

# UI DESIGN

# PARA WEB

4.3

CURSO ONLINE CRIADO POR  
**THIAGO BARCELOS**

**IBCC**  
escola  
britânica  
de artes  
criativas

**Módulo #4**

# **Marca e Identidade Visual**



**IMPRESSO**

**EDIGITAL**

# **Impresso & Digital / Semelhanças**

- **Projeto**
- **Briefing**
- **Proporcionar experiências prazerosas para as pessoa**
- **Foco no usuário**
- **Solução de problemas complexos de comunicação visual**
- **Forma segue função**

# **Impresso & Digital / Semelhanças**

- **Empatia**
- **Acessibilidade**
- **Usabilidade**
- **Ergonomia**
- **Mesmos elementos fundamentais:**  
**Cor, Tipografia, Grid, Ícones, Imagens, Layout**
- **Hierarquia da informação**
- **Forma, estética, plástica, arte**

# Impresso & Digital / Diferenças

Impresso / Físico

Digital / Virtual

Suporte é  
o papel

Suporte é  
a tela



he works (...)  
cluded in this  
npter express  
urge, the drive,  
offer alternative  
histories from  
critical attitude  
owards official  
hist

The investigations how the photos of them have been appropriated and manipulated in our contemporary media society. The current investigation is about effigies as political protest and how images of effigies are used. In both works Gertke examines an iconoclastic approach to image. In *A Portrait as Home*, Syria, included in this chapter, the artist as Home. Gertke's work is about reverse is the case. Here Gertke as Home, the creation of an image. *A Portrait as Home*, the exhibition *Portrait/ Portrait/ Portrait* (2013) in the Pukhta in Akerwarp. As the camera zooms in, the narrator's voice analyses the revolutionary photos on the front page of *The International Herald Tribune*. For this issue Florian Gertke presents an adapted version of the text in combination with the photos which he zooms in. He examines the relationship between the presenter, the image, the viewer and himself.

In *Uchoud*, Abram Zaoutari gives a platform to Lebanese political prisoners in Israel who, by means of a hunger strike, gained the right to be photographed once every six months. Through the medium of photography, they were able to record and confirm their existence. Zaoutari selected the collection of photos in the possession of Nabih Awada, a former member of the Lebanese Resistance Movement, who was taken prisoner by the Israeli in 1988. Zaoutari's oeuvre is to an important extent based on collecting, studying, archiving and presenting the photographic history of the Middle East. At the 2013 Venice Biennale Zaoutari presented the revolutionary and poignant installation *Letter to a Refusing Pilot* that raises questions about heroism, nationalism and integrity in relation to the Arab-Israeli conflict. Zaoutari regularly uses the medium of the lecture performance.

The works of Rabih Moure, Florian Gertke and Abram Zaoutari included in this chapter express the urge, the drive, to offer alternative histories from a critical attitude towards official history and the media that contribute to it. They do so in the conviction that they can turn our perspective on the world on its head, or at least shake it, by paying concentrated attention to the marginalized, demanding space for them by means of their work. That work is research-based and functions as a platform on which others, people who are often ignored, are given a voice – others who are more activist by nature than the artists themselves. Both Rabih Moure and Florian Gertke give the anonymous people who appear in fleeting, originally digital images a longer life by noticing them, saving

## The Messenger

188

The idea for *The Palestinian Revolution* by Rabih Moure began with a short film he found on the internet. An unknown person, using his mobile phone, films a soldier of the Assad regime. Suddenly the soldier aims his weapon at the ground, taking the camera. The camera falls to the ground, almost buried among more poignant videos of this kind online. He took the moment that the soldier aims at the cameraman, the 'double shoot-out', as he starting point and began to deconstruct the video. He made large prints of the shooters, who are at the same time the 'double shoot-out' video. He also made figural prints from the perspective of a lecture performance. 'For me art can be used as a platform for debate or ask questions about everything. So, what I expect is that my installation makes people talk and reflect. In this sense, I am not at all an activist or promoting any specific political concept,' says Moure.

In his lecture performance and book *Zipped* (2012), Florian Gertke looks at the statures of Saddam Hussein that were pulled down.







# **Impresso & Digital / Diferenças**

**Impresso / Físico**

**Formato predefinido.  
Fixo de acordo com  
ISO  
(A1, A2, A3, faca  
especial e dobras)**

**Digital / Virtual**

**Formato variável.  
Varia de dispositivo,  
tamanho de tela,  
design responsivo**

# Impresso & Digital / Diferenças

Impresso / Físico

**CMYK**

Cor pigmento,  
pantone, retícula

Digital / Virtual

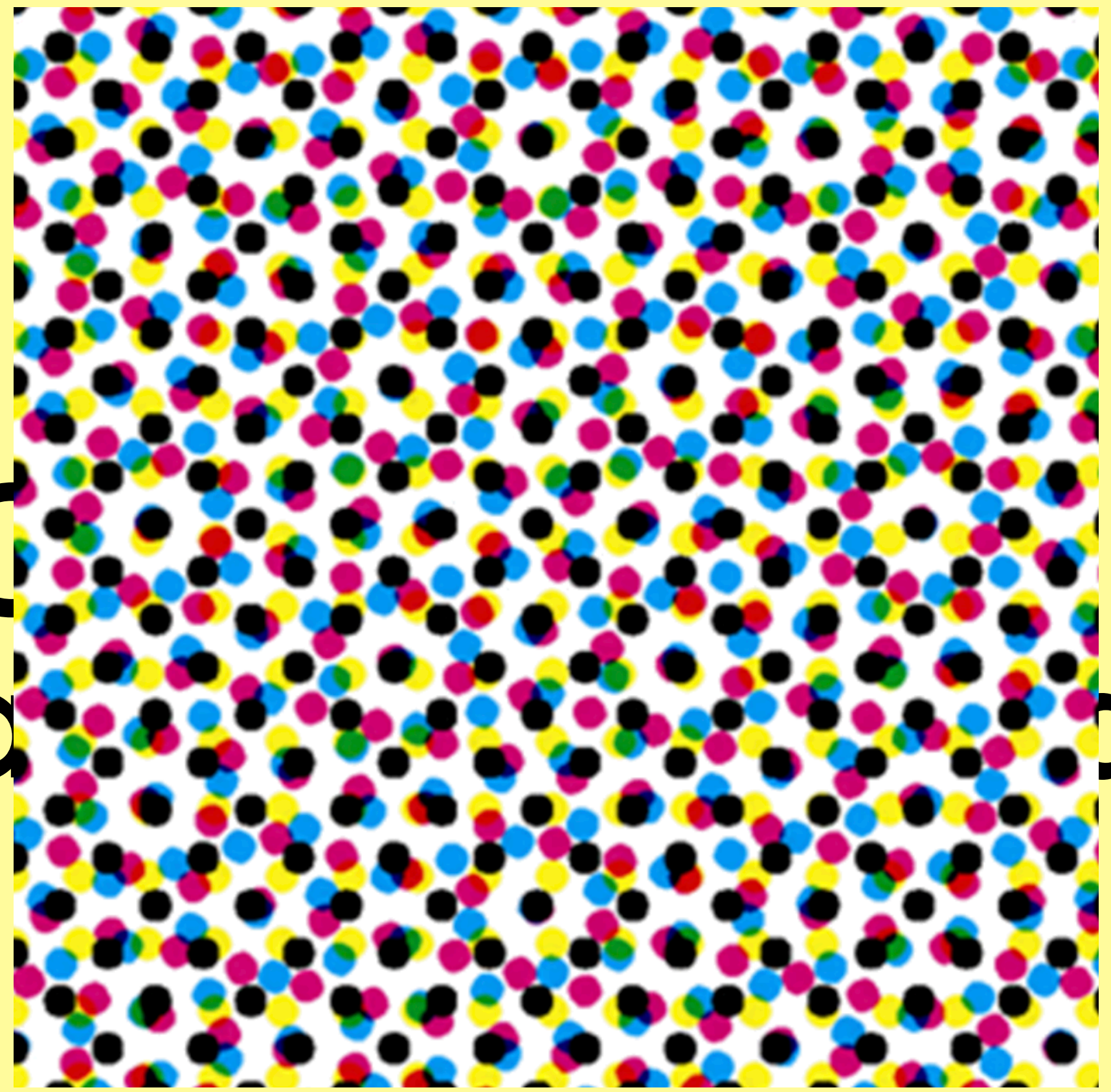
**RGB**

Cor luz, varia de  
tela, píxel

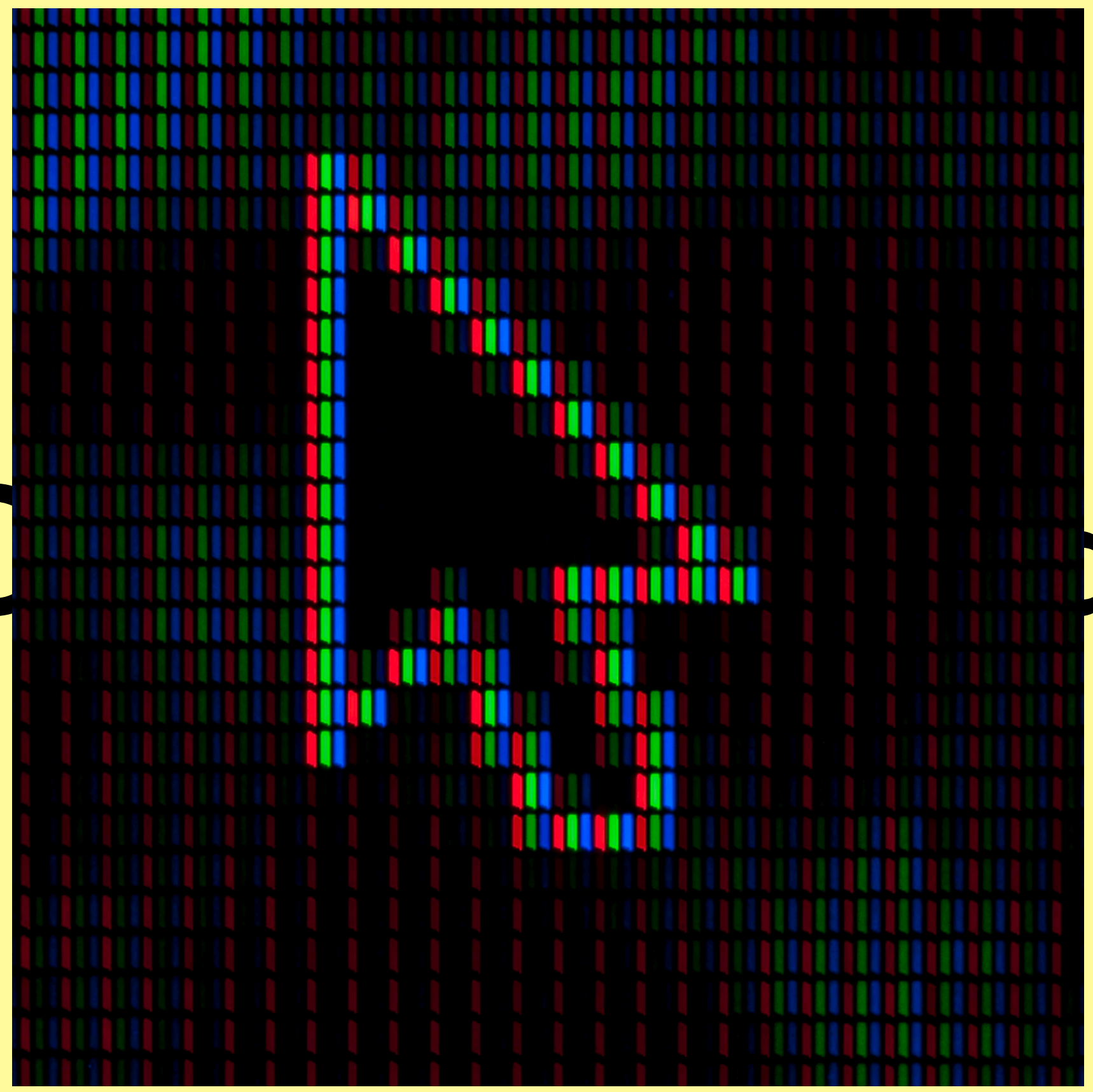


# Impresso & Digital / Diferenças

Impresso / Físico



Digital / Virtual



C  
po  
a  
de

# Impresso & Digital / Diferenças

Impresso / Físico

Propósito/Função: Mais  
informativo

Digital / Virtual

Propósito/Função:  
Mais utilitário



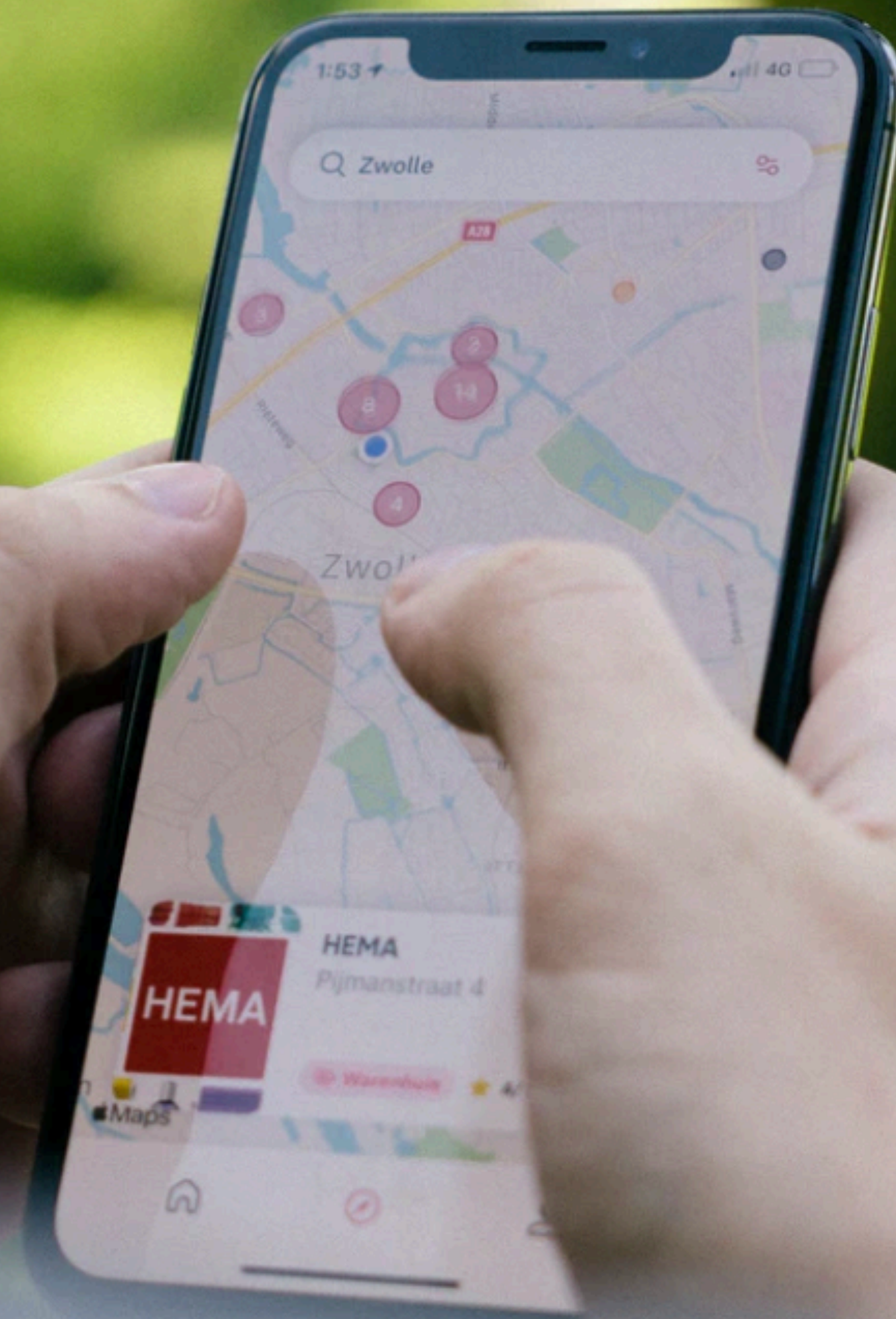


...the leader of Alpha at BBSP,  
...her fellow high school  
...they invited  
...roughly 5'9, he's  
...He's intim-  
...He has a  
...used it to

...but with the  
...of Christians. He  
...when they raised their  
...make fun of others. 'Because I  
...he puts simply. 'Because I  
...broken family, and growing  
...where words were persistently  
...indirect pain.)

...for two  
...why Jesus  
...followed by the sweetest  
...joined the church







# Impresso & Digital / Diferenças

Impresso / Físico

Poucas  
inovações

Digital / Virtual

Inovações  
constantes  
(lei de Moore)

# Impresso & Digital / Diferenças

Impresso / Físico

**Menos  
interativo, mais  
limitações**

Digital / Virtual

**Mais  
interativo,  
maior controle**

# Impresso & Digital / Diferenças

Impresso / Físico

Conteúdo estático  
(impresso definitivo)

Digital / Virtual

Conteúdo dinâmico e  
interativo (banco de  
dados, vídeo)





The Daily Telegraph

Monday 20 January 2020  
telegraph.co.uk

# Business

Markets: Week-on-week change		Currencies: Friday close		Commodities: Week-on-week change	
FTSE 100	7674.56 +50.71 (+0.66%)	£/\$ Rate 1.3031 Change -0.29c	Gold \$1556.81 +12.00 (+0.77%)	What price freedom?	Humanity bites
Dow Jones	29348.10 +524.53 (+1.82%)	£/€ Rate 1.1745 Change -0.07c	Brent Crude	\$64.85 +0.33 (+0.51%)	How much Google and Facebook wealth is built on bots and fake clicks?
FTSE 250	22885.08 +208.41 (+0.91%)				
FTSE All Share	4271.83 +61.20 (+1.44%)				
FTSE All Share Yield	4.04 0.00				
FTSE Eurotop 100	2228.55 +40.88 (+1.83%)				
Nikkei 225	24242.26 +240.08 (+0.99%)				
EURO STOXX 50	3605.37 +8.74 (+0.24%)				
S&P 500	3329.02 +64.27 (+1.97%)				
Nasdaq	9030.24 +260.08 (+2.92%)				

Get the latest markets news, share prices and create a portfolio at telegraph.co.uk/markets hub

## Bailed-out Flybe plots German expansion

By Oliver Gill

FLYBE is preparing to launch services on the lucrative route from Heathrow to Germany's industrial heartland, threatening to further enrage airline executives left fuming by a government rescue last week.

The planned Düsseldorf link is part of an overhaul that includes an additional service between Newcastle and Amsterdam, say industry sources.

parent LAG, called Flybe's rescue "a blatant misuse of public funds". The FTSE 100 company has complained to the EU over the move by the Treasury, business and transport departments.

Flybe, which carries around 8m passengers a year and is Europe's biggest regional airline, was plunged into crisis following a multimillion-pound demand for air passenger duty. It asked the Government for help after being threatened with winding up in EMI.



## Church loan scandal: MPs attack HSBC and Amigo

By Vinjenn Mbandwire

HSBC and Amigo Loans are under fire for failed checks on alleged fraudulent loans believed to total millions of pounds, as MPs examine the role of lenders in a South London church scandal.

The global bank and high-interest lender came under scrutiny from politicians who attacked the finance industry for "highly questionable" loans linked to BNP Paribas.

The church has been accused of exploiting young and vulnerable people, including by covering victims into securing short-term loans and withdrawing funds from overdrafts to help fill its coffers. MPs say many members have been left thousands of pounds in debt. Croydon North MP Steve Reed said: "We have seen responsibility for the scale of the problem, it has been







# Impresso & Digital / Diferenças

Impresso / Físico

Layout  
fixo

Digital / Virtual

Layout  
flúido





...rd video of a shark near a popular swimming area off Cape Cod. For the first  
... have begun regularly returning to the waters of this vacation spot.

they see harder than counting land animals or even  
... marine mammals. So scientists make mas-  
sive assumptions about shark movements and  
then extrapolate. In California the biggest as-  
sumption was that a few feeding grounds were  
representative of the entire hub. Other teams  
shed the same data using different assump-  
tions (That count was bolstered by add-  
ing the first excluded about 10 times  
about them.) Pretty soon sci-  
entists were estimating that Africa had 100,000  
white sharks in the  
land population, while another

part of the California hub, at just 120 or so.  
Are these large numbers or small? Are  
whites thriving or dwindling? The w  
about 4,000 tigers and 25,000 Af  
Using the lowest estimates, glo  
numbers resemble the estim  
endangered species. Using  
the population is closer  
are classified as vul  
them heading t  
positive tren  
are a sign  
other  
Ma

erm  
pact, th  
in Enda  
second strong  
fishermen catch  
numbers so low, e  
play havoc with the  
predator, has an ecologica  
managing the oceans.

