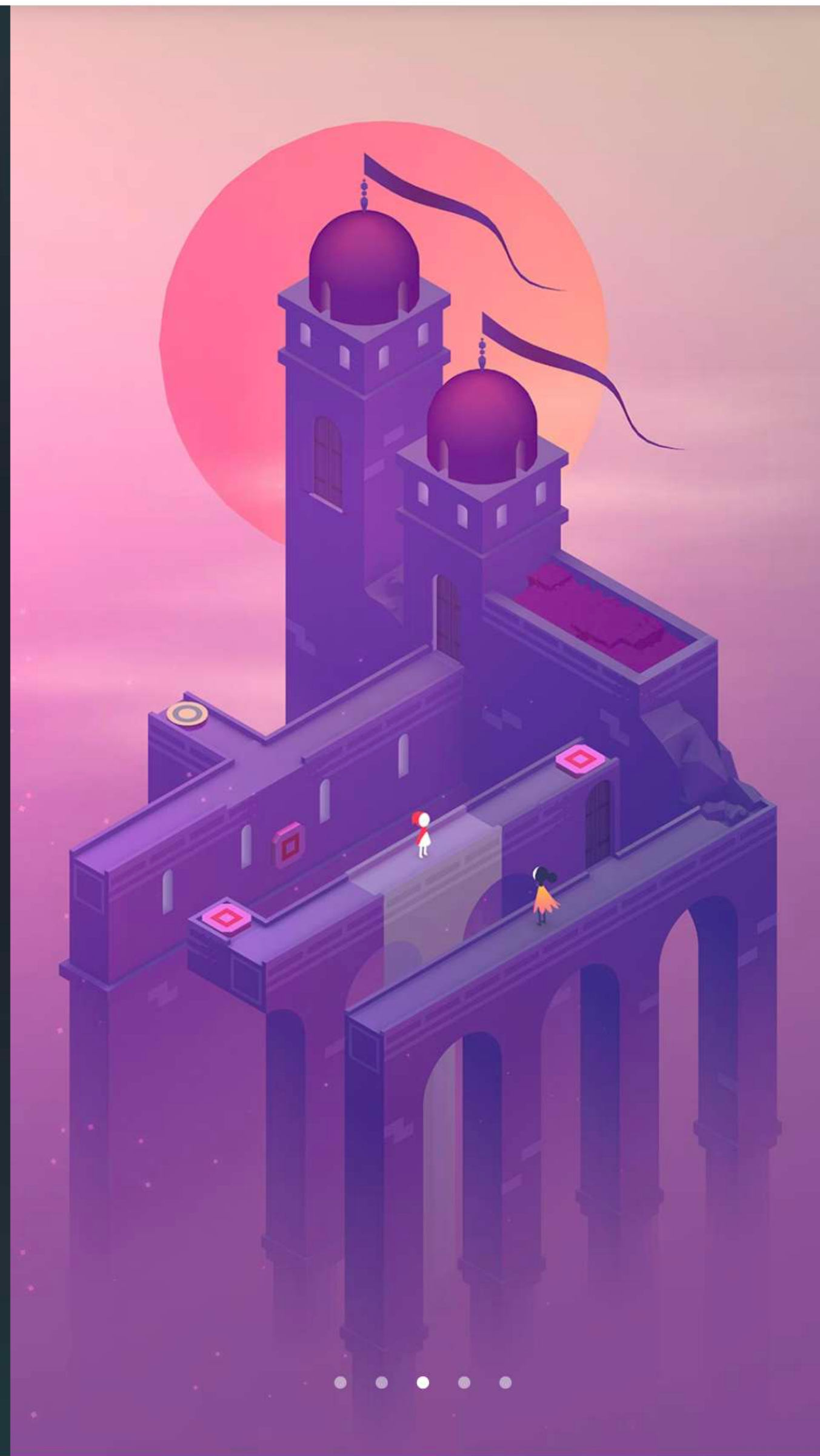
Like



MONUMENT VALLEY II



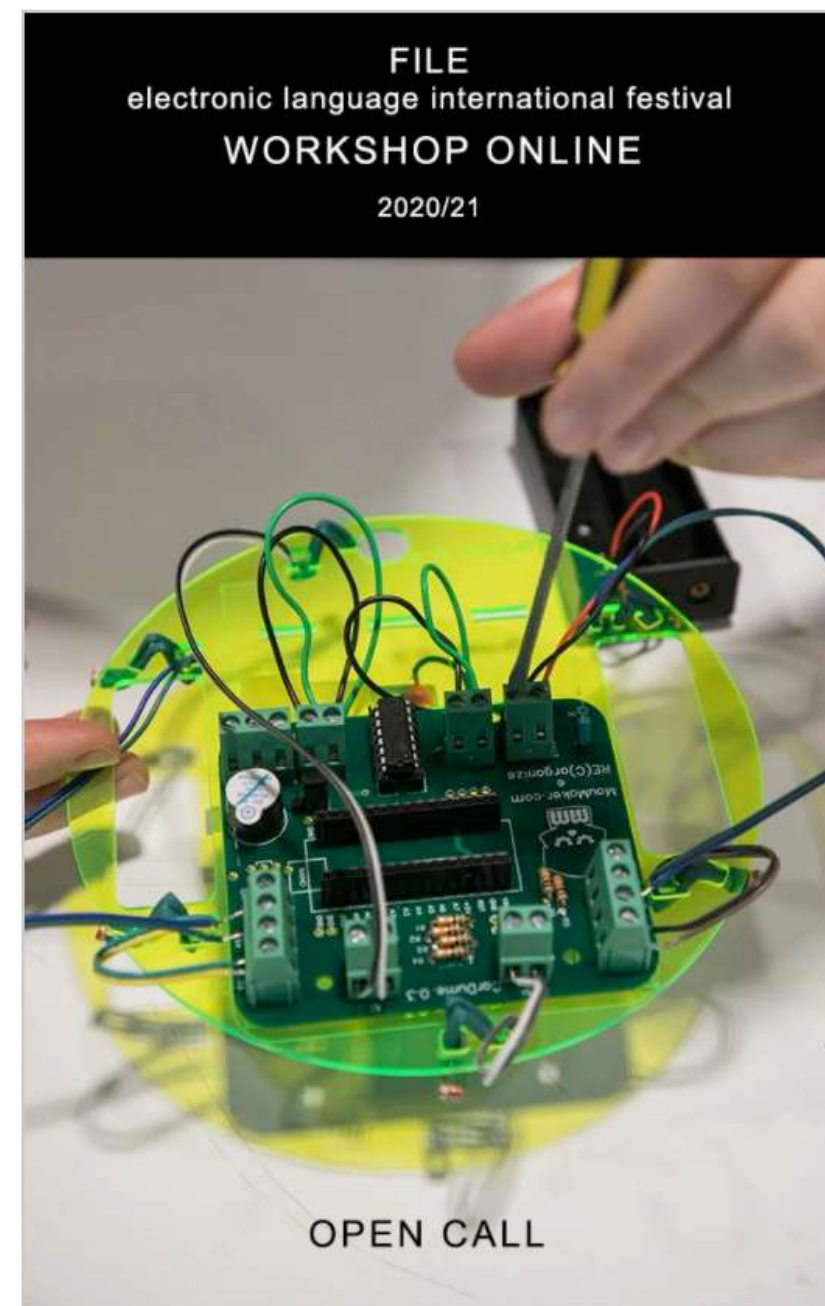
PRINTS & MERCH



MONUMENT VALLEY I



REPERTÓRIO



OPEN CALL

FILE WORKSHOP ONLINE –
Open Call



FILE SAO PAULO 2019 – 20
years of FILE 20 years of art and
technology



FILE GAMES & ANIMA+ 2019 –
Sao Paulo



