

# UI DESIGN PARA WEB

CURSO ONLINE CRIADO POR  
**THIAGO BARCELOS**

**IBCC** escola  
britânica  
de artes  
criativas

# Design para Tela

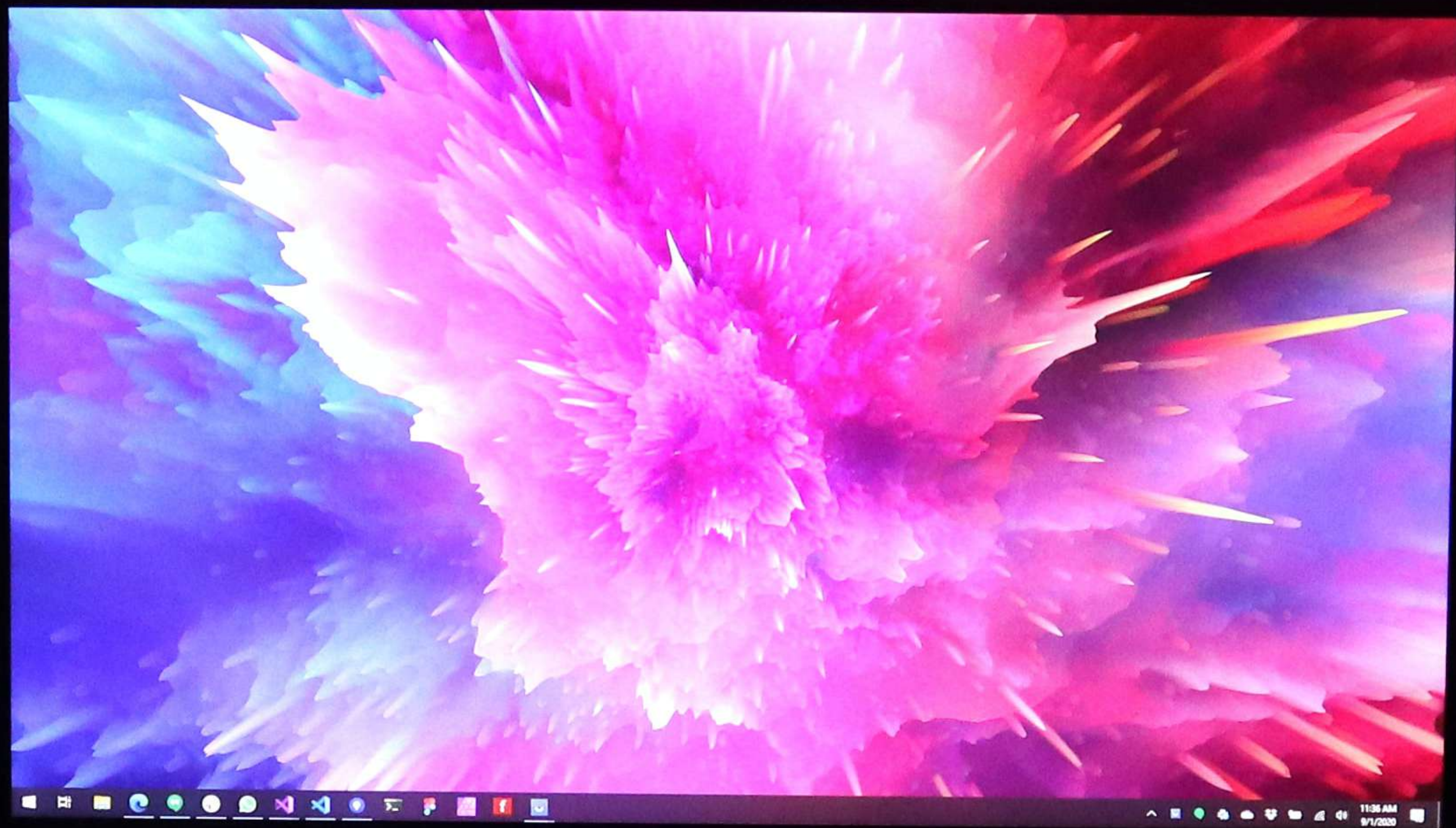