TO UNDERSTAND WHETHER great  
need our protection, we must know  
many there are but also where  
migrations aren't neat, like  
fly's. They're messy, with  
while another zigzags  
sea. Many, but not  
between warm  
seen different  
Today  
that c  
are




Saturday, October 24, 2020

# The New York Times


Today's Paper

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Books Style Food Travel Magazine T Magazine Real Estate Video




**Listen to 'The Daily'**

Sudden civility: The last presidential debate.



**Listen to 'The Argument'**

David Leonhardt is back, discussing the debate and what comes next.



**The Modern Love Podcast**

Bridging the political and cultural divide in love.

S&P 500	+0.34% ↑
Dow	-0.10% ↓
Nasdaq	+0.37% ↑



**20°C**  
25° 18°

São Paulo, Brazil

## Trump's Biggest Economic Legacy Isn't About the Numbers

- President Trump shifted the way both parties talk about trade, immigration and deficits.
- Despite dismal economic news, many voters reward him for it.

## While Her Father Slams 'Idiot' Scientists, Ivanka Trump Talks Ice Cream

The first daughter is trying to woo the white suburban female voters who have become the president's demographic kryptonite.



**They Listened to One Another. A Year Later, Here's How They're Voting.**

A year ago, 526 voters met in Texas to talk politics. We caught up with them before the election.

## Trump and Biden Travel to Swing States as Election Day Nears

## Lines Stretch for Blocks as New Yorkers Turn Out

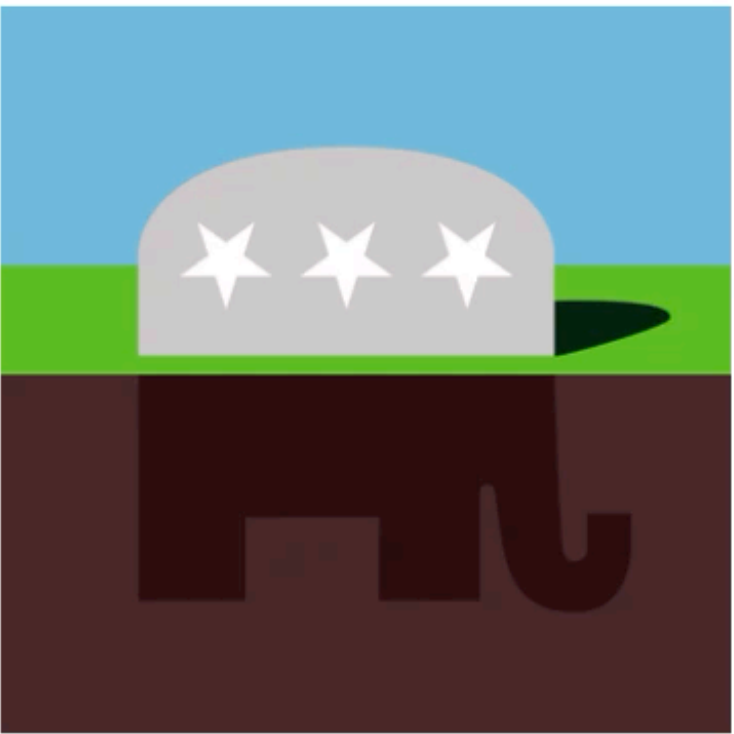
## Joe Biden Had Close Ties With Police Leaders. Will

## Opinion

The Editorial Board

### R.I.P., G.O.P.

The Party of Lincoln had a good run. Then came Mr. Trump.



Kara Swisher



### Amy Coney Barrett's Rise Is a Threat to Families Like Mine

Many of us thought gays and lesbians had won the marriage battle. Maybe not.

Maureen Dowd



### King Kong Trump, Losing His Grip

Steven Levitsky and Daniel Ziblatt

### End Minority Rule

Nicole Krauss

**We're Living in a World of Walls. Here Is a Window to Escape.**

The Editorial Board  
New Visas Limits Would



# Impresso & Digital / Diferenças

Impresso / Físico

**Tipografia é  
fiel ao  
projeto**

Digital / Virtual

**Tipografia pode ser  
renderizada de forma  
≠ dependendo do  
navegador ou sistema  
operacional**

# Impresso & Digital / Diferenças

Impresso / Físico

Distribuição  
regional.  
Menos  
escalável

Digital / Virtual

Distribuição  
global. Mais  
escalável

# **Impresso & Digital / Diferenças**

**Impresso / Físico**

**Mais sensorial:  
textura, cheiro...**

**Digital / Virtual**

**Menos sensorial:  
toque na tela,  
som...**

# Impresso & Digital / Diferenças

Impresso / Físico



Digital / Virtual





# **Impresso & Digital / Diferenças**

**Impresso / Físico**

**Material varia muito.  
Tipos de papel  
(produtor gráfico)**

**Digital / Virtual**

**Material é a tela, que  
pode variar de  
resolução**

# **Impresso & Digital / Diferenças**

**Impresso / Físico**

**Teste: precisa  
imprimir, é mais  
honeroso, leva  
mais tempo**

**Digital / Virtual**

**Teste: fácil  
visualização na  
tela do device**

# Impresso & Digital / Diferenças

Impresso / Físico

**Medidas:**  
**m, cm, mm**

Digital / Virtual

**Medidas:**  
**px, %, em**

# **Impresso & Digital / Diferenças**

**Impresso / Físico**

**Imagens alta  
resolução  
(300dpi)**

**Digital / Virtual**

**Imagens  
compactadas  
e leves (72dpi)**

# Impresso & Digital / Diferenças

Impresso / Físico

Hand-off:  
Gráfico

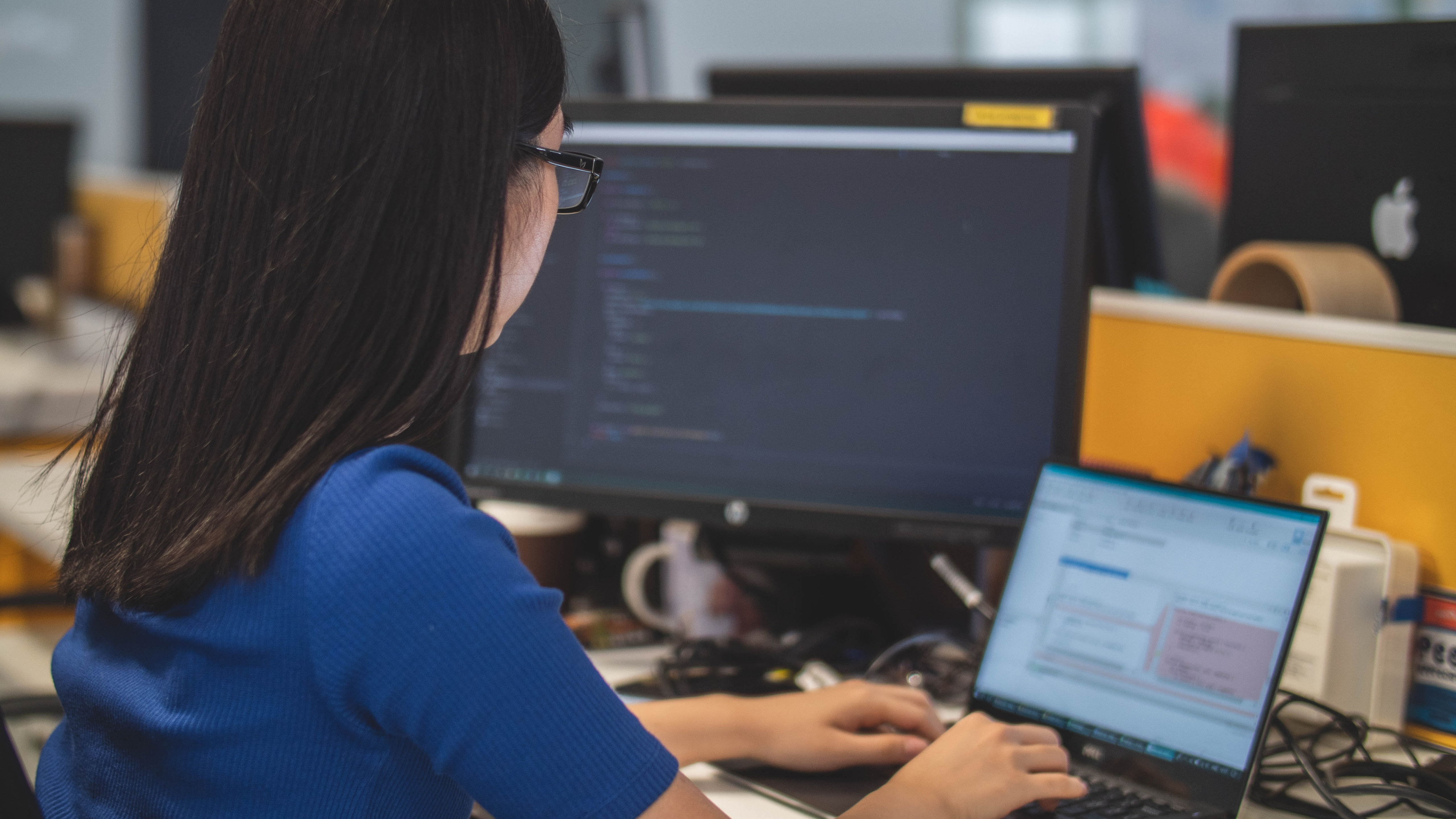
Digital / Virtual

Hand-off:  
Desenvolvedor  
(FED)











# **Impresso & Digital / Diferenças**

**Impresso / Físico**

**Erros:  
prejuízo se  
imprimir errado**

**Digital / Virtual**

**Erros:  
mais fácil de ser  
corrigido**



# **Impresso & Digital / Diferenças**

**Impresso / Físico**

**Imprimiu,  
distribuiu,  
acabou**

**Digital / Virtual**

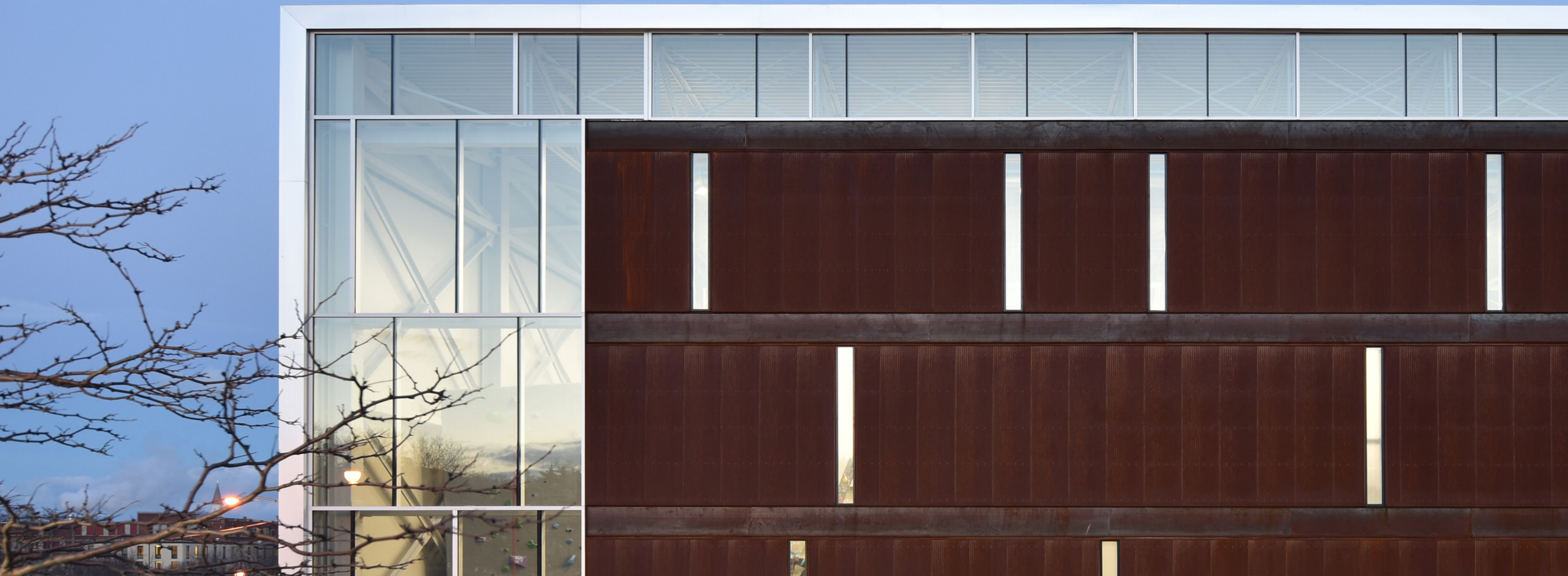
**Subiu para  
produção, análise de  
métricas, novo ciclo  
de iteração, nova  
versão, repete**

**ESTÉTICA, ARTES  
GRÁFICAS E  
MOODBOARDS**



# “Forma segue a função.”

Louis Sullivan





# Estética





**ENTENDENDO  
AS PESSOAS**



# CONCEITO



# CONCEPÇÃO DE UMA ÍDEIA



DESIGNÉ  
CONCEITO

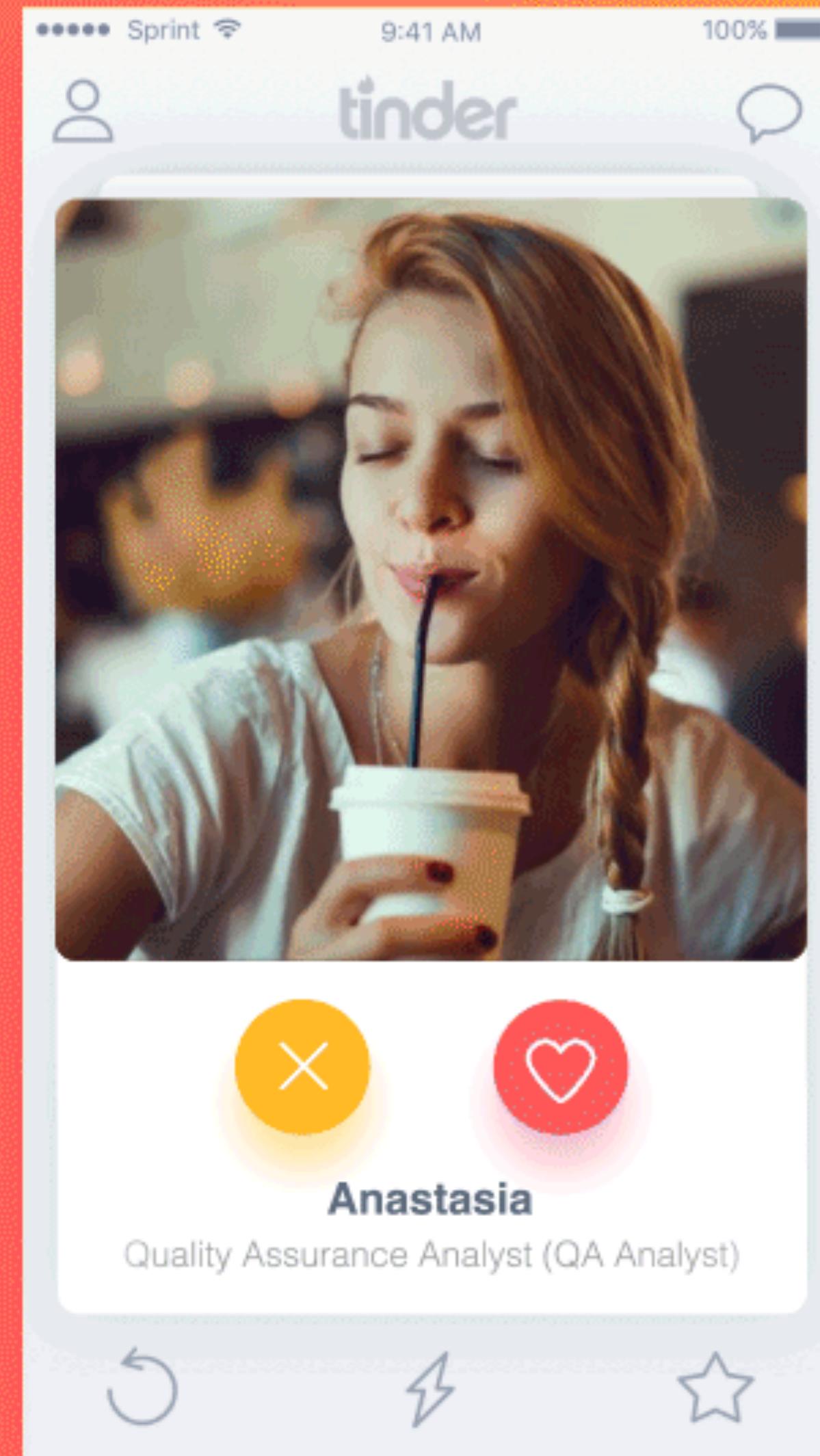


# Conceito

**"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](#)

**20% Off**  
em todas as maquininhas  
**black Friday**  
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

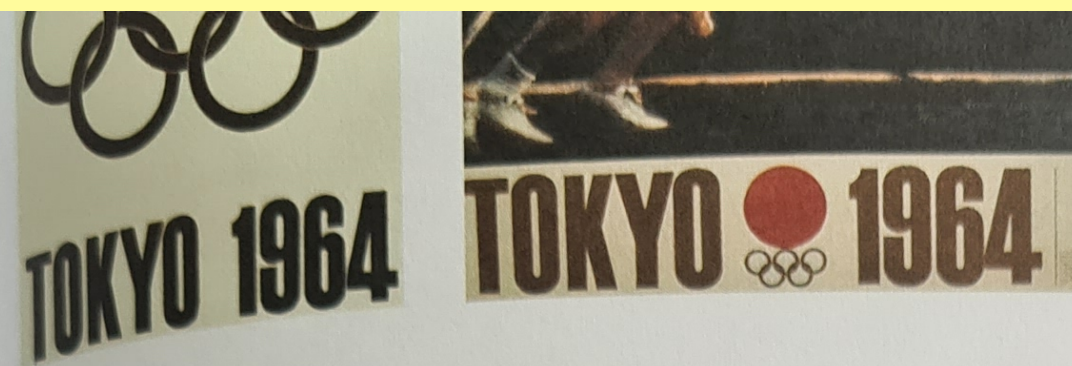
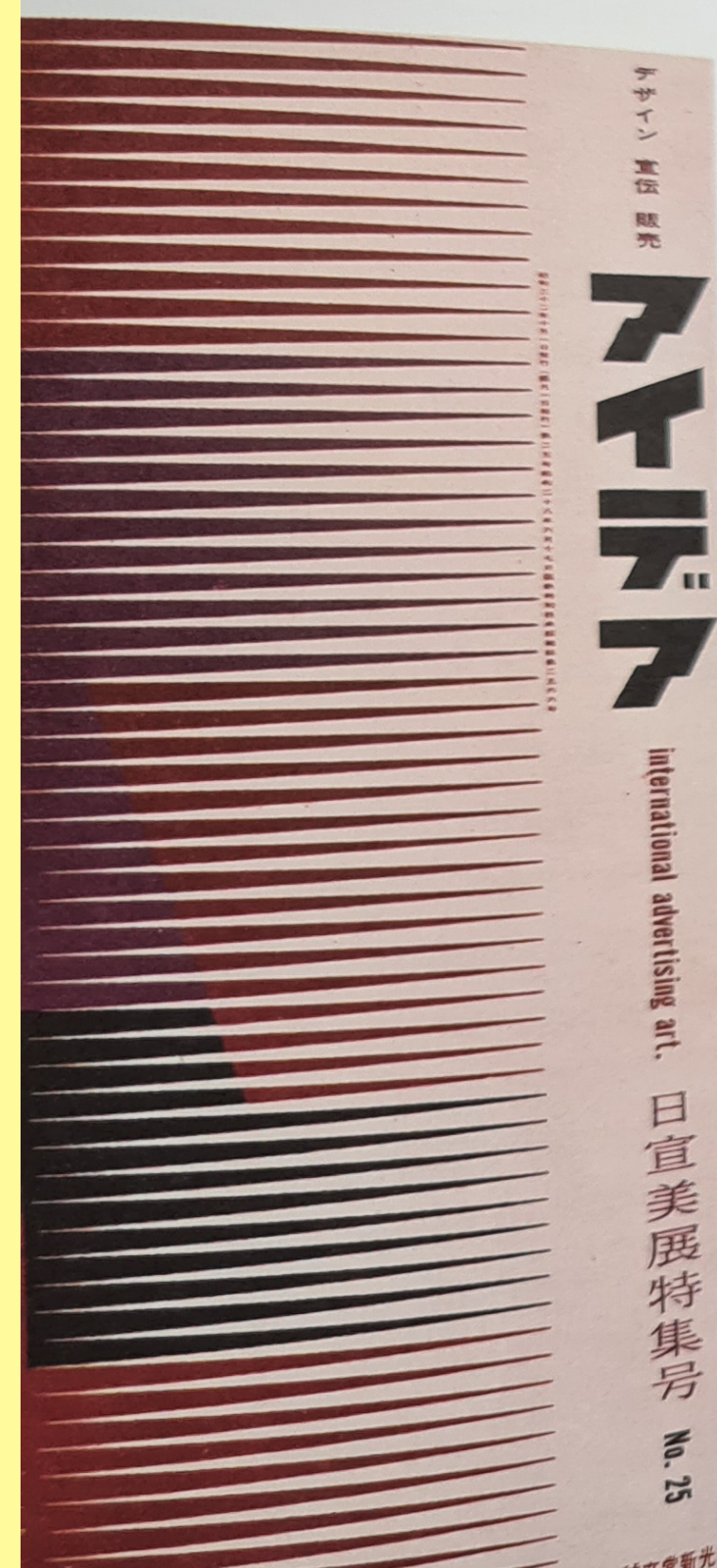