FILE GIFS 2019 – São Paulo



FILE LED SHOW 2019

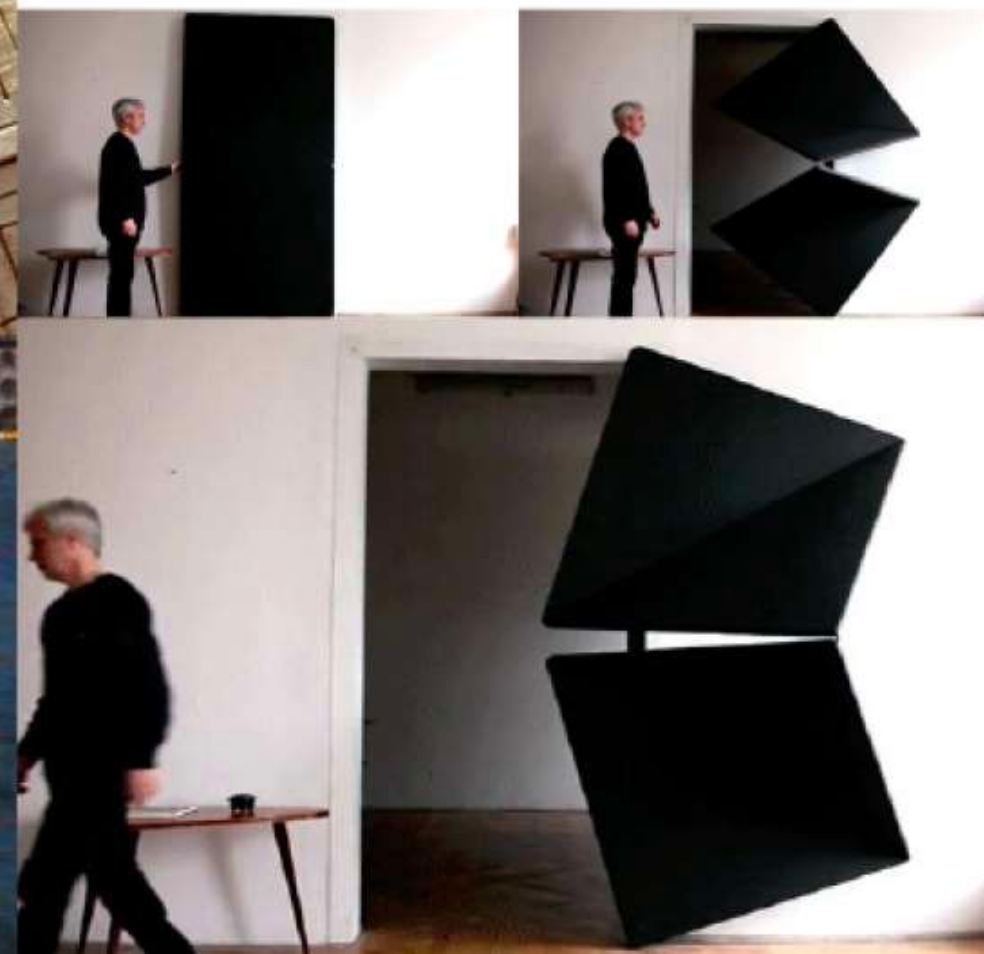
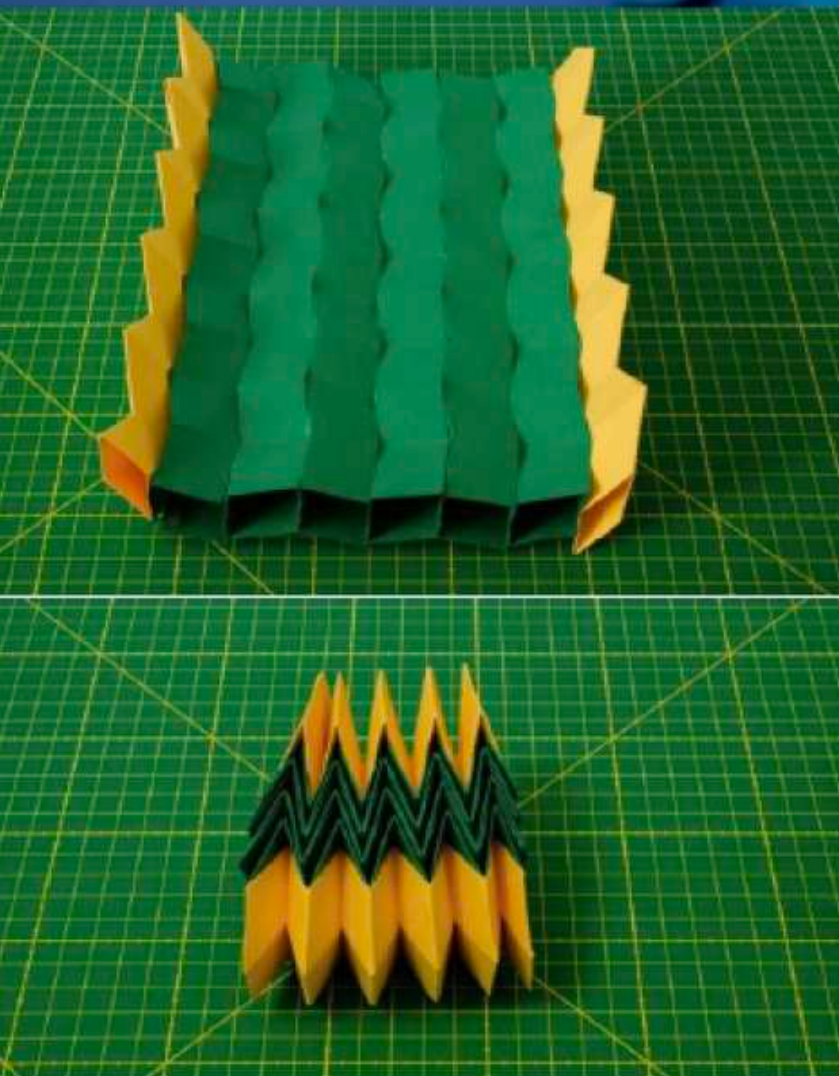
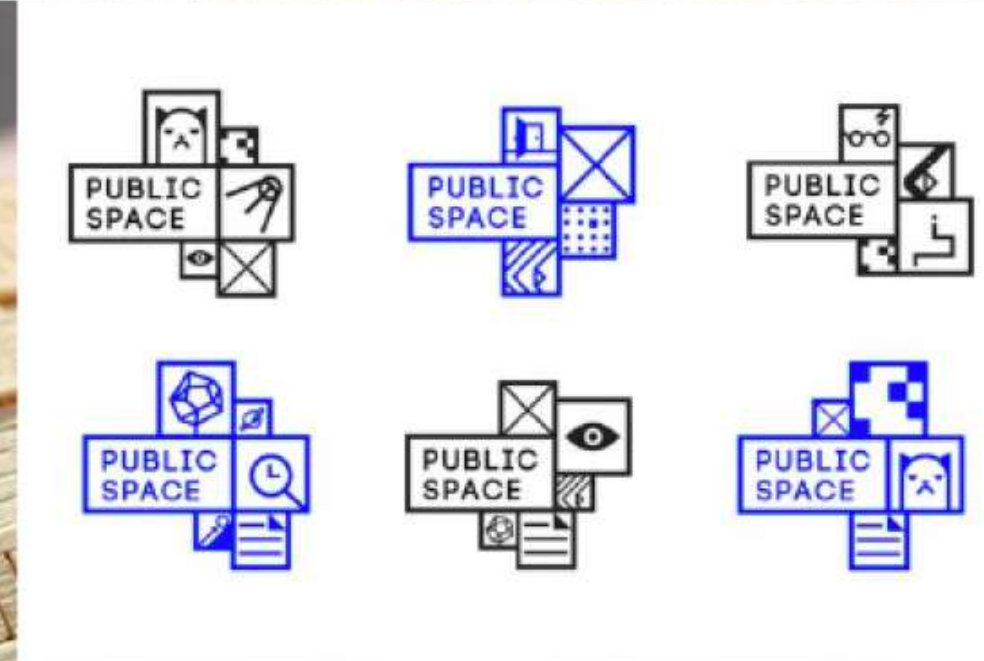
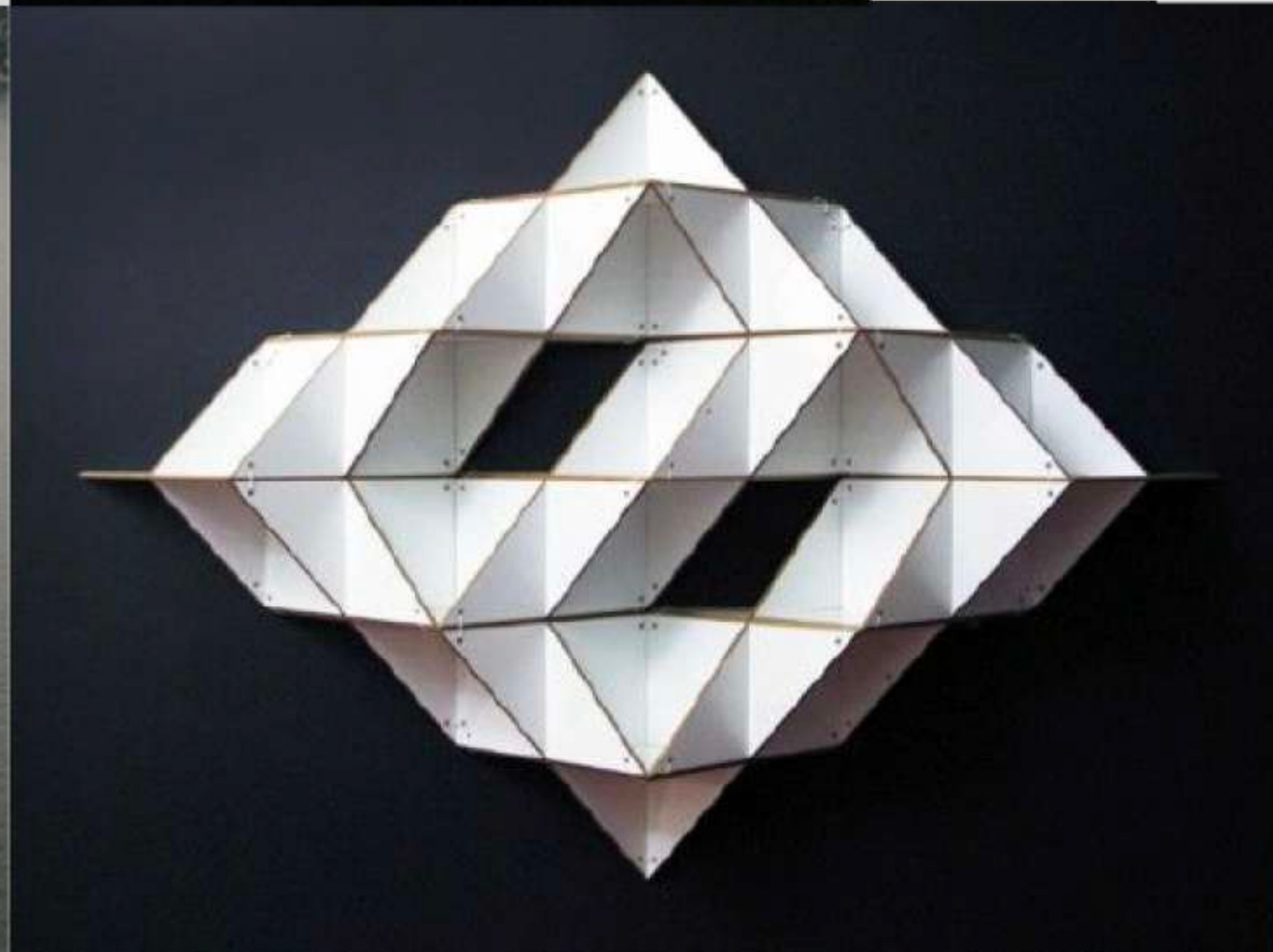
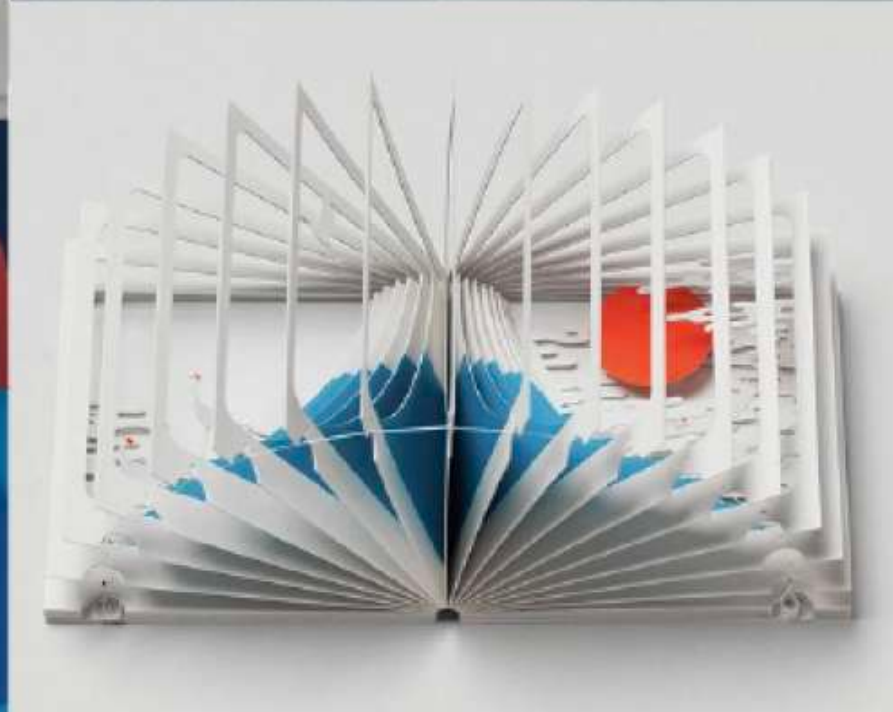
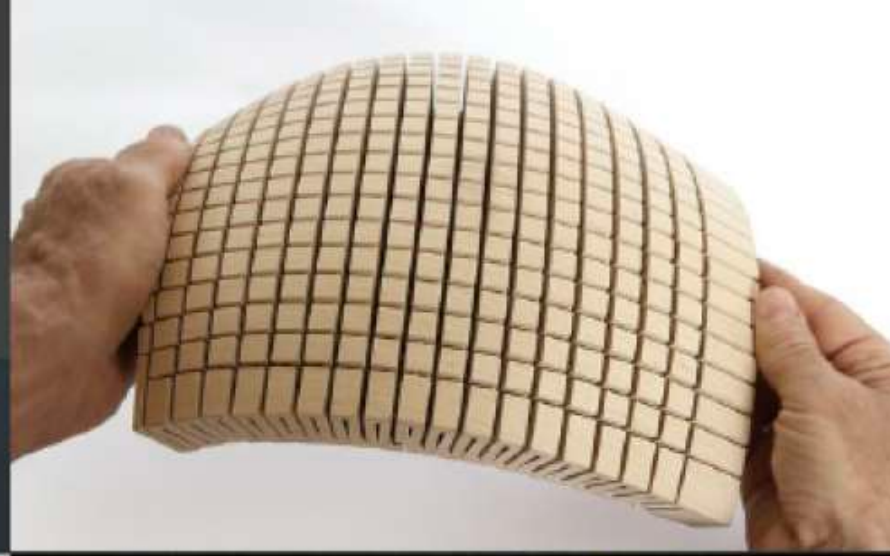
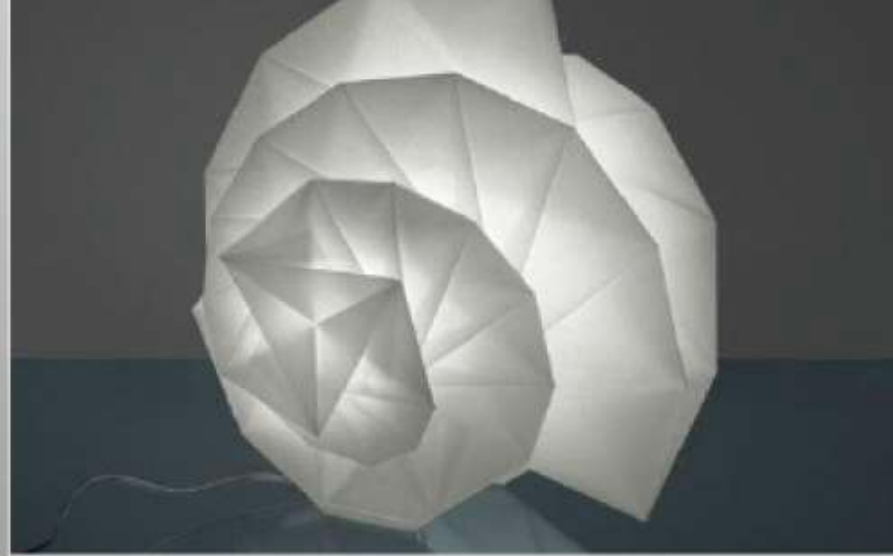


