

4.3

UI DESIGN PARA WEB

CURSO ONLINE CRIADO POR

THIAGO BARCELOS

EBC
escola
britânica
de artes
criativas

Módulo #4

Marca e
Identidade Visual

IMPRESO

DIGITAL

Impresso & Digital / Semelhanças

- Projeto
- Briefing
- Proporcionar experiências prazerosas para as pessoas
- 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

Suporte é
o papel

Digital / Virtual

Suporte é
a tela



A

Alarms & Clock

C

Calculator

Calendar

Camera

E

Excel

F

Feedback Hub

G

Game bar

Get Help

Groove Music

M

Mail

Maps

Messaging

Productivity

Mail

Calendar

O W X

P N

S

Microsoft Edge

Photos

To Do

Explore

Microsoft Store

Movies & TV

Camera

Snip & Sketch

Windows Sec...

File Explorer

Power

System

Task View

Type here to search

Messenger

File Explorer

Edge

Mail

Maps

Snip & Sketch

Windows Security

File Explorer

Edge

Mail

Maps

Snip & Sketch

Windows Security

File Explorer

Edge

Mail

Maps

Snip & Sketch

Windows Security

File Explorer

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Snip & Sketch

Windows Security

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**

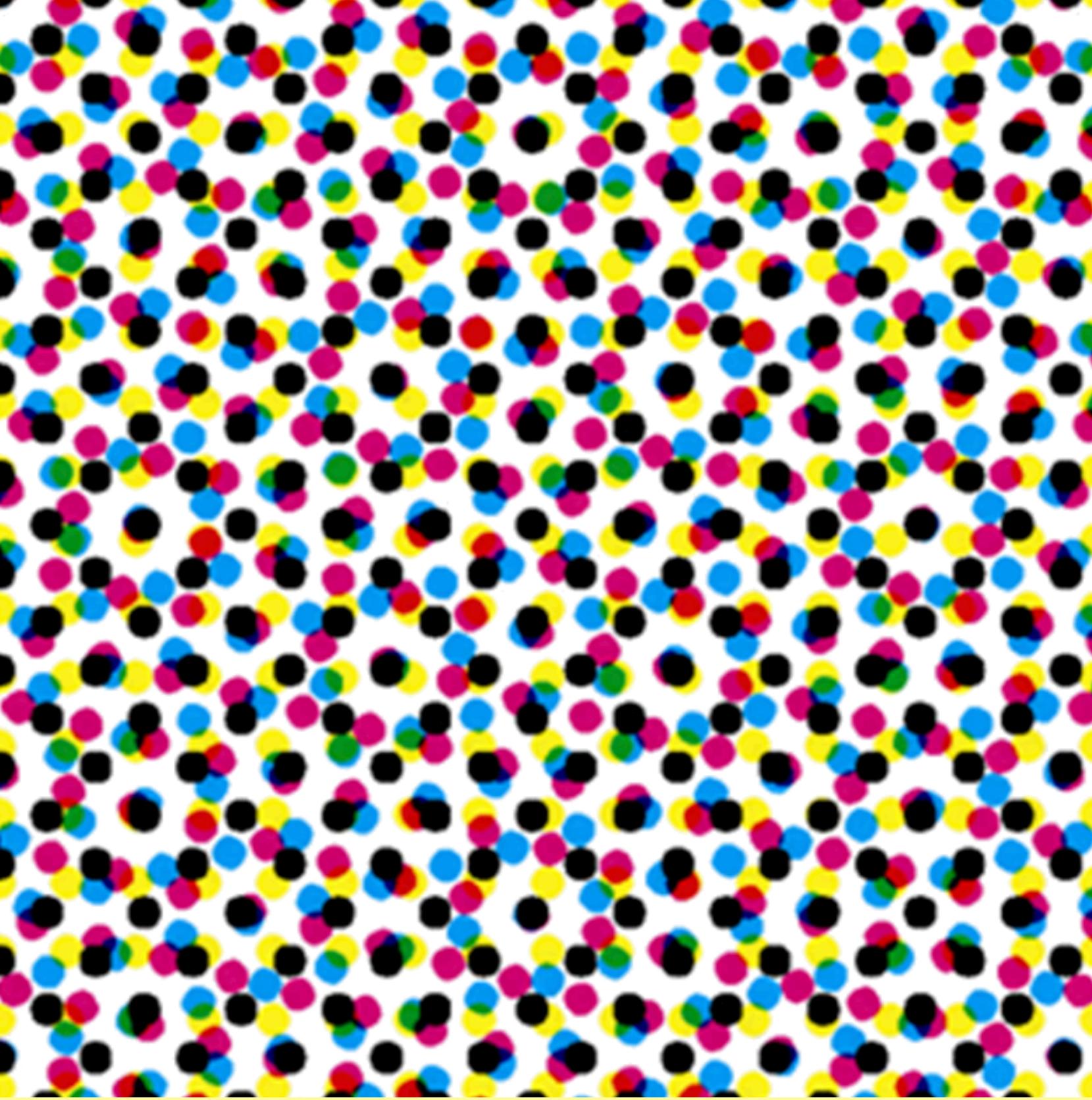
Digital / Virtual

RGB
**Cor luz, varia de
tela, pixel**

Impresso & Digital / Diferenças

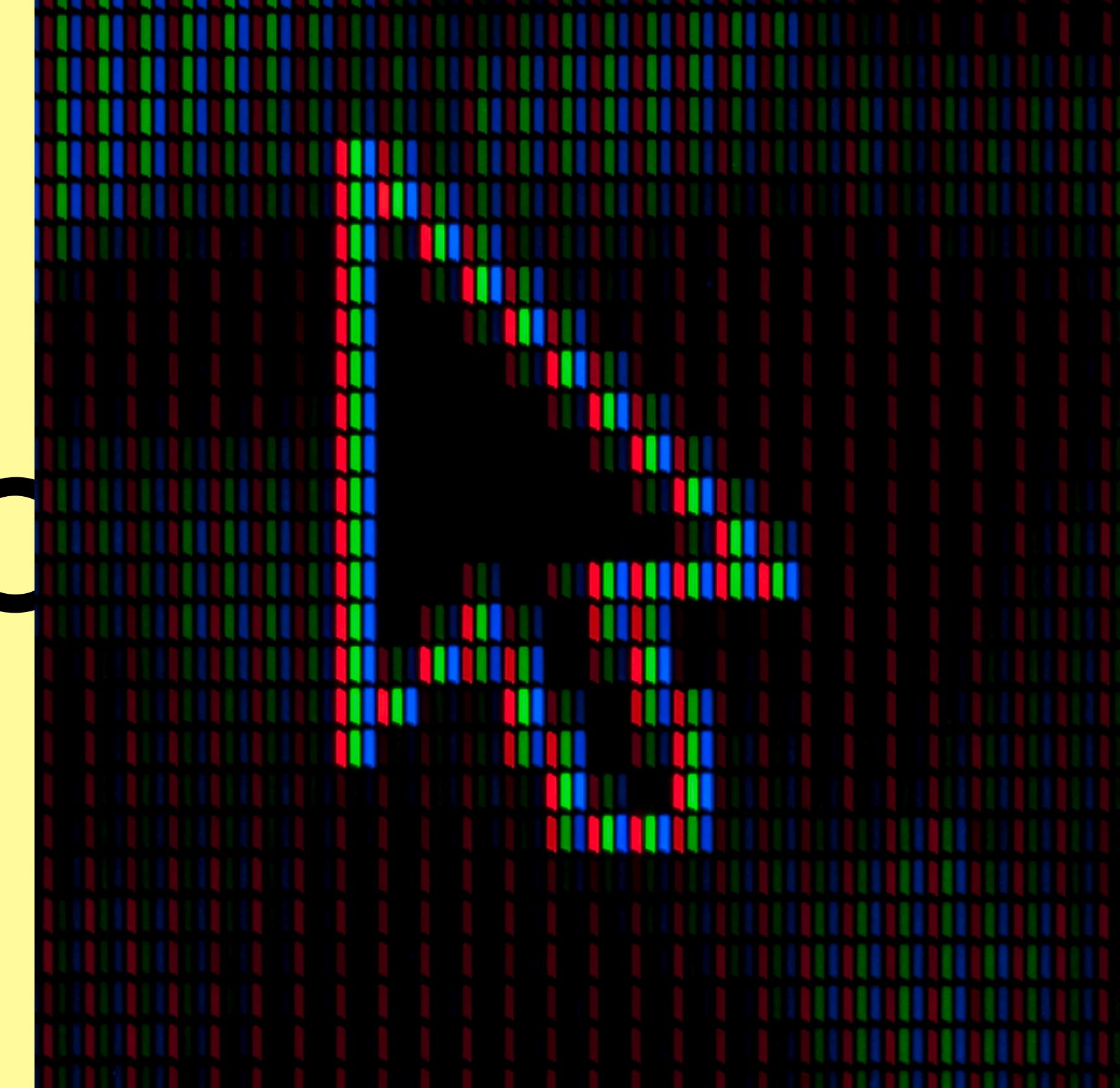
Impresso / Físico

C
p
d
a



Digital / Virtual

C
p
d
a



Impresso & Digital / Diferenças

Impresso / Físico

Propósito/Função: Mais informativo

Digital / Virtual

Propósito/Função: Mais utilitário

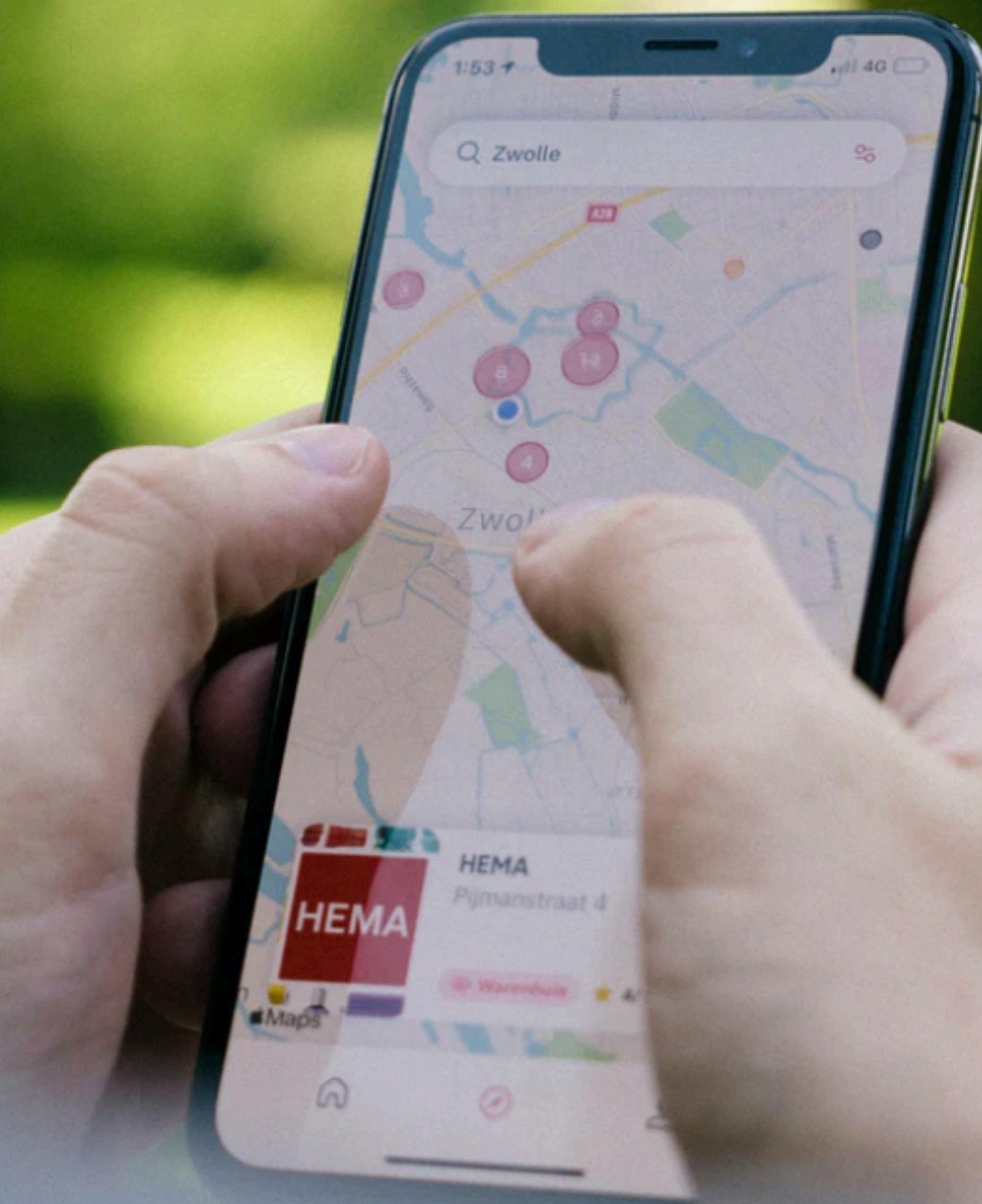


and making connections which gave his mother who had been inactive considerably more confidence. I trust God, and he loves me. He is still going to the church services of the family, even though the responsibility of caring for the children has shifted to others.

As a second runner-up became the leader of Alpha at BBSP, during the course for her fellow high school students. On their second run, they invited our named Alpha. At roughly 5'9, he's taller than the average Filipino. He's intimating, loud and quick-witted. He has a good sense of humour and often used it to cheer up his brothers down.

"He agreed to come to Alpha, but with the intention of making fun of Christians. He found it amusing when they raised their hands while singing. (I asked him why he felt he needed to make fun of others. 'Because I don't feel loved,' he puts simply. He goes on to describe his broken family, and growing up in a home where words were persistently used to inflict pain.)

After making fun of Christians for two sessions, Aghay heard the talk on why Jesus died. He tearfully describes the sharp conviction of sin he felt, followed by the sweet sense of forgiveness. Aghay soon 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)**

Monday 20 January 2020

Health on Monday

telegraph.co.uk

Monday 20 January 2020

The Daily Telegraph

telegraph.co.uk

NEWS BRIEFING

Johnson refuses to thaw Russia relations

Killer life in UK

Markets Week-on-week change

FTSE 100 7674.56 ▲ 52.96 (0.7%)

Dow Jones 29348.10 ▲ 234.35 (0.82%)

Biggest riser XMC Health 1557½p □ 208.00 (+5.4pc)

Biggest faller Pearson 588½p □ 394.62 (-24pc)

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

Business



What price freedom? Faultline between UK and EU deepening over trading relationships Peter Foster

Humanity bites How much Google and Facebook wealth is built on bots and fake clicks?

Church loan scandal: MPs attack HSBC and Amigo

By Vinjenti Mlandawire

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

The global bank and high-interest lender have come under fire from politicians who attacked the finance industry for "highly questionable" loans linked to SPAC Nation.

The church has been accused of exploiting young and vulnerable people, including by coercing victims into securing sham loans and withdrawing funds from overdrafts to help fill its coffers. Many former members have been left thousands of pounds in debt.

Croydon North MP Steve Reed said lenders bear some responsibility for the scale of the problems. He has

parent IAG 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, but was threatened with winding up by HMRC.

The planned Dusseldorf link is part of an overhaul that involves an additional route between Norway and Amsterdam, say industry sources.

By Oliver Gill

FLYBE is preparing to launch services on the lucrative route from Heathrow to Germany's industrial heartland, throwing its further eurozone airline expansion plans into doubt by a government rescue last week.

The planned Dusseldorf link is part of an overhaul that involves an additional route between Norway and Amsterdam, say industry sources.

Monday 20 January 2020

Total Football

Happy place Simple mood boosts to beat Blue Monday

Republiek of Ireland € 2.20

No. 52.208 £ 2.00 : Subscriber price just £ 1.00

Magnificent Liverpool go 16 points clear

SARACENS

It's the end of an era, says... Relegated Saracens will be broken up

Call Pages 14-16

The Daily Telegraph Sport

telegraph.co.uk/sport

Monday 20 January 2020

8 new balance



Impresso & Digital / Diferenças

Impresso / Físico

**Layout
fixo**

Digital / Virtual

**Layout
fúido**

TO UNDERSTAND WHETHER
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.
Today
that c
are

part of the California hub, at just 120 or so.
Are these large numbers or small? Are
whales thriving or dwindling? Are
about 4,000 tigers and 25,000 Af
Using the lowest estimates, glo
numbers resemble the esti
endangered species. Usin
the population is close
are classified as vu
them heading t
are a sign
other
Ma

Ch...
ord video of a shark near a popular swimming area off Cape Cod. For the first
they see harder than counting land animals or even
with marine mammals. So scientists make massive assumptions about shark movements and
then extrapolate. In California the biggest assumption was that a few feeding grounds were
representative of the entire hub. Other teams used the same data using different assumptions.
(That count was bolstered by adding one study estimated about 10 times
which the first excluded because
about them.) Pretty soon science
Africa estimated the
900, while another
land population.