**BUSCA POR  
NOVAS FORMAS  
DE EXPRESSÃO**



...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

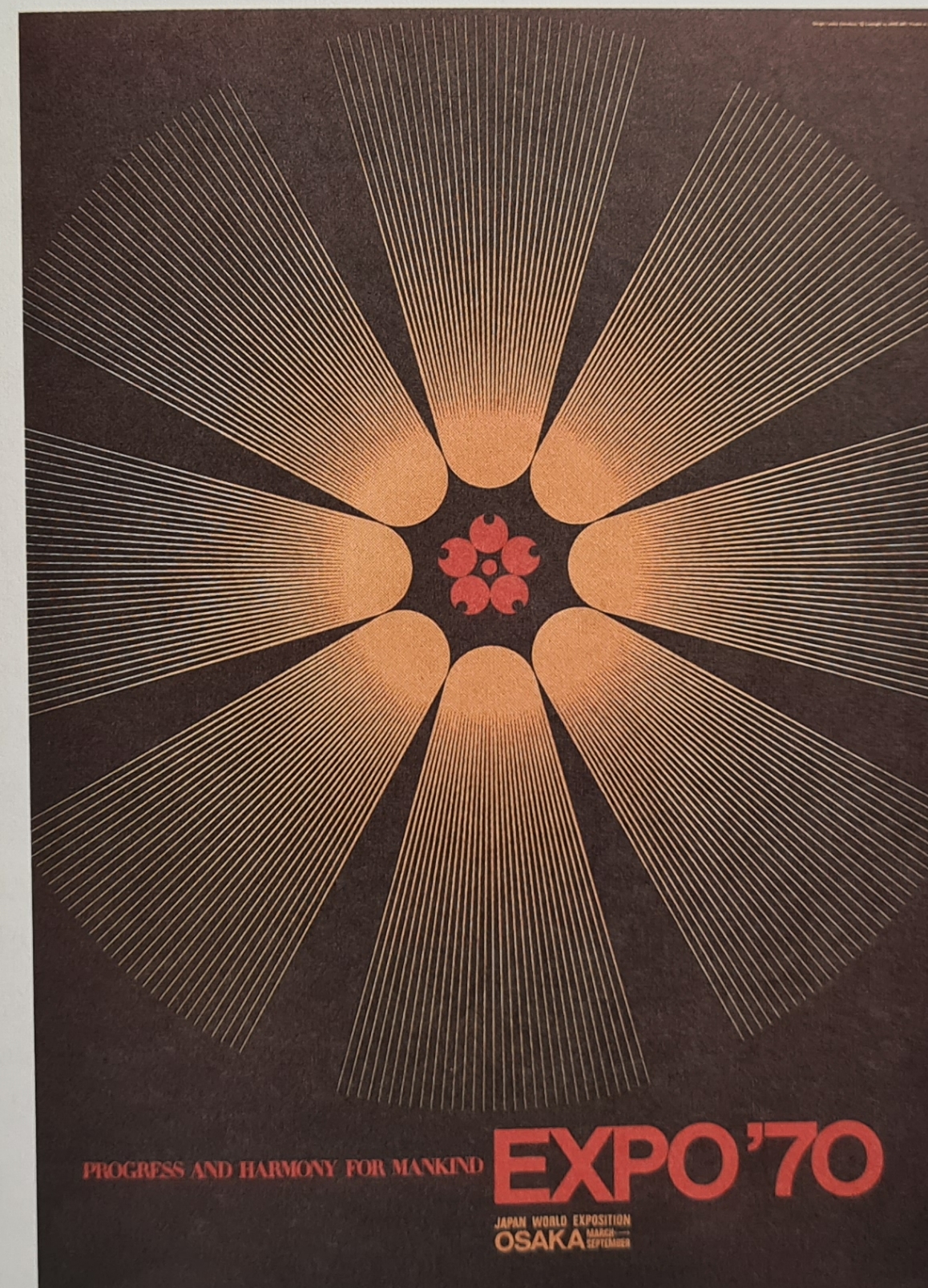
1. 1929), especialista em es-  
ade de Belas-Artes e Música  
ara o design gráfico após sua  
a obra pode ser considerada  
nente sobre a forma linear  
inha como meio gráfico para



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

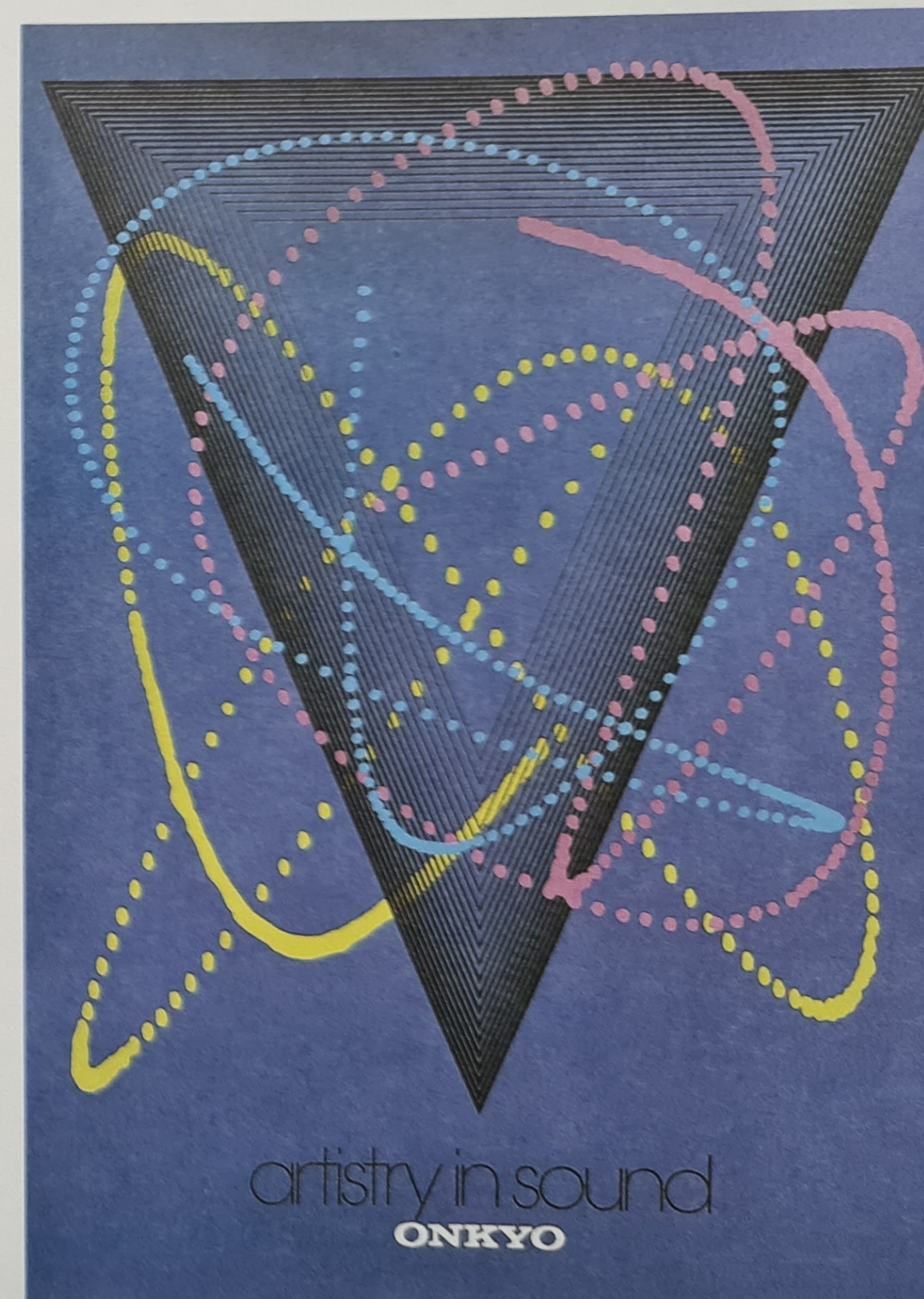
22.11 Yusaku Kamekura, cartaz  
da Exposição Mundial de  
Osaka, 1970. A imaginação dos  
designers japoneses é posta à  
prova na constante reinvenção  
do sol como símbolo da terra do  
sol nascente.

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. 2. 1972  
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 aspectos  
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 meios de comunicação  
trias controladas pelo Estado  
ram a cineastas, o teatro e o cinema  
Sindicato Polonês de Artistas Plásticos  
e fixava honorários para os artistas  
após a conclusão de uma obra.  
mia de Arte Plástica e o seu  
admissão à Academia de Artes Plásticas  
de forma a garantir a sua  
responderam a estas exigências.  
O primeiro período da arte polaca  
a guerra e a guerra civil.



**HISTÓRIA**

**DA ARTE**



**DESIGNÉ**

**ARTE?**







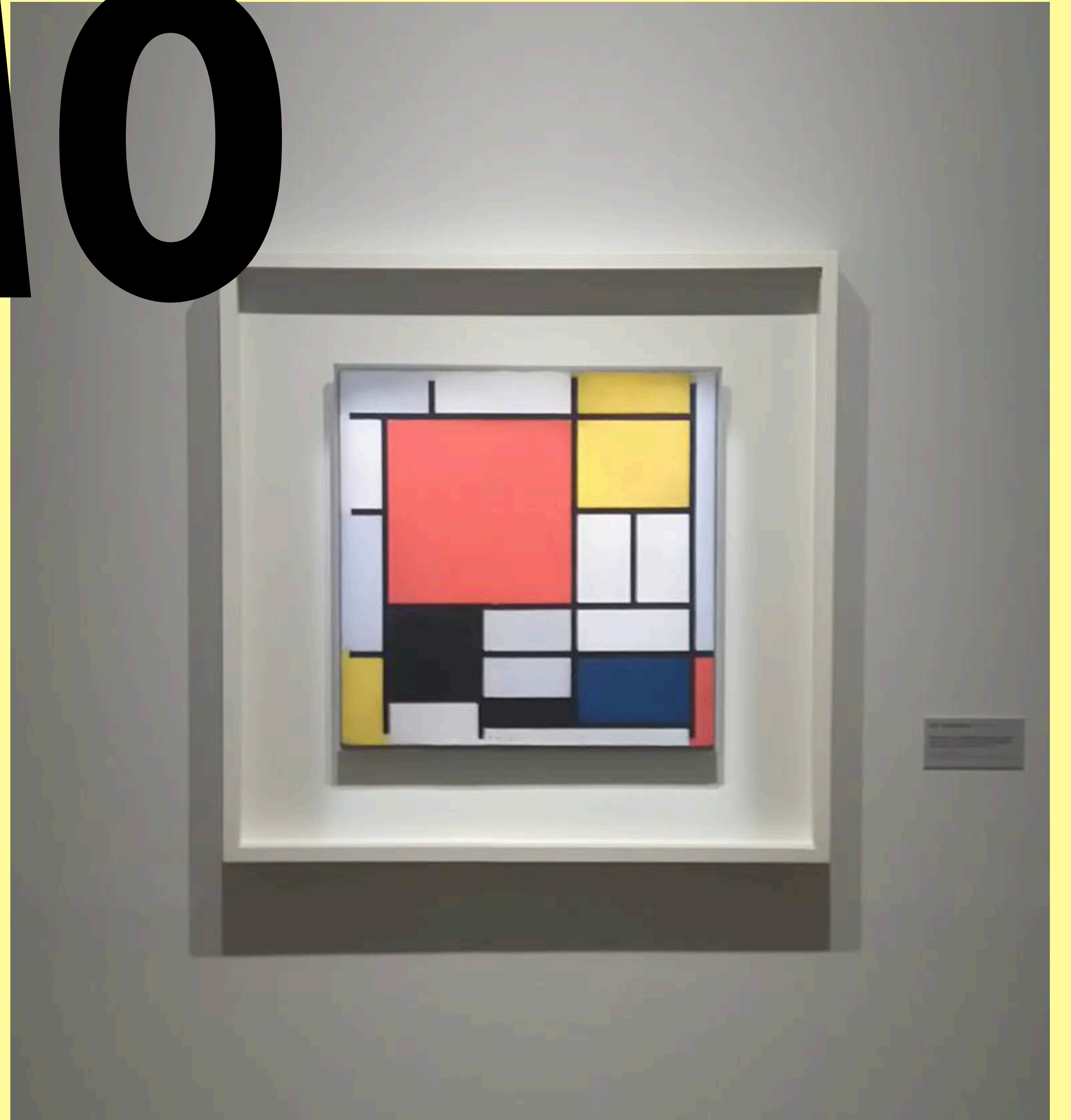
**MODERNISMO**

**1860 — 1970**



# CUBISMO

**Mondrian**





# SURREALISMO

Joan Miró





# EXPRESSIONISMO



Pollock



# FAUVISM

Henri Matisse





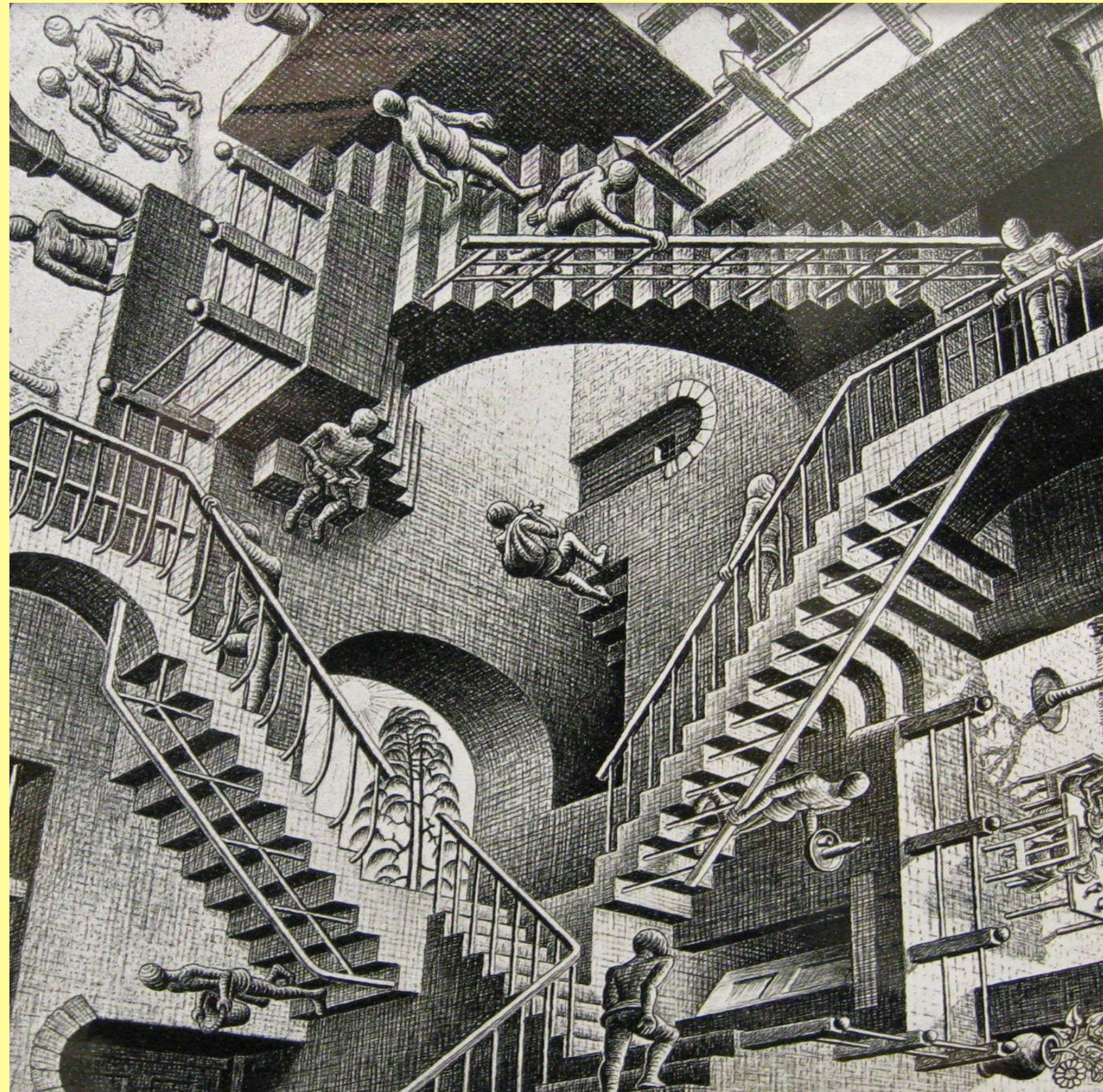
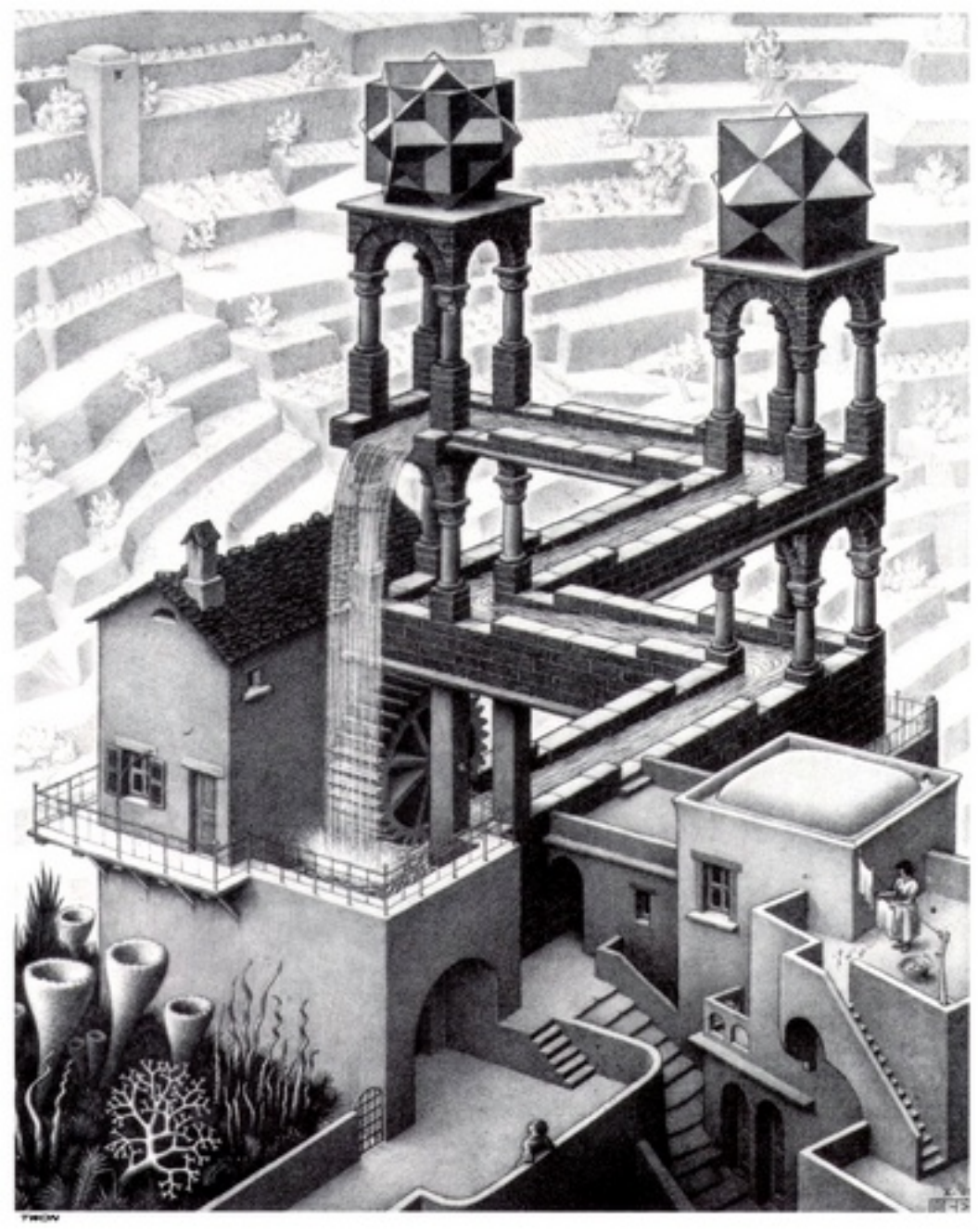
# ART POP