MOOD

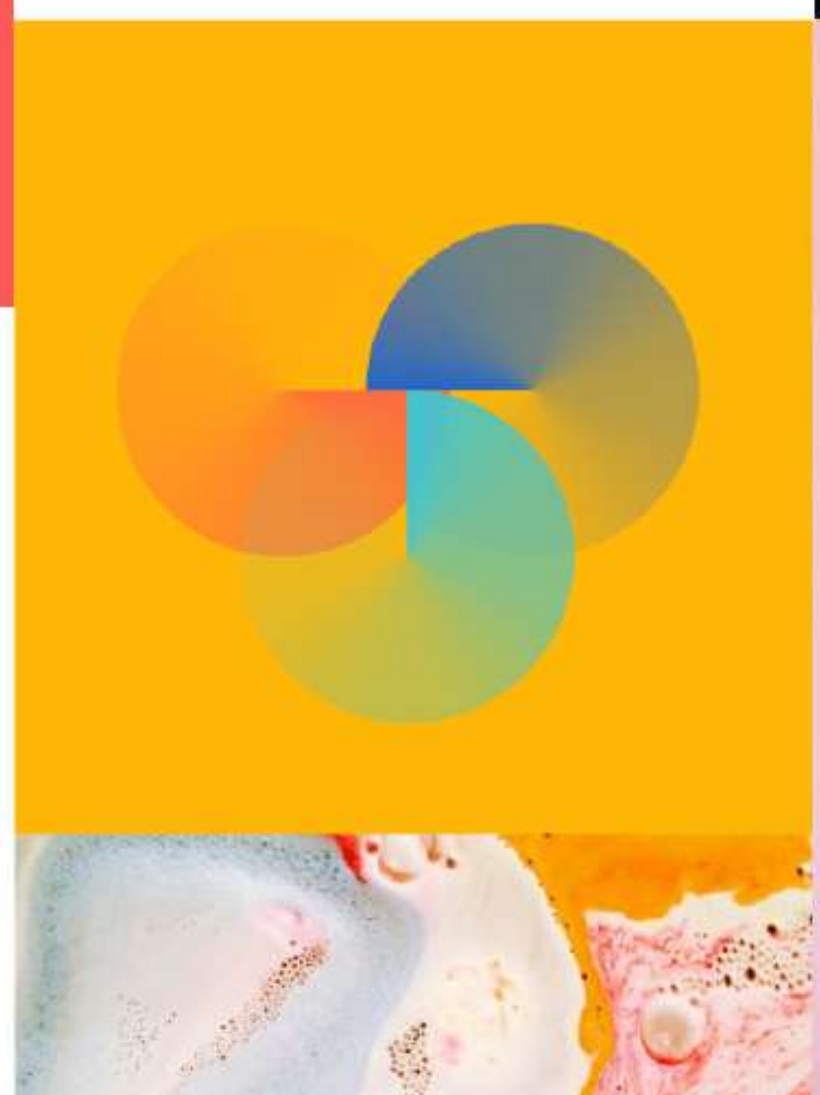
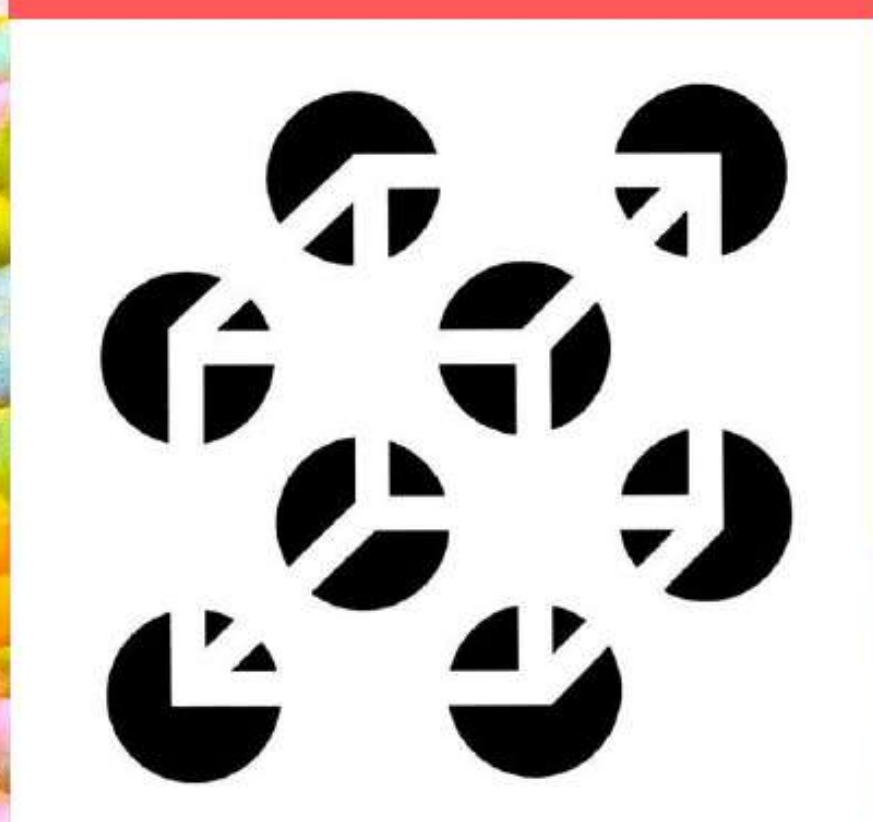
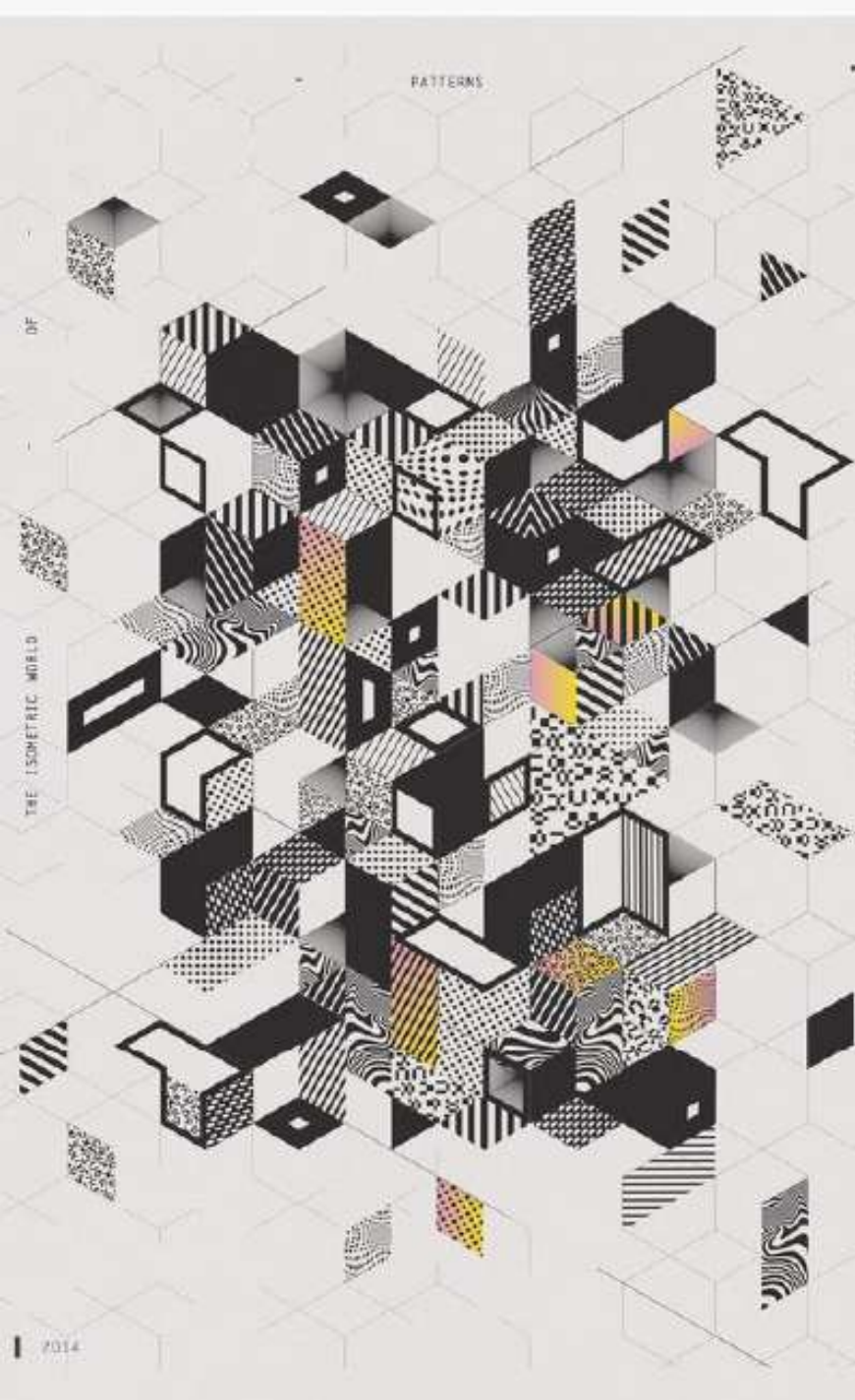
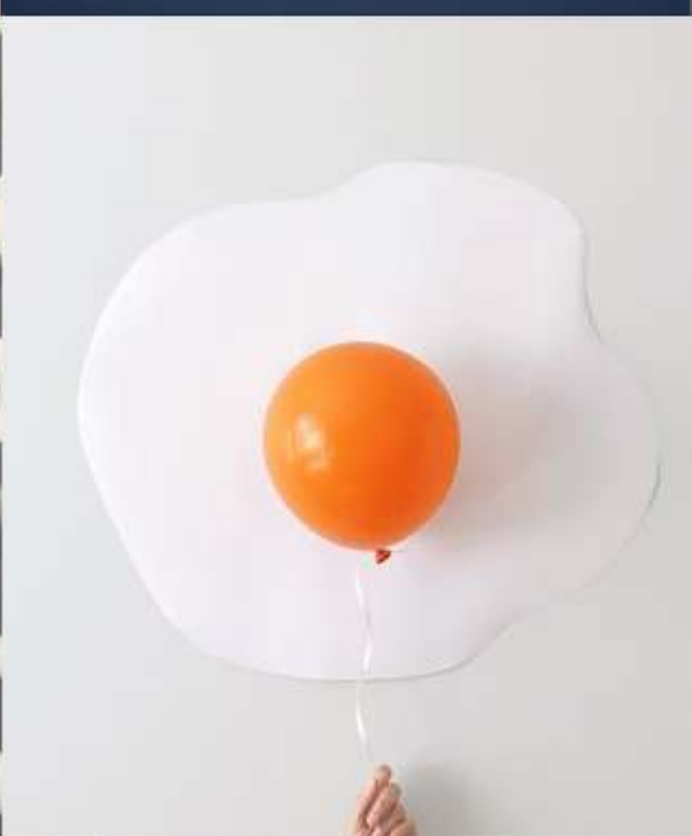
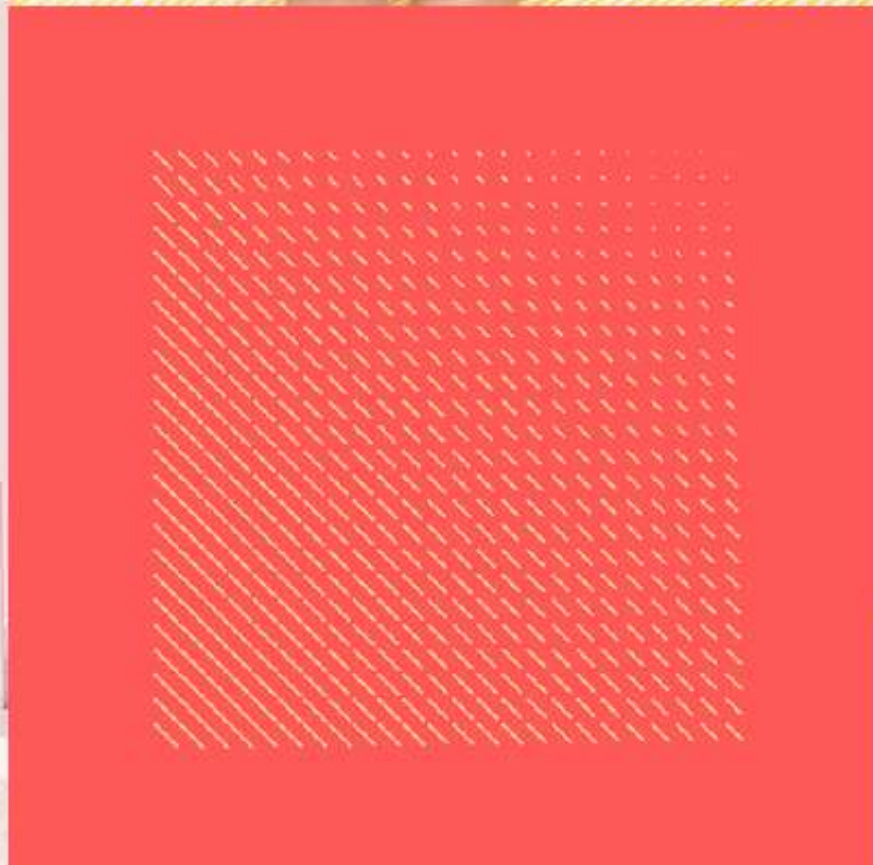
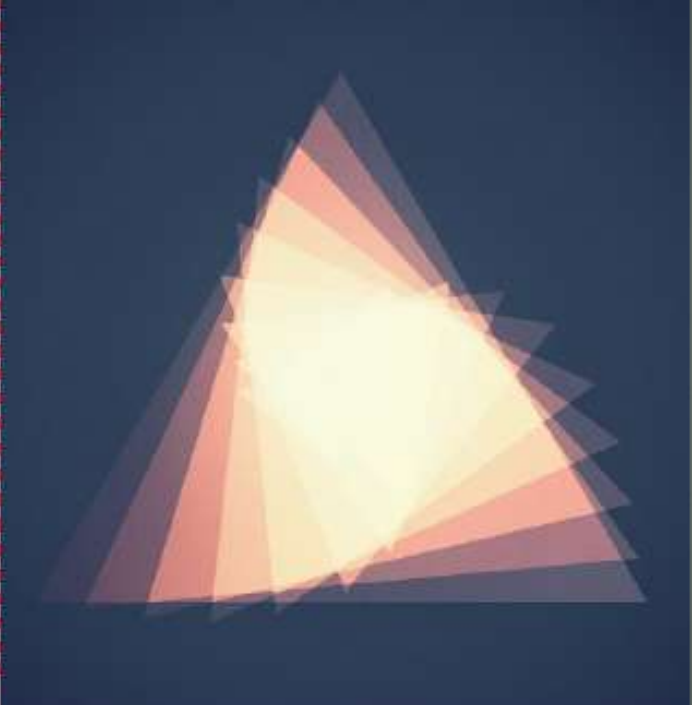
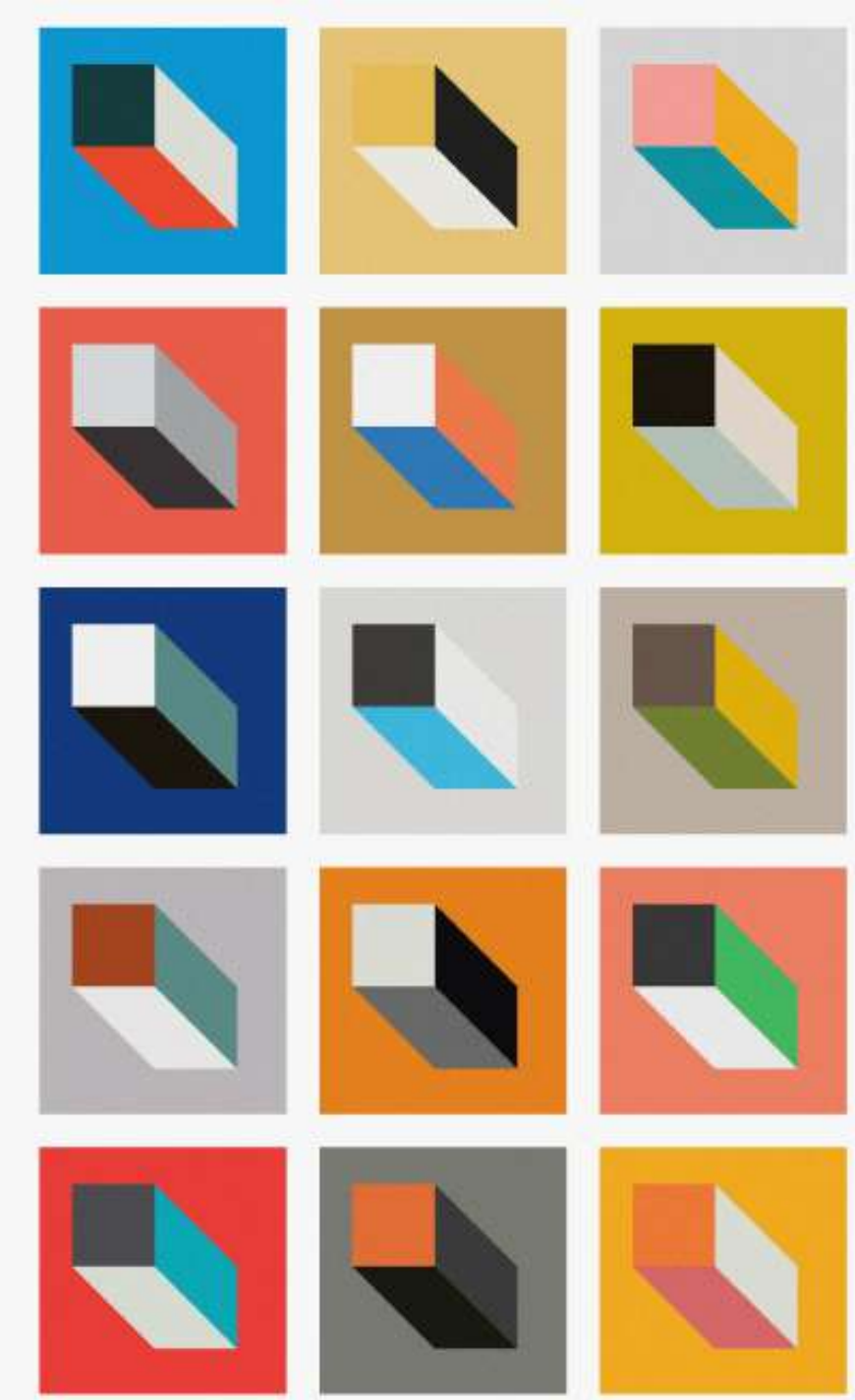
BOARDS