Saturday, October 24, 2020

Today's Paper

The New York Times

[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

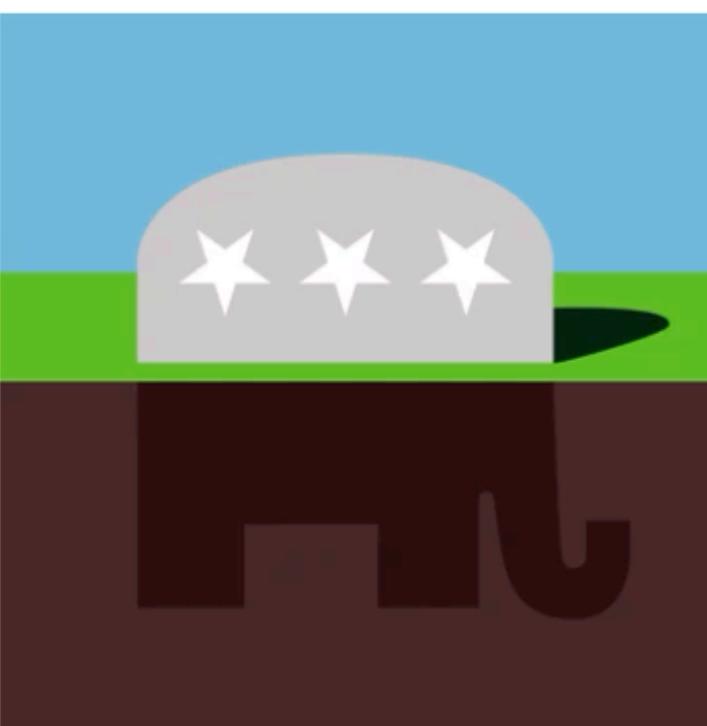
Joe Biden Had Close Ties With Police Leaders. Will

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.

Steven Levitsky and Daniel Ziblatt

End Minority Rule

Nicole Krauss

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

Maureen Dowd



King Kong Trump, Losing His Grip

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

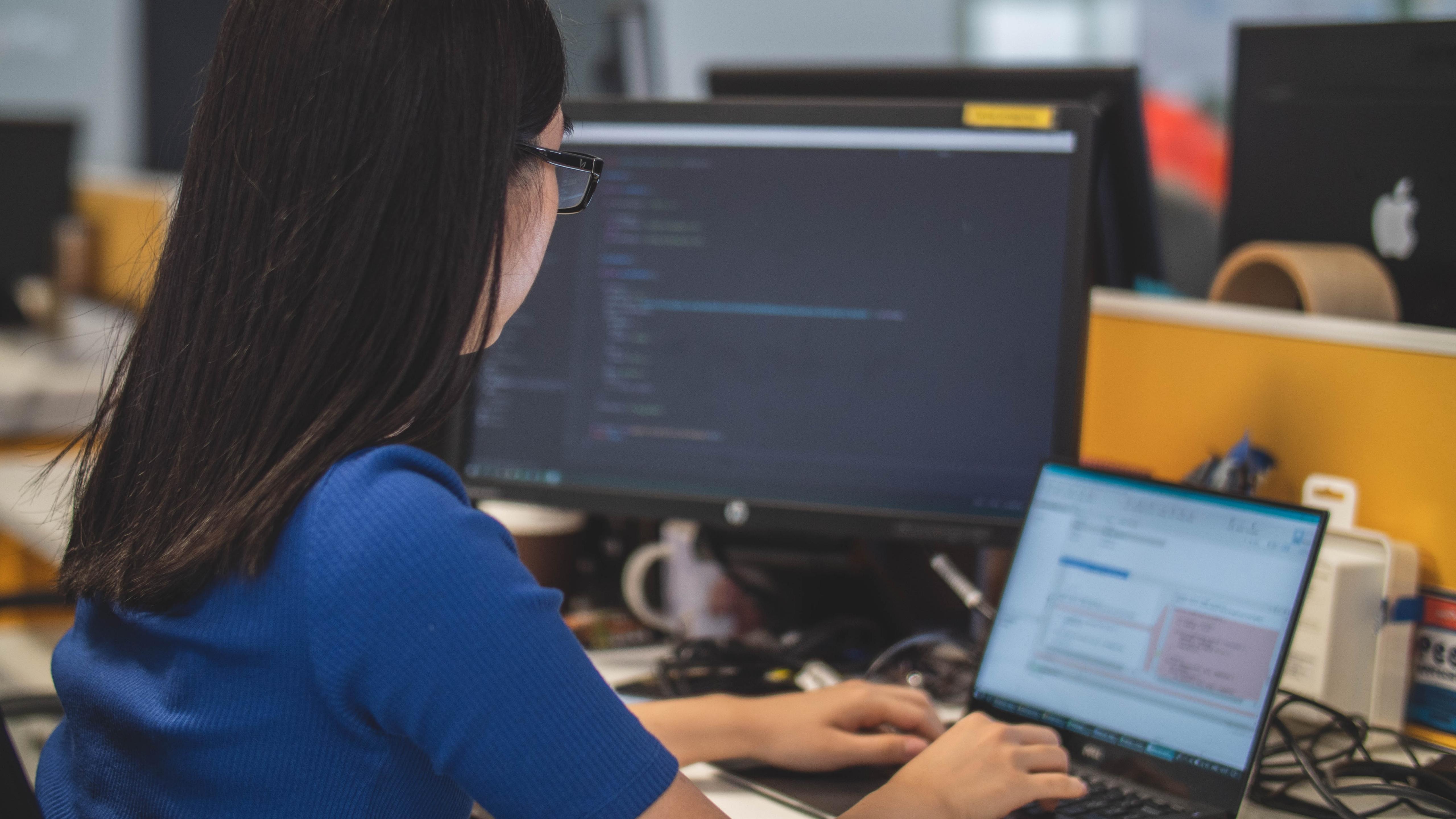
Impresso / Físico

**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**

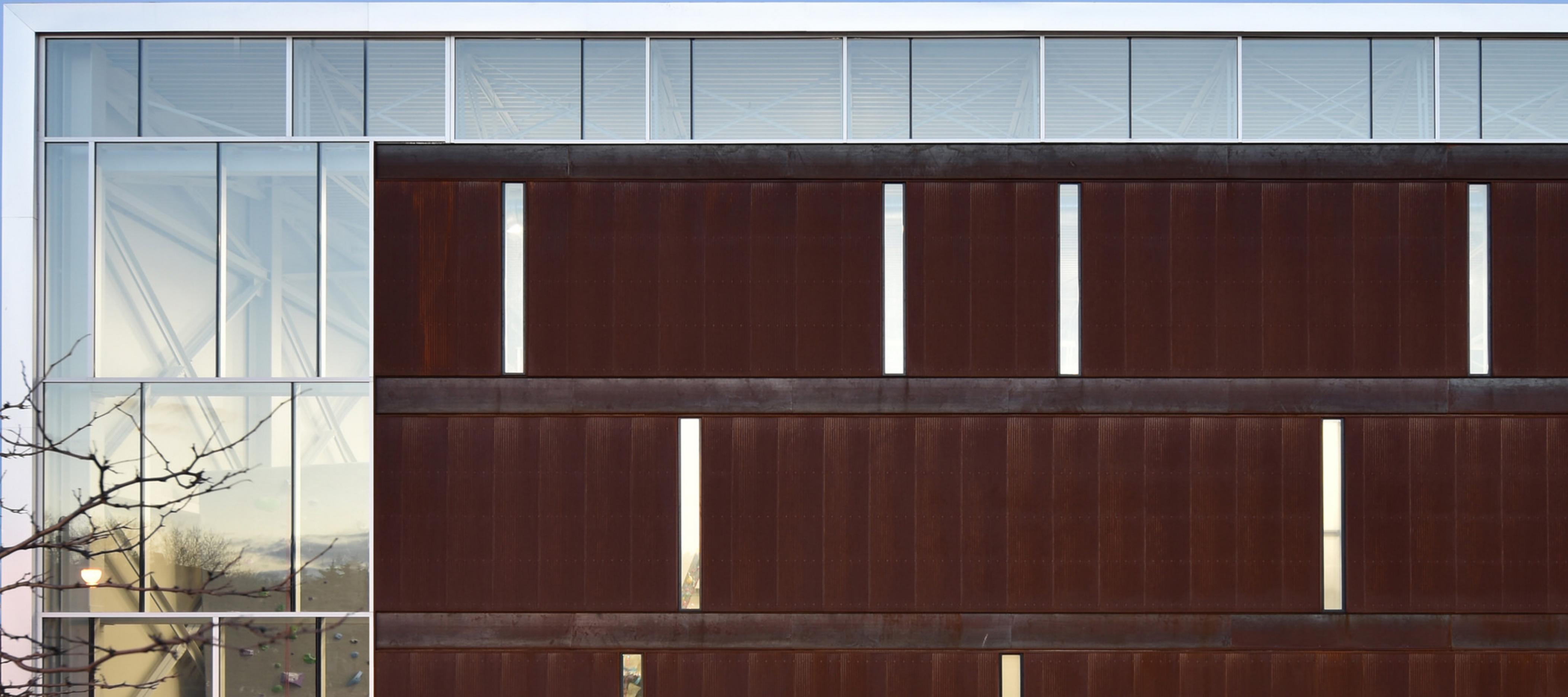
Digital / Virtual

**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**

CONCETO

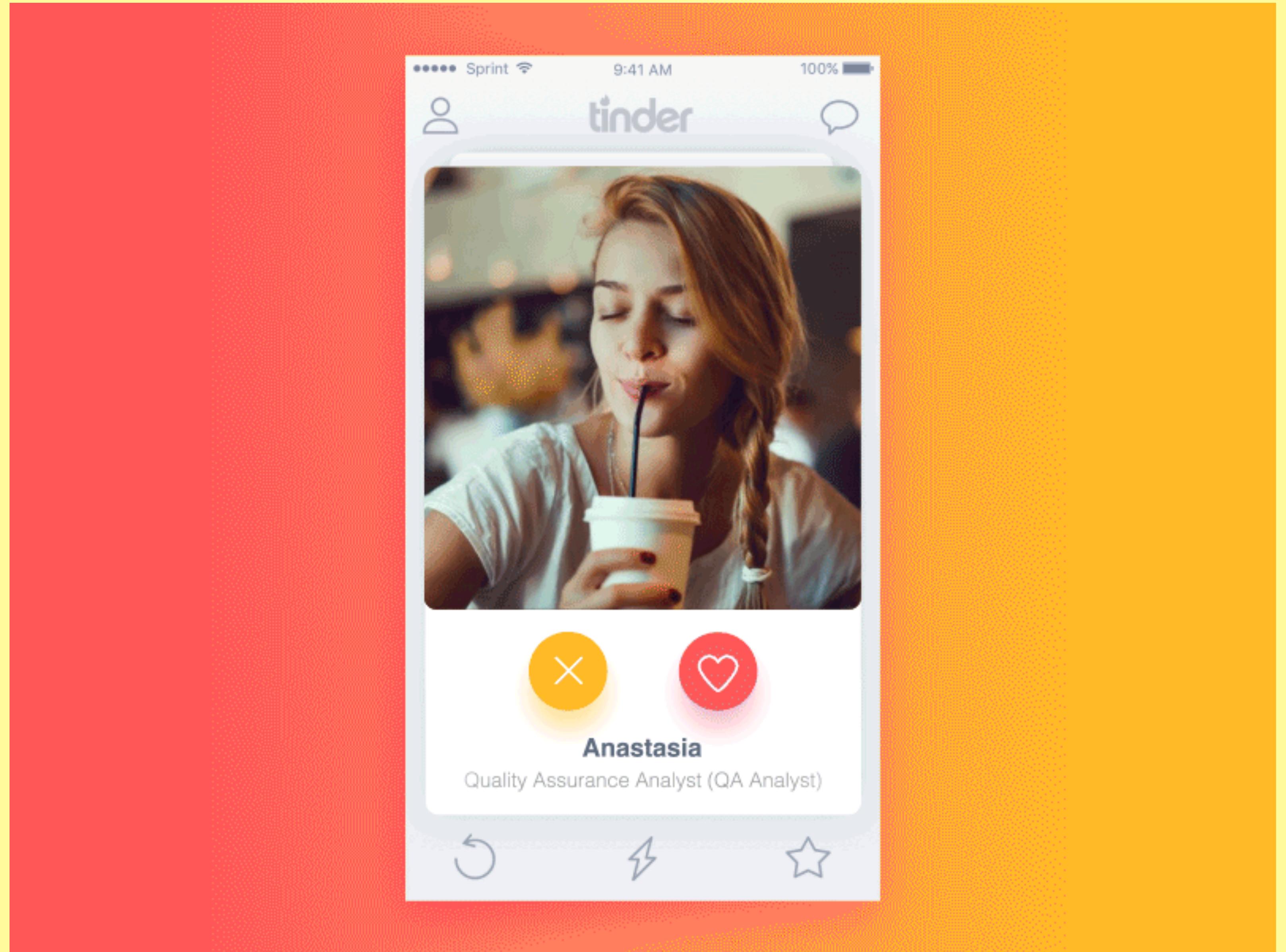
**CONCEPÇÃO
DE UMA IDEIA**

**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](#)

MAMMUT® Expedition

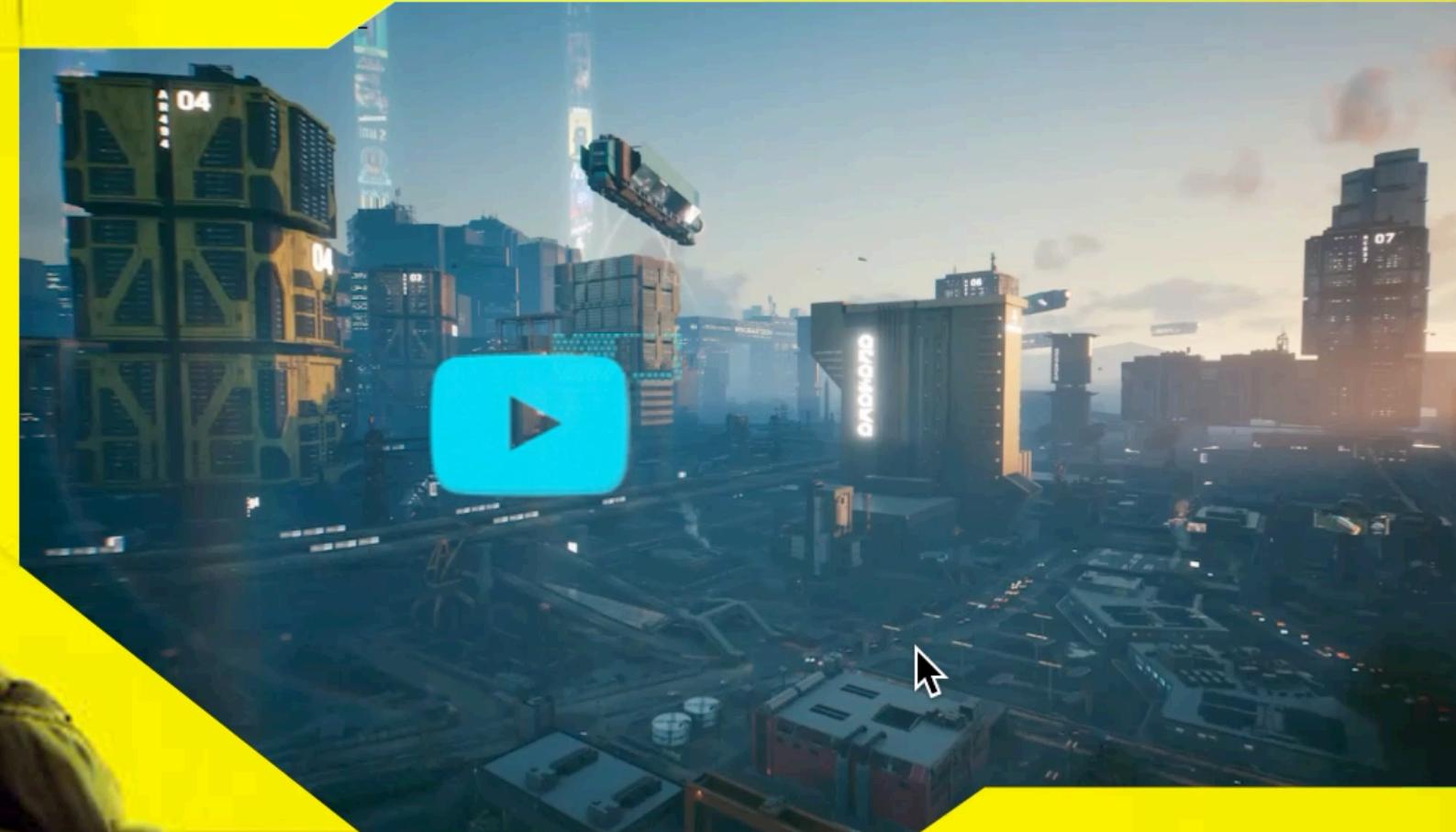
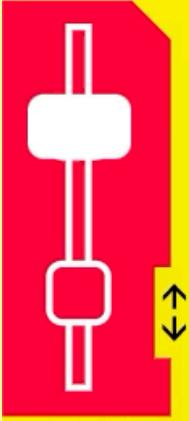
BAIKAL



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



CD PROJEKT RED®



DISPONÍVEL EM 10 DE
DEZEMBRO DE 2020

RESERVE AGORA_

R25



TAMBÉM É ÓTIMO NO XBOX SERIES X | S E PS5

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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.



-lhe sobrepor informações visto por texturas e imagens e ditas tipografia e imagens va particularmente com as tos reticulares ampliados roduzidos quando esses expositos 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-

enberg" na co os primeiros ti s aspectos do

baixo, para conduzir o leitor.