# DESIGN PARA TELAS









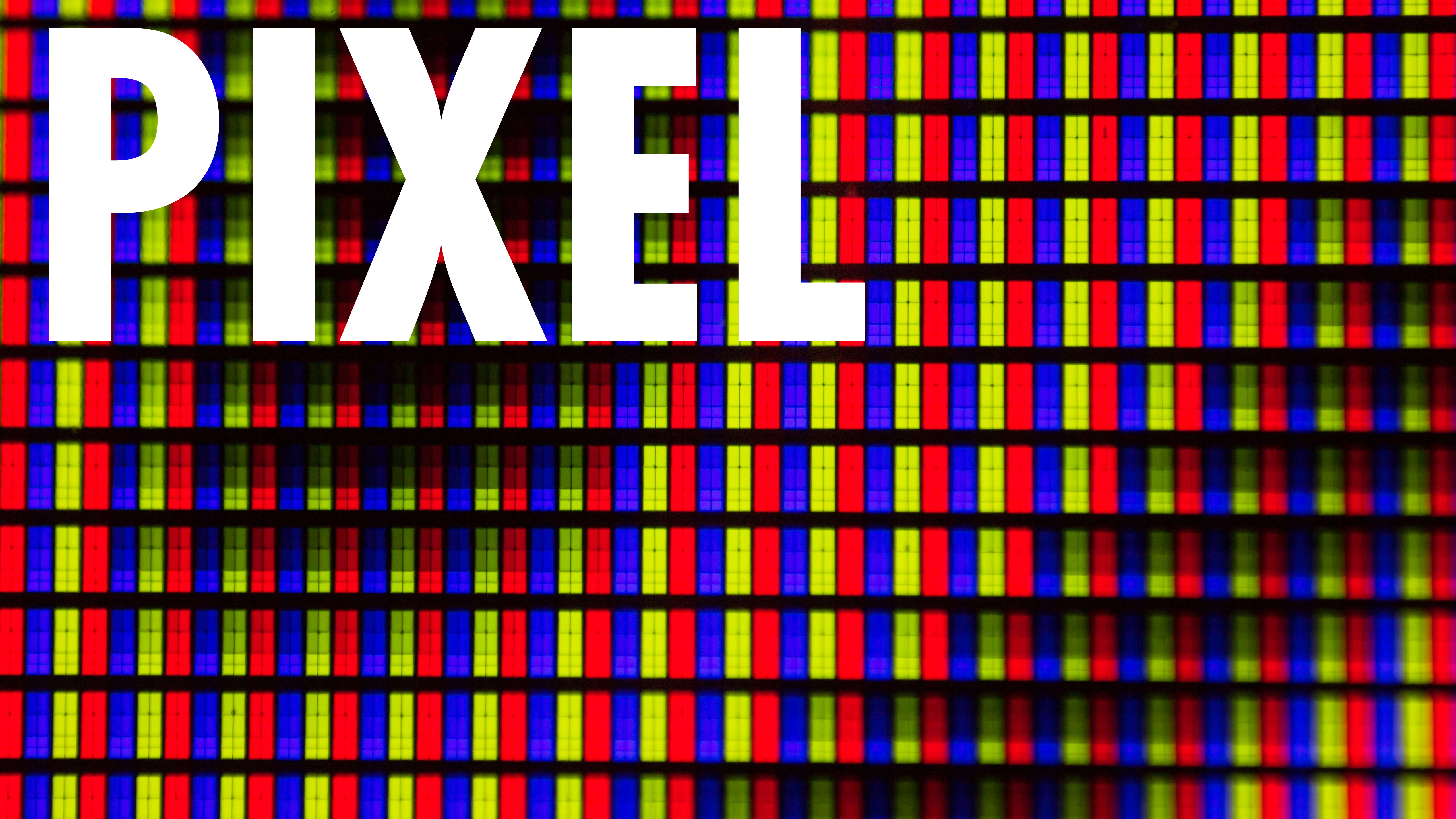








PIXEL







PIXEL

PERFECT



# **HISTÓRIA DO DESIGN**



Da revolução  
industrial à era  
exponencial...