Moodboards

Moodboards são painéis semânticos. Um compilado de imagens e palavras que carregam um significado em conjunto.



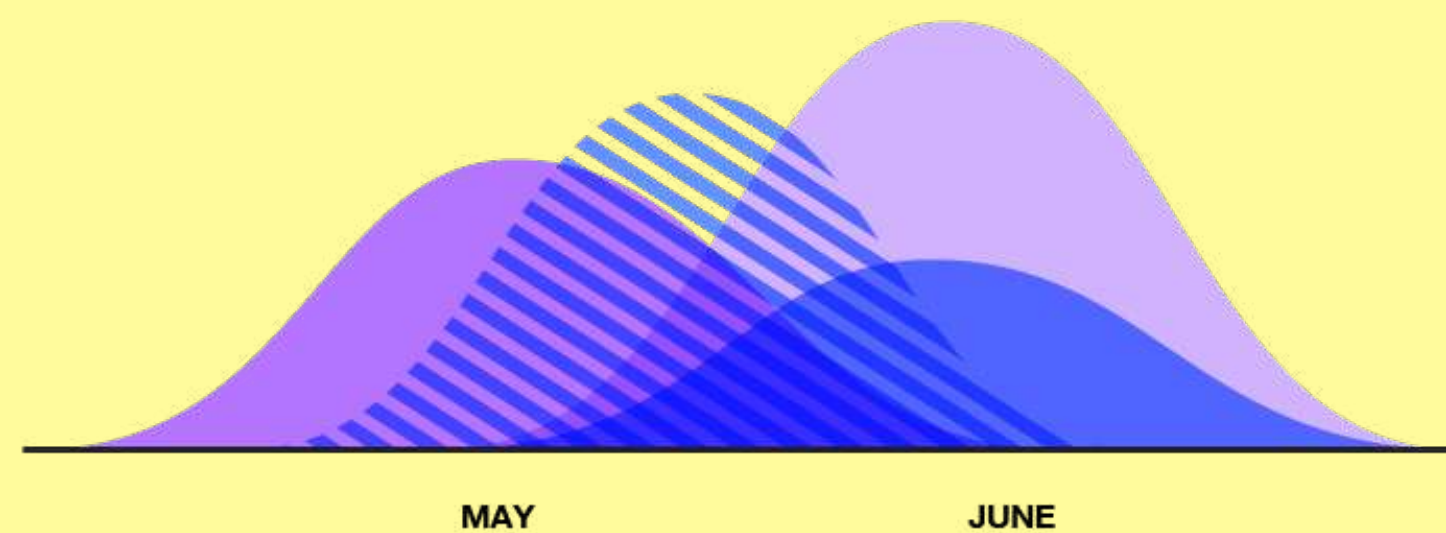
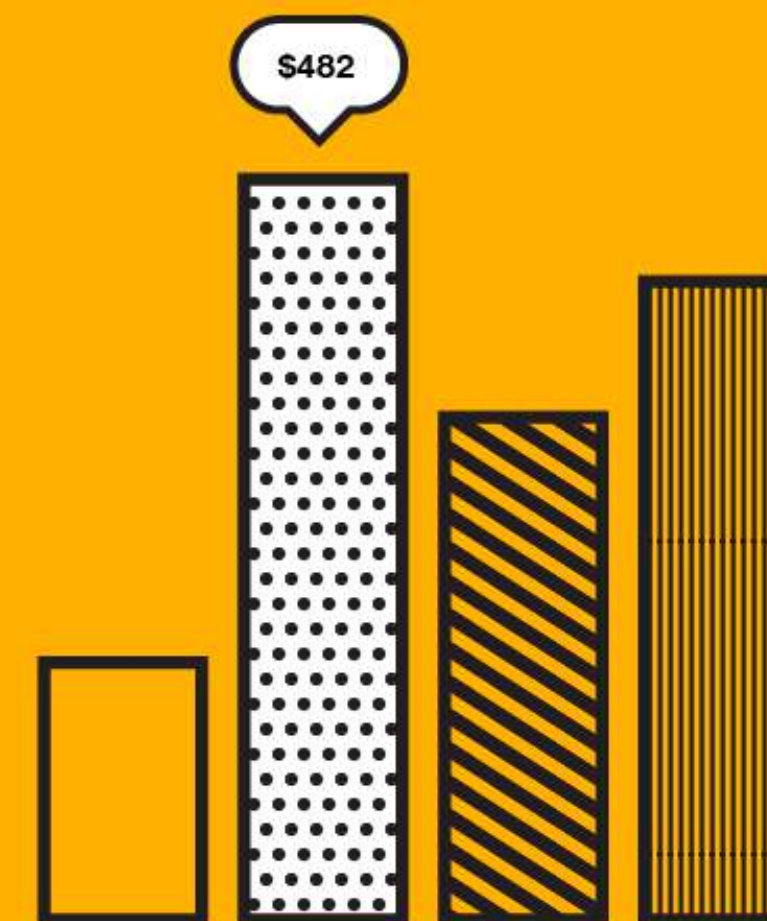
INSPIRACIONAL