**BUSCA POR
NOVAS FORMAS
DE EXPRESSÃO**

... contrastante e
rega 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-
tude de Belas-Artes e Música
para o design gráfico após sua
obra pode ser considerada
nente sobre a forma linear
inha como meio gráfico para

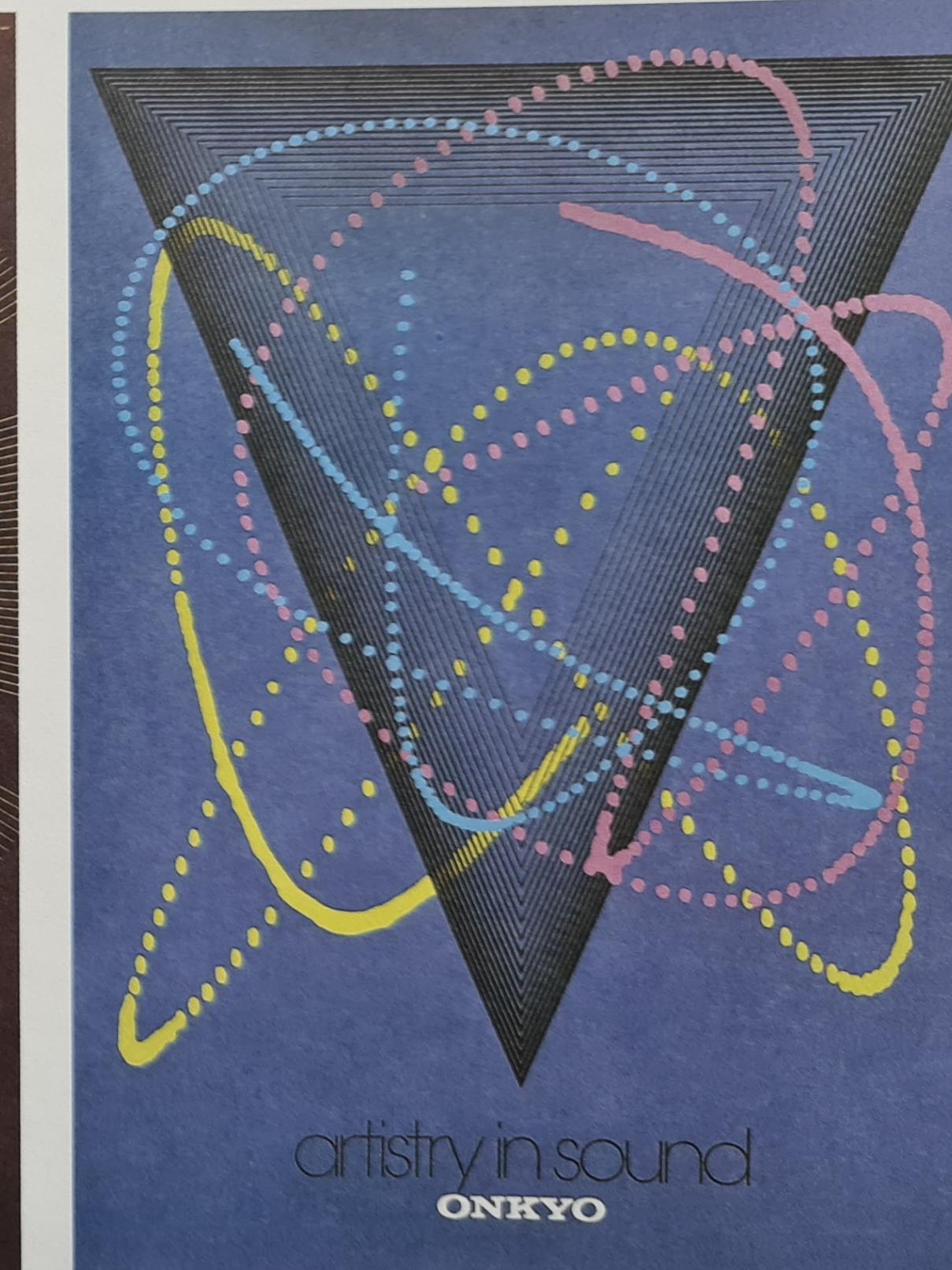
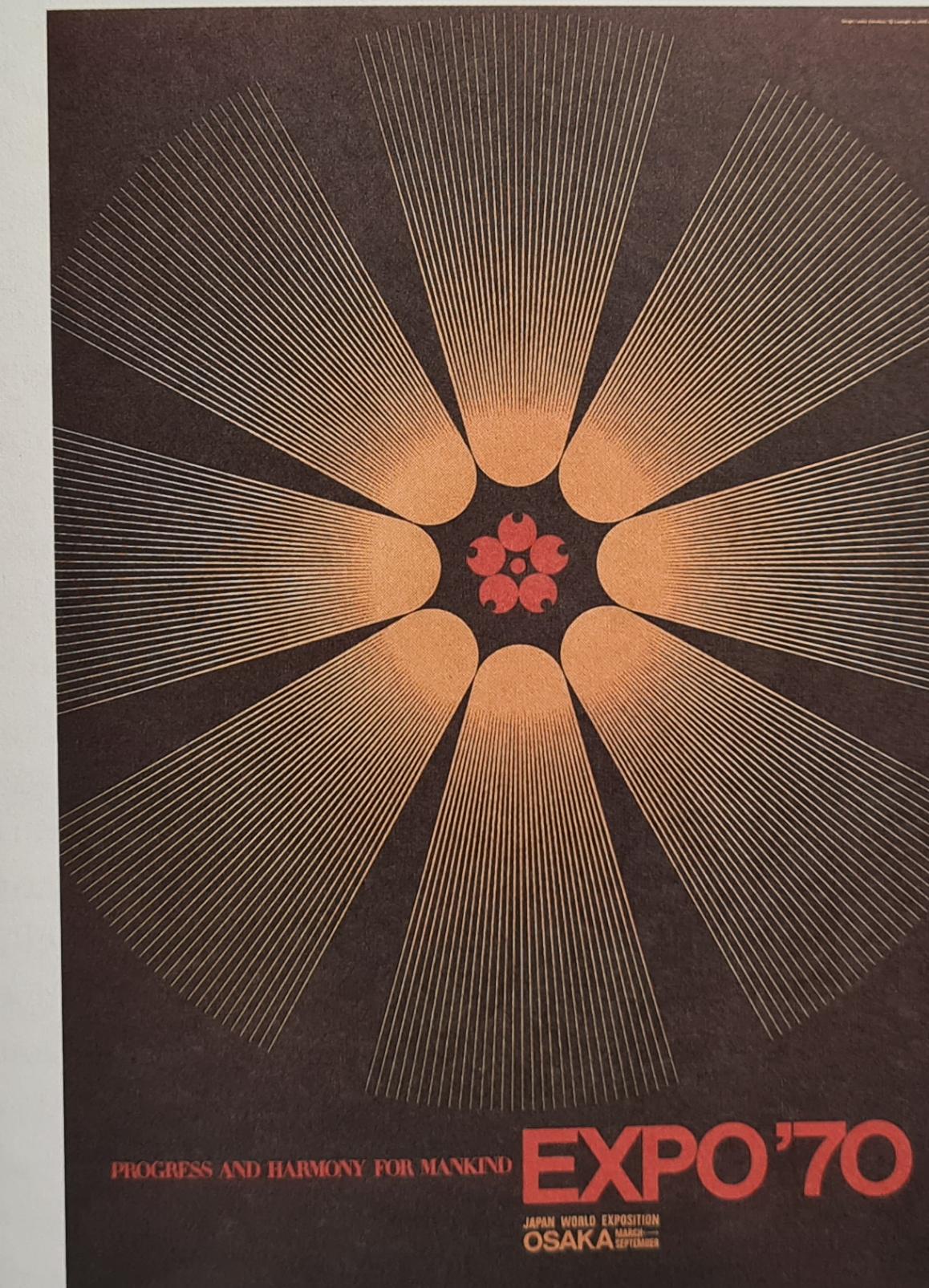


modulação espacial. Suas investigações da natureza da linha por meio de desenhos e gravuras são a fonte para seus cartazes, marcas abstratas e anúncios. A maestria técnica de seus projetos e seus resultados impressos é extraordinária. O cartaz para uma expo-

síção parisiense de obras de doze designers gráficos designer pluralista, explorou múltiplas direções. Dois conceitos visuais subjacentes a grande parte de sua obra são a estrutura em grid e os planos de cores vibrantes 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 design. 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

22.11 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.

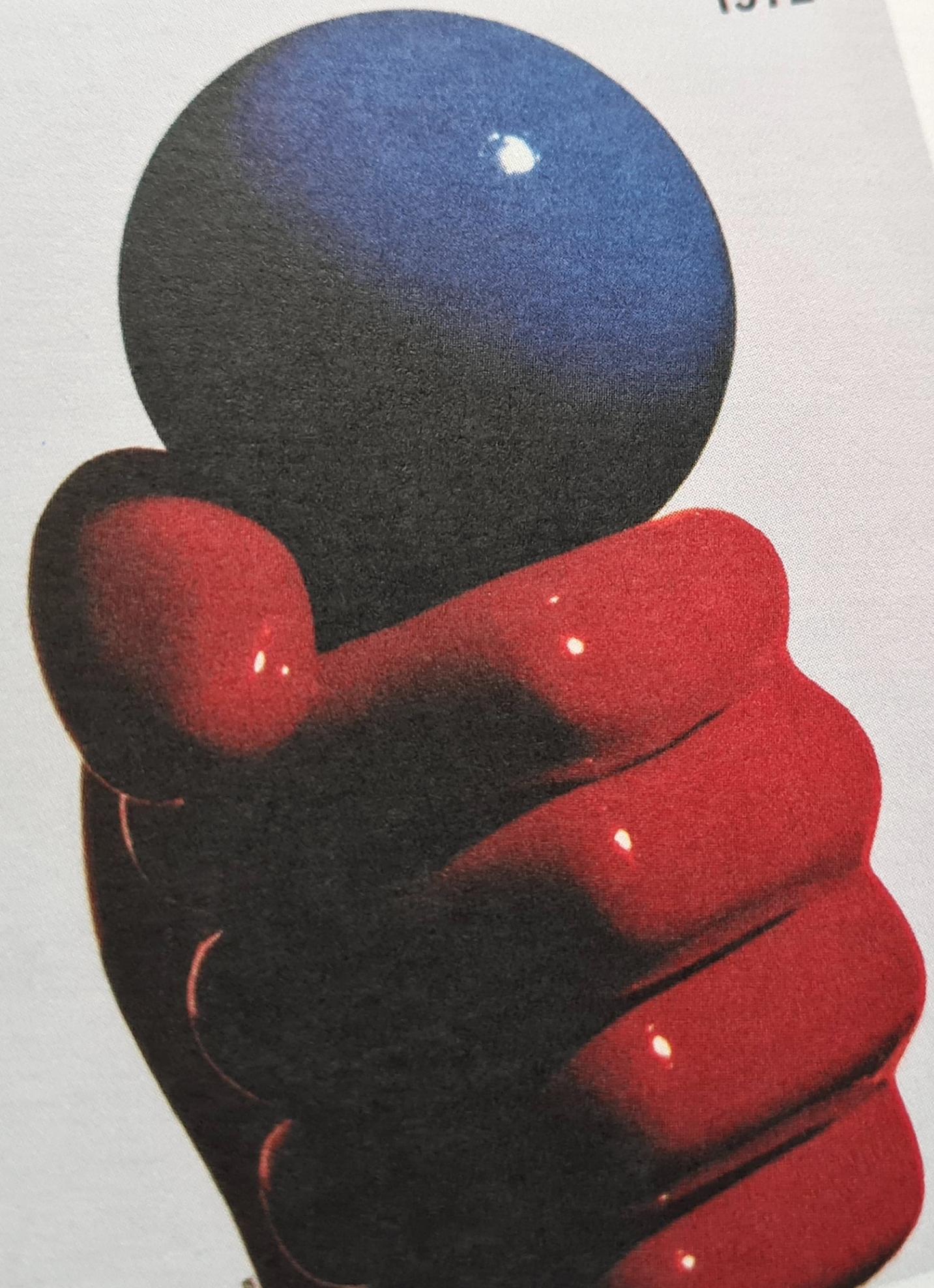
22.12 Yusaku Kamekura, cartaz para um fabricante de equipamento estereofônico, 1980. A perfeição técnica no som estereofônico é traduzida em alegres arabescos em torno de um triângulo preto linear.



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



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 destruído o design gráfico, como tantas artes e culturas polonesas, praticamente extintas. Tributo monumental à resistência, o cartaz de 1972 é o resultado da surgimento, em 1945, de uma escola polonesa de design de arte do cartaz.

Na sociedade comunista, que se instalou na Polônia após a guerra, os clientes das empresas controladas pelo Estado eram os cineastas, o Sindicato Polônio de Artes Plásticas, que fixava honorários para os artistas, após a conclusão de suas obras. A Escola de Arte de Wroclaw, que admitia candidatos de forma direta, respondendo ao seu currículo. O professor Janusz Górecki, que era o chefe da Escola de Arte de Wroclaw, era o principal responsável

HISTÓRIA DA ARTE

DESIGNÉ

ARTE?