...ou era da  
Experiência



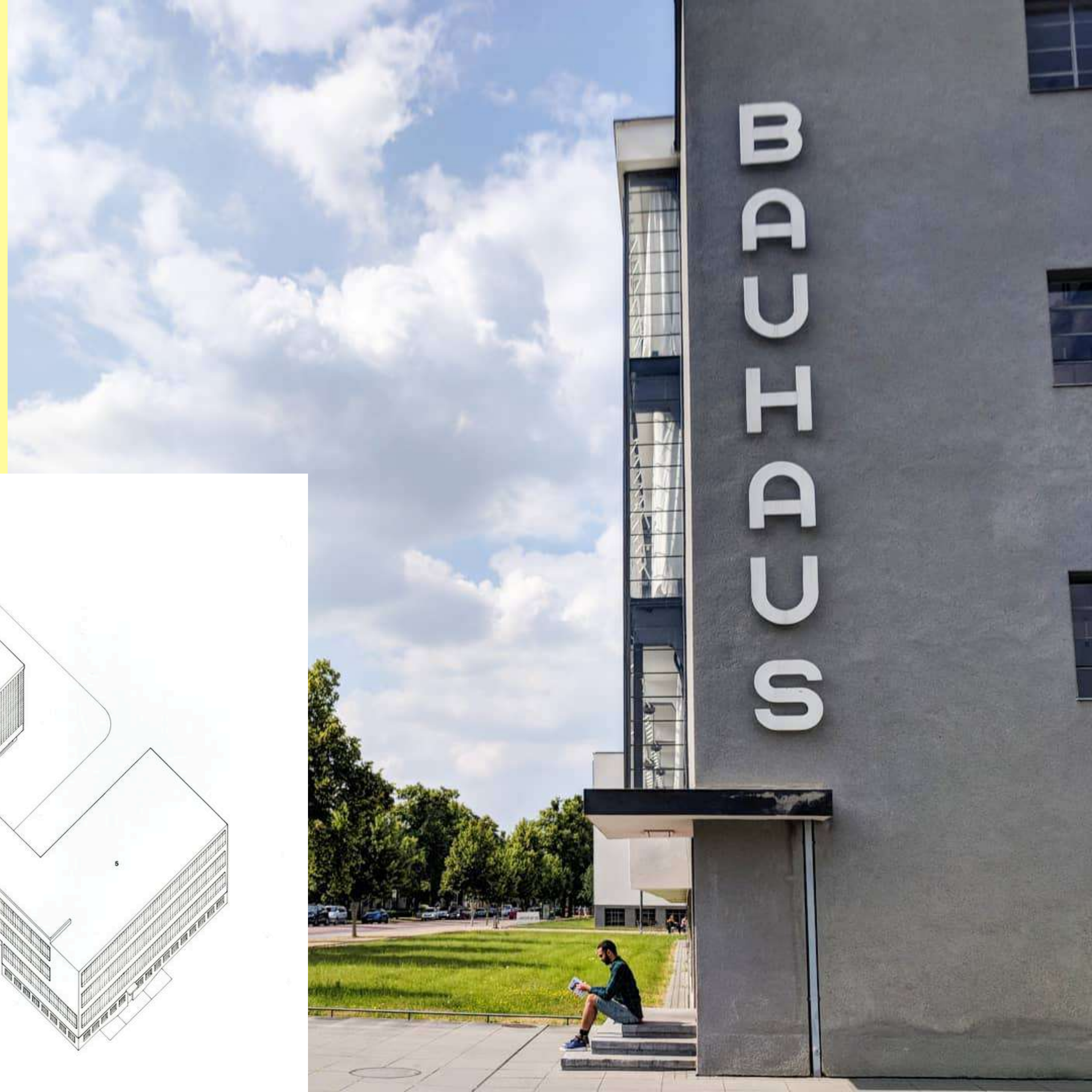
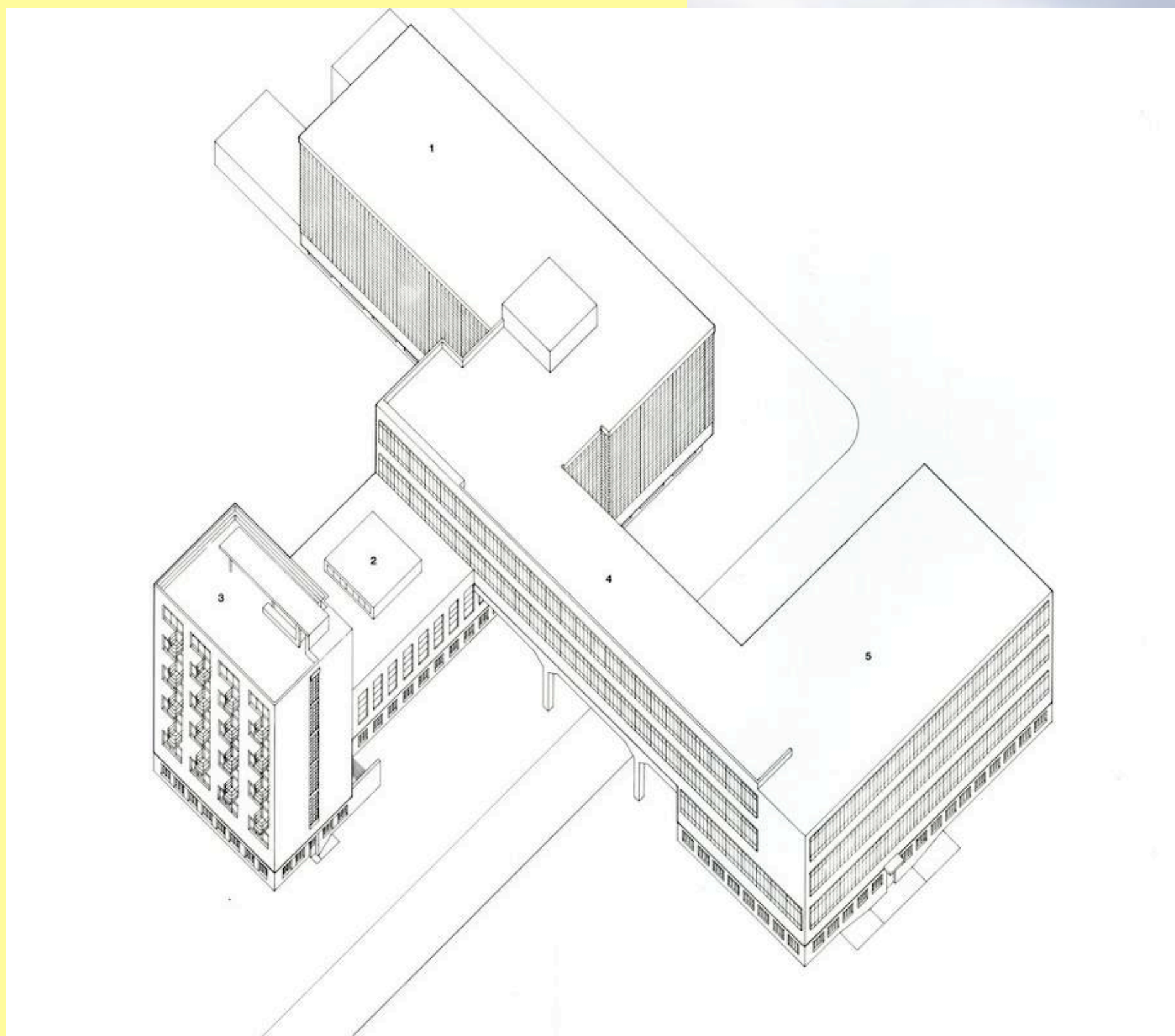
# Modernismo