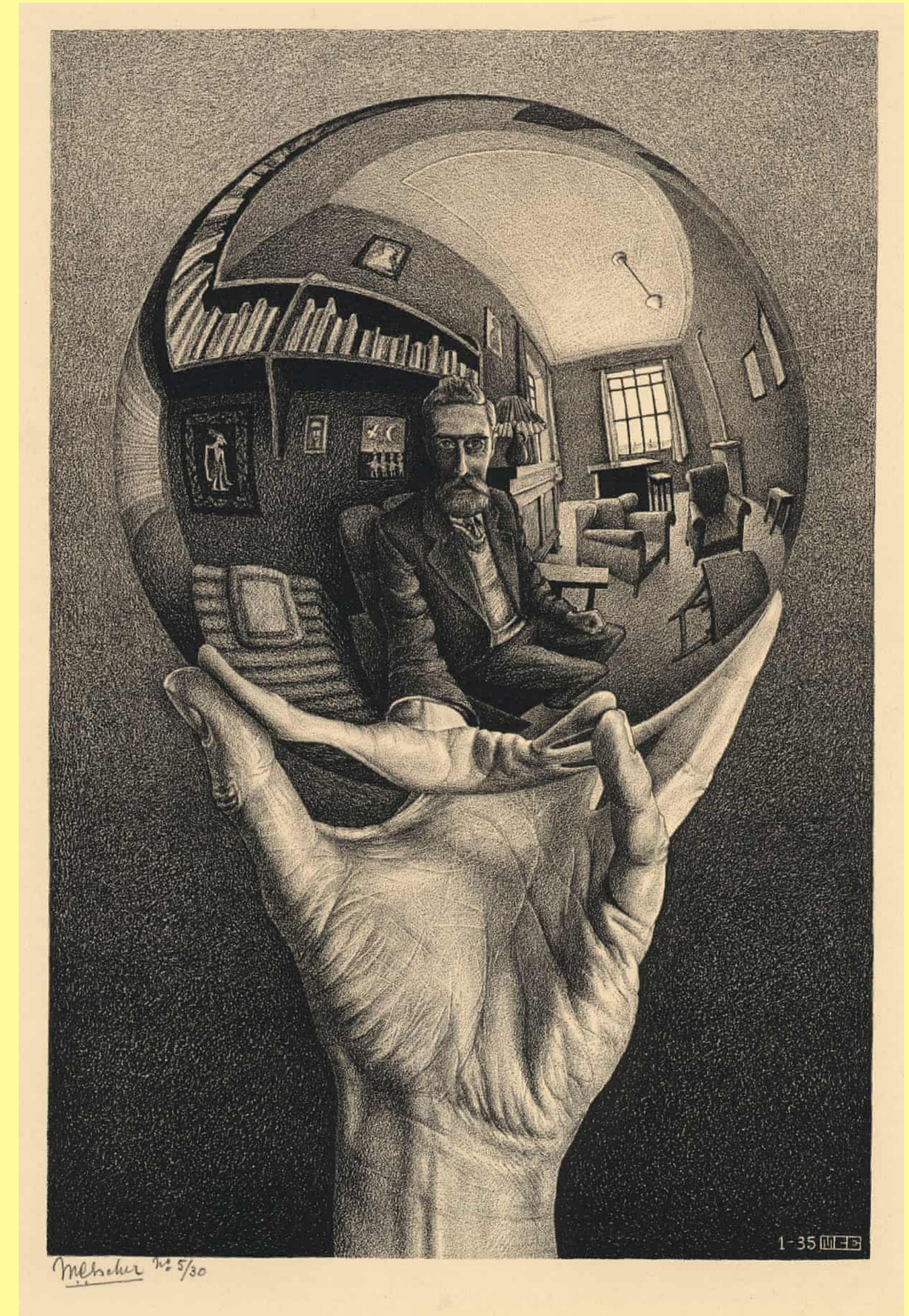
Andy Warhol




# 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

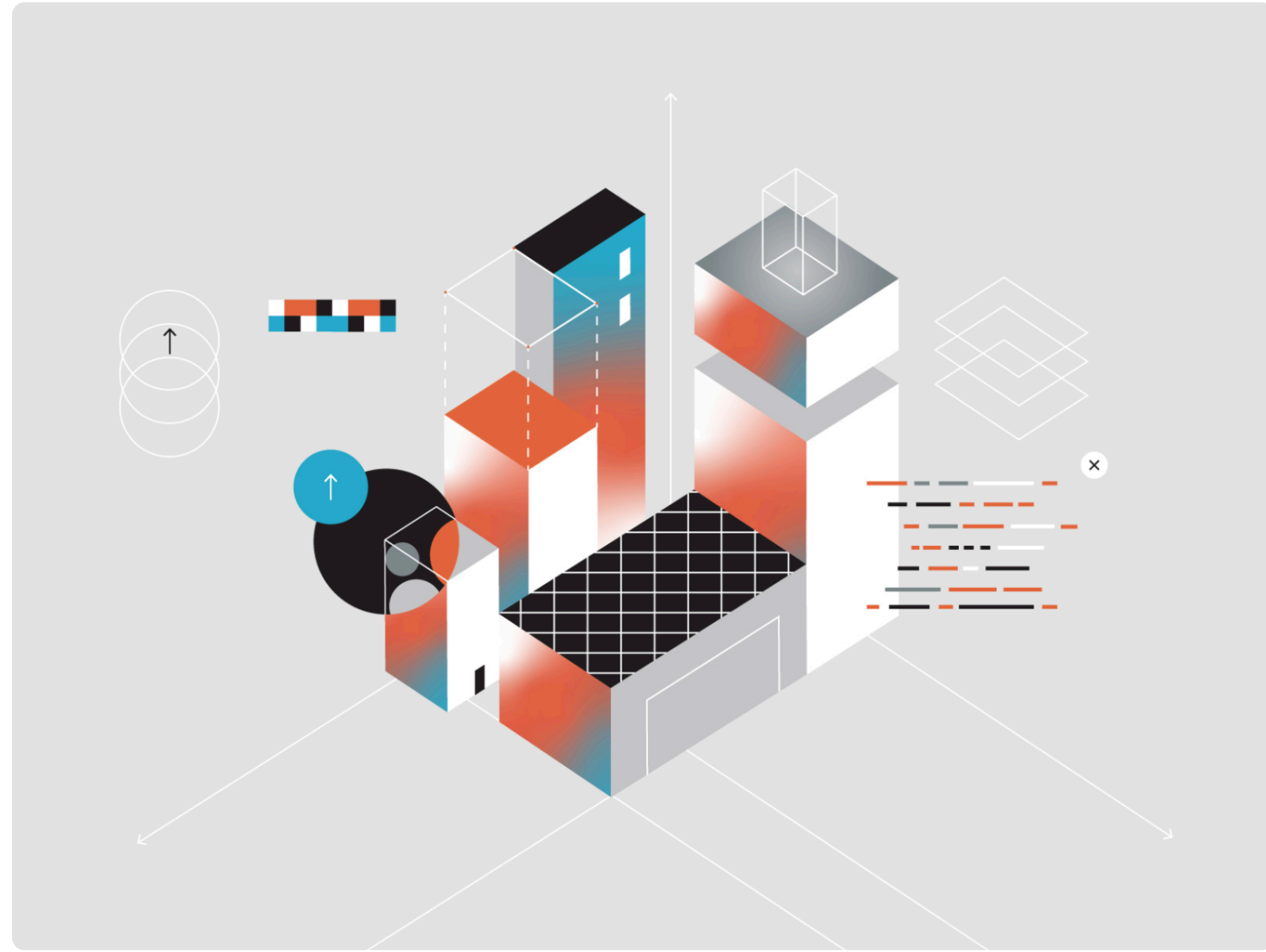





**Gradient building**  
ILLO • Following • [Hire Us](#)

Save

238

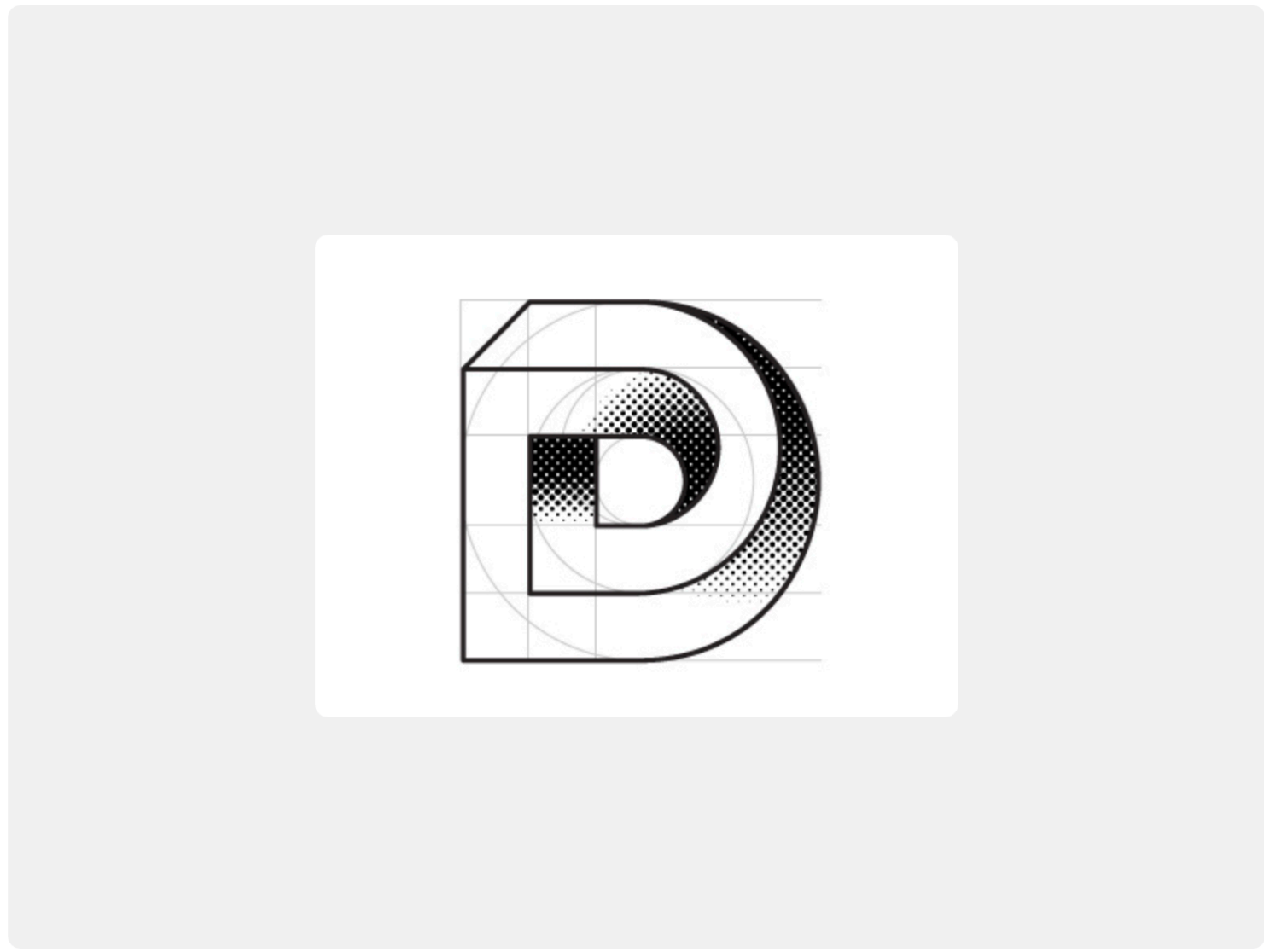




**Personal Branding**  
Daniel • Follow Following

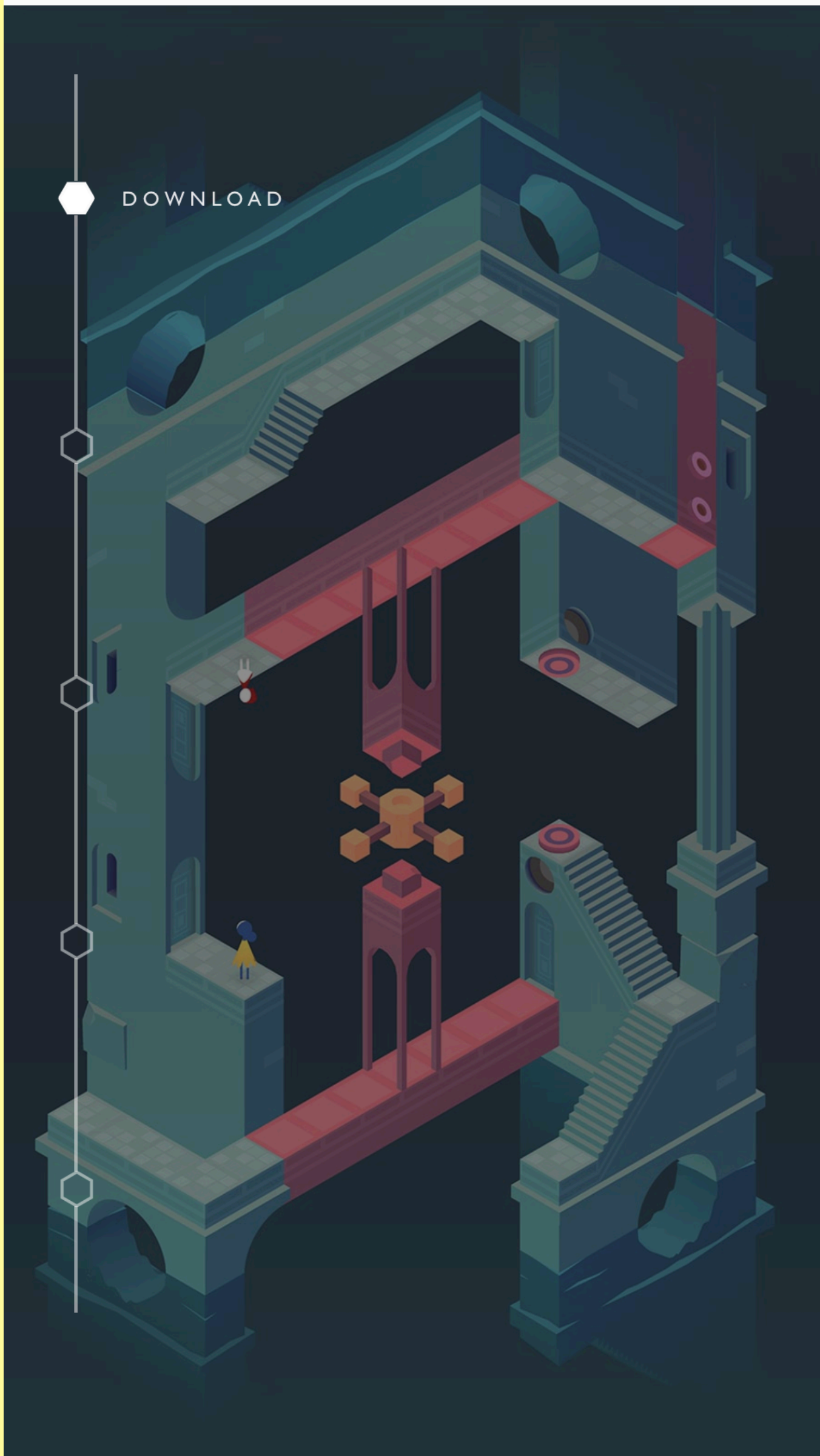
Save

Like

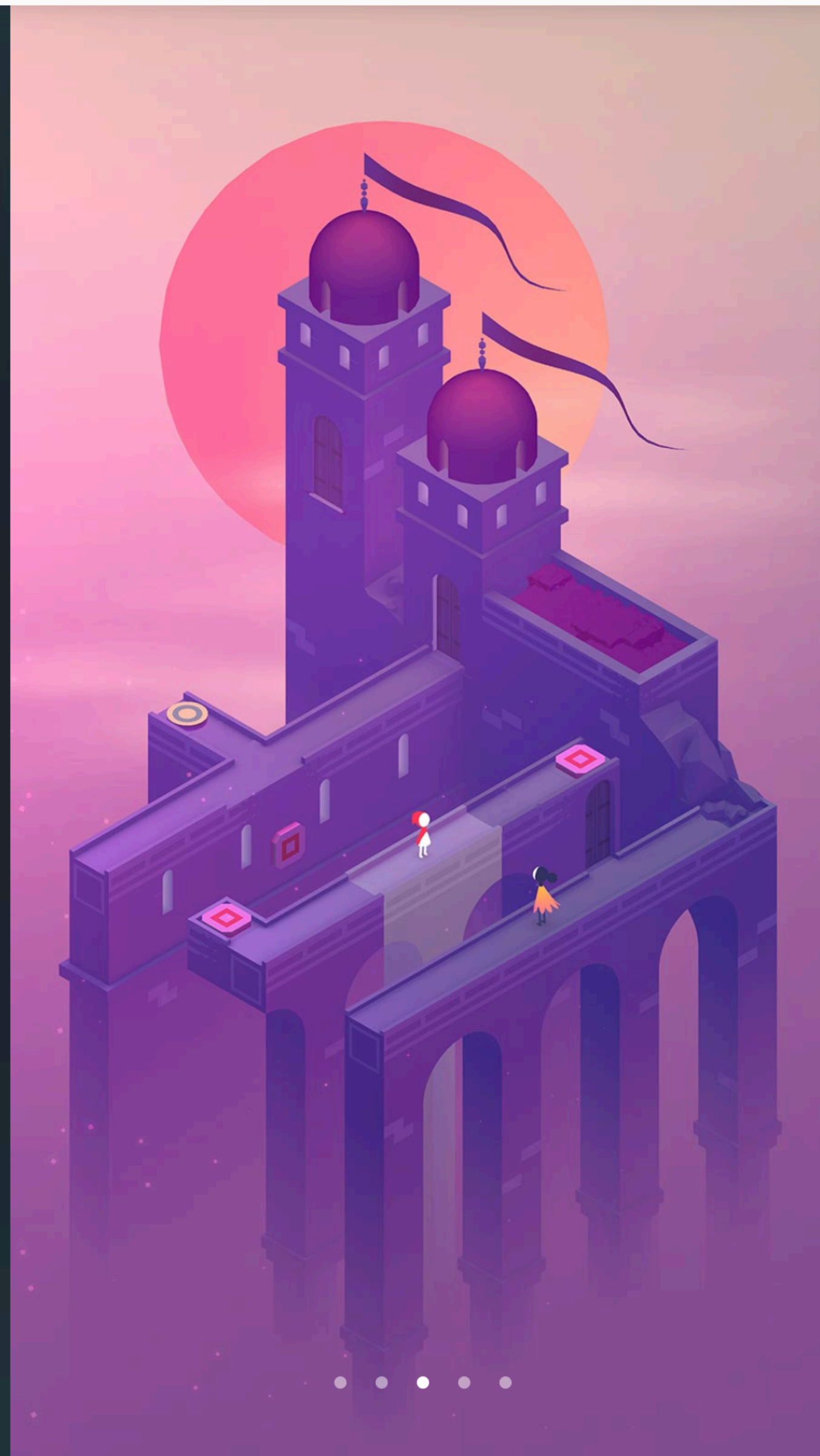




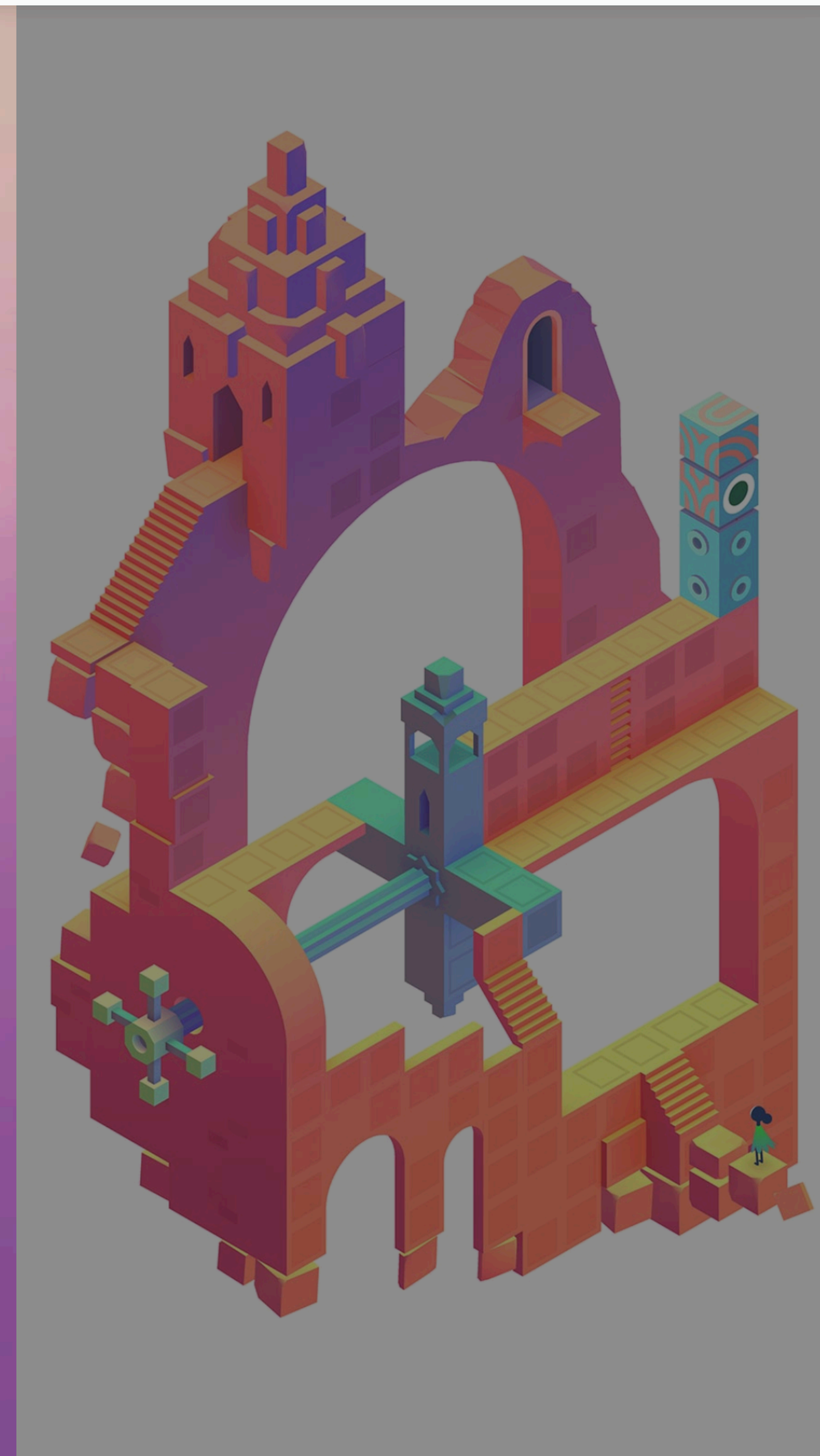
## MONUMENT VALLEY II



## PRINTS & MERCH



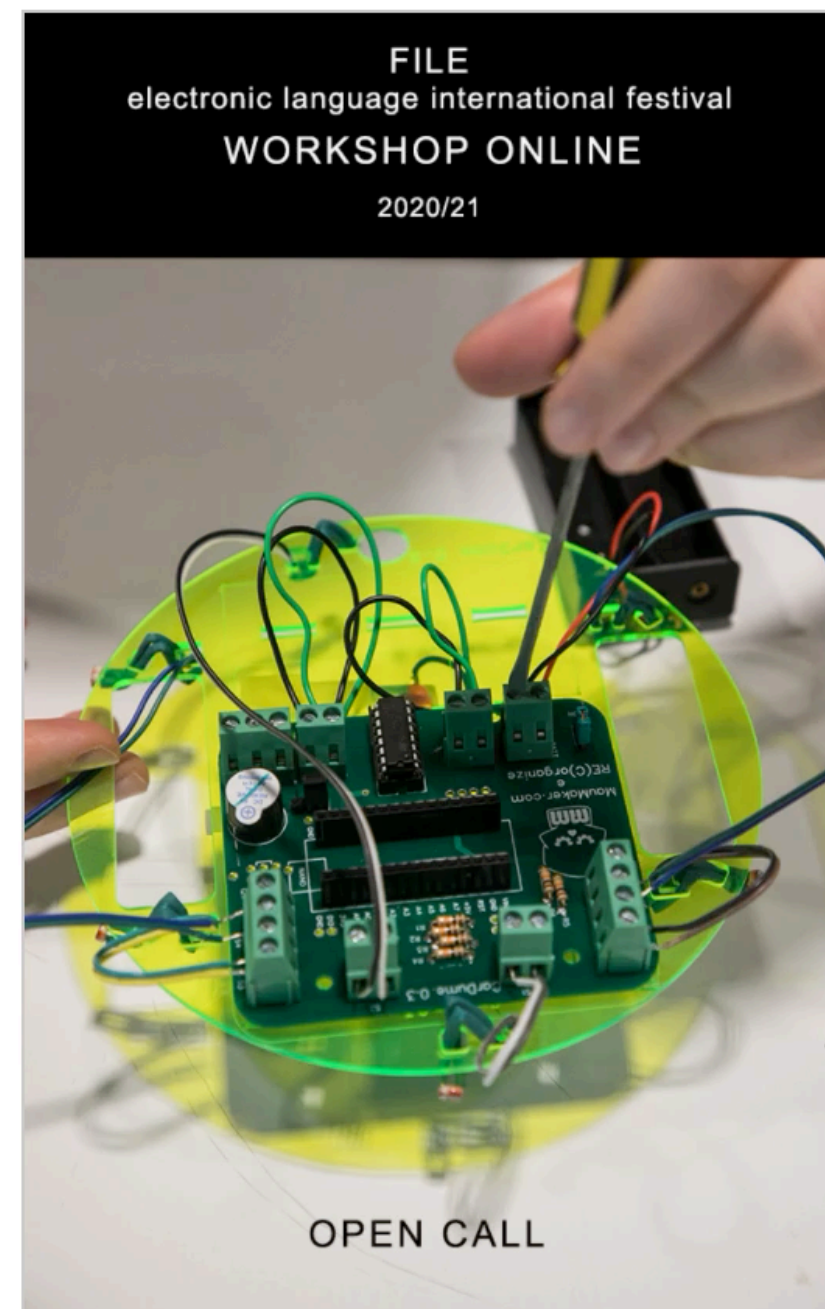
## MONUMENT VALLEY I





# REPERTÓRIO





FILE WORKSHOP ONLINE –  
Open Call



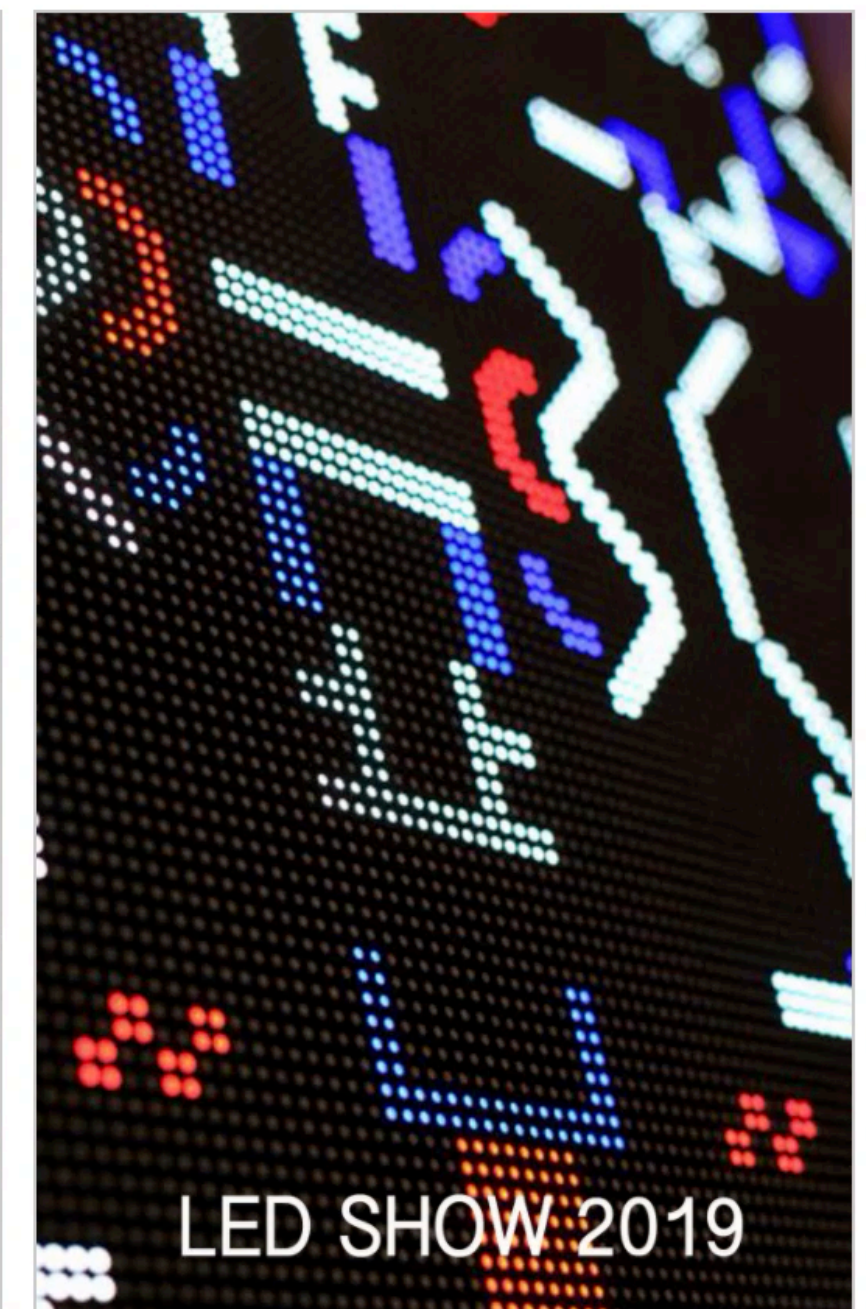
FILE SAO PAULO 2019 – 20  
years of FILE 20 years of art and  
technology