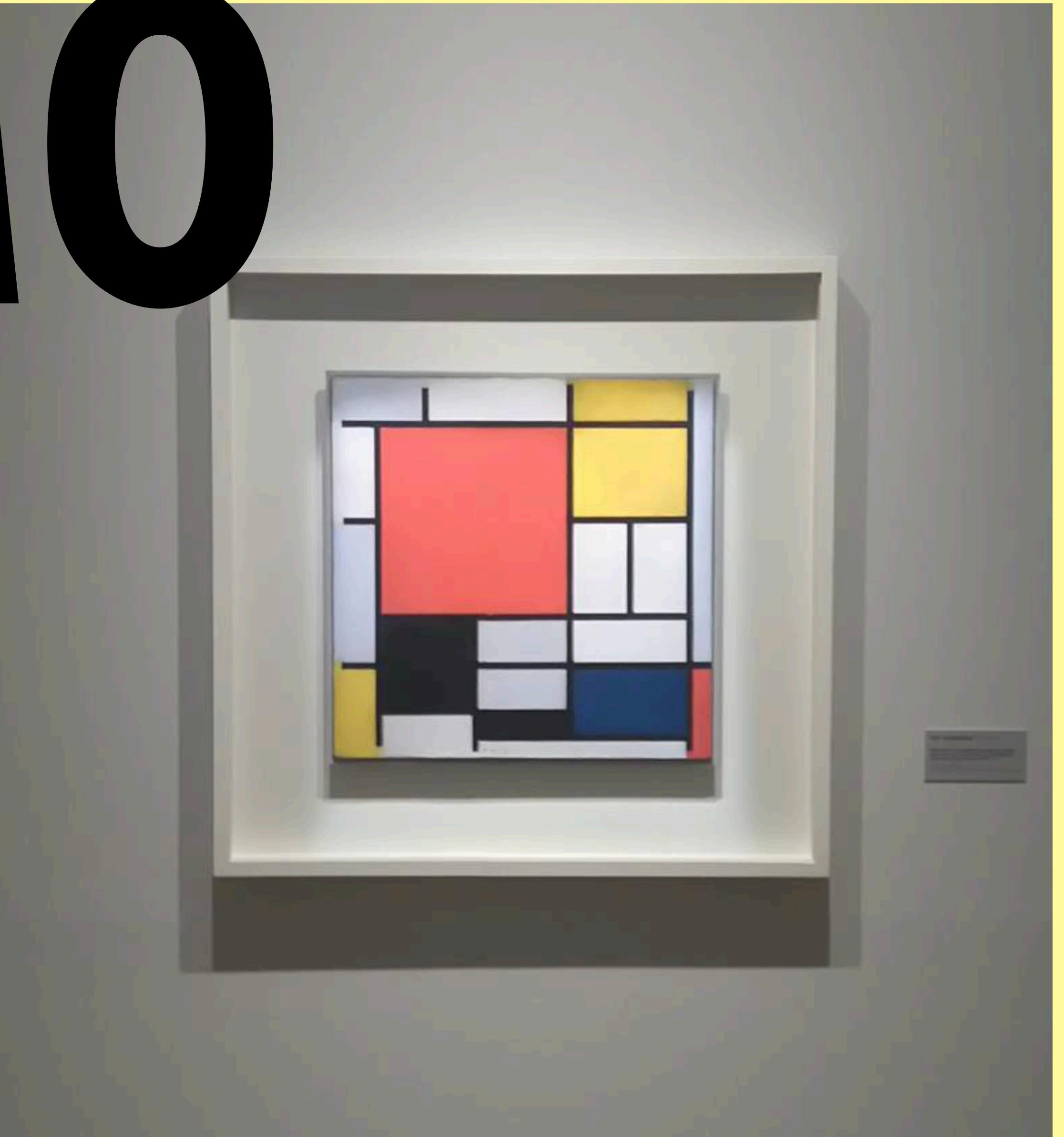
REFERÊNCIAS

MODERNISMO

1860 — 1970

CUBISMO

Mondrian



SURREALISMO

Joan Miró



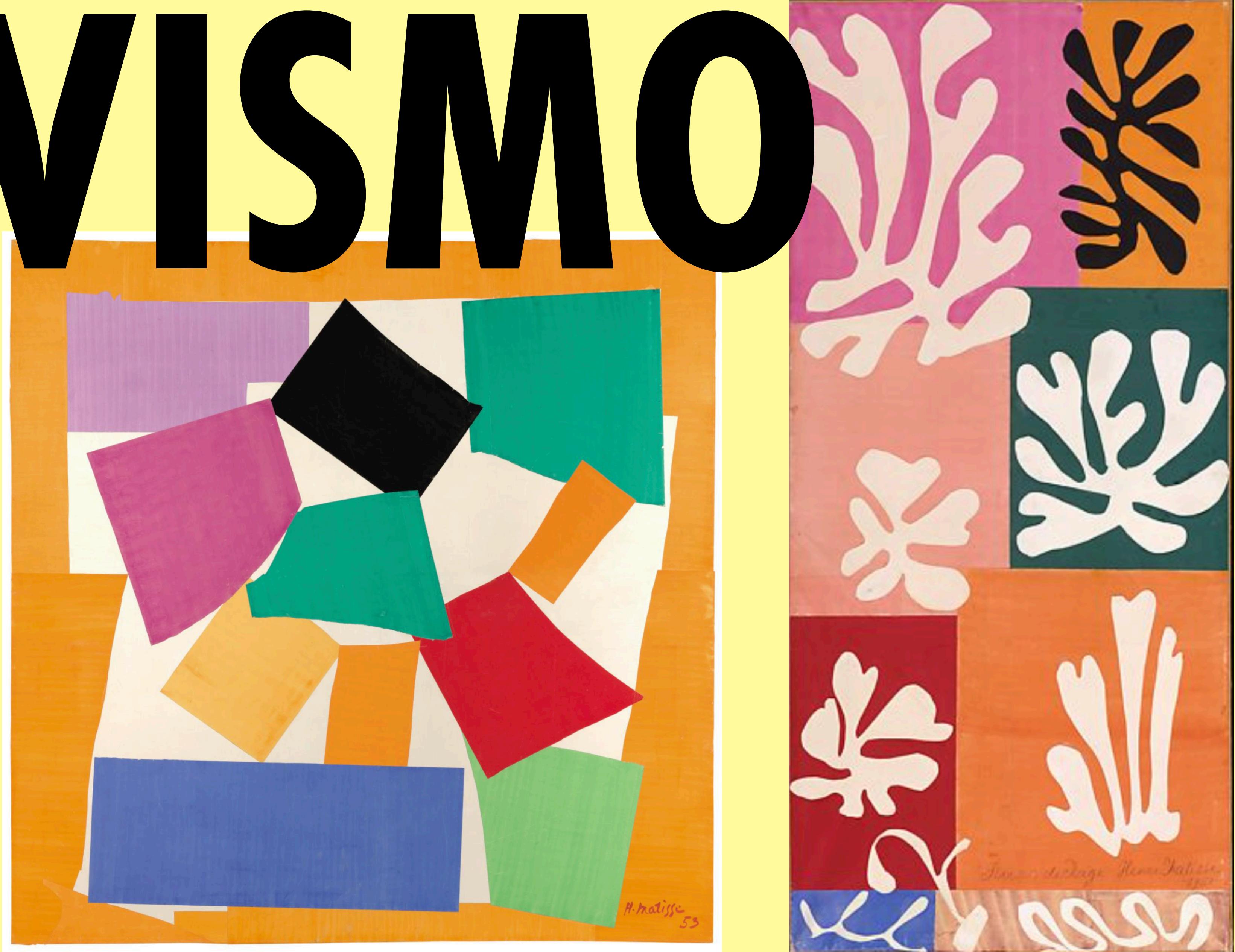
EXPRESSIONISMO



Pollock

FAUVISMO

Henri Matisse

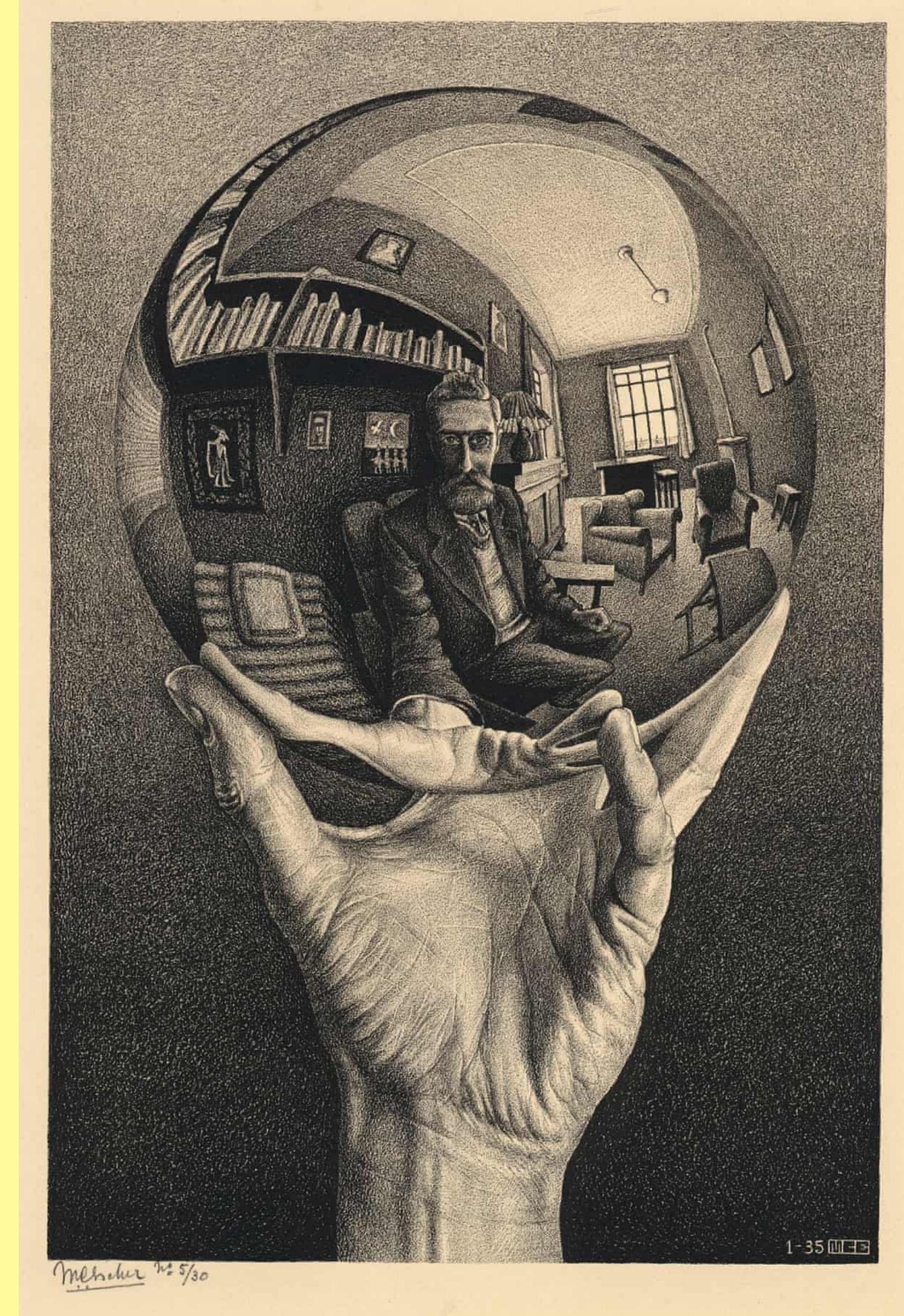
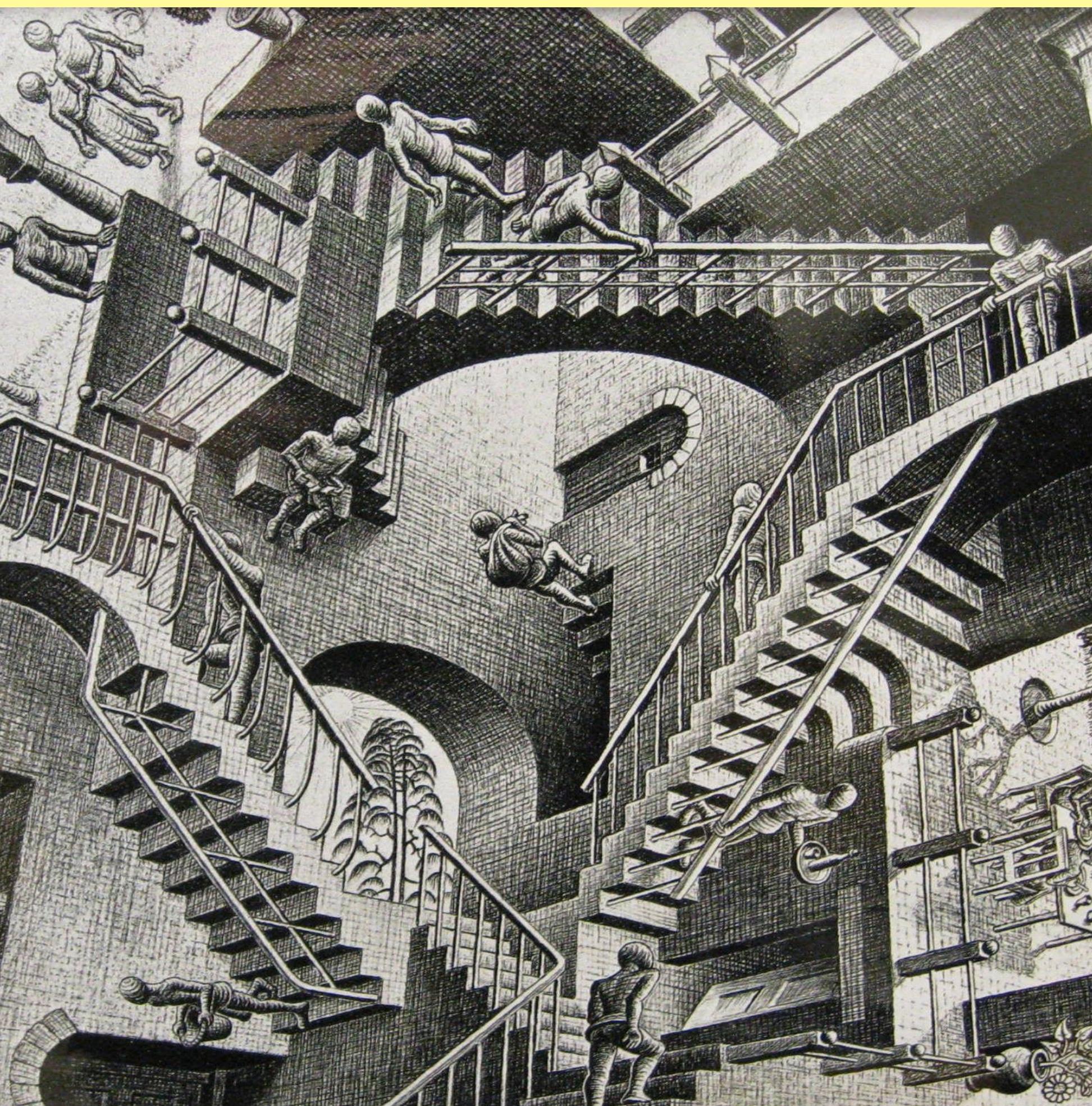
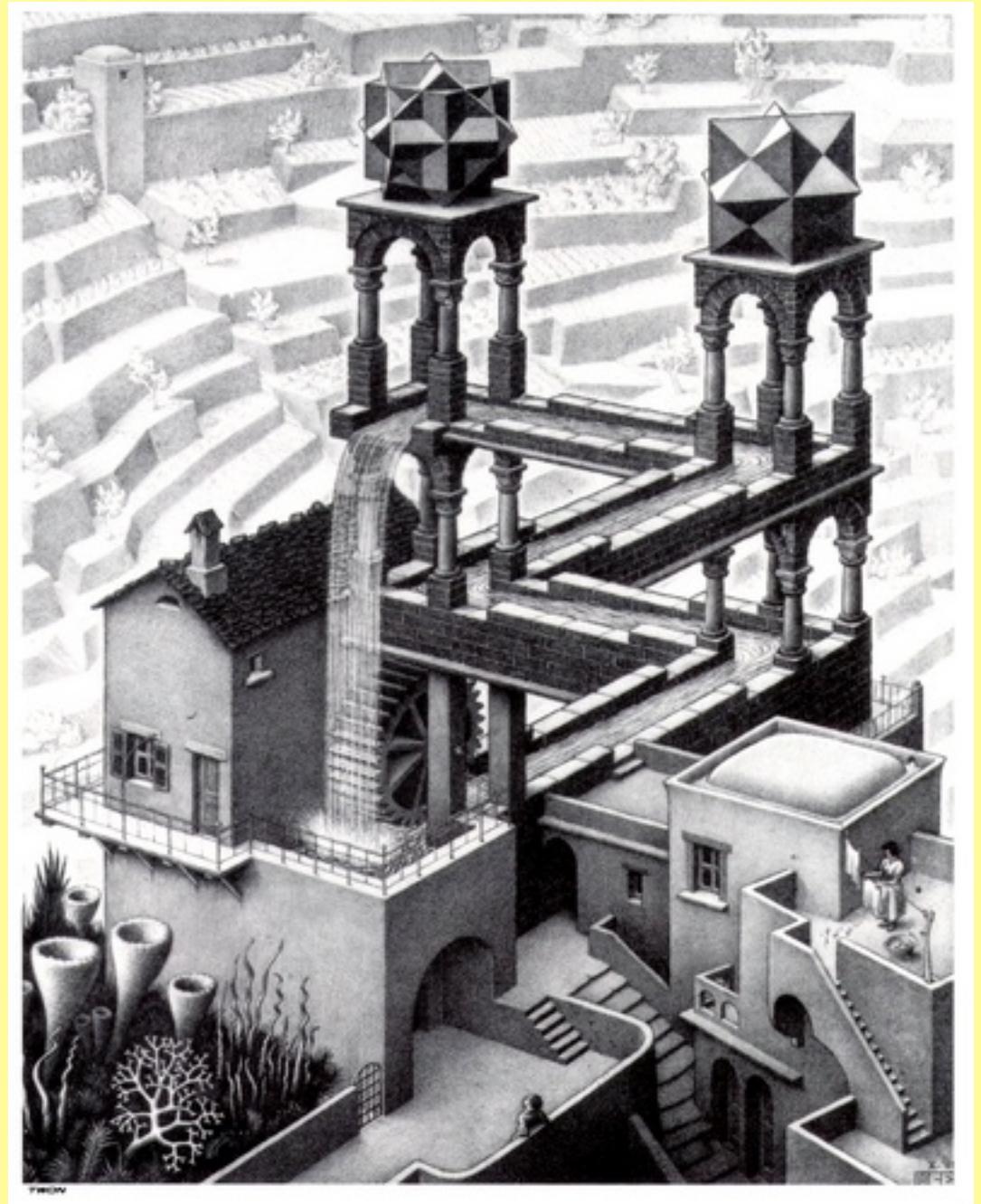