**Fim sec. XIX, início sec. XX**





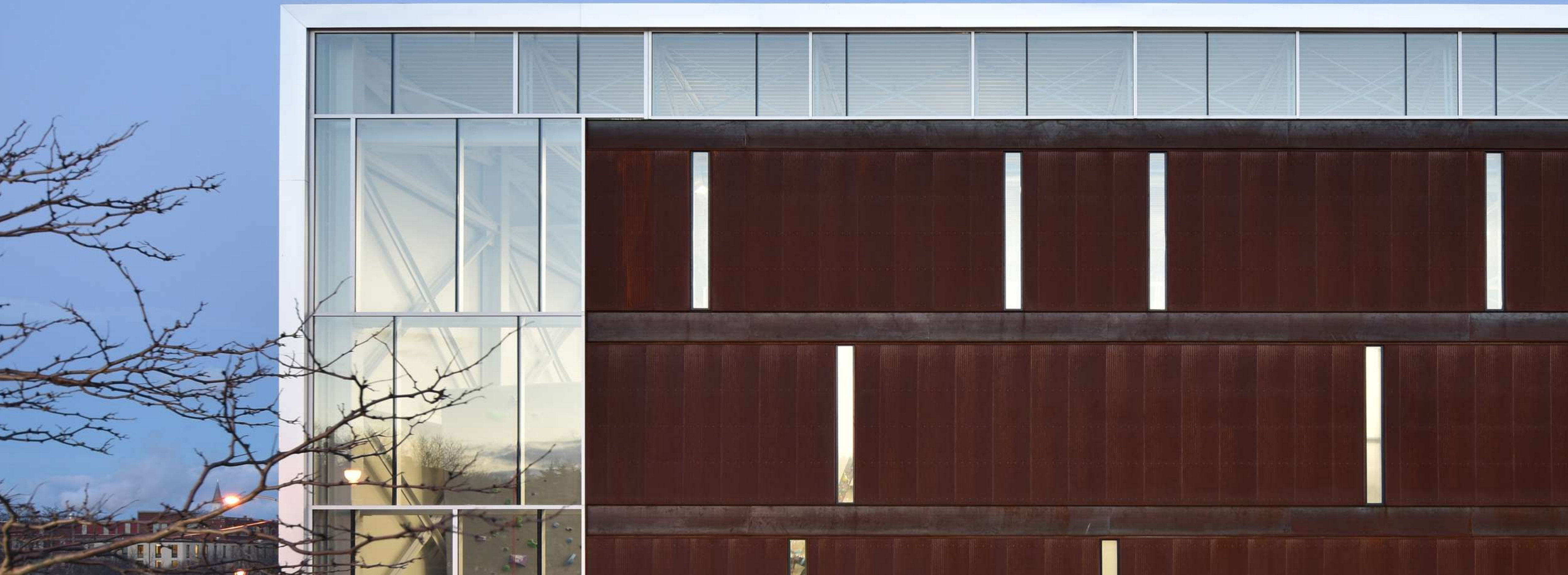
# Prática projetual e arquitetura





# “Forma segue a função.”

Louis Sullivan



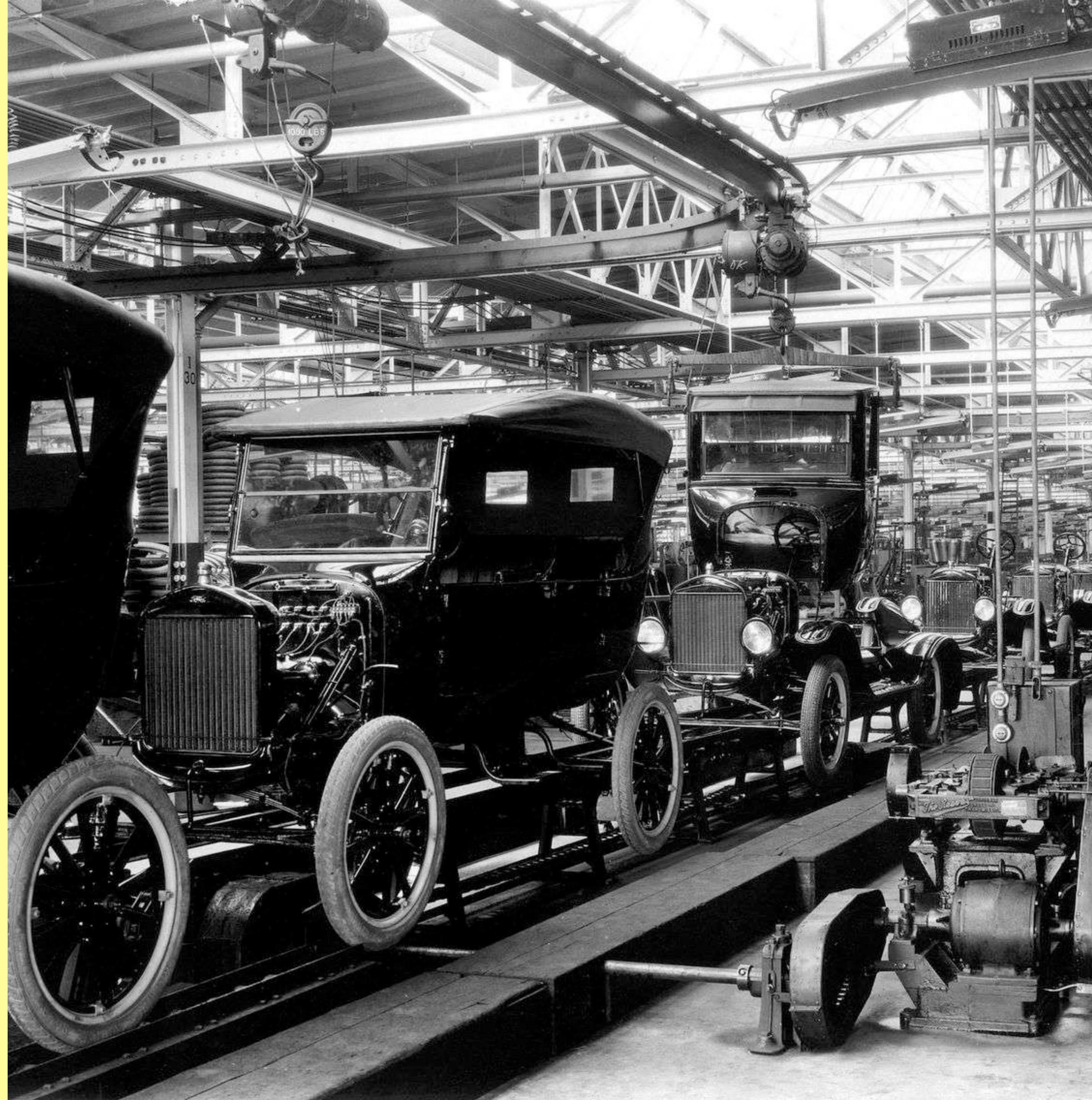


# Design Industrial



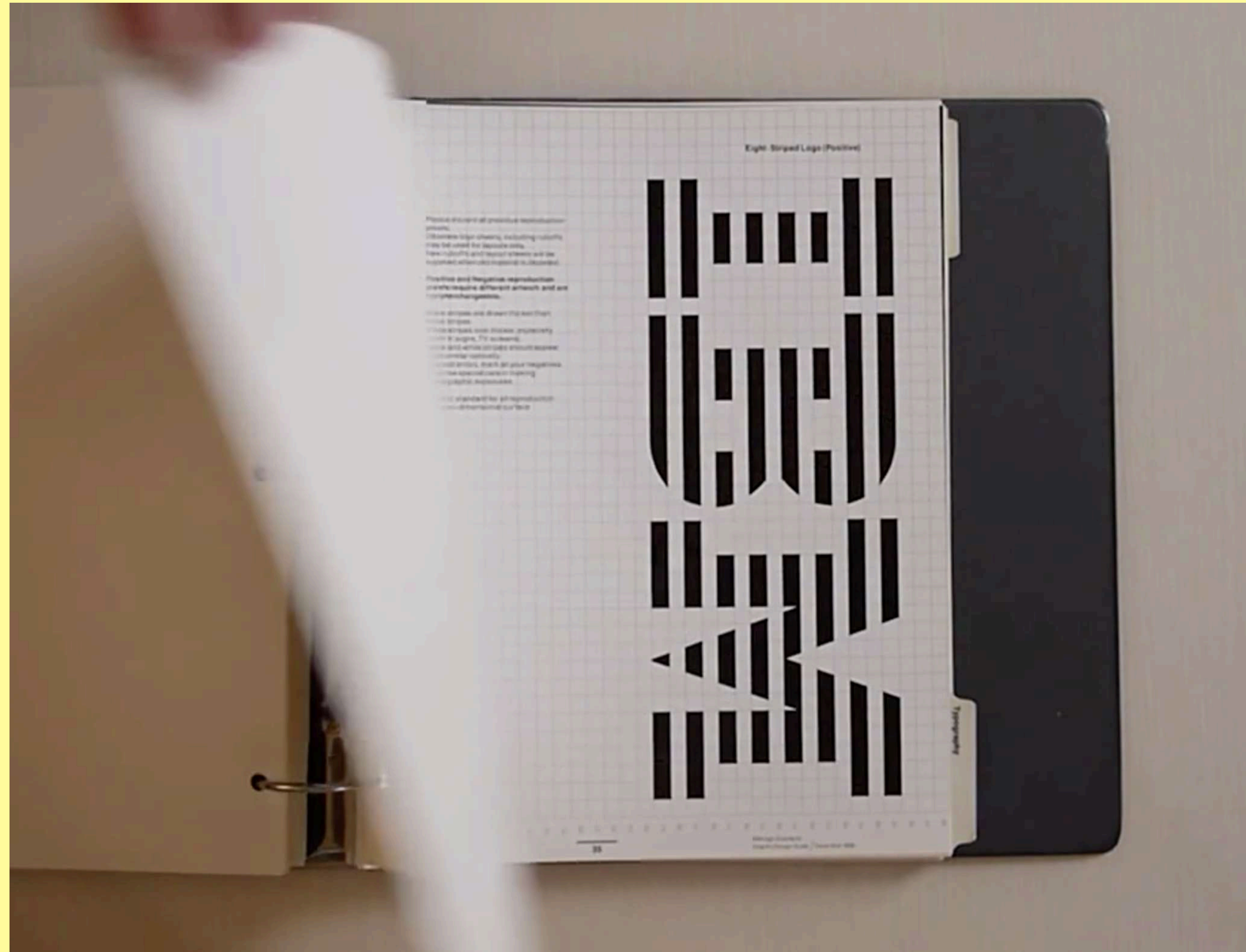