FILE GAMES & ANIMA+ 2019 –  
Sao Paulo



FILE GIFS 2019 – São Paulo



FILE LED SHOW 2019





**MOOD**

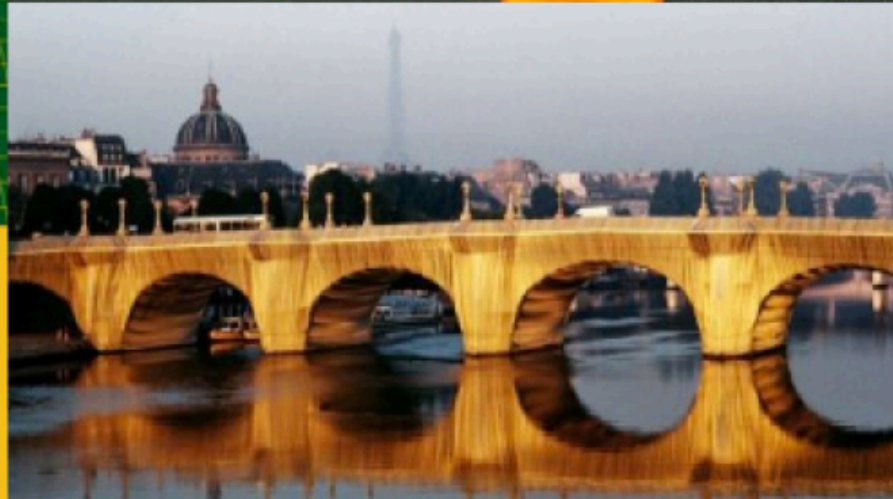
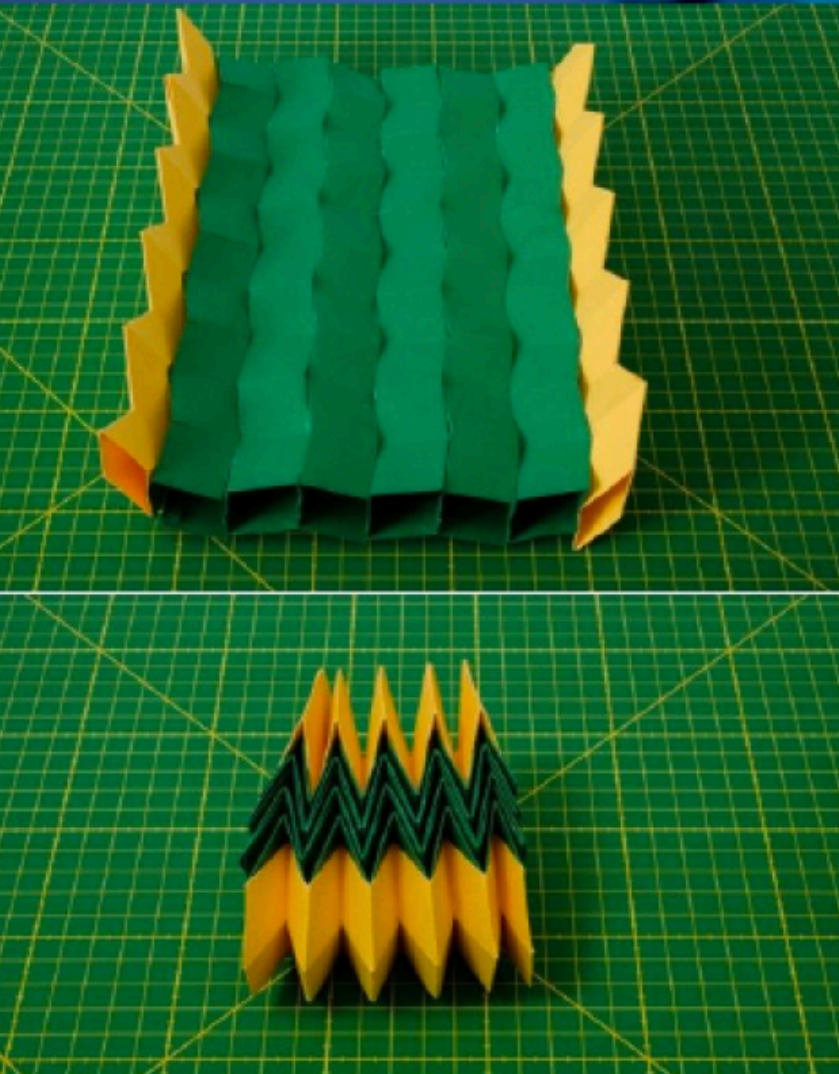
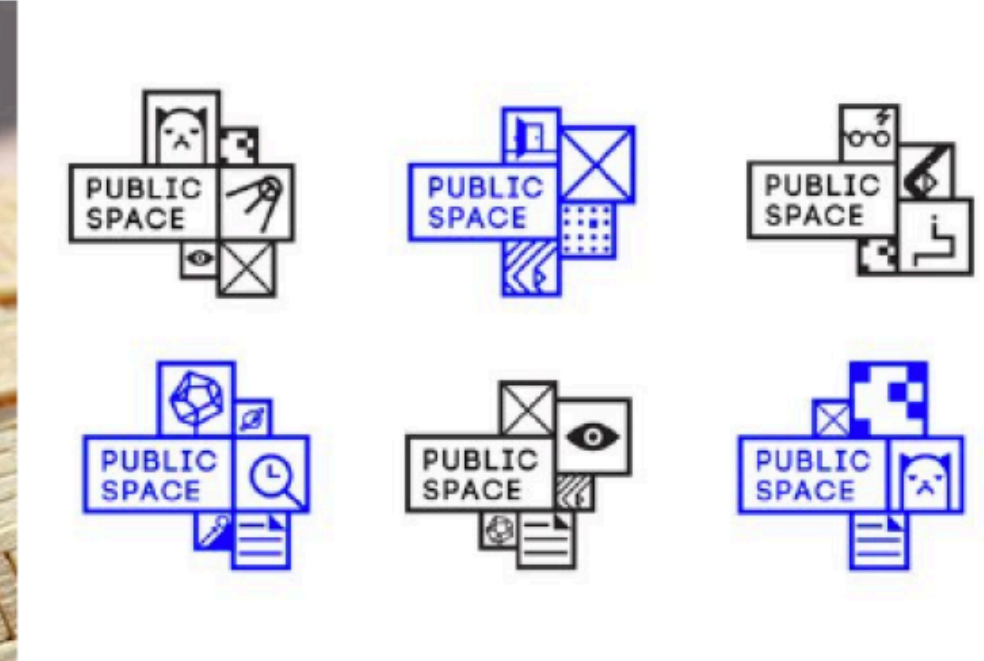
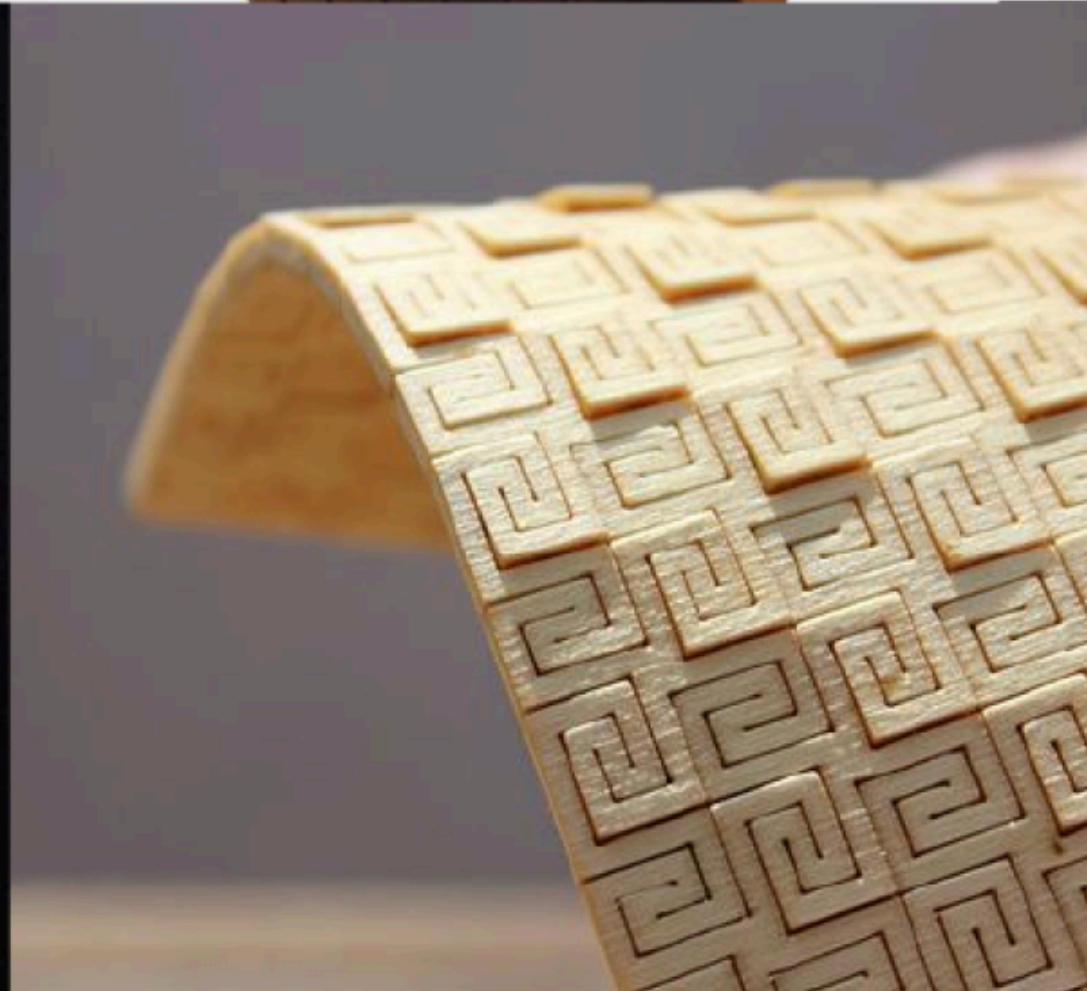
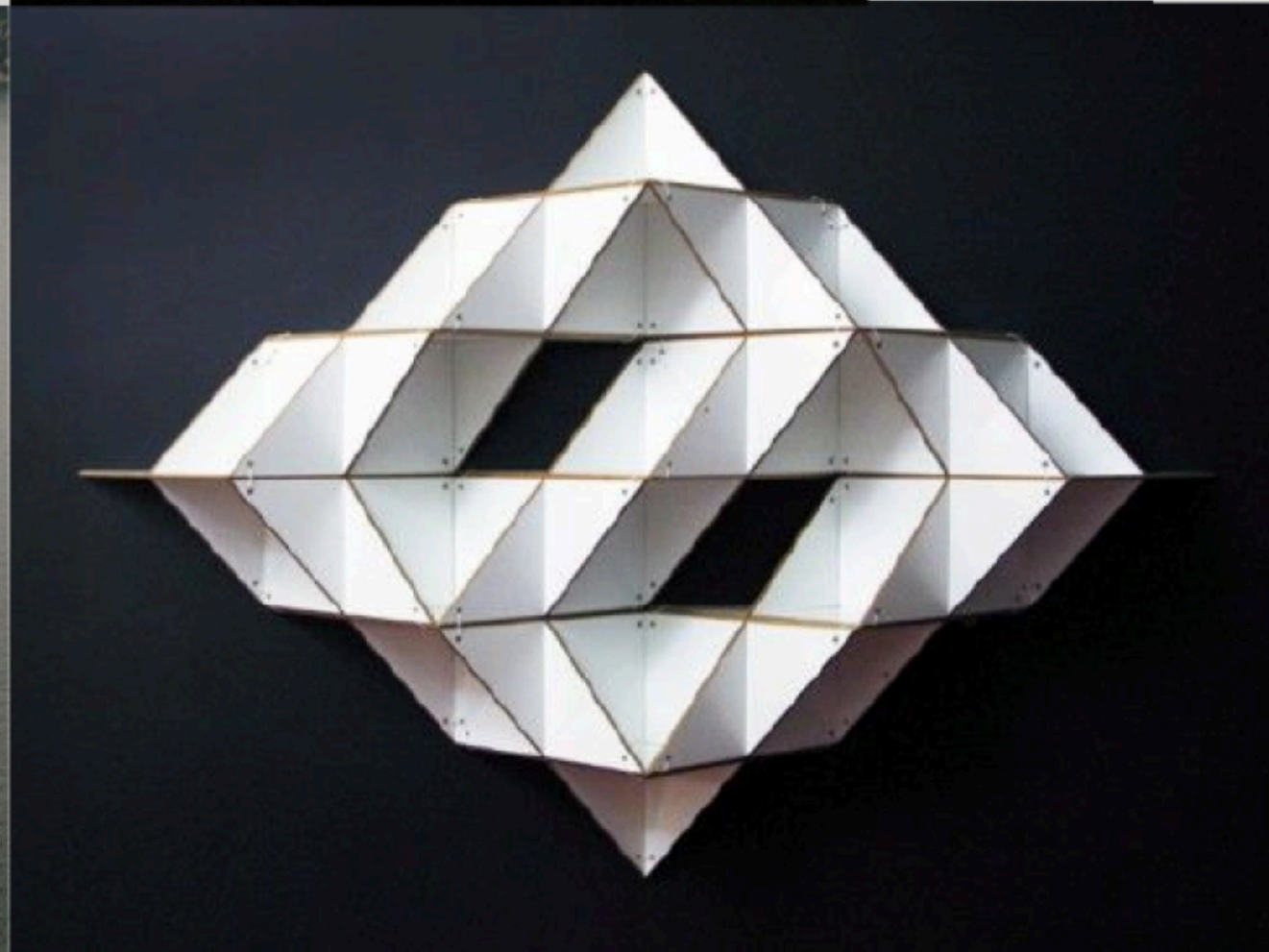
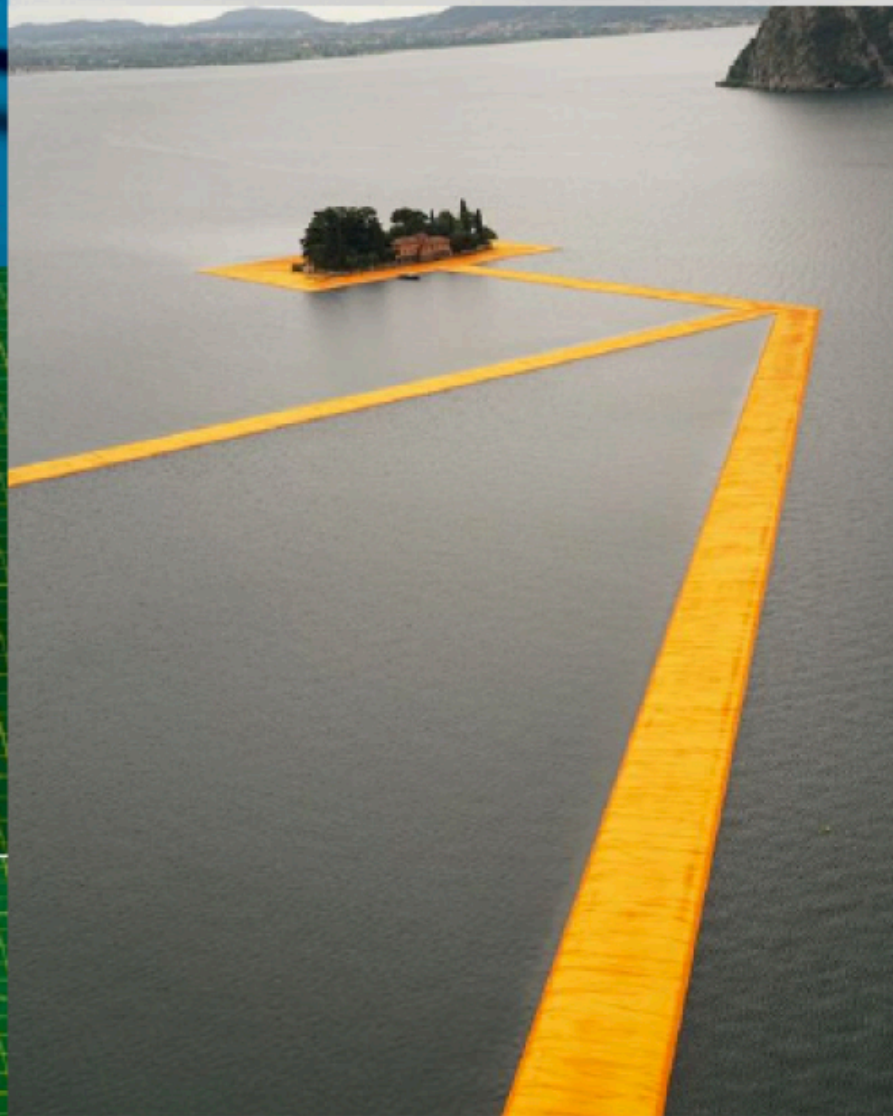
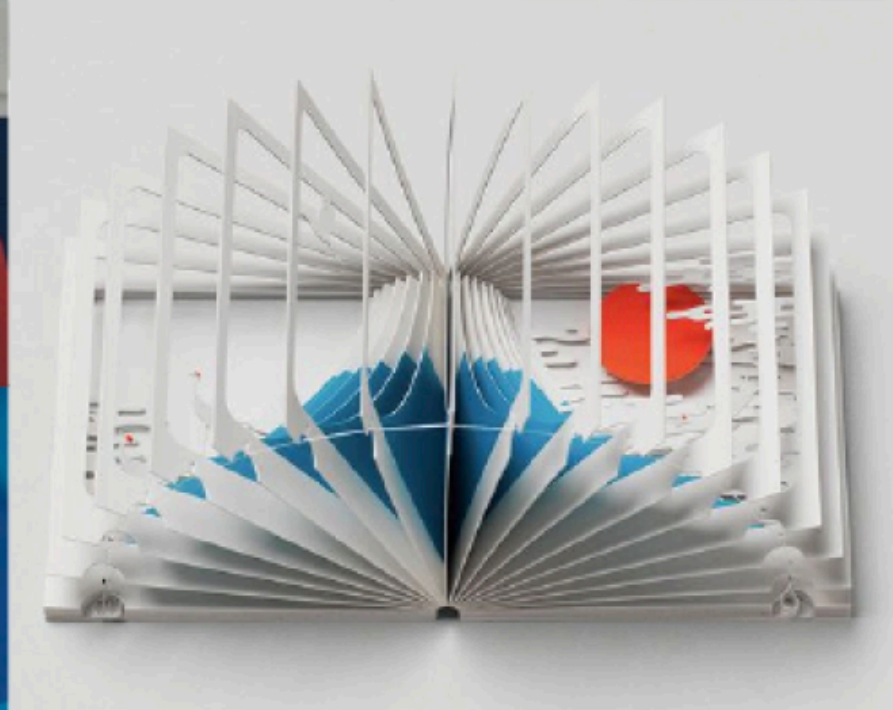