ART POP

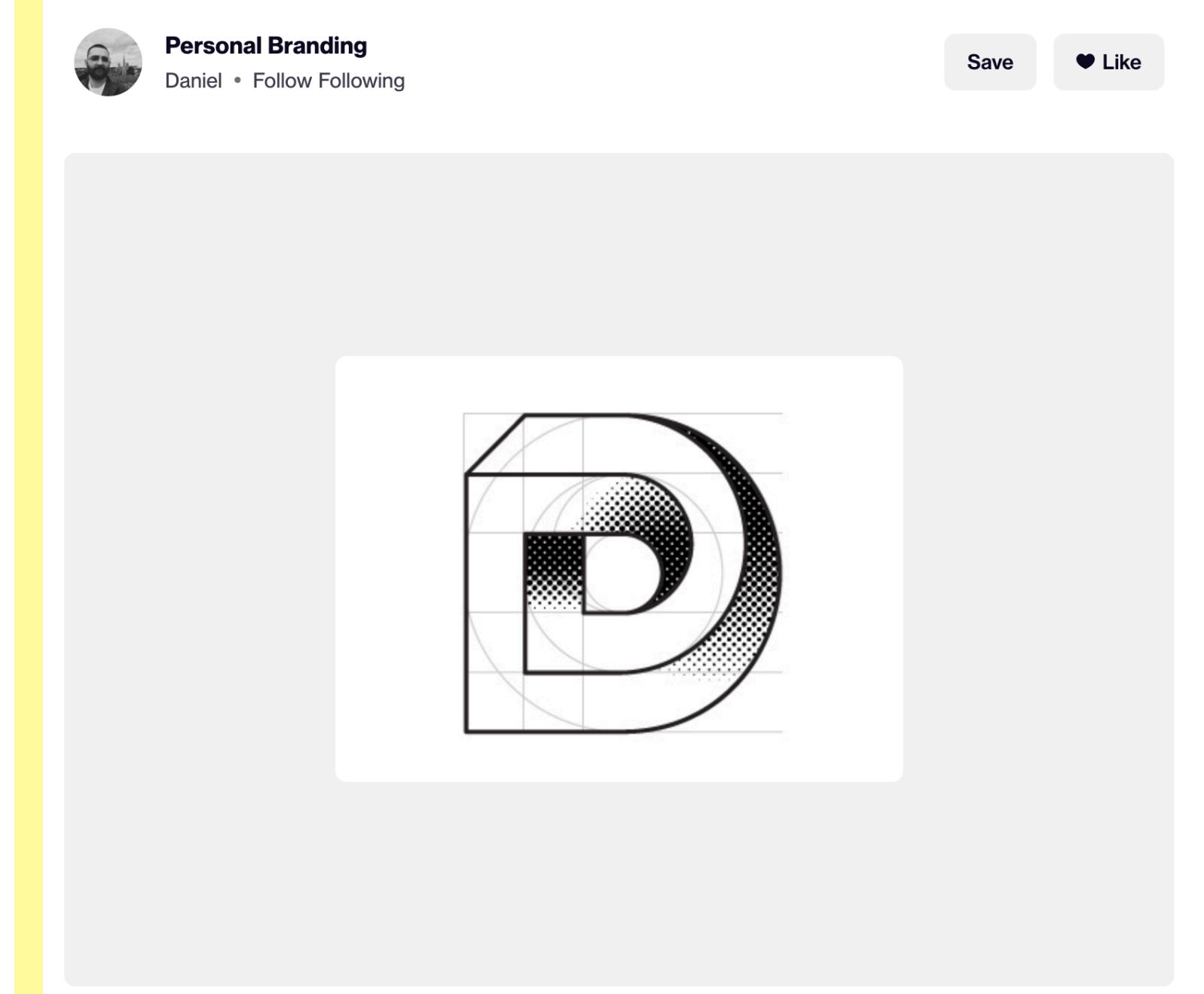
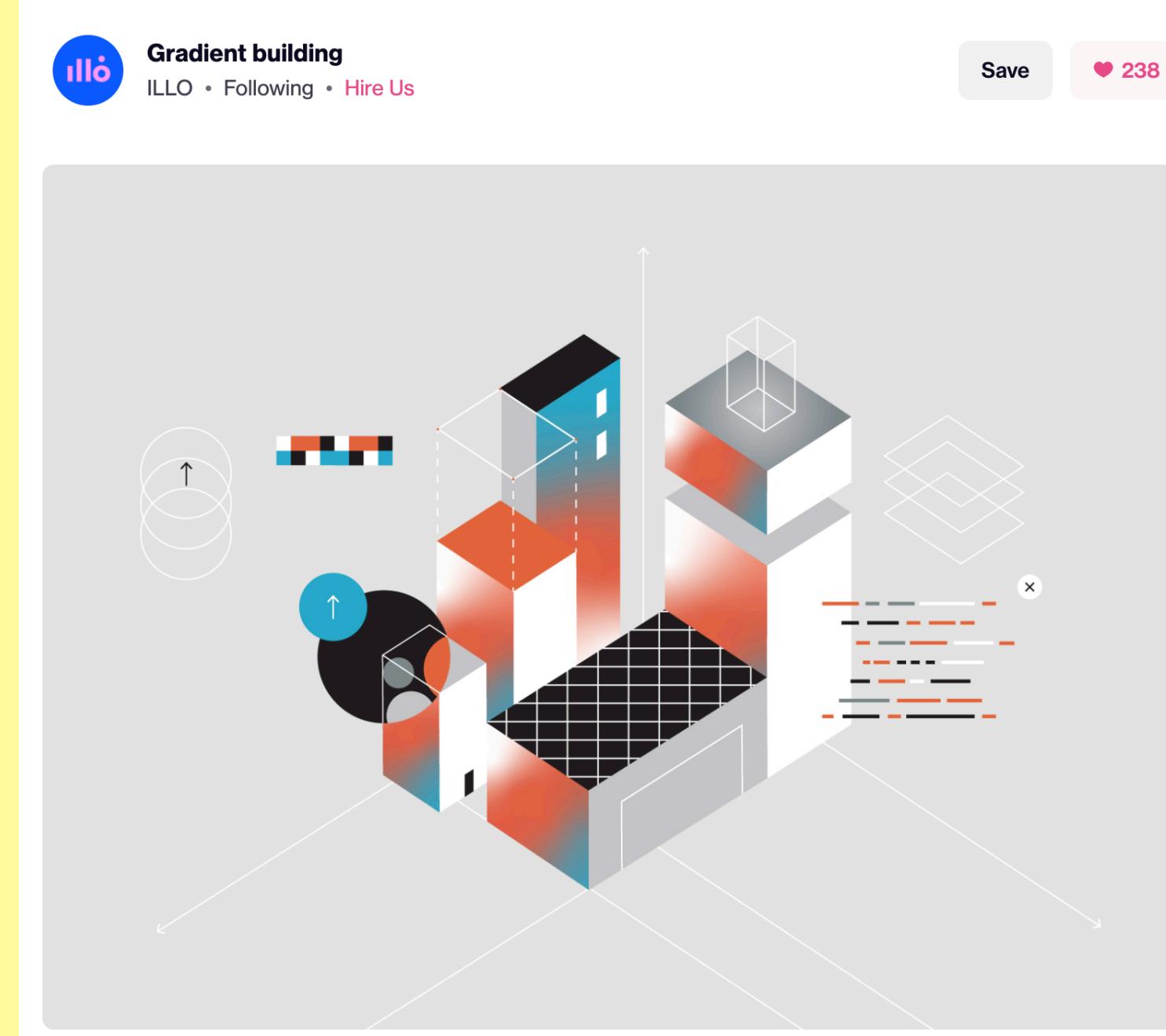
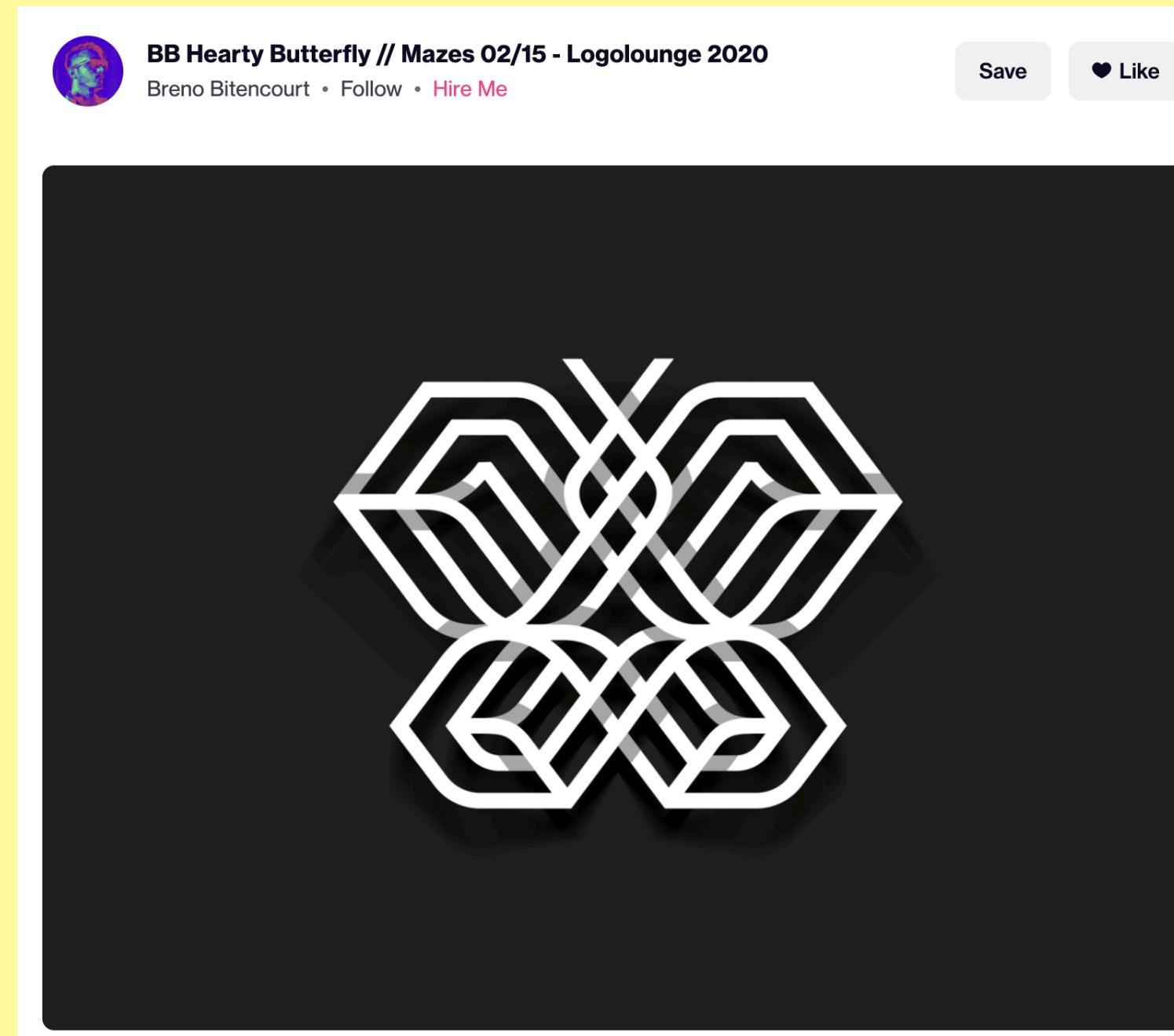
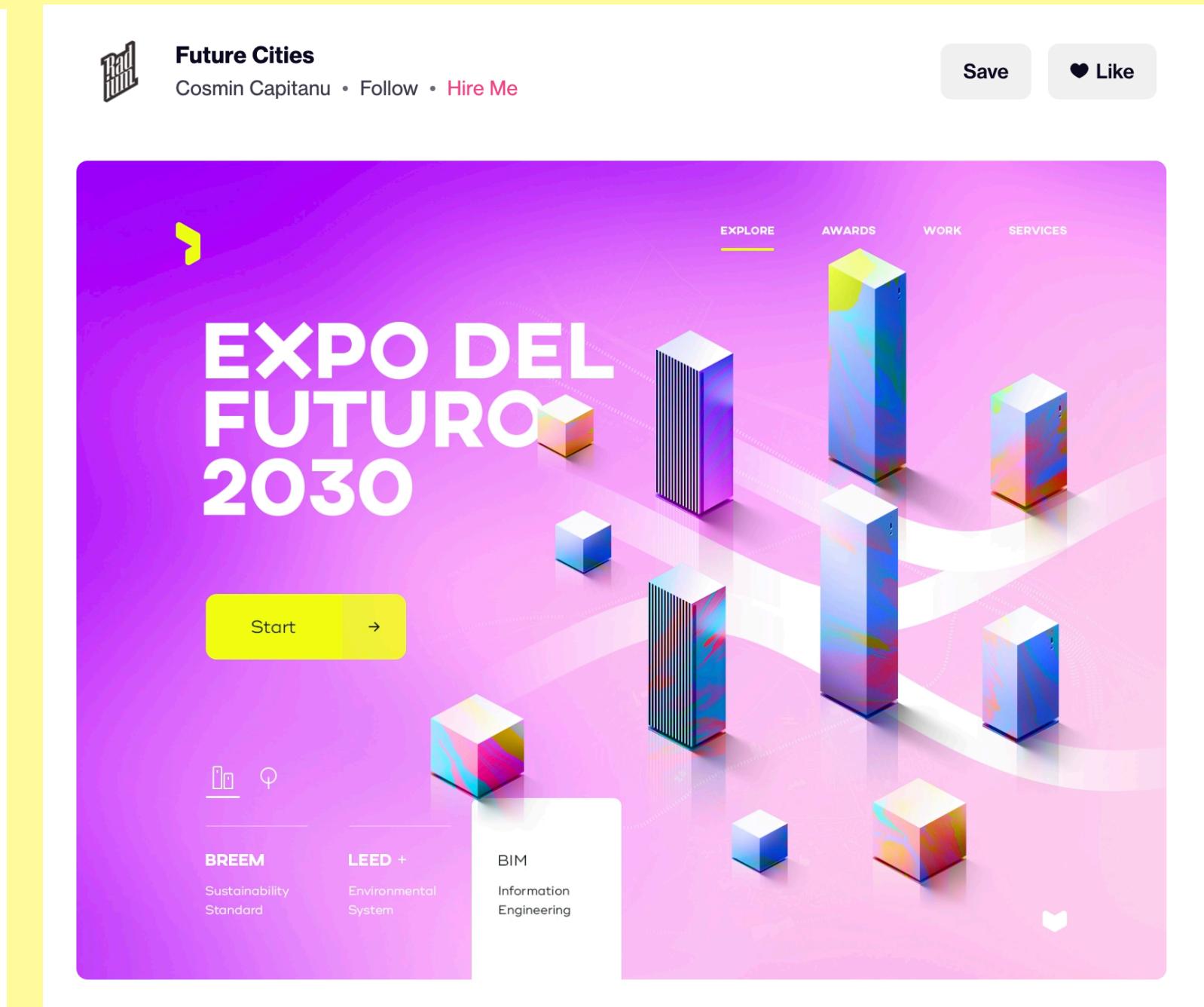
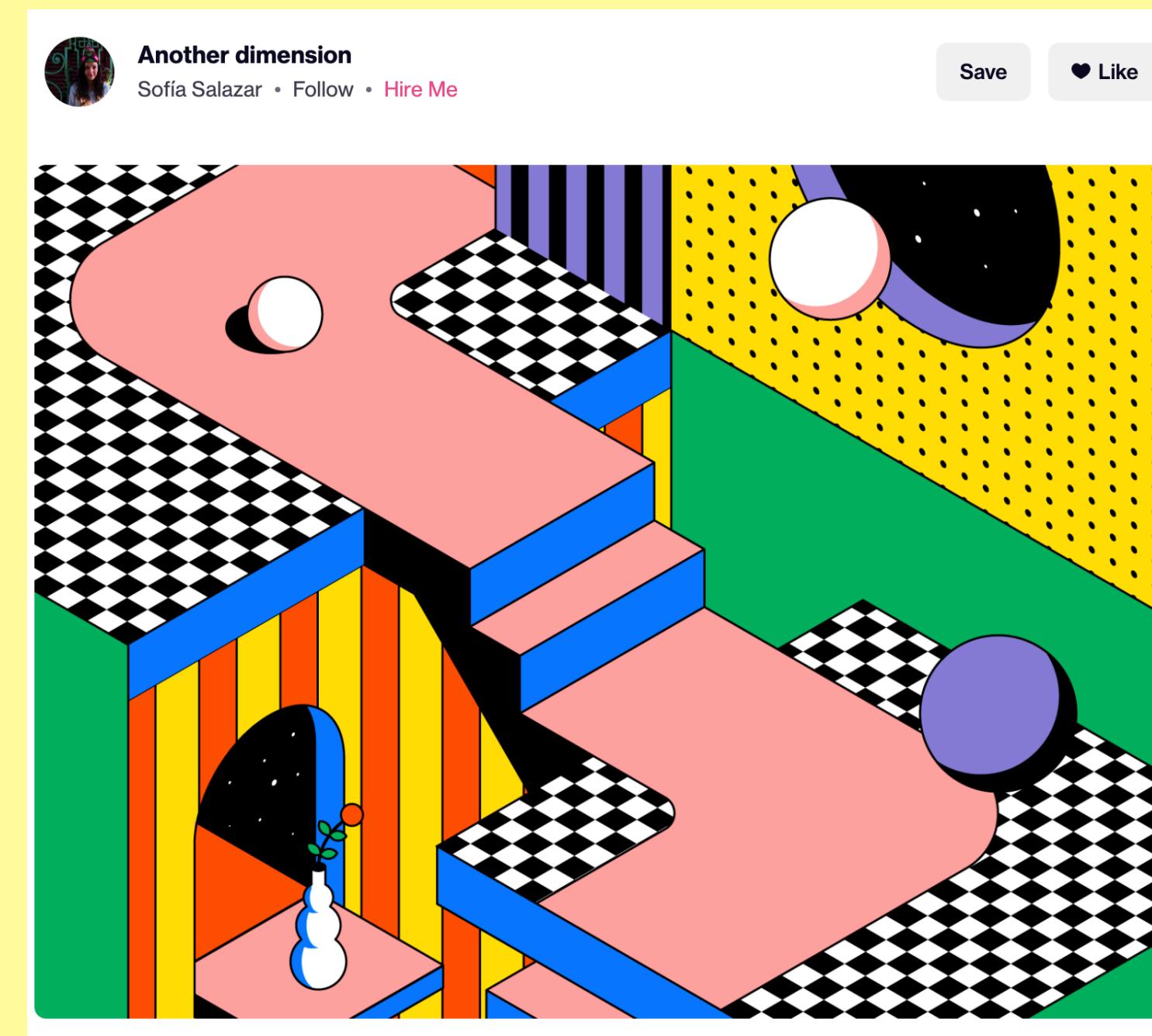
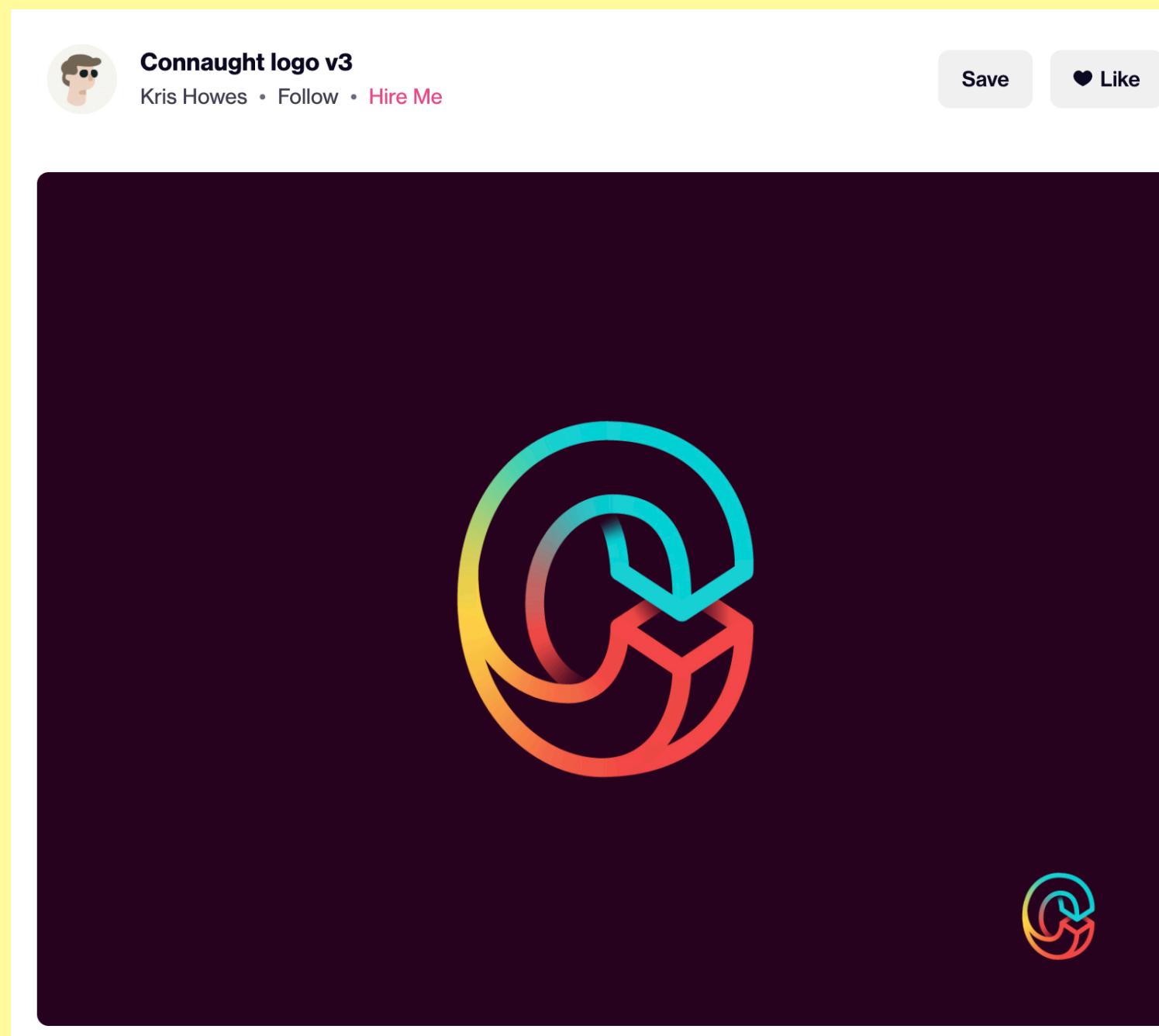