# Produção em larga escala





# Identidade corporativa





# Computação e a ascensão da Interface Gráfica de Usuário (GUI)





# Massificação do computador pessoal e a Web



**Search Stanford**

  
10 results ▾ clustering on ▾ Search

**Search The Web**

  
10 results ▾ clustering on ▾ Search



# Internet móvel





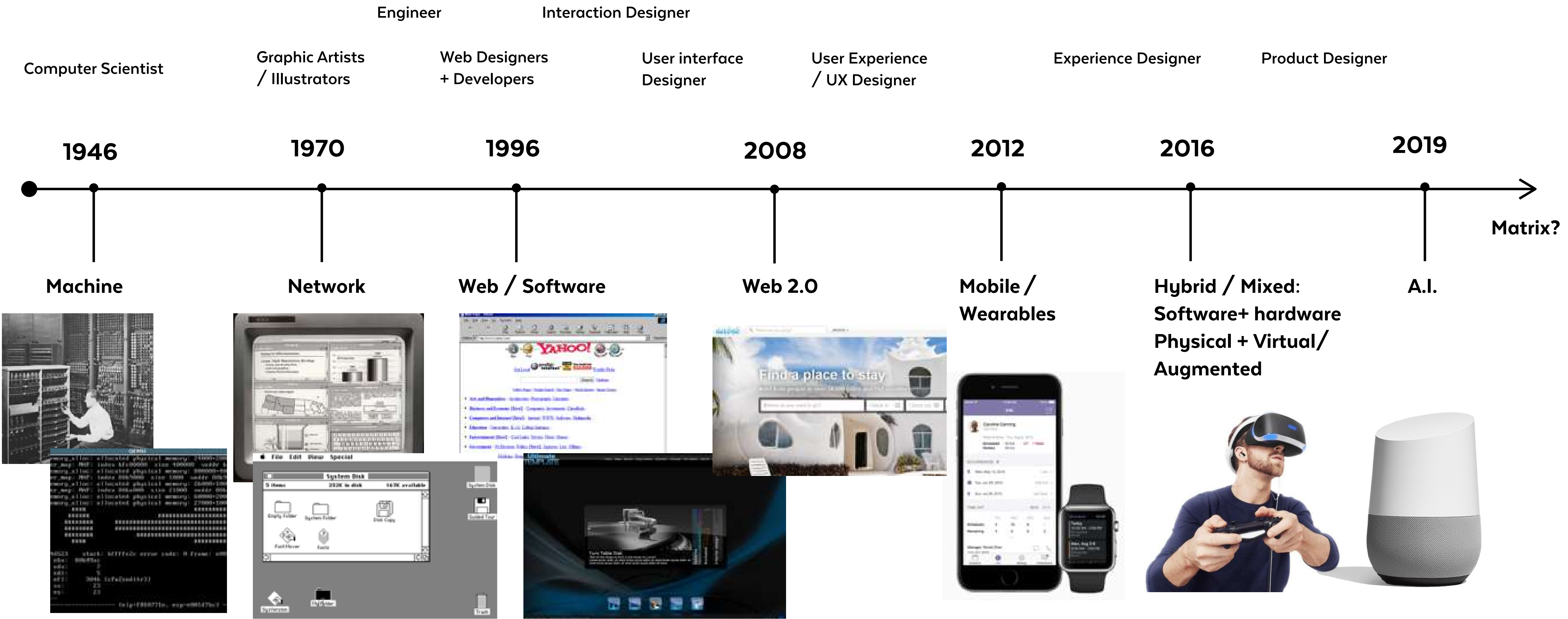
# Assistentes cognitivos

Processamento na  
Nuvem, Big Data,  
IoT, Inteligência  
Artificial





# Breve história do design e tecnologia

















Accounts

- All Notes >
- Gmail >
- carly@geardiary.com >
- iCloud >

Test note



Today Jan 24 11:17 AM

Test note

This is my test note for gear diary.