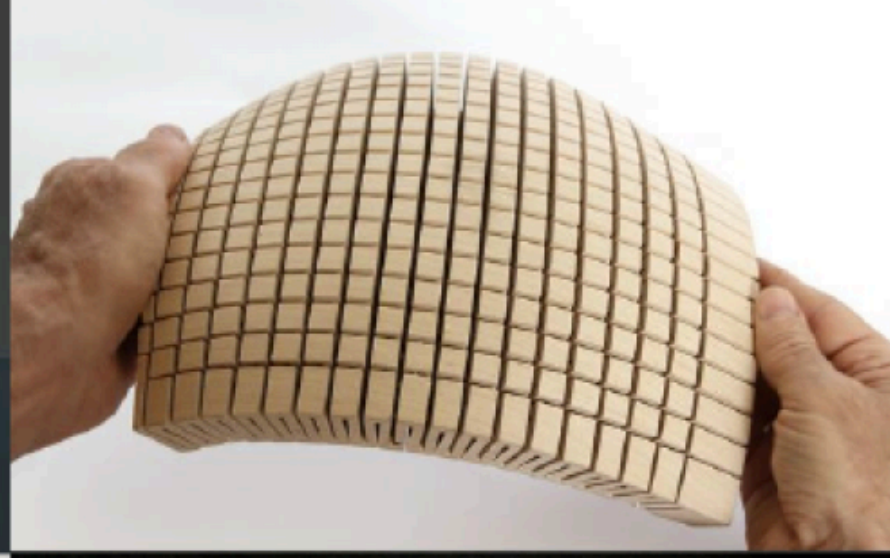
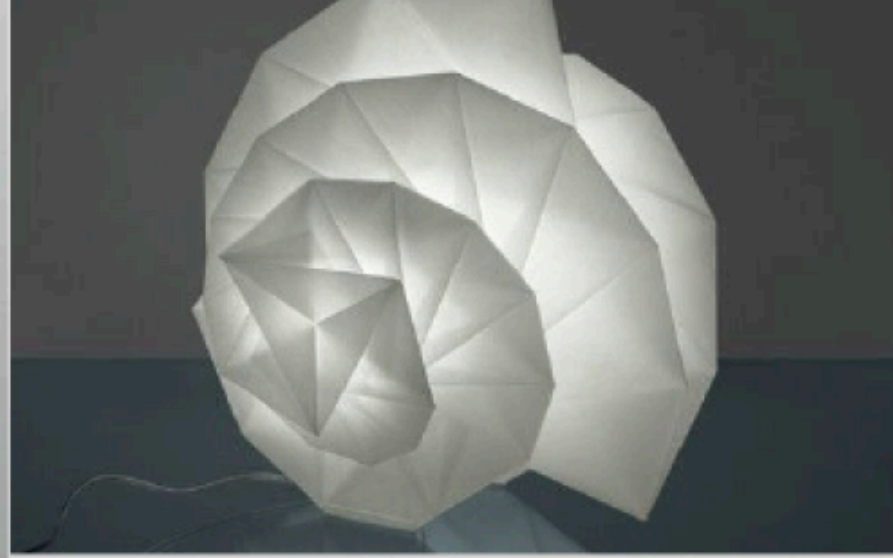
**BOARDS**



# **Moodboards**

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

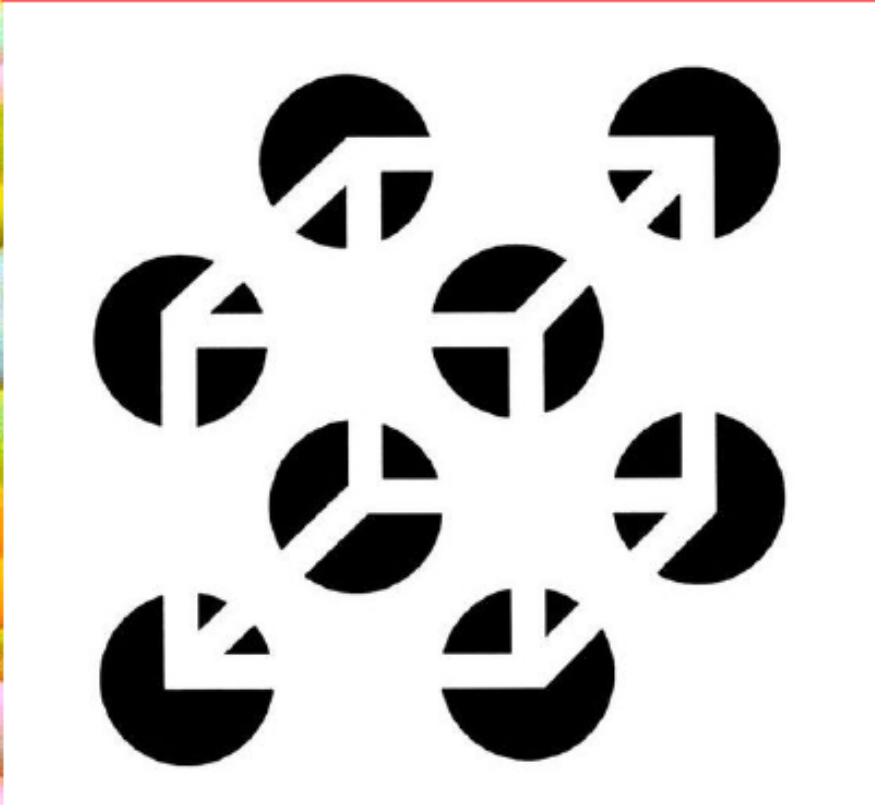
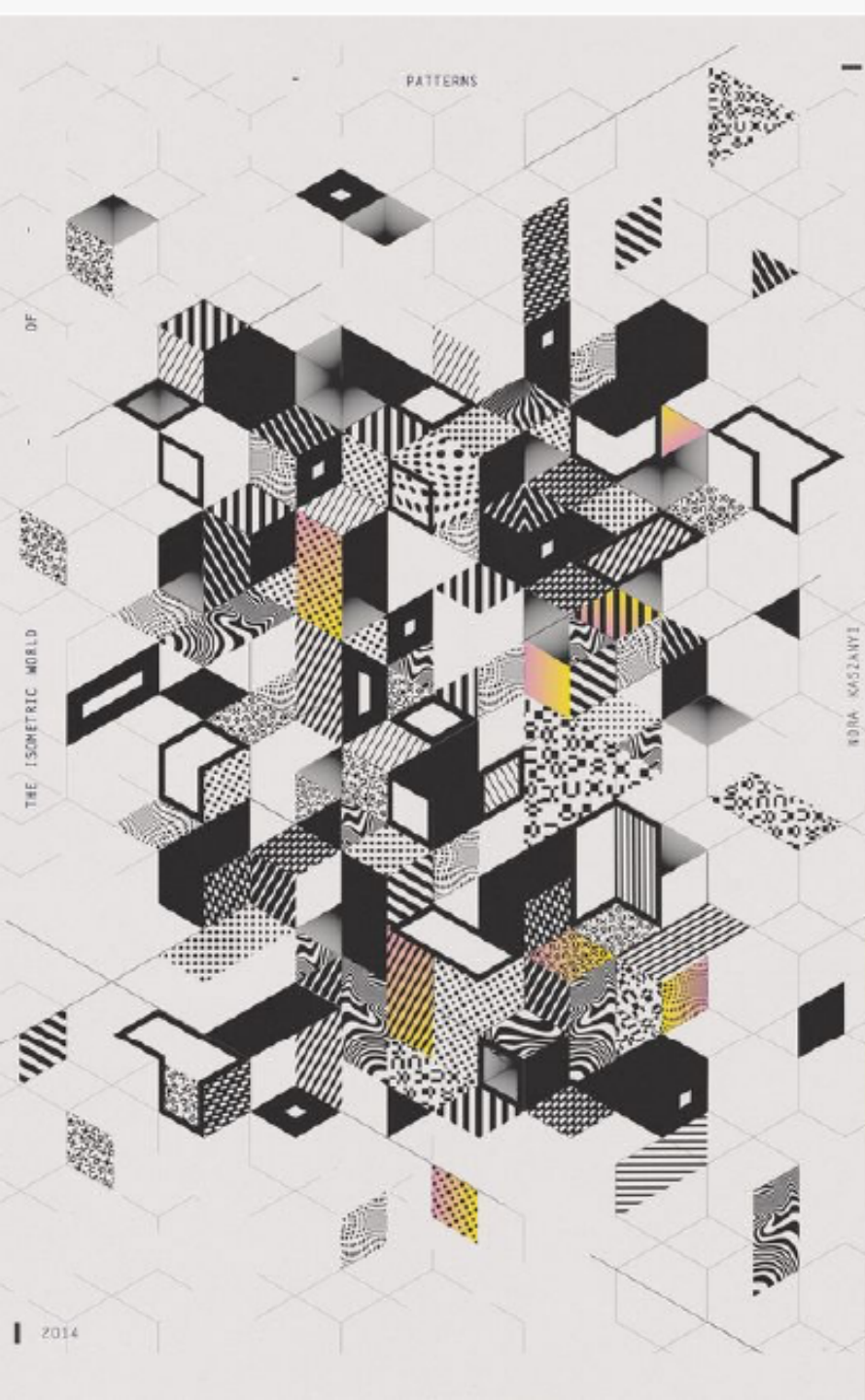
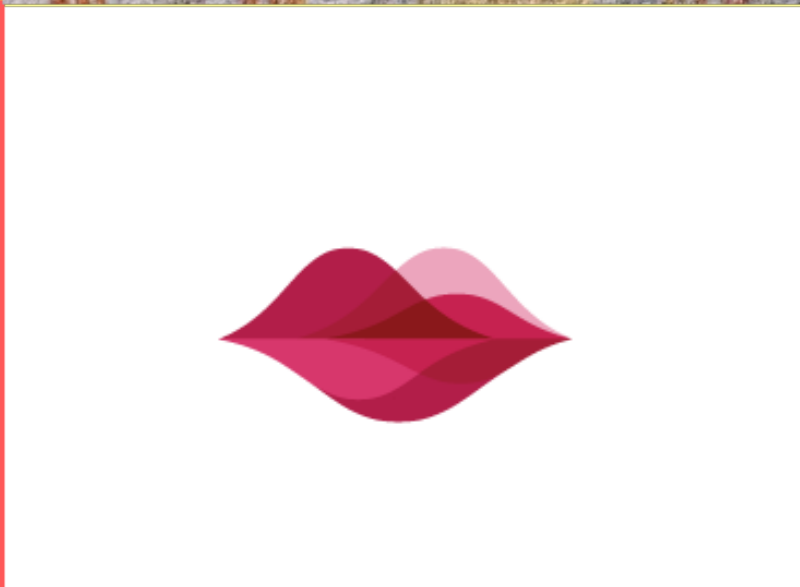
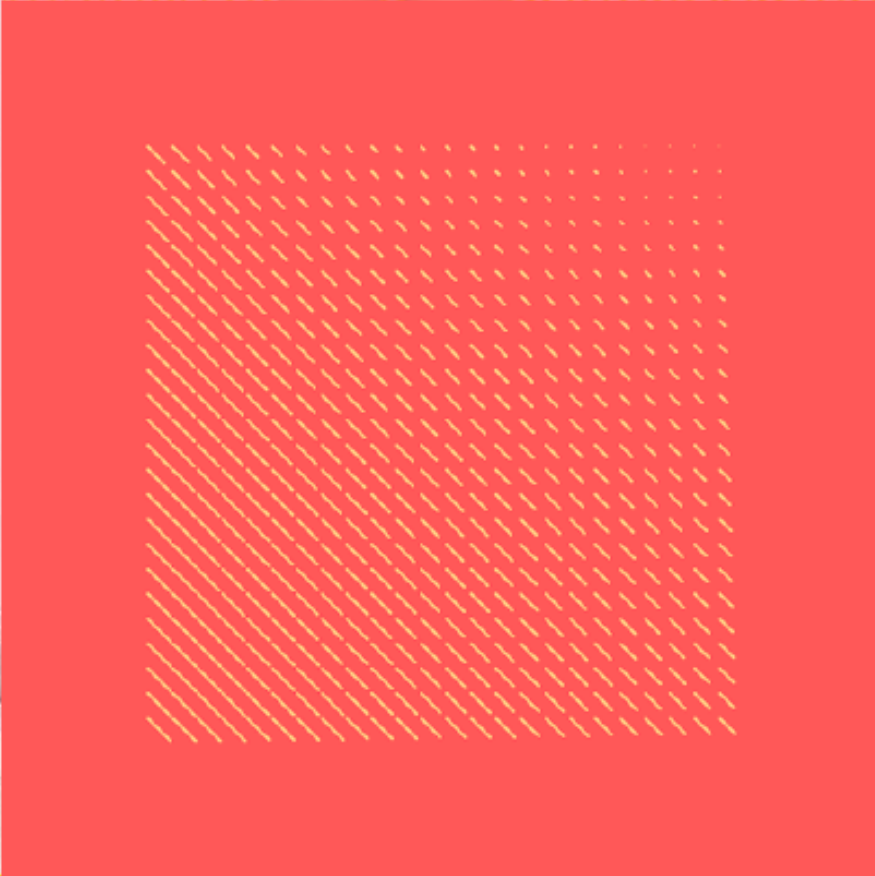
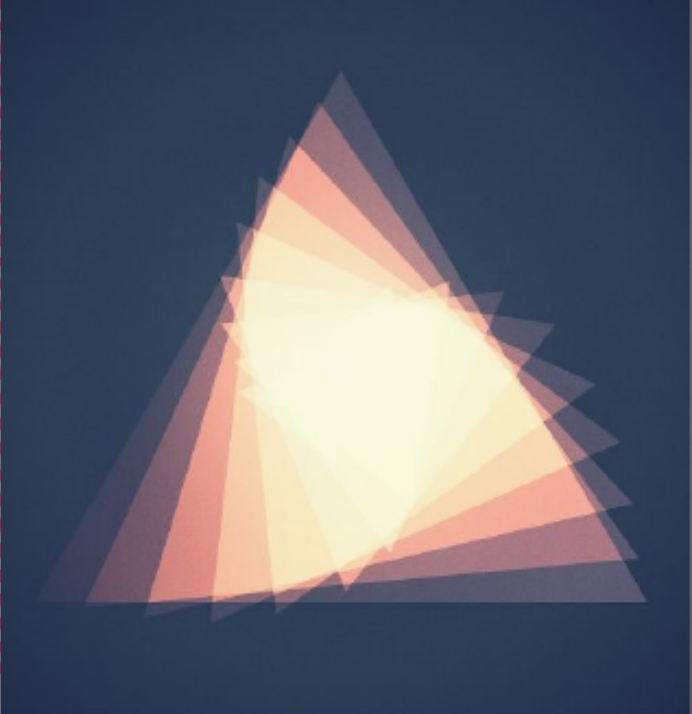
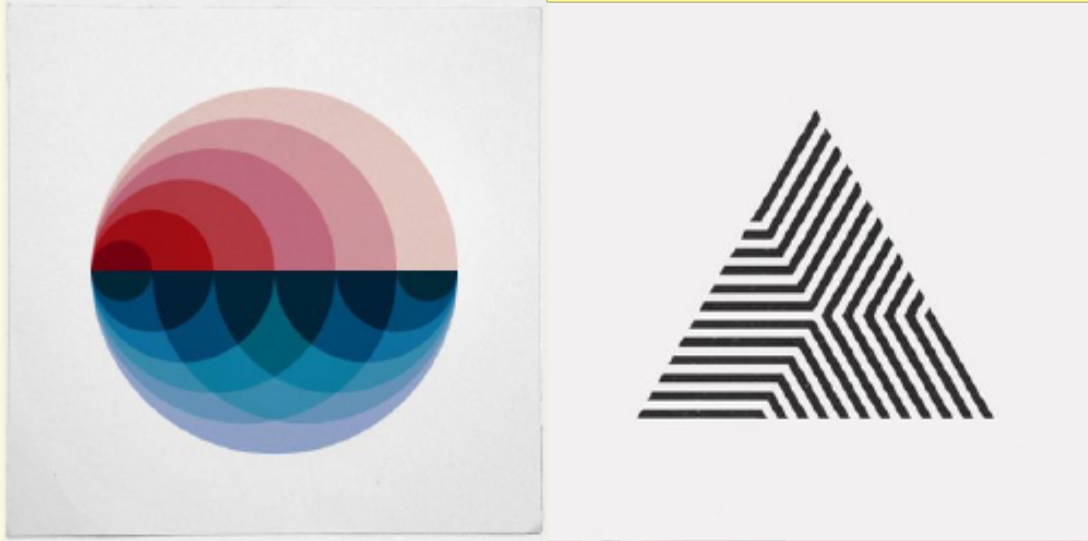