Andy Warhol

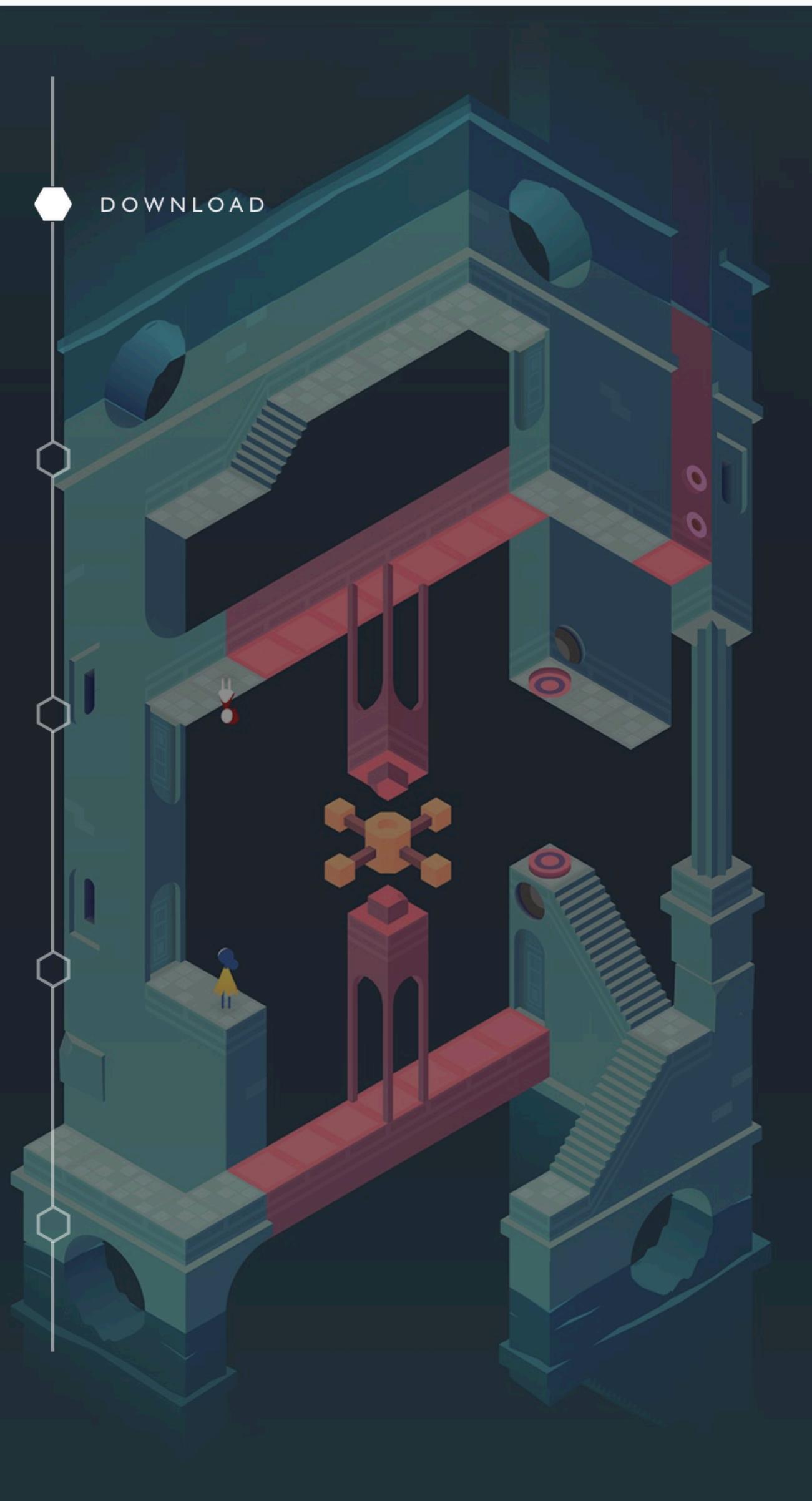
Surrealismo



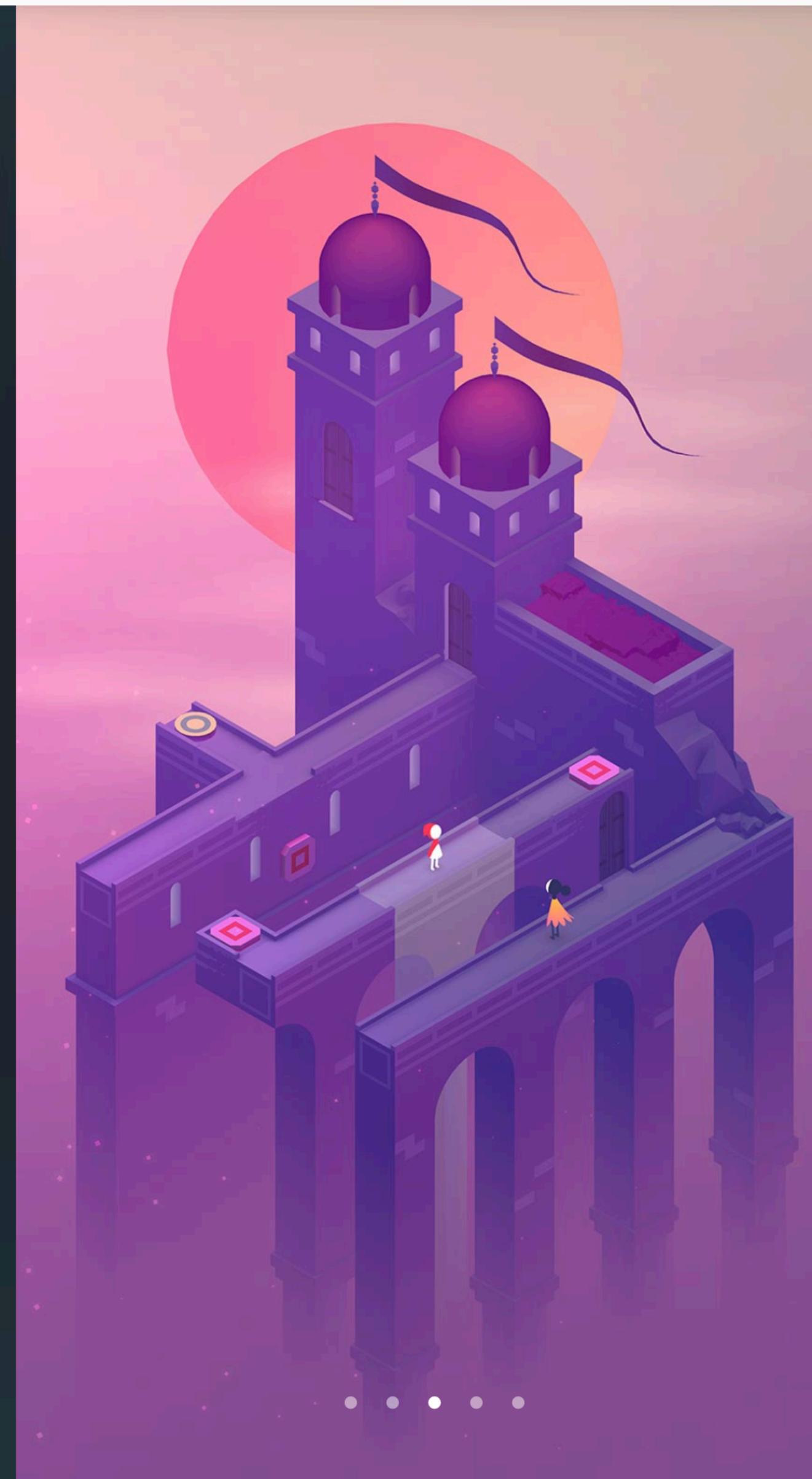
M.C. Escher



MONUMENT VALLEY II



PRINTS & MERCH



MONUMENT VALLEY I



REPERTÓRIO

FILE

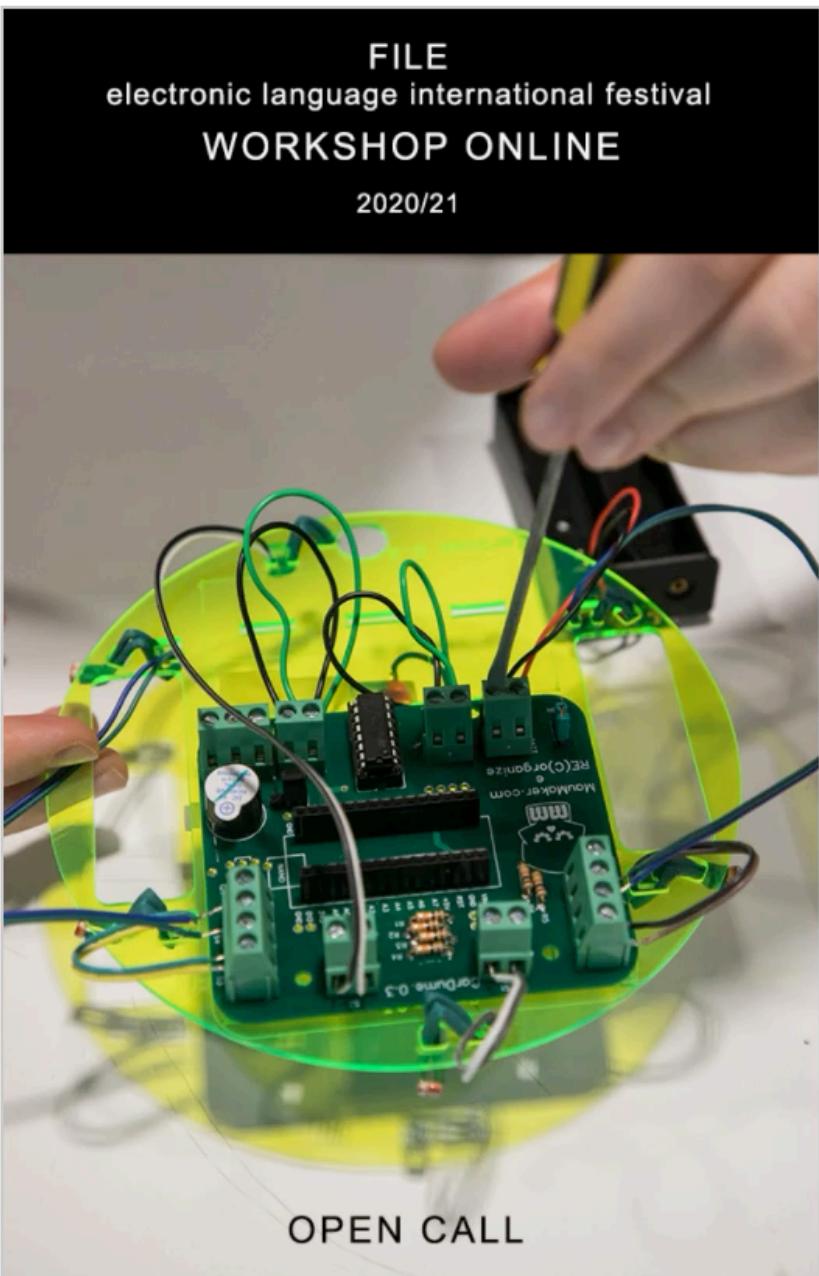
ELECTRONIC
LANGUAGE
INTERNATIONAL
FESTIVAL

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Search



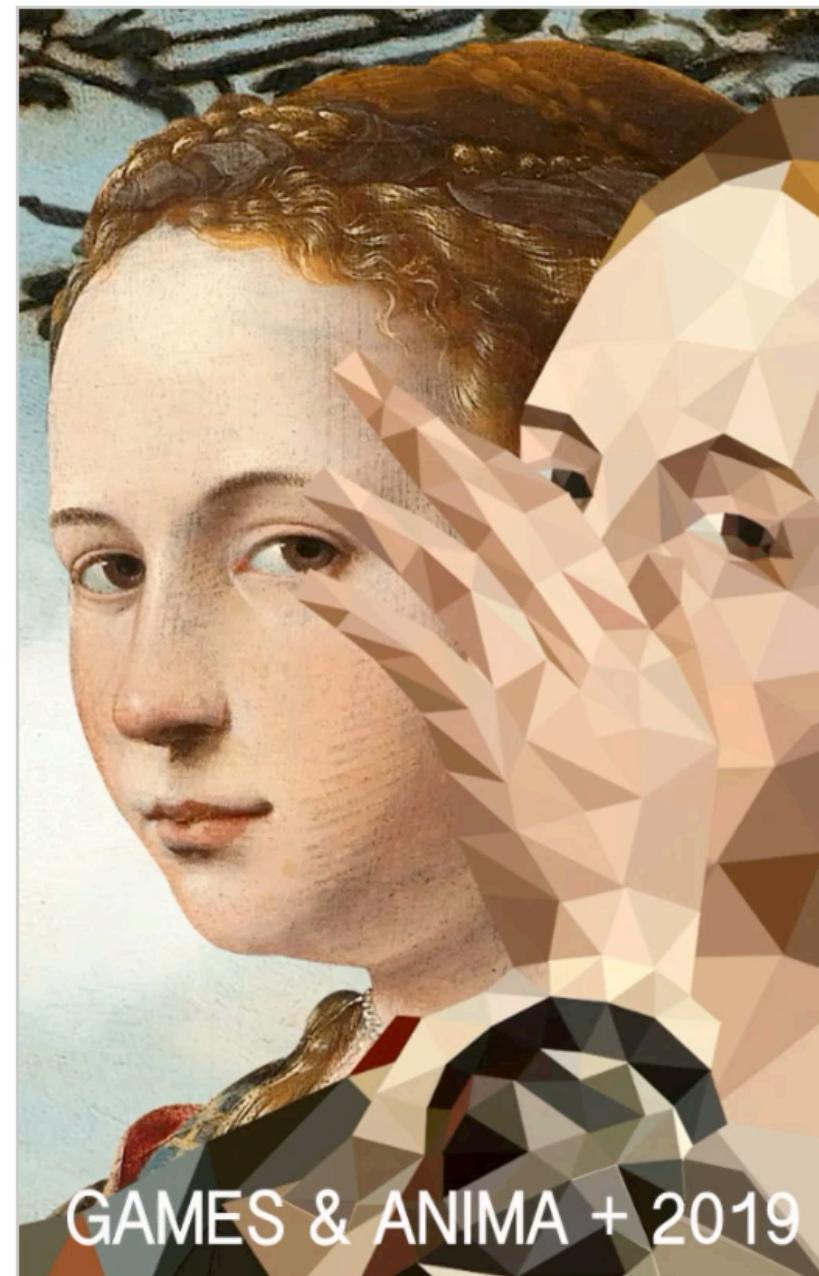
português



FILE WORKSHOP ONLINE –
Open Call



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



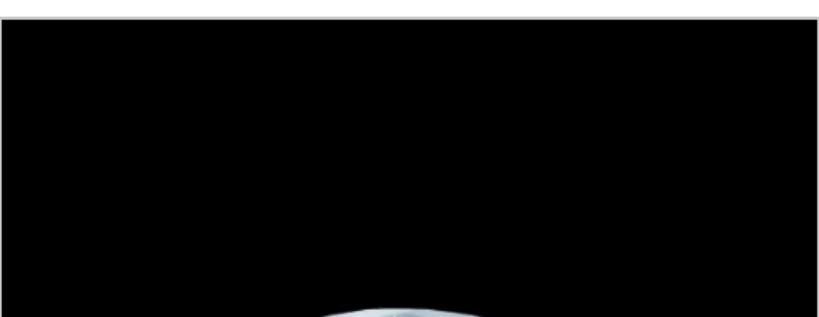
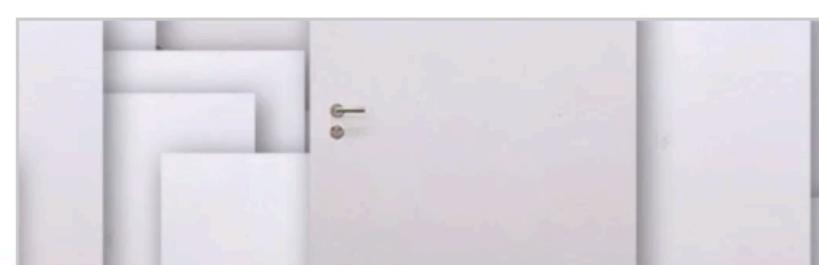
FILE GAMES & ANIMA+ 2019 –
Sao Paulo