EXPLORAÇÕES GRÁFICAS



Financial Accounting for Squares



2015 Q2 Actuals 2016 Q2 Forecast 2016 Q2 Actuals

Pick a user ▼

Annette

Marco

Joachim

Martin

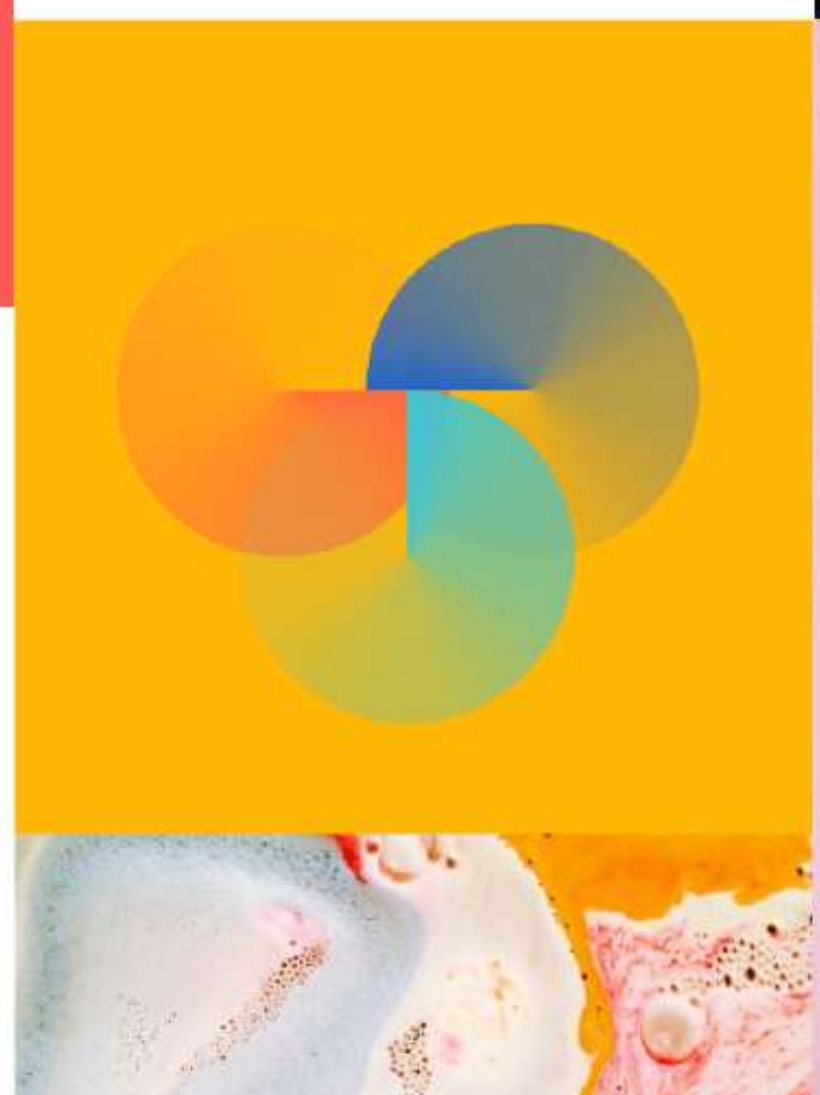
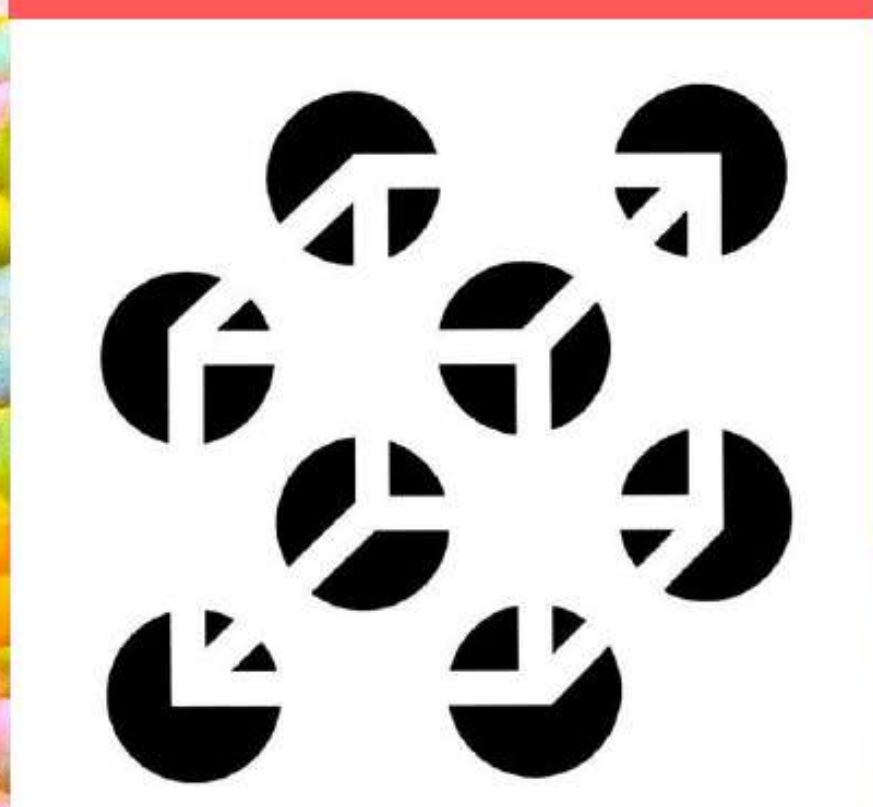
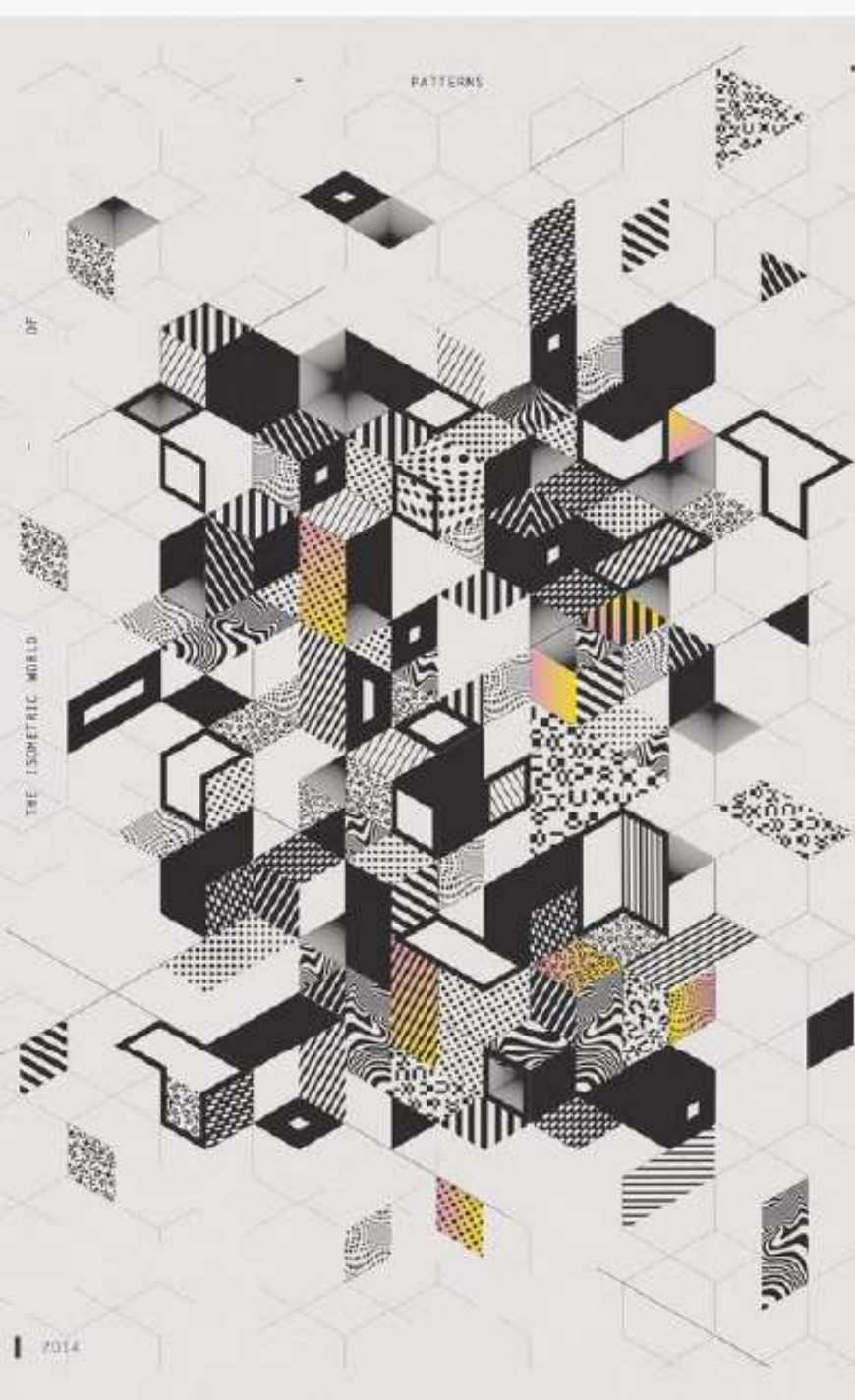
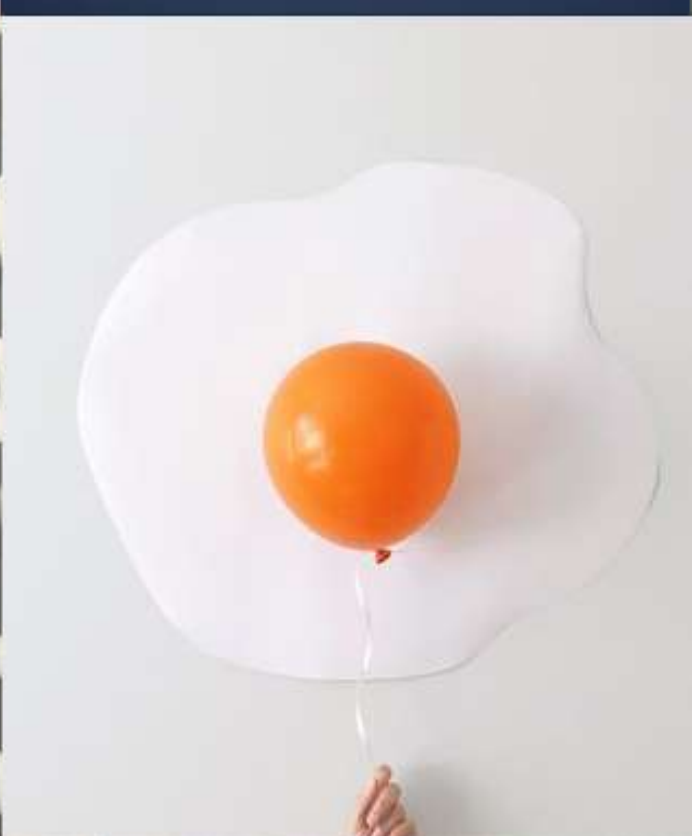
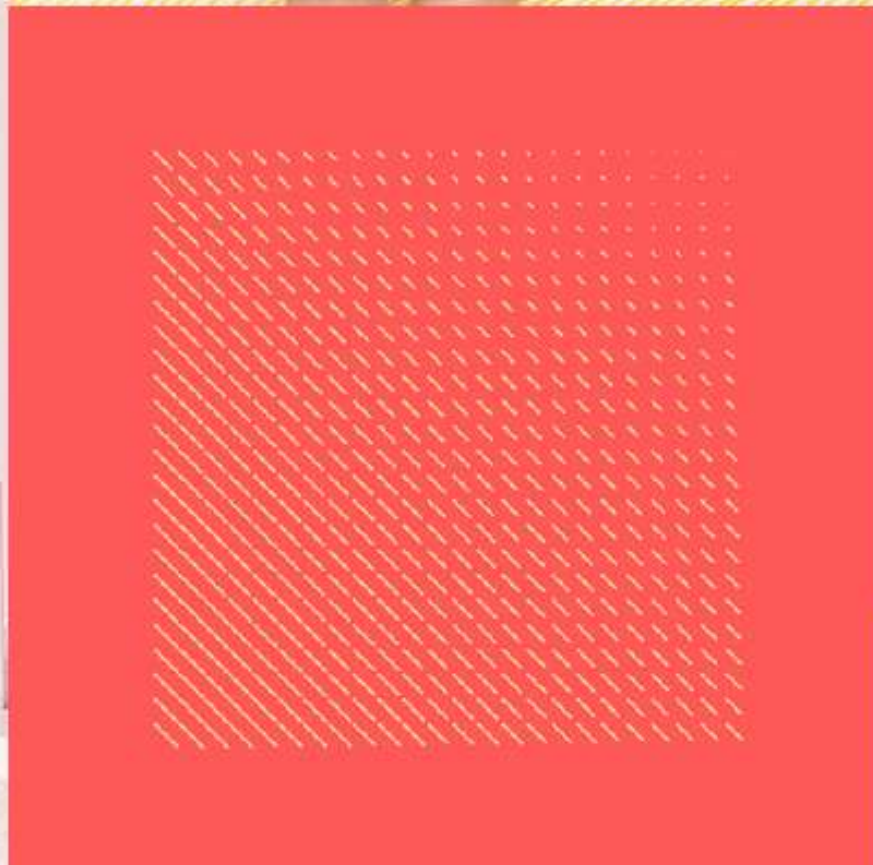
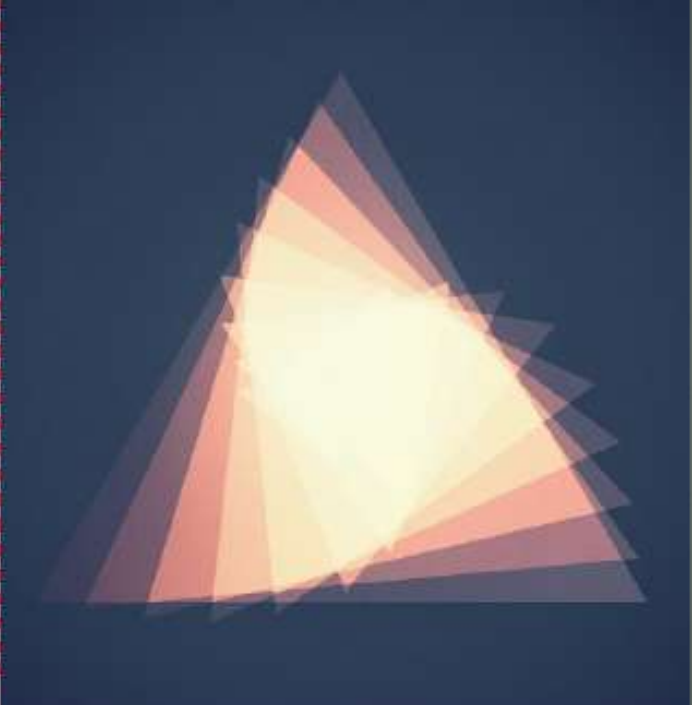
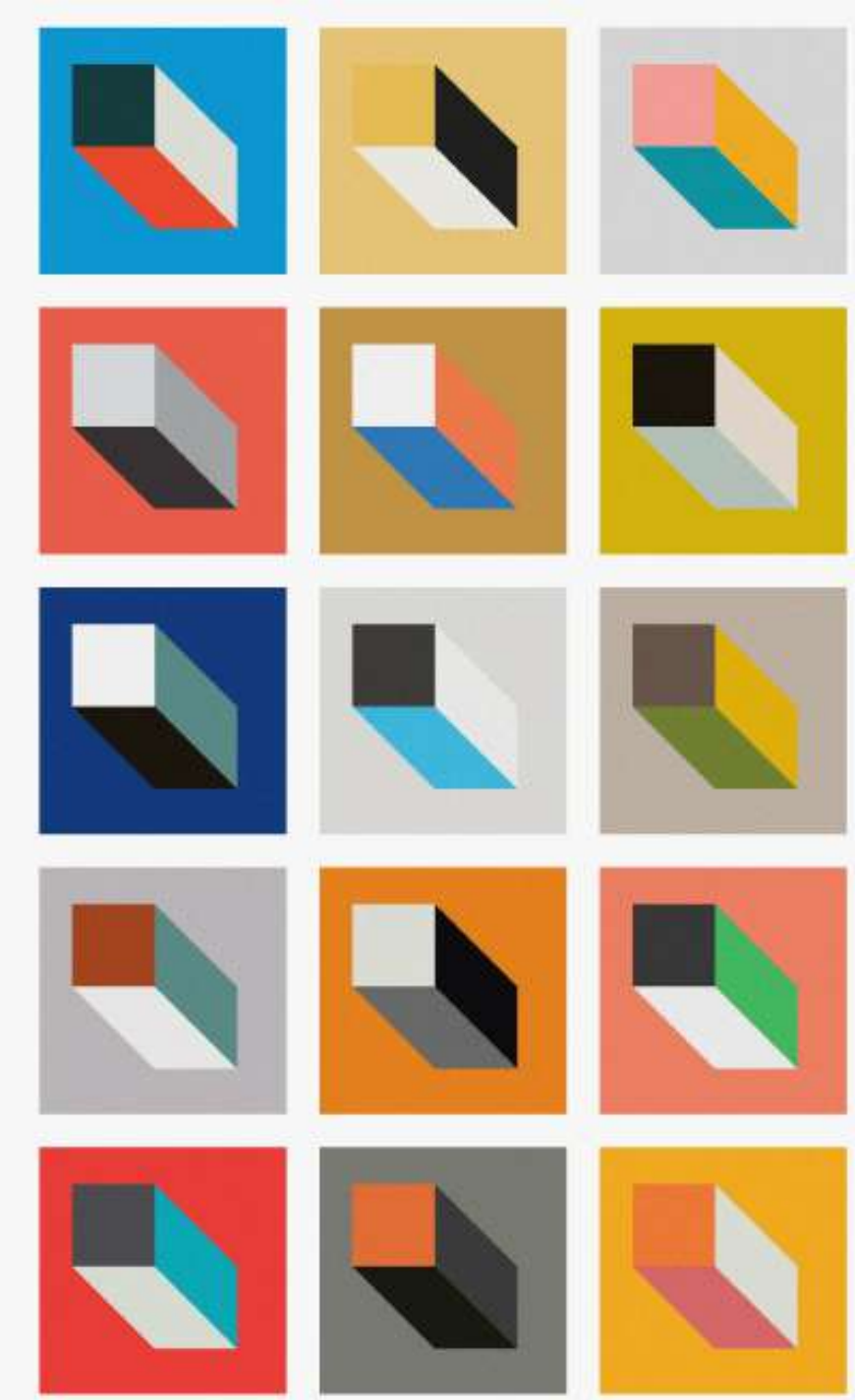
Sign in to your account