**INSPIRACIONAL**





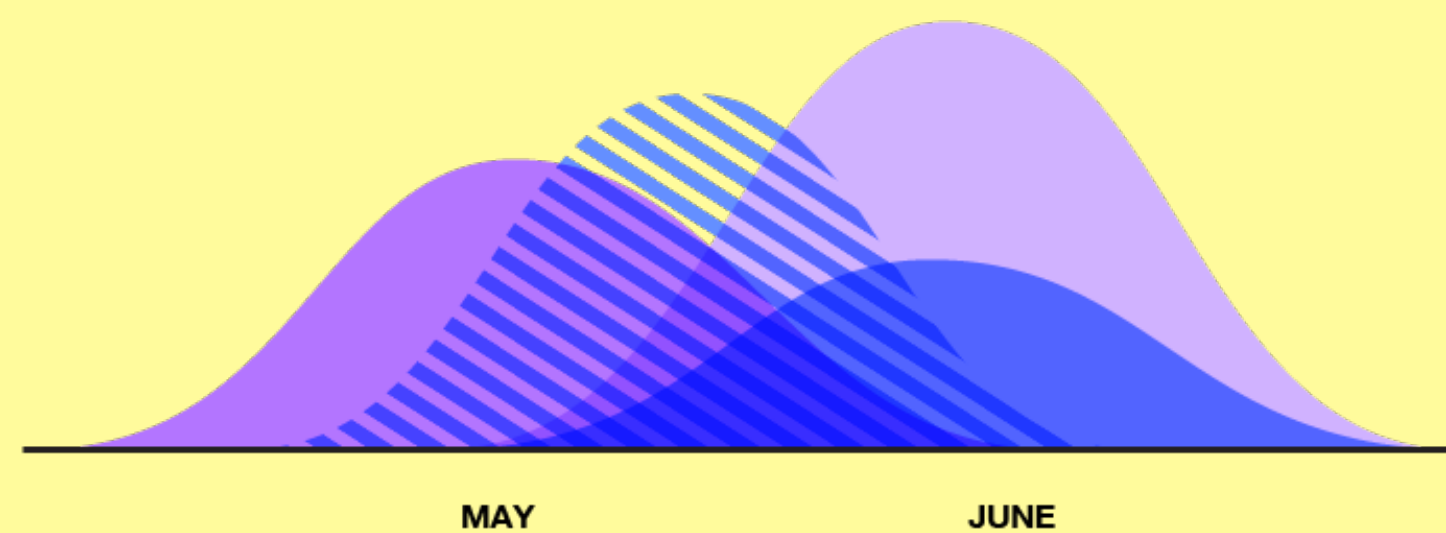


# EXPLORAÇÕES GRÁFICAS





## 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

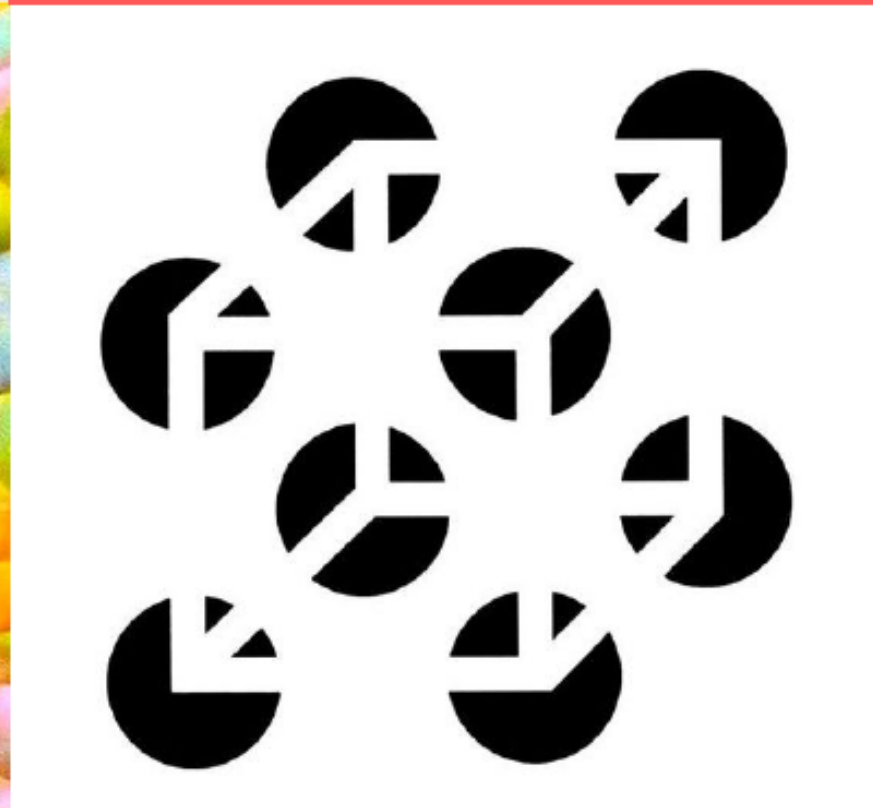
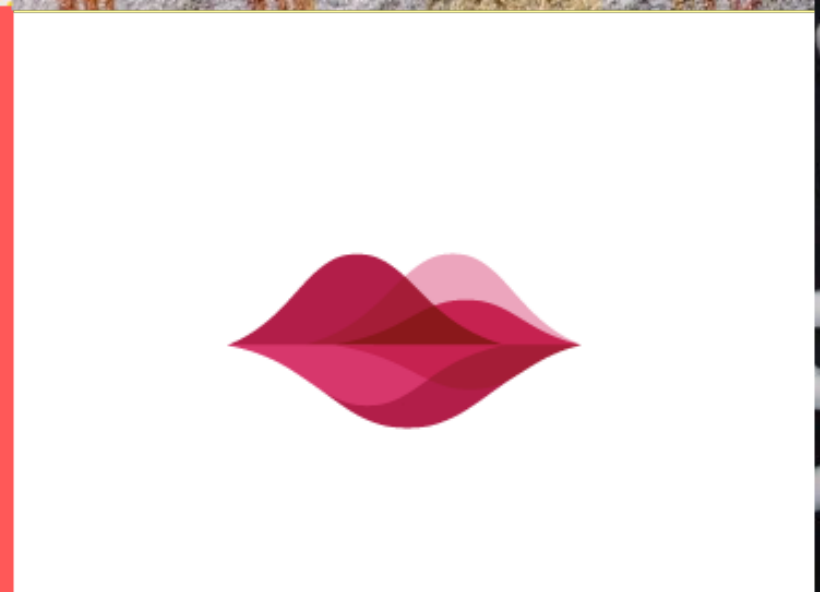
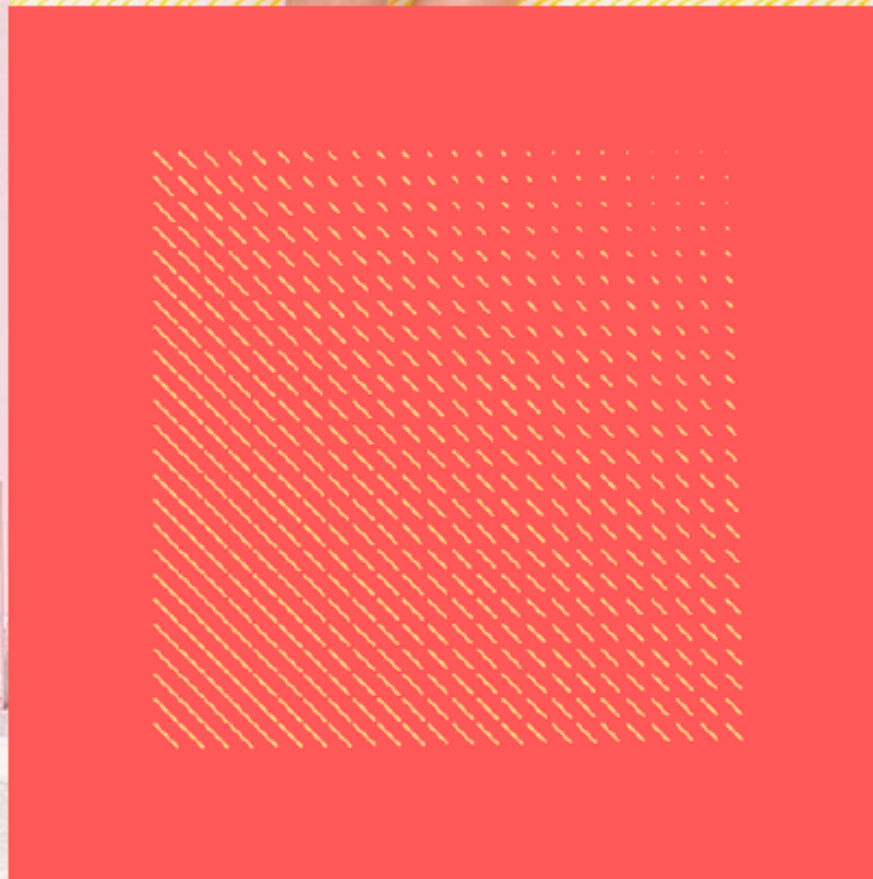
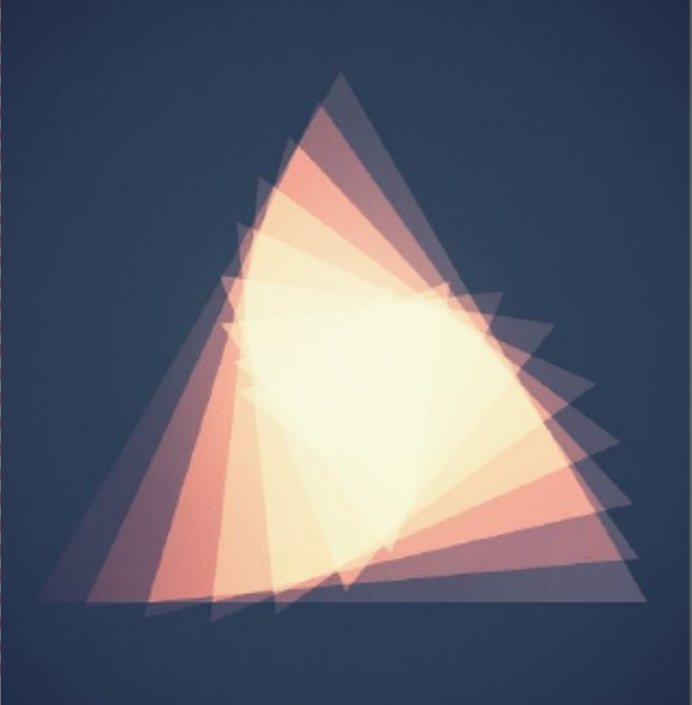
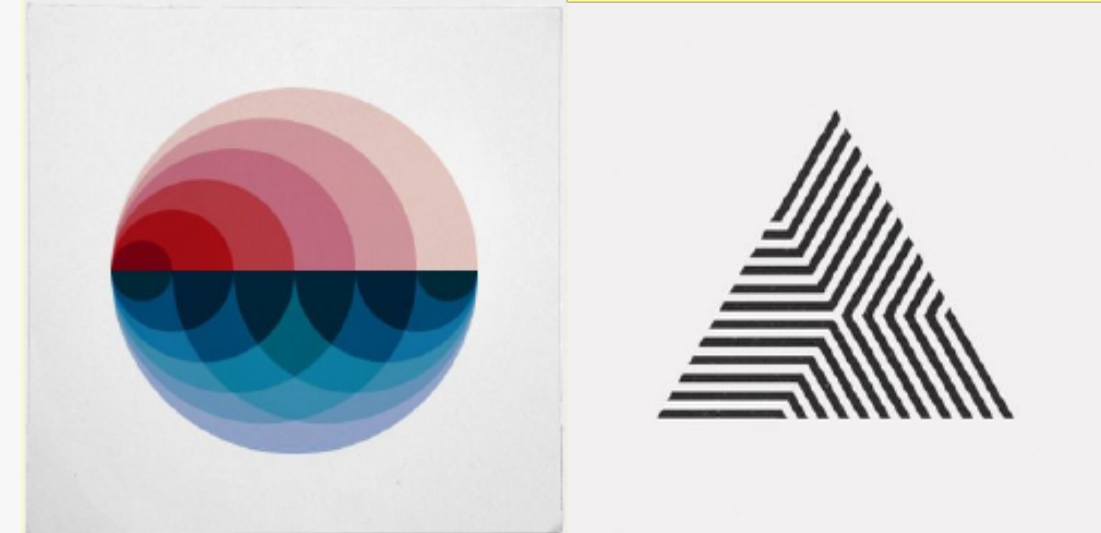


**Marco**  
Senior Analyst



**Congrats**  
Your data has been imported.







# Moodboards

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



# Camaleão





Camaleão

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



A 6x6 grid of 36 diverse images. The images include: abstract patterns like wavy lines and dots; nature like a chameleon and a flower; geometry like a pyramid of cubes and a 3D cube; digital art like a pixelated face and a 3D cube; and other abstract forms like a colorful liquid swirl and a 3D cube. The colors are vibrant and varied, including blues, greens, reds, and purples.