FILE GIFS 2019 – São Paulo



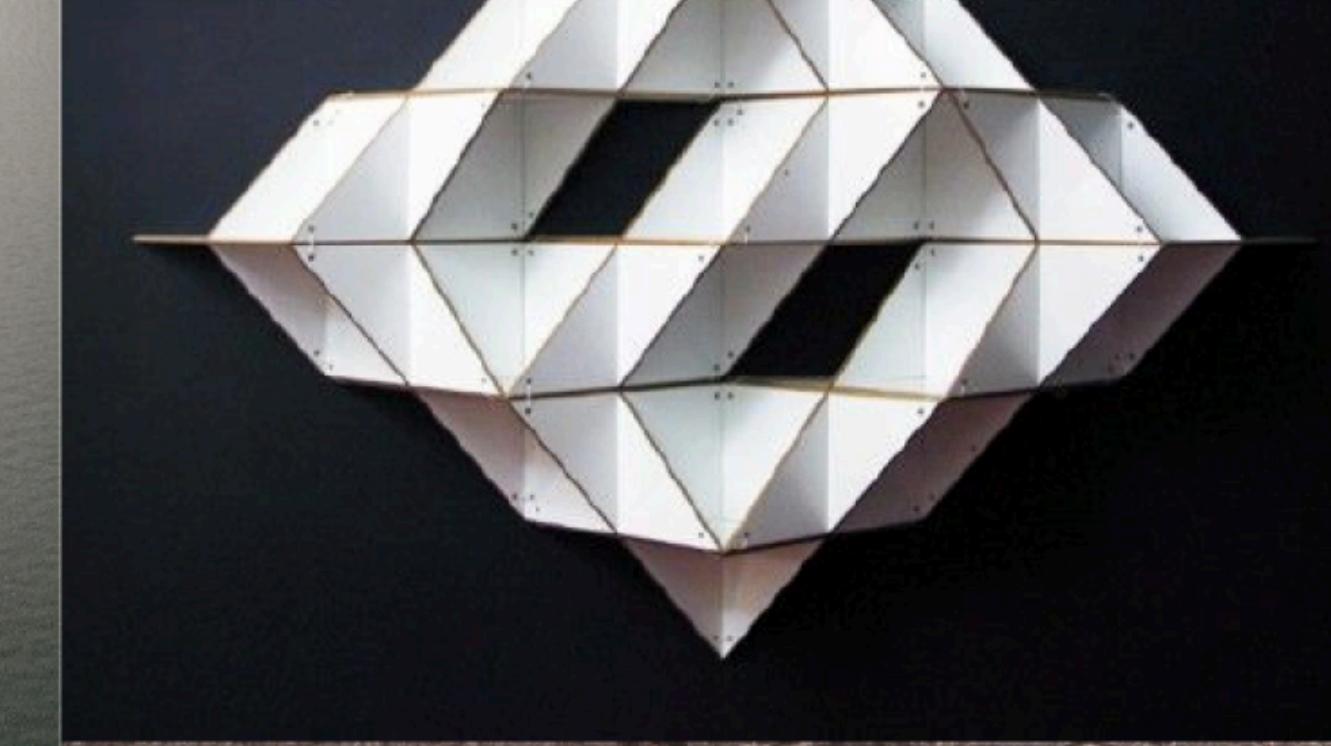
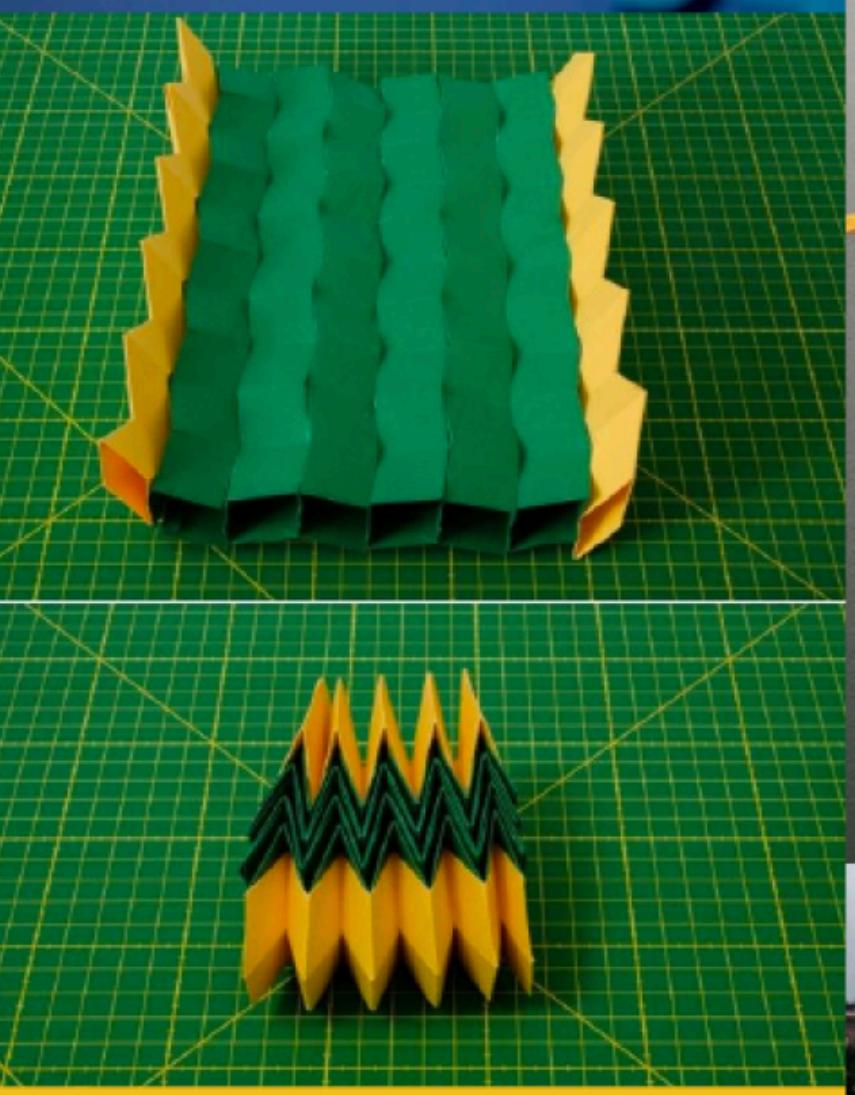
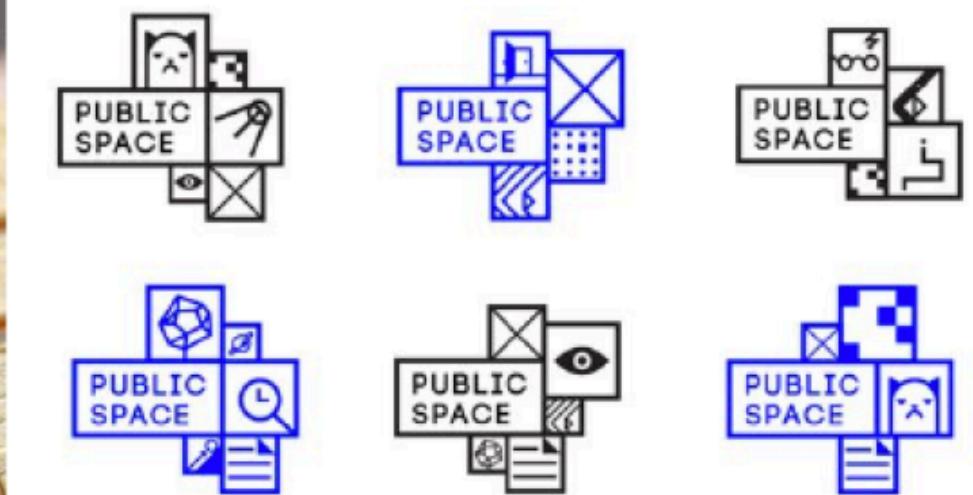
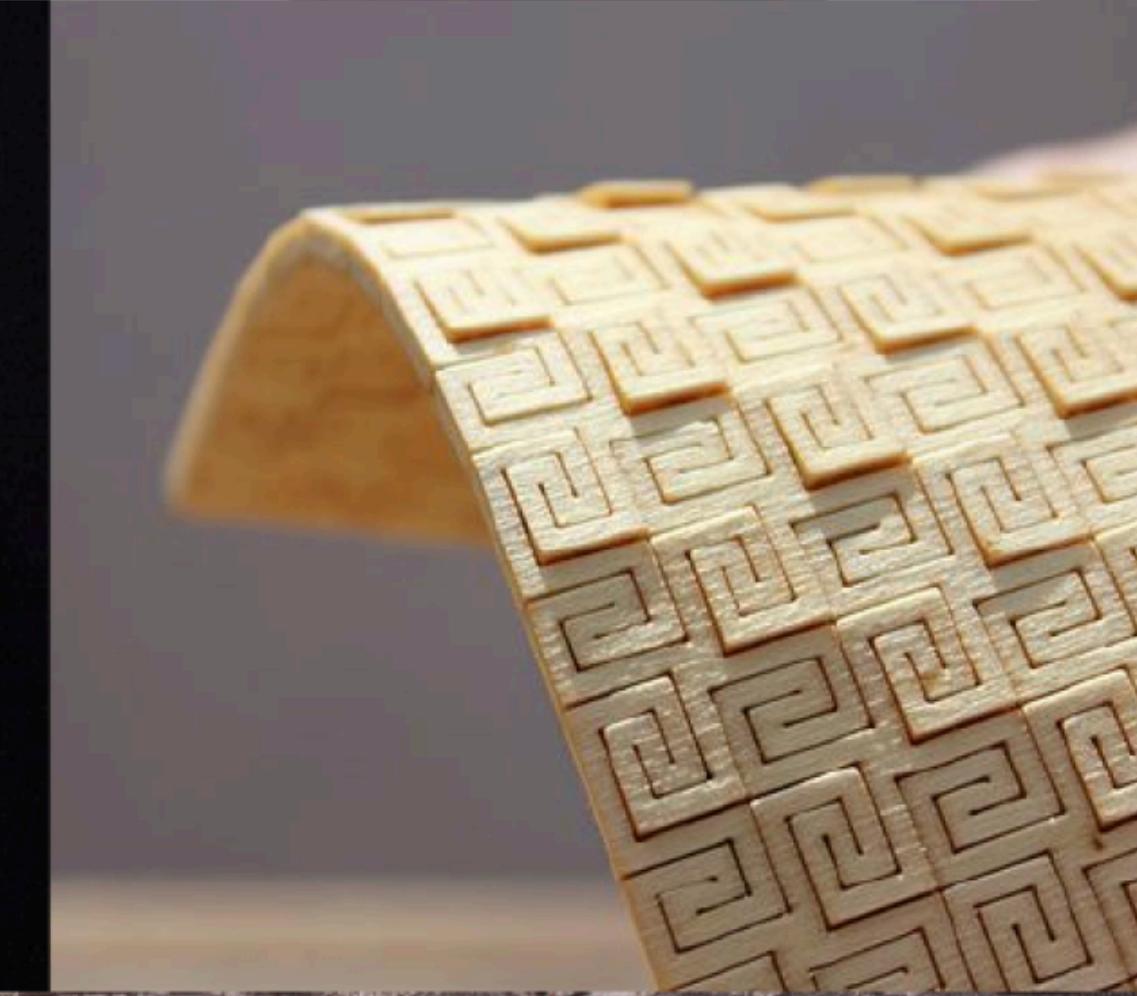
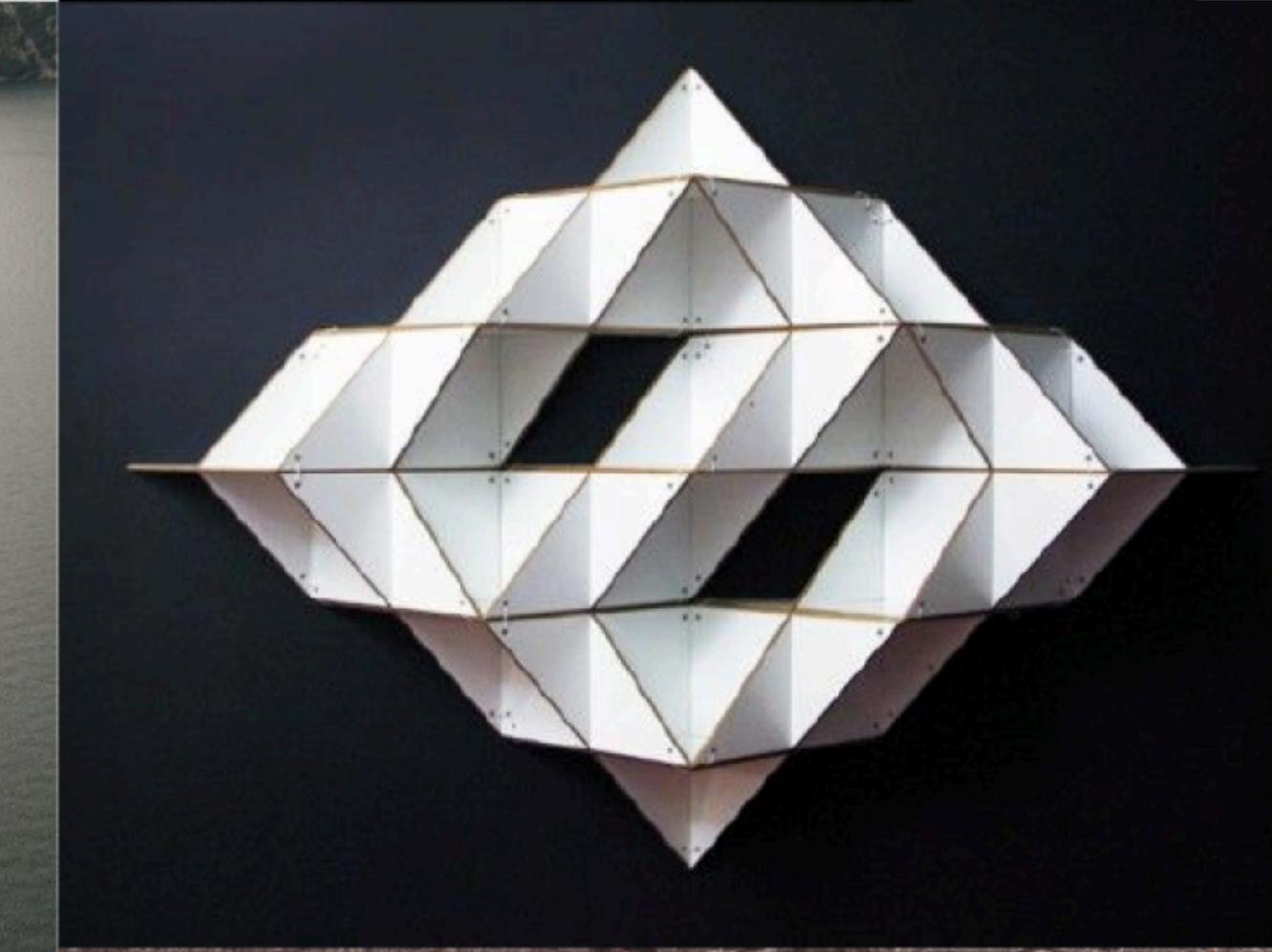
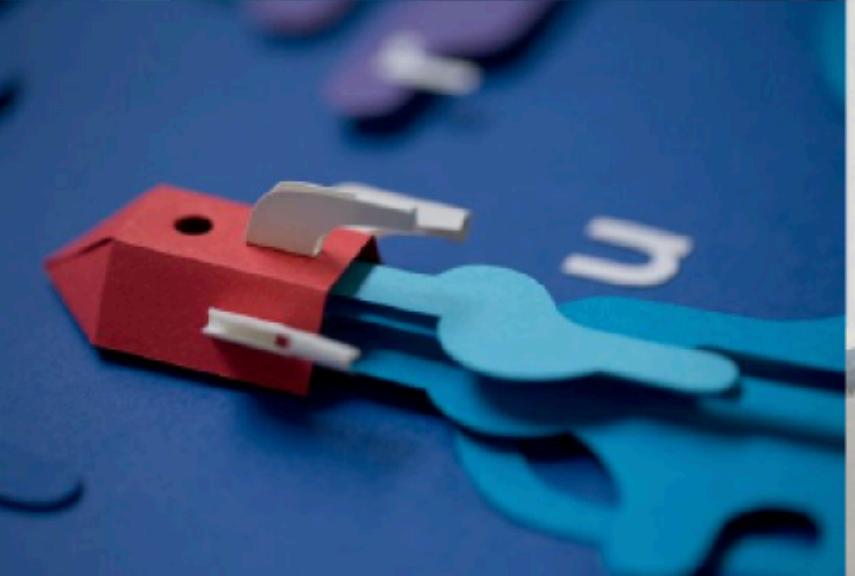
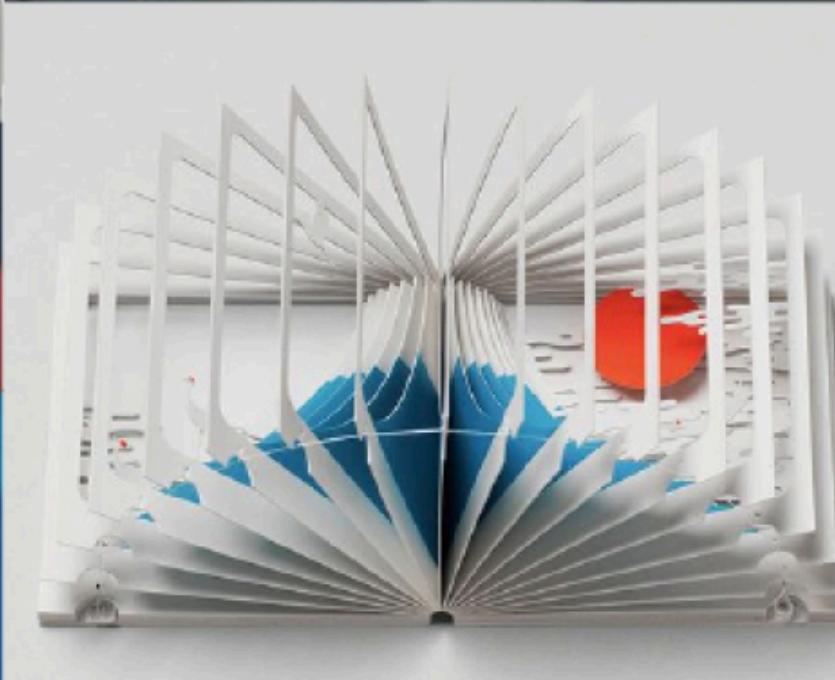
FILE LED SHOW 2019