Marco
Senior Analyst



Congrats
Your data has been imported.



Moodboards

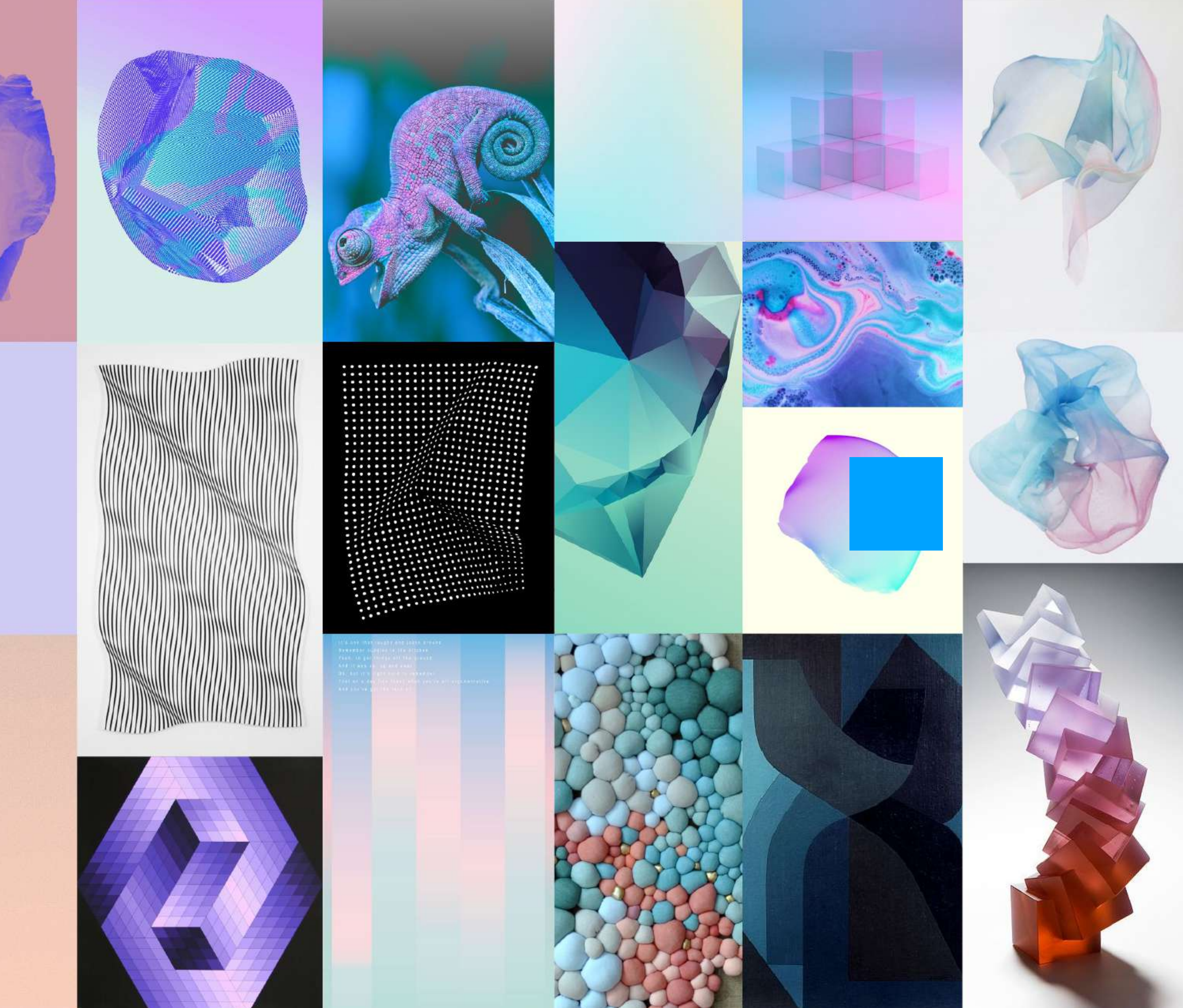
- Universo visual
- Estilo, cores, formas
- Tom de voz
- Ritmo
- Conceito

Camaleão

A close-up photograph of a green chameleon's head, showing its textured scales and large, prominent eye. The word 'Camaleão' is written in white, bold, sans-serif font across the middle of the image, partially overlapping the chameleon's face.

Camaleão

Vou mudar para me tornar o que você
precisa, quando e como você precisa.