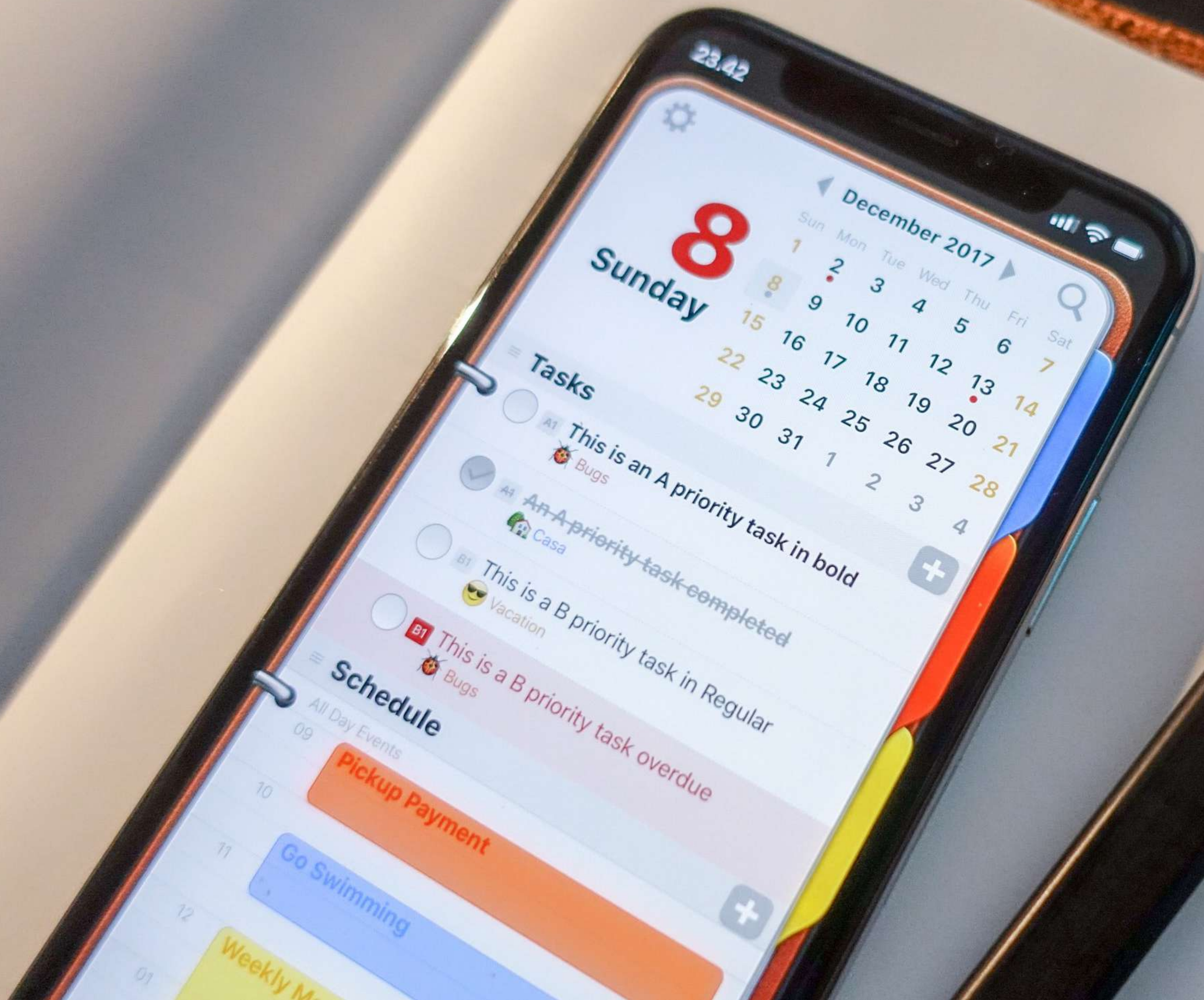


**Skeuomorfismo**

**vs.**

**Flat design**























# Resolução de tela a partir da largura

1280 px

1440 px

1920 px



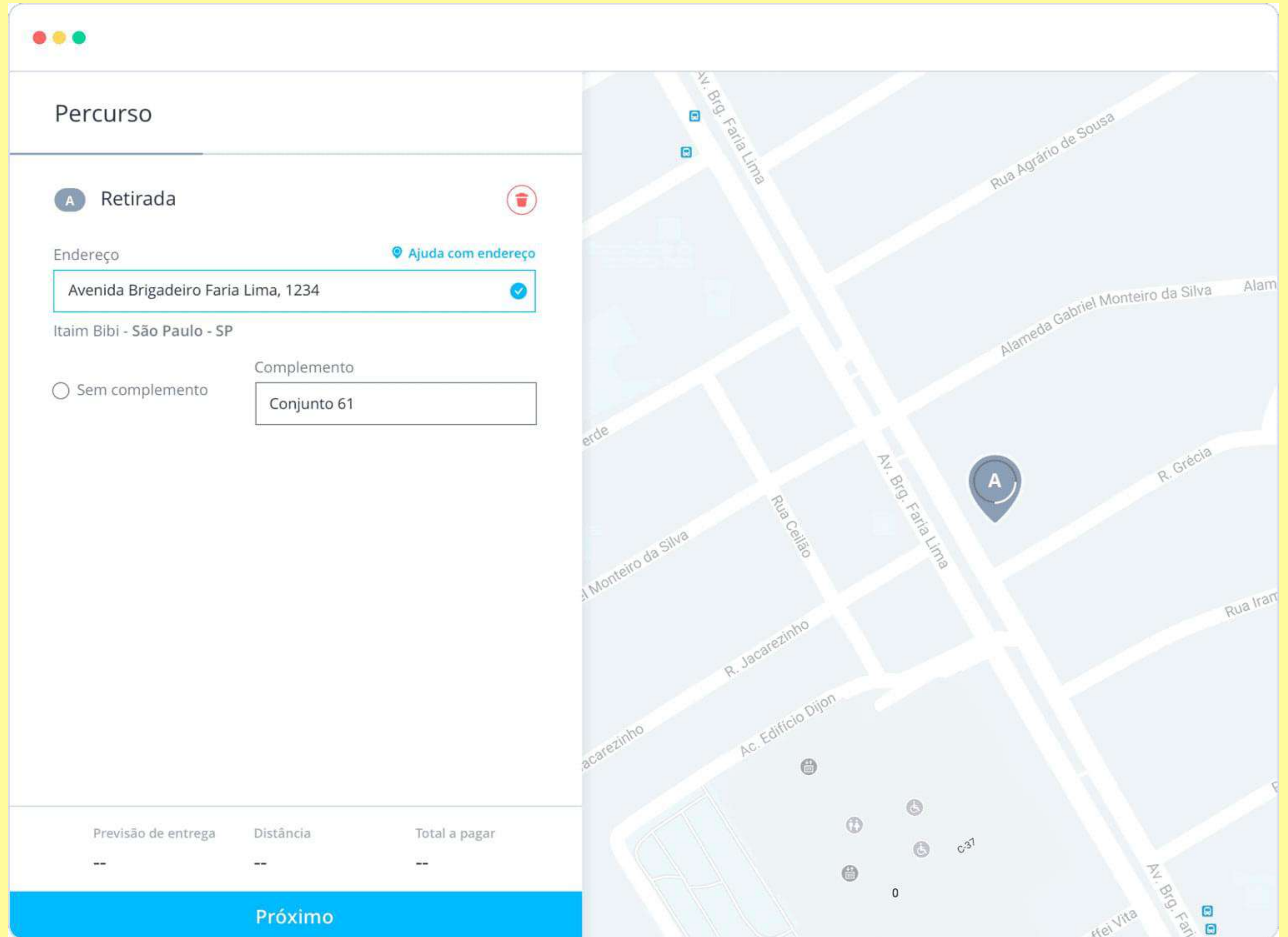
Densidade de pixel  
Telas em geral 72 dpis  
144 dpis para telas  
retina quad k e 4k  
@2x, @3x