**MOOD
BOARDS**

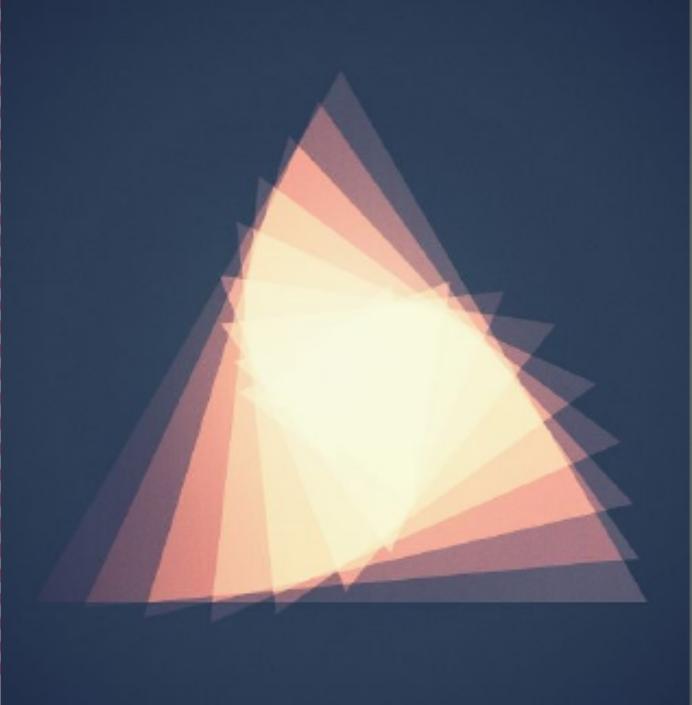
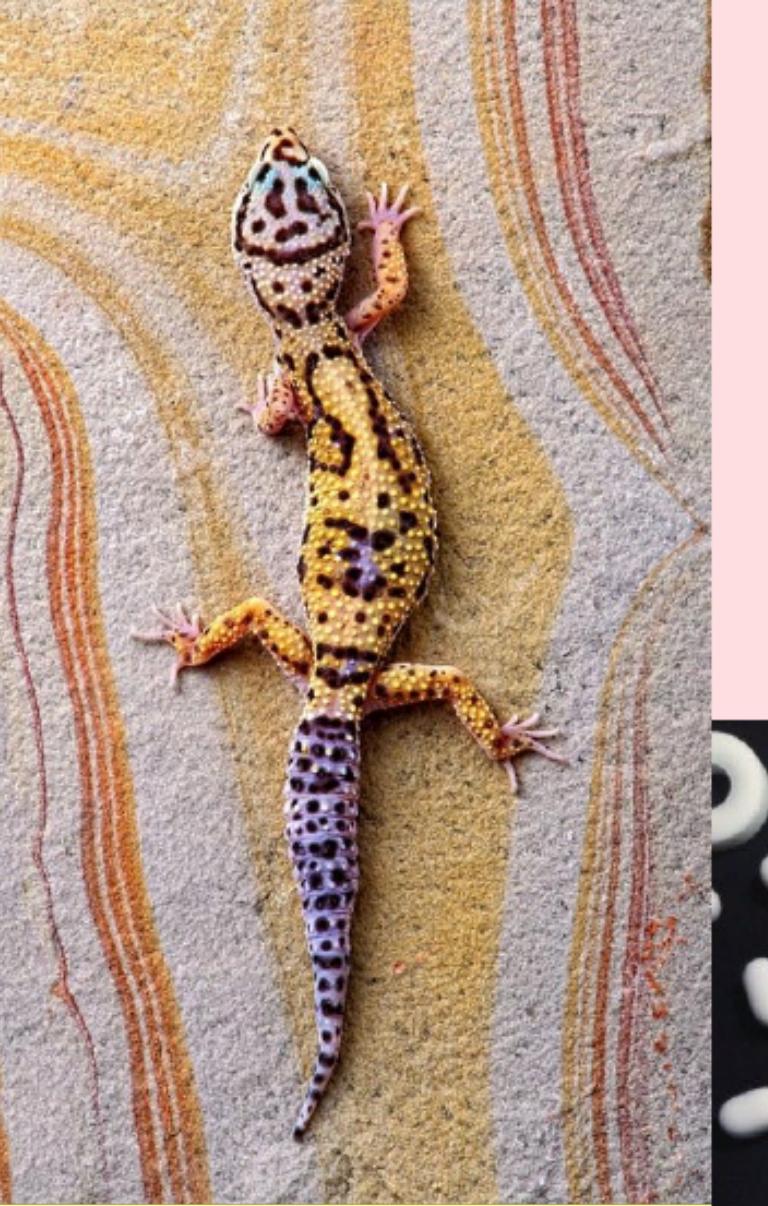
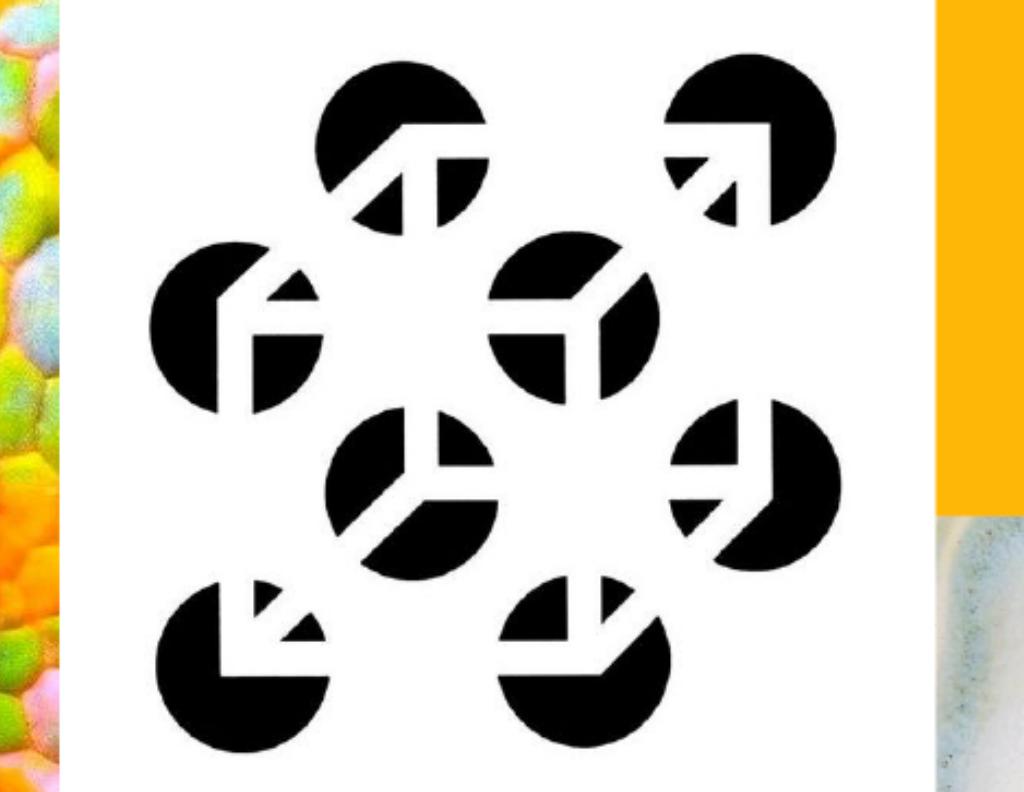
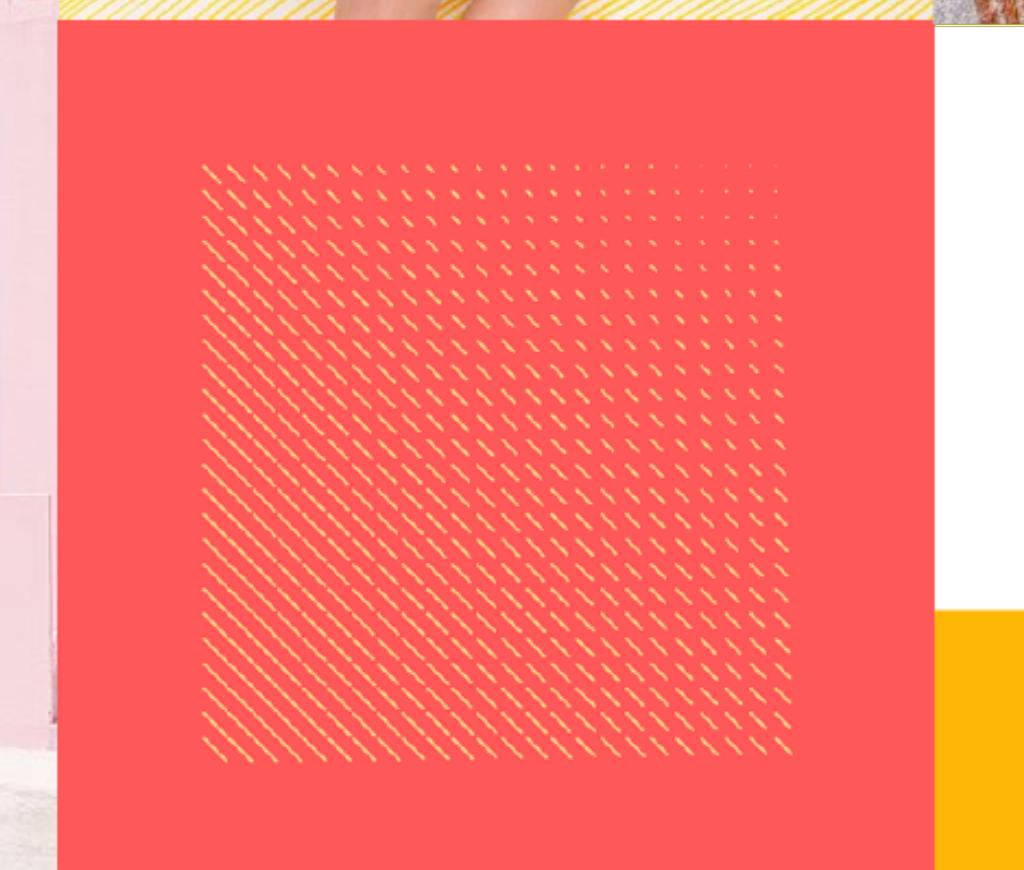
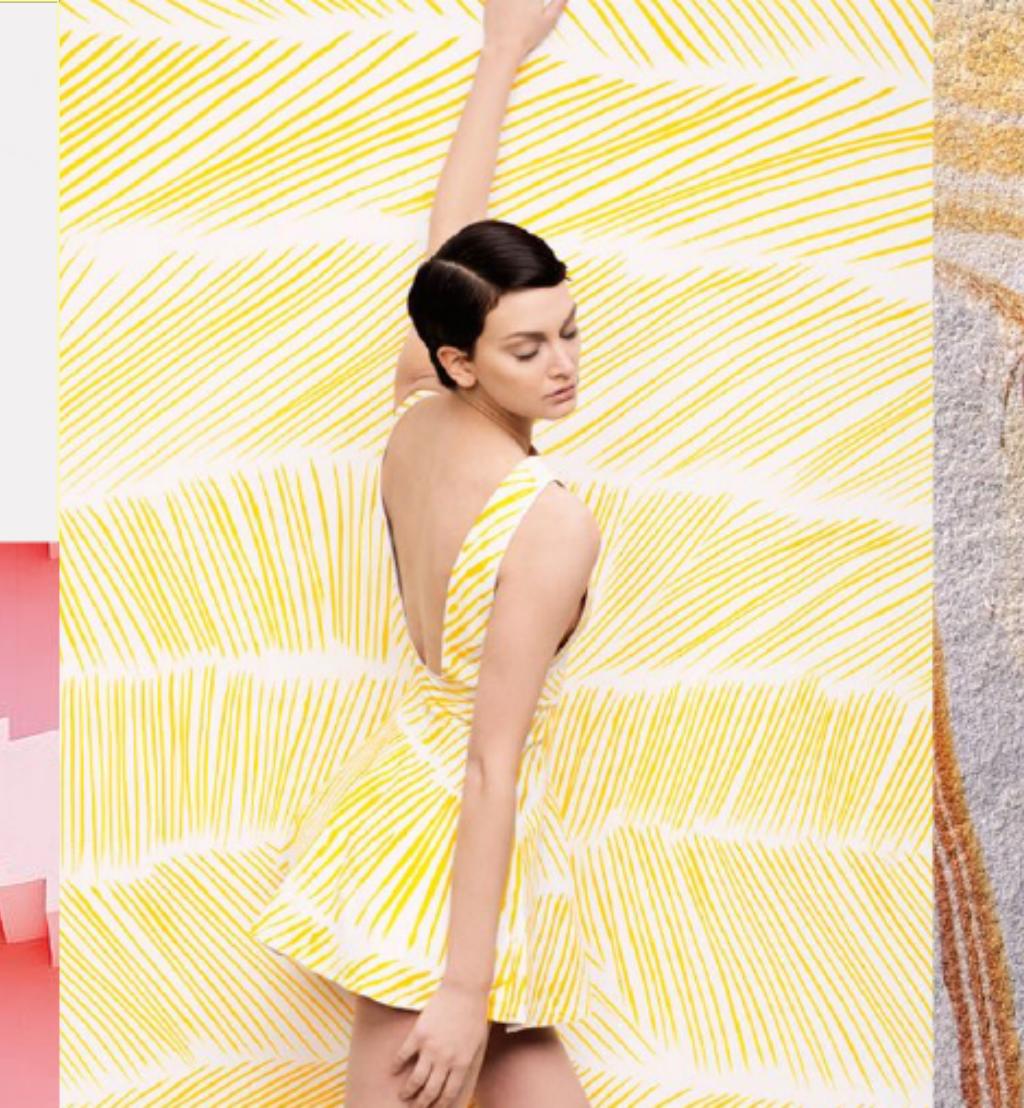