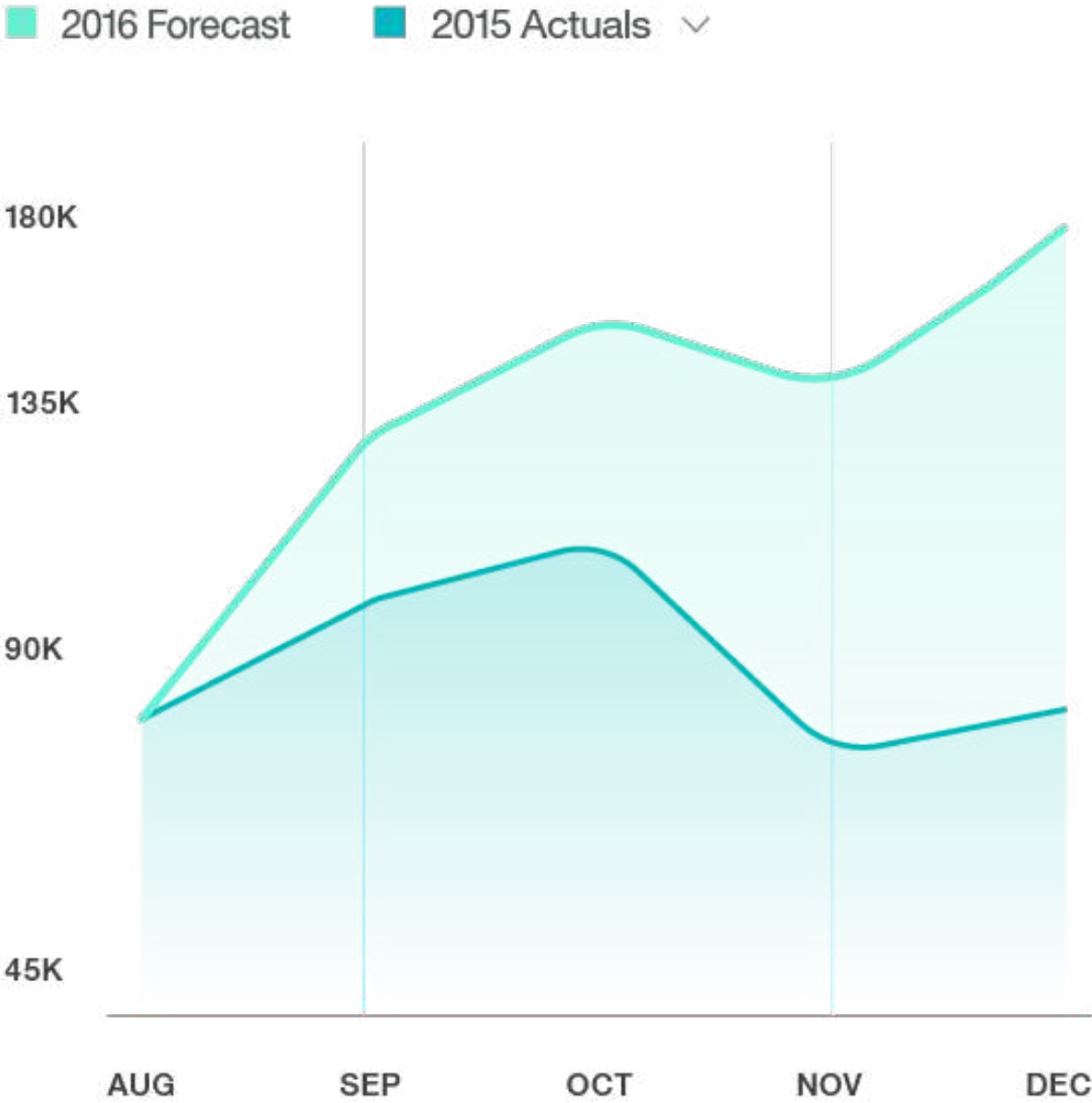
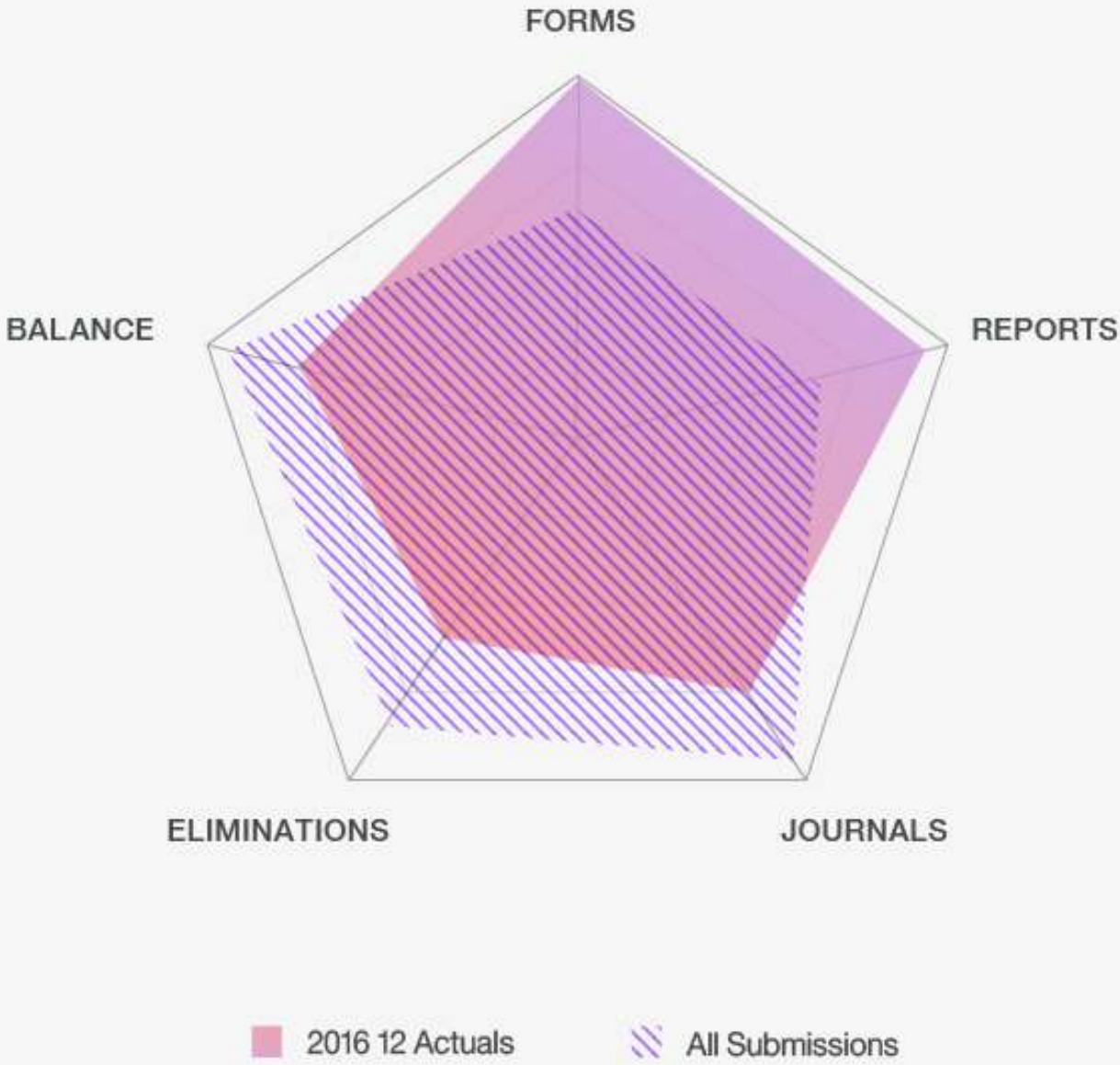


Camaleões mudam de cor para se adaptar e se comunicar com outros de sua espécie.

- | | |
|-------------|--------------|
| Dinâmico | Fluido |
| Em camadas | Luminescente |
| Translúcido | Lapidado |



Your data is uploading, this will take just a moment.



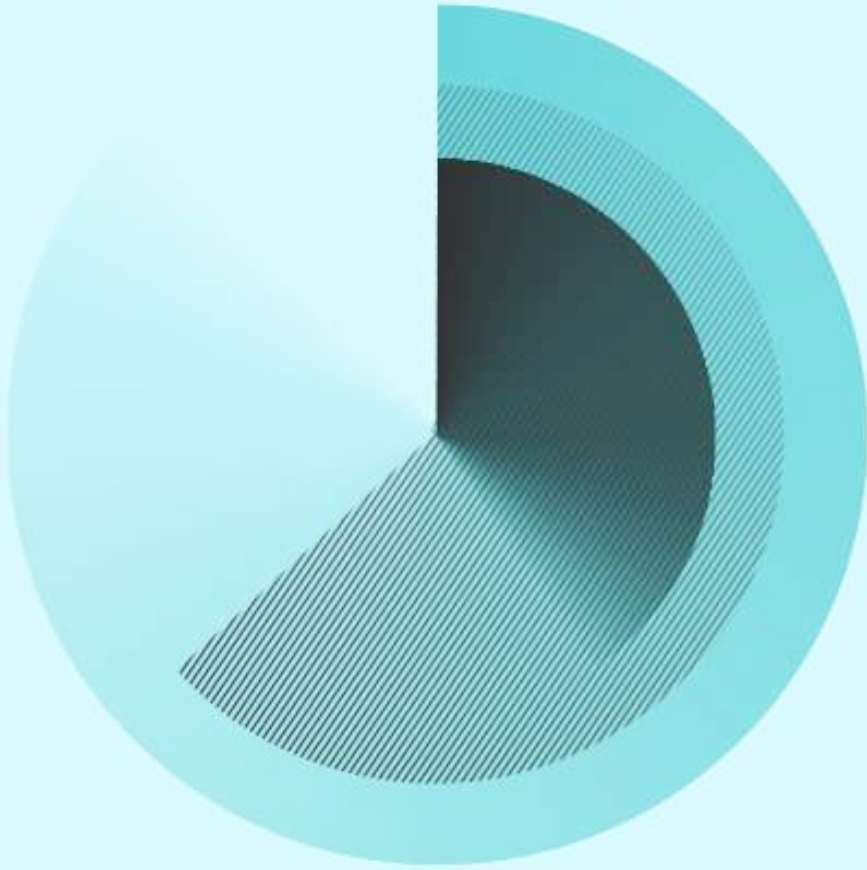
ACCOUNT	NAME	AC 2016-12
3000	Sales income	36,548
3060	Intercompany Sales	4,500
3990	Offset Account Intercompany Sales	(250)
GP	GROSS PROFIT	40,798
7800	Scheduled Depreciation	3,000
7811	Depreciation Equity Company	800
IAD	INCOME AFTER DEPRECIATION	36,998

CANCEL

SUBMIT



Disclosure Management





UPDATE

Today, your team has 12 items due.
You need to sign off on 3 items.
And 1 new member has joined the team.

PROJECTS

TASKS

OVERVIEW



Filter by Most recent ▼



Q3 financials

4 tasks due today

Collaborators



Q3 financials

4 tasks due today

Collaborators



Q3 financials

4 tasks due today

Collaborators



Q3 financials

4 tasks due today

Collaborators



Designer Test Template (MP3)

Owned by Jessica Jones
Modified on Dec 14, 2015



Summary

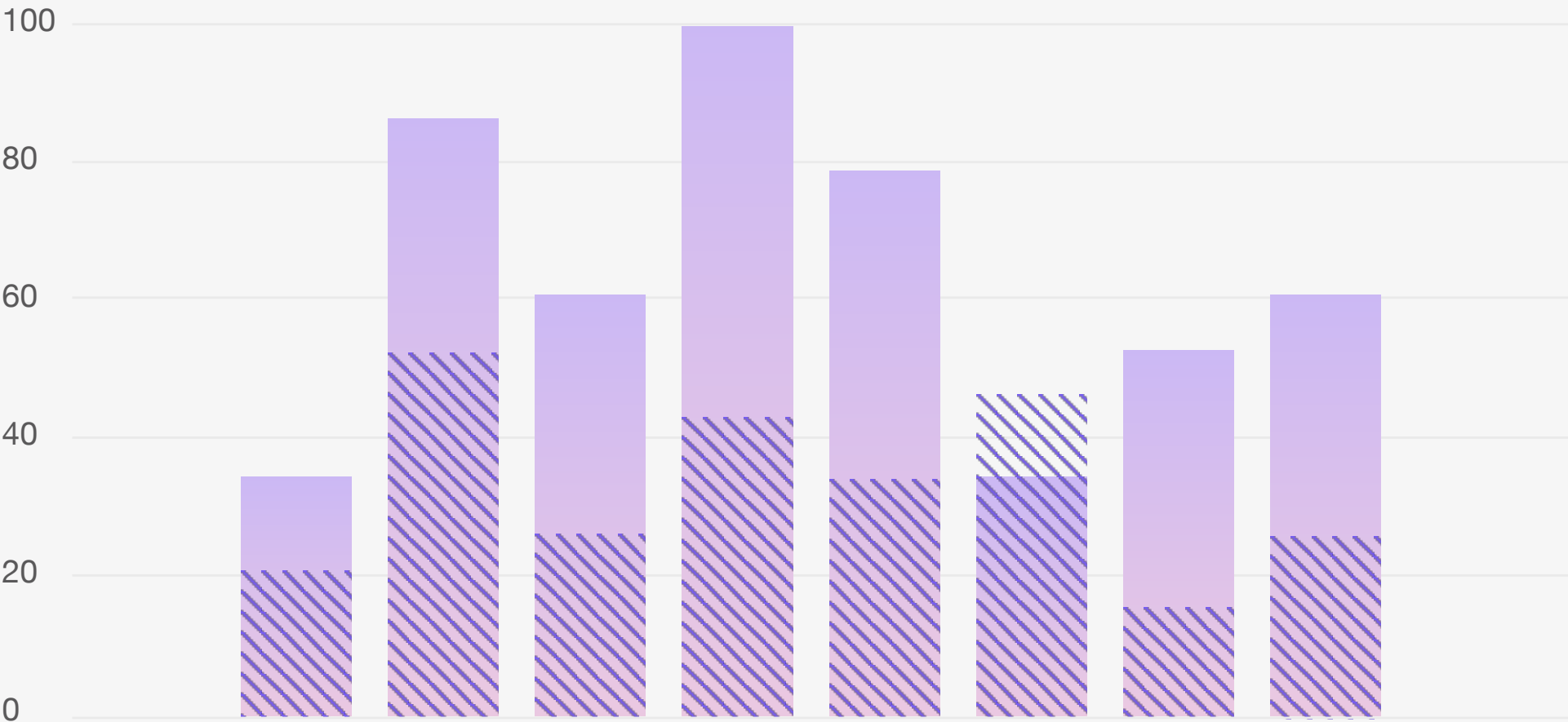
Product Analysis

Individual Product

Plan by Product

Gross Margin by Region ▾

Time 2016 ▾ Products All ▾ Regions All ▾ Version Current ▾ Gross Margins % ▾



	A ▾	B	C	D	E	F	G	H
1	Account name	2,465	2,465	2,465				
2	Account name	2,465	2,465	2,465				
3	Account name	2,465	2,465	2,465				
4	Account name	2,465	2,465	2,465				
5	Account name	2,465	2,465	2,465				
6	Account name	2,465	2,465	2,465				
7	Account name	2,465	2,465	2,465				
8	Account name	2,465	2,465	2,465				

Q3 financials

4 tasks due today



COMMENTS

TIMELINE



Upcoming Training

Andrew Wilson

Hi Team, I'd like to suggest we postpone sales training until next quarter to help cut costs.