# Fluido

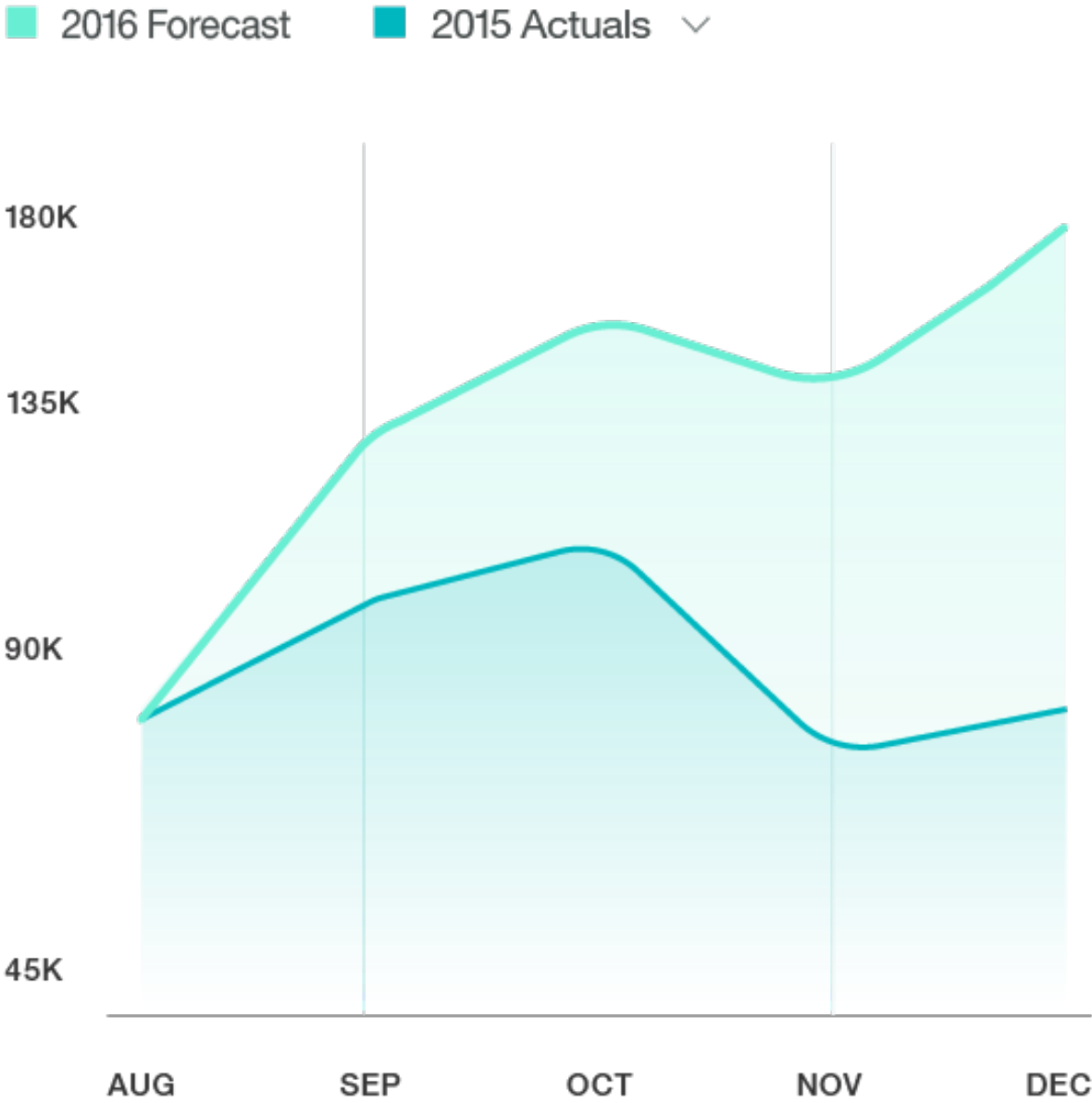
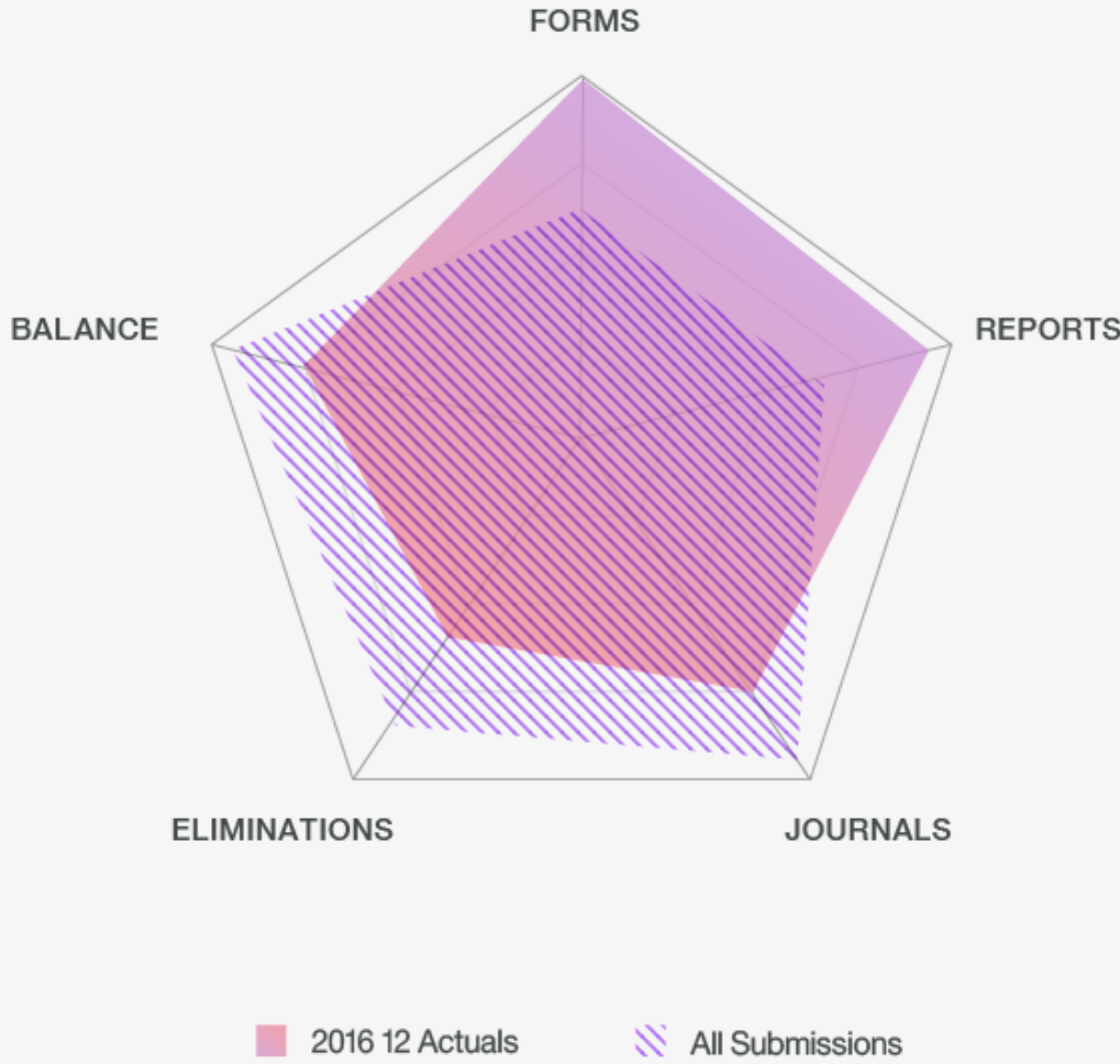
# Luminescence

# Lapidado





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



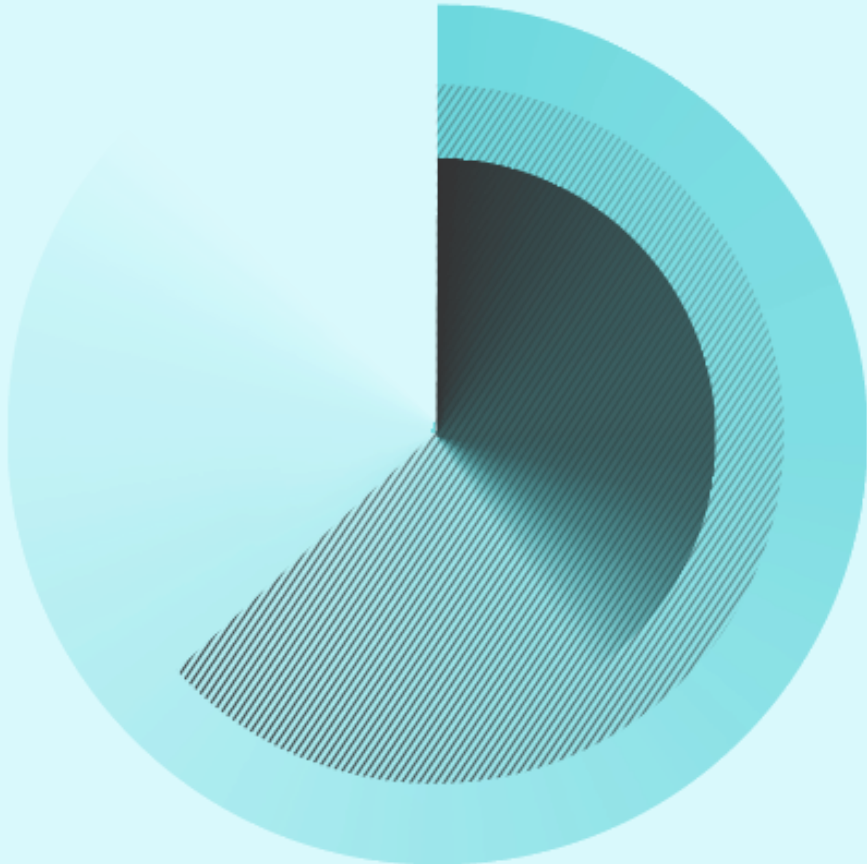
ACCOUNT	NAME	AC 2016-12
3000	Sales income	36,548
3060	Intercompany Sales	4,500
3990	Offset Account Intercompany Sales	(250)
<b>GP</b>	<b>GROSS PROFIT</b>	<b>40,798</b>
7800	Scheduled Depreciation	3,000
7811	Depreciation Equity Company	800
<b>IAD</b>	<b>INCOME AFTER DEPRECIATION</b>	<b>36,998</b>

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





[← Back to Projects](#)

# Designer Test Template (MP3)

Owned by Jessica Jones  
Modified on Dec 14, 2015



Summary

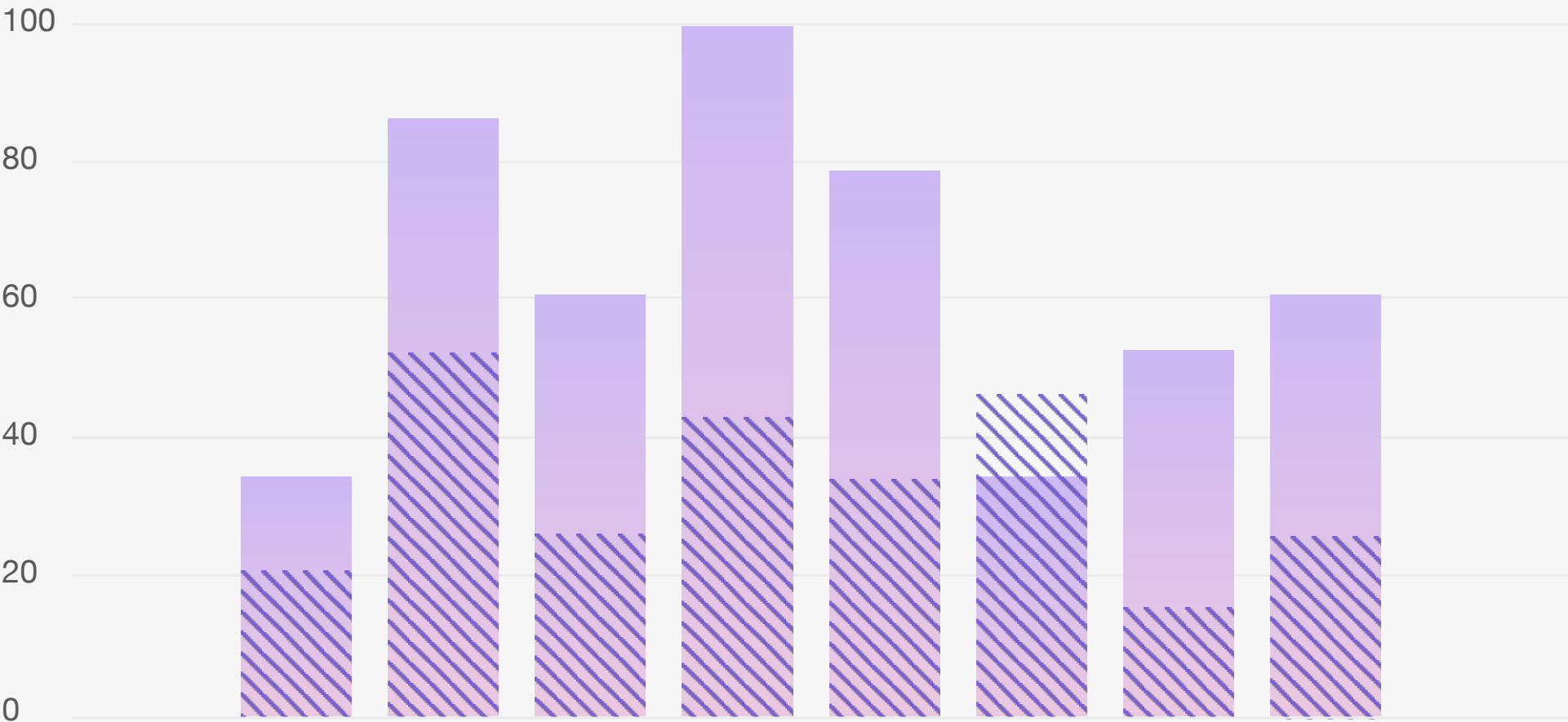
Product Analysis

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.

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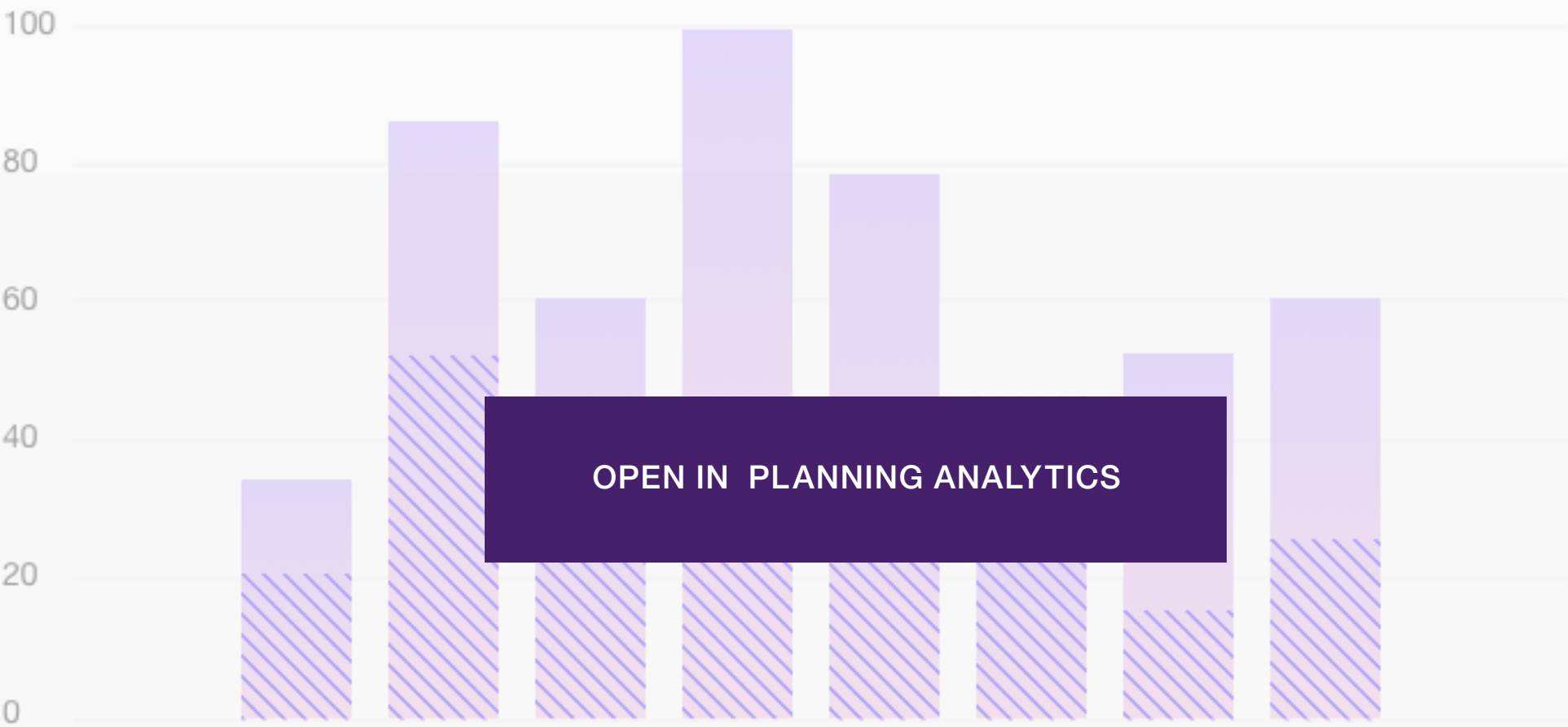
18 seconds ago

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



<div><div><div><div><div></div><div>5</div></div><div></div></div><div><div><div></div><div></div></div><div></div></div><div><div><div></div><div></div></div><div></div></div><div><div><div></div><div></div></div><div></div></div><div><div><div></div><div></div></div><div></div></div><div><div><div></div><div></div></div><div></div></div><div><div><div></div><div></div></div><div></div></div></div></div>	Populate	R - Profit and Loss Statement			
	ALLREPORTEDMISSING+	Account	Name	AC 2015-12	
	Search	3000	Sales income		
	BS - Balance Sheet Reported Updated 3/7/2017 by Administrator	3060	Intercompany sales		
		3990	Offest account intercompany sales		
	R - Profit and Loss Statement Reported Updated 3/7/2017 by Administrator	7800	Operating Expenses		
		GP	INCOME BEFORE DEPRECIATION	0	
		7800	Scheduled depreciation		
		7811	Depreciation equity companies		
	S300 - Equity Specifications Missing Updated 3/7/2017 by Administrator	8010	Income Part Associates		
		IAD	INCOME AFTER DEPRECIATION	0	
	S380 - Goodwill Not Applicable Updated 3/7/2017 by Administrator	8010	Dividends Group		
		8025	Dividends from shares in joint ventures		
	R - Profit and Loss Statement Reported Updated 3/7/2017 by Administrator	8290	Offset Accounts intercompany interests		
		8010	Dividends Group		
	S300 - Equity Specifications Missing Updated 3/7/2017 by Administrator	8025	Dividends from shares in joint ventures		
		8290	Offset Accounts intercompany interests		
	S380 - Goodwill Not Applicable				



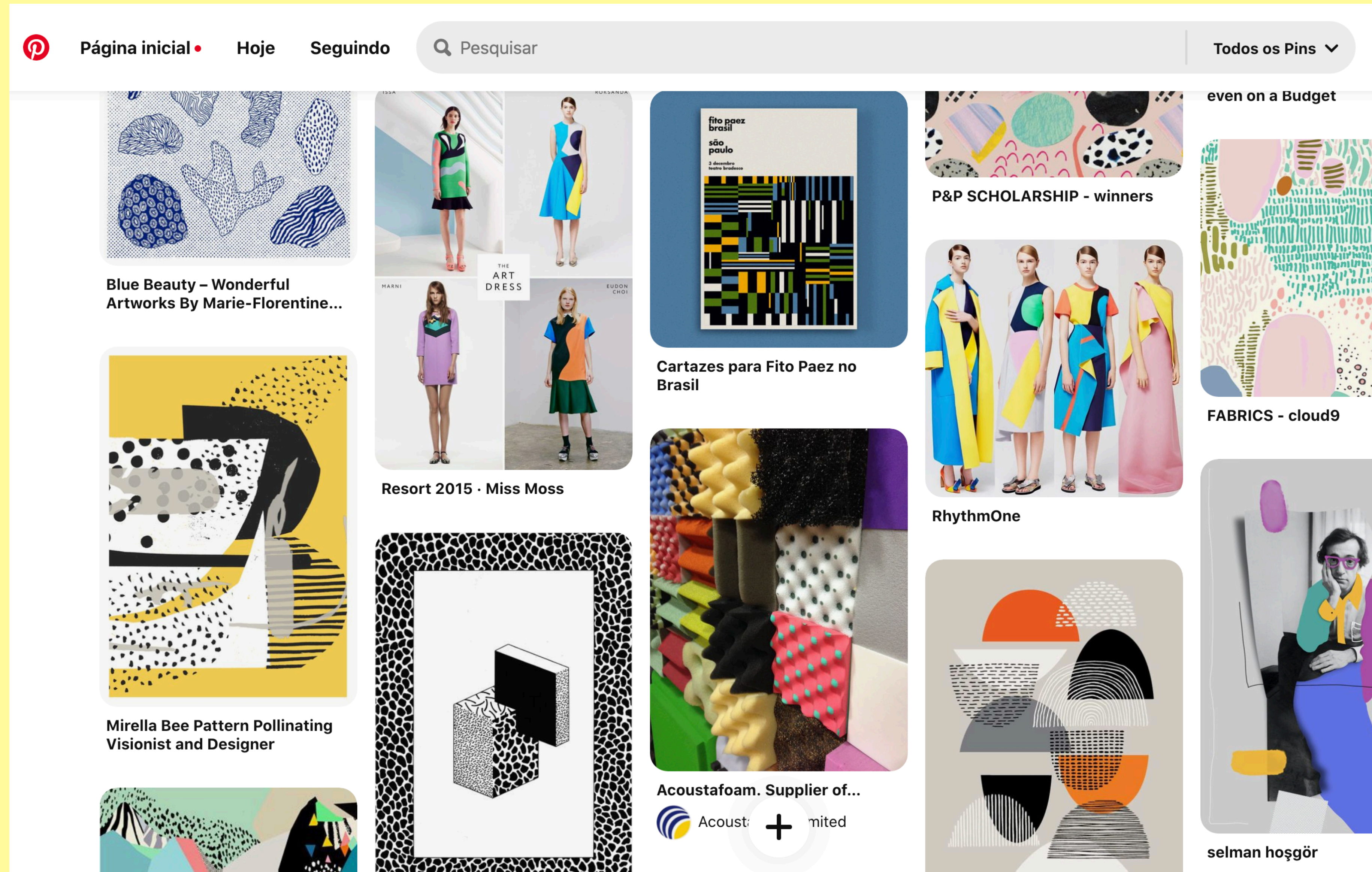
# Ferramentas

- 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