# Suporte

## Desktop

- Web sites
- Portais
- Intranet
- Web apps
- Ecommerce
- Social media



Loggi



# Suporte

Mobile App

Tablet / Smartphone

Nativo

- iOS
- Android

Híbrido

- Flutter
- Xamarin

PicPay



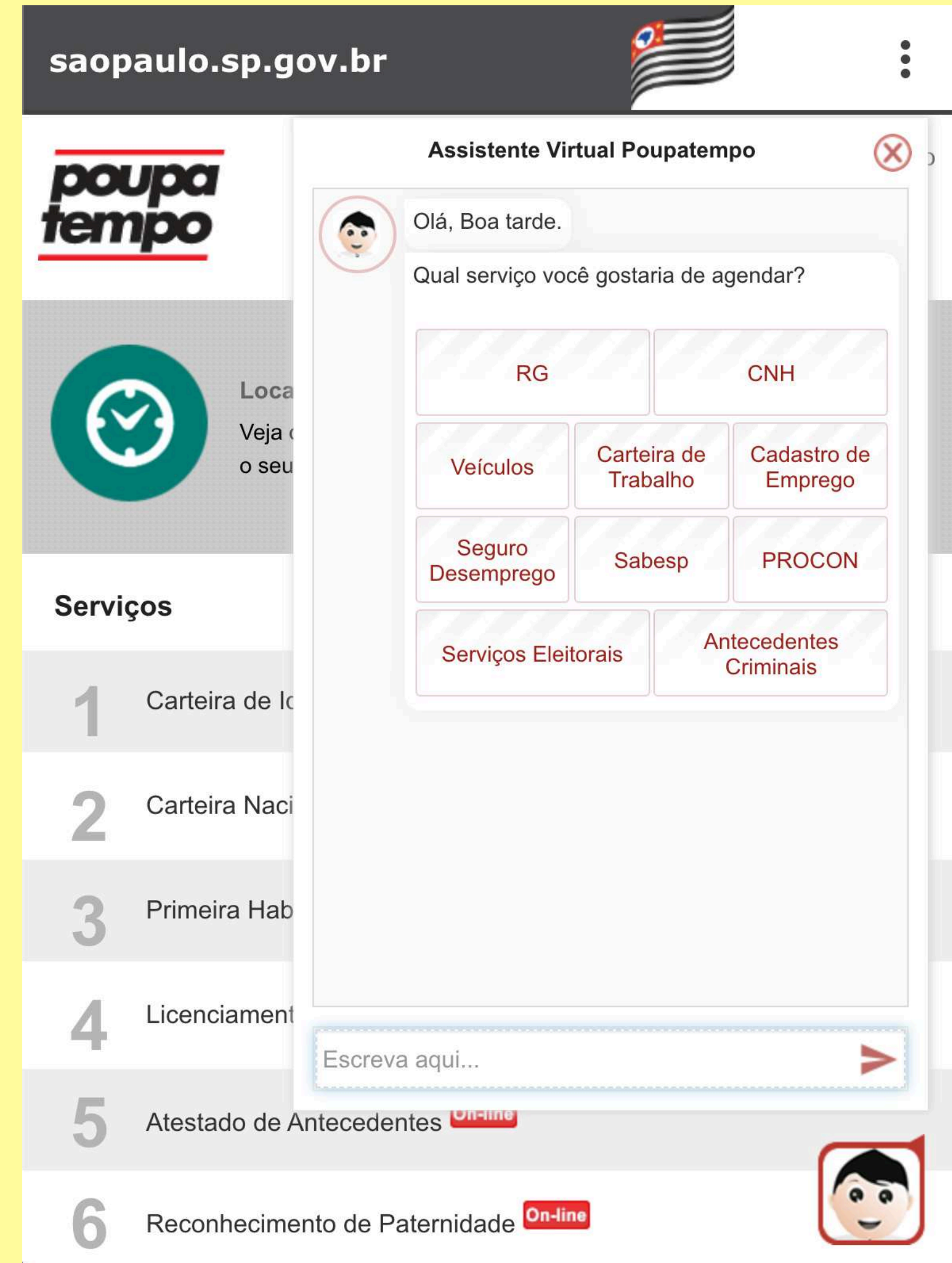


# Suporte

## Chatbots, URA

- IBM Watson Assistant
- Amazon Alexa
- Nama
- Blip

Poupinha





# Suporte

Outros formatos





# Suporte

## VR

- Microsoft HoloLens
- Facebook AR/VR



Hololens



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