#2017plan #tooexpensive

18 seconds ago

Reply

View comments

12



Upcoming Training

Andrew Wilson

Hi Team, I'd like to suggest we postpone sales training until next quarter to help cut costs.

#2017plan #tooexpensive

18 seconds ago

Reply

View comments

12



Upcoming Training

Andrew Wilson

Hi Team, I'd like to suggest we postpone sales training until next quarter to help cut costs.

#2017plan #tooexpensive

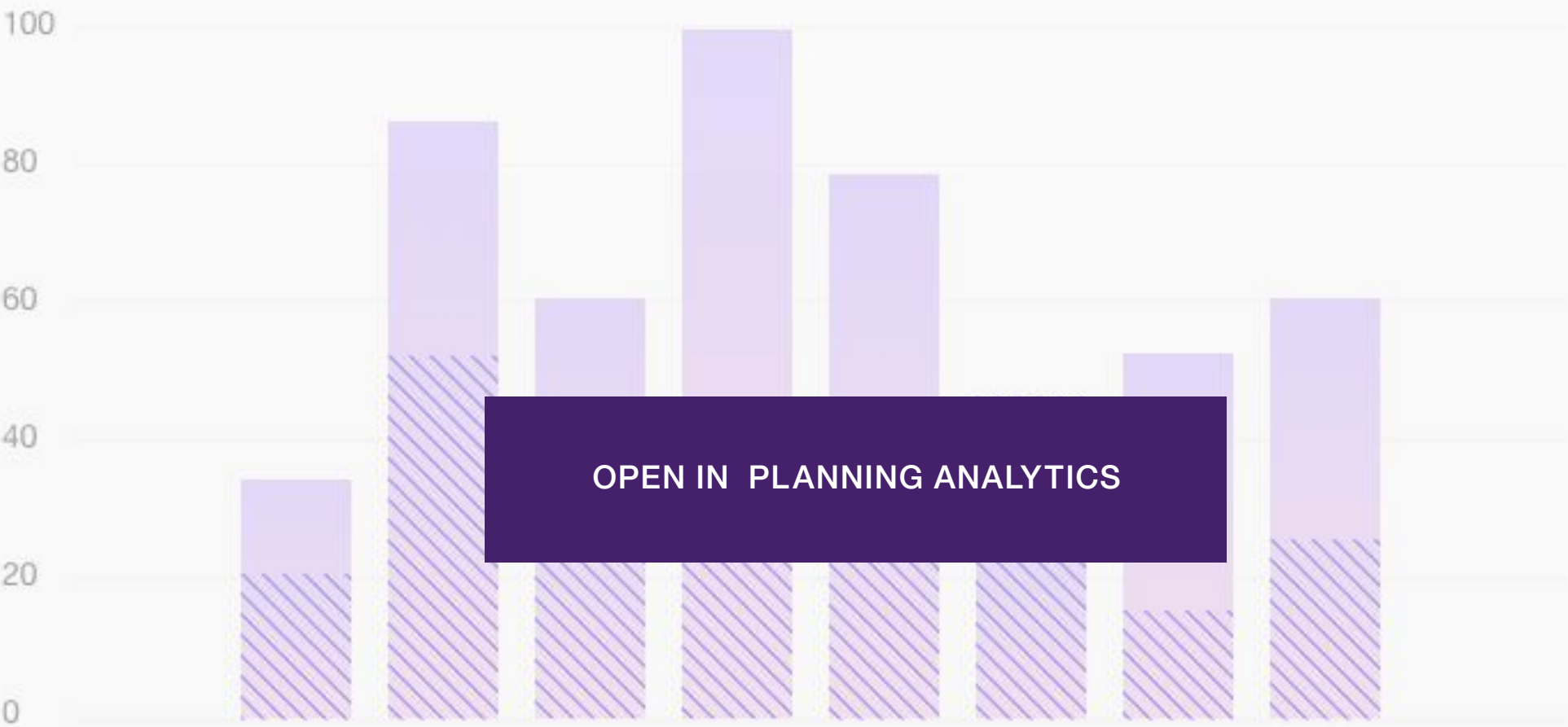
18 seconds ago

Write a comment

+

Gross Margin by Region

Time 2016 Products All Regions All Version Current Gross Margins %



	A	B	C	D	E	F	G
1	Account name	2,465	2,465	2,465			
2	Account name	2,465	2,465	2,465			
3	Account name	2,465	2,465	2,465			
4	Account name	2,465	2,465	2,465			
5	Account name	2,465	2,465	2,465			
6	Account name	2,465	2,465	2,465			
7	Account name	2,465	2,465	2,465			
8	Account name	2,465	2,465	2,465			

Projects

ALL PROJECTS

INDIVIDUAL

SHARED

ARCHIVED

+ NEW PROJECT

 Search



Modeler



NEW

Designer Test
Template (MP3)

Owned by Jessica Jones
Modified on Dec 14, 2015



Owner



NEW

Profitability
Analysis

Owned by me
Modified on Dec 14, 2015



Contributor



Profitability
Analysis

Owned by Bob Ross
Modified on Dec 14, 2015



Viewer



Quota
management

Owned by Jessica Jones
Modified on Dec 14, 2015



Viewer



ARCHIVED

Predictive
modeling for
net sales

Owned by Glen Gerry
Modified on Dec 14, 2015

Owner



Testing on
fiscal income
for products

Owned by me
Modified on Dec 14, 2015

Viewer



ARCHIVED

Predictive
modeling for
net sales



ALL REPORTED MISSING +

BS - Balance Sheet
Reported
Updated 3/7/2017 by Administrator

Reported
Updated 3/7/2017 by Administrator

Missing
Updated 3/7/2017 by Administrator

Not Applicable
Updated 3/7/2017 by Administrator

Reported
Updated 3/7/2017 by Administrator

Updated 3/7/2017 by Administrator

Not Applicable

Account	Name	AC 2015-12
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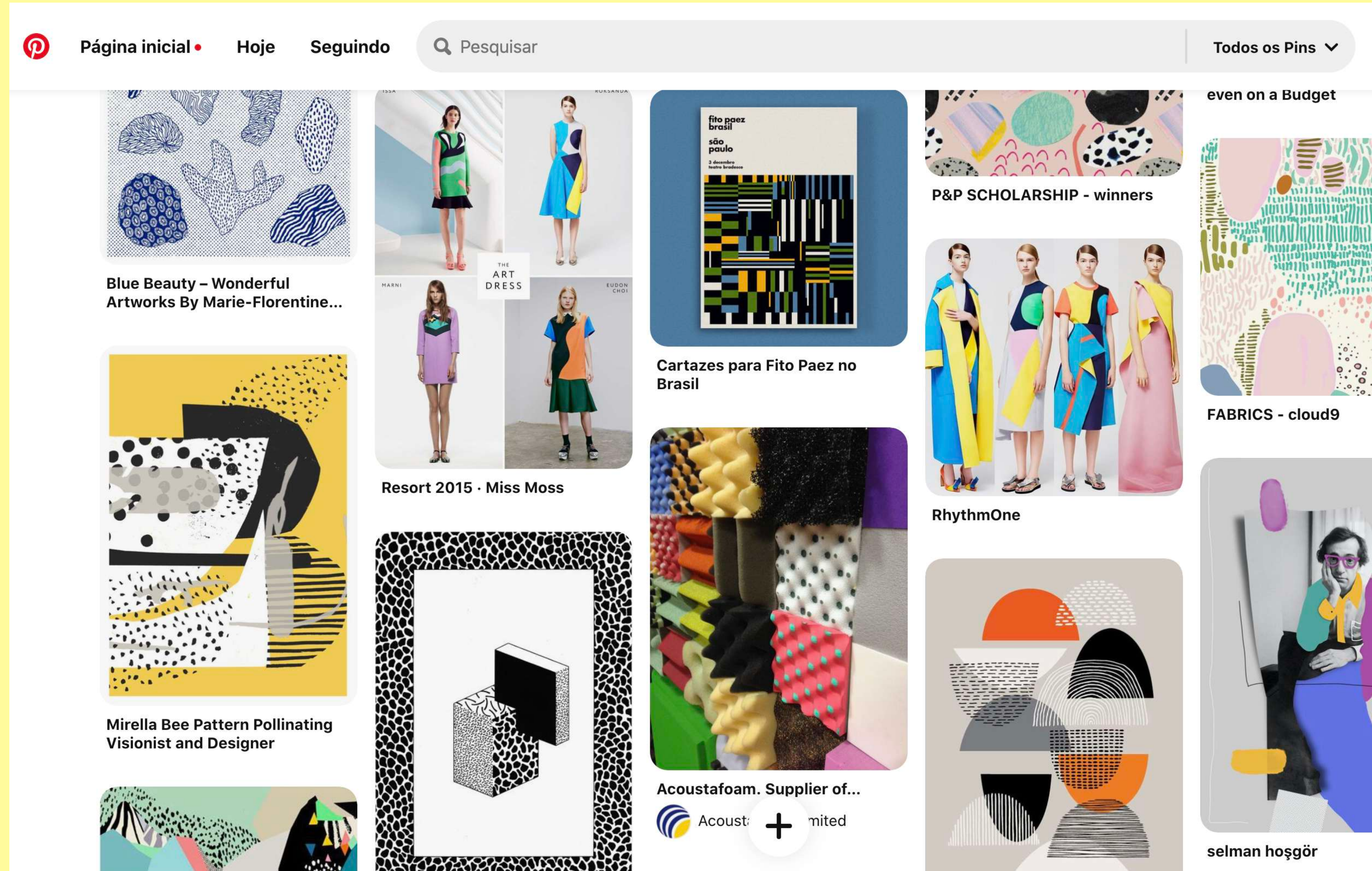
Account	Name	AC 2015-12	
3000	Sales income		
3060	Intercompany sales		
3990	Offest account intercompany sales		
7800	Operating Expenses		
GP	INCOME BEFORE DEPRECIATION	0	
7800	Scheduled depreciation		
7811	Depreciation equity companies		
8010	Income Part Associates		
IAD	INCOME AFTER DEPRECIATION	0	
8010	Dividends Group		
8025	Dividends from shares in joint ventures		
8290	Offset Accounts intercompany interests		
8010	Dividends Group		
8025	Dividends from shares in joint ventures		
8290	Offset Accounts intercompany interests		

Ferramentas

- Pinterest
- Canva
- Invision Boards
- Figma
- Miro / Mural

Pinterest

- Orgânico
- Diverso
- Adaptável
- Plural
- Maleável



Processo

- Moodboard inspiracional
- Referências e explorações gráficas
- Aplicação ao layout (wireframes)

Recapitulando

- Associar forma, função e estética para conectar profundamente com as pessoas
- Importância da história da arte na parte conceitual do trabalho de design
- Design é conceito
- Referências e repertório
- Moodboards para estabelecer um direcionamento estético
- Ferramentas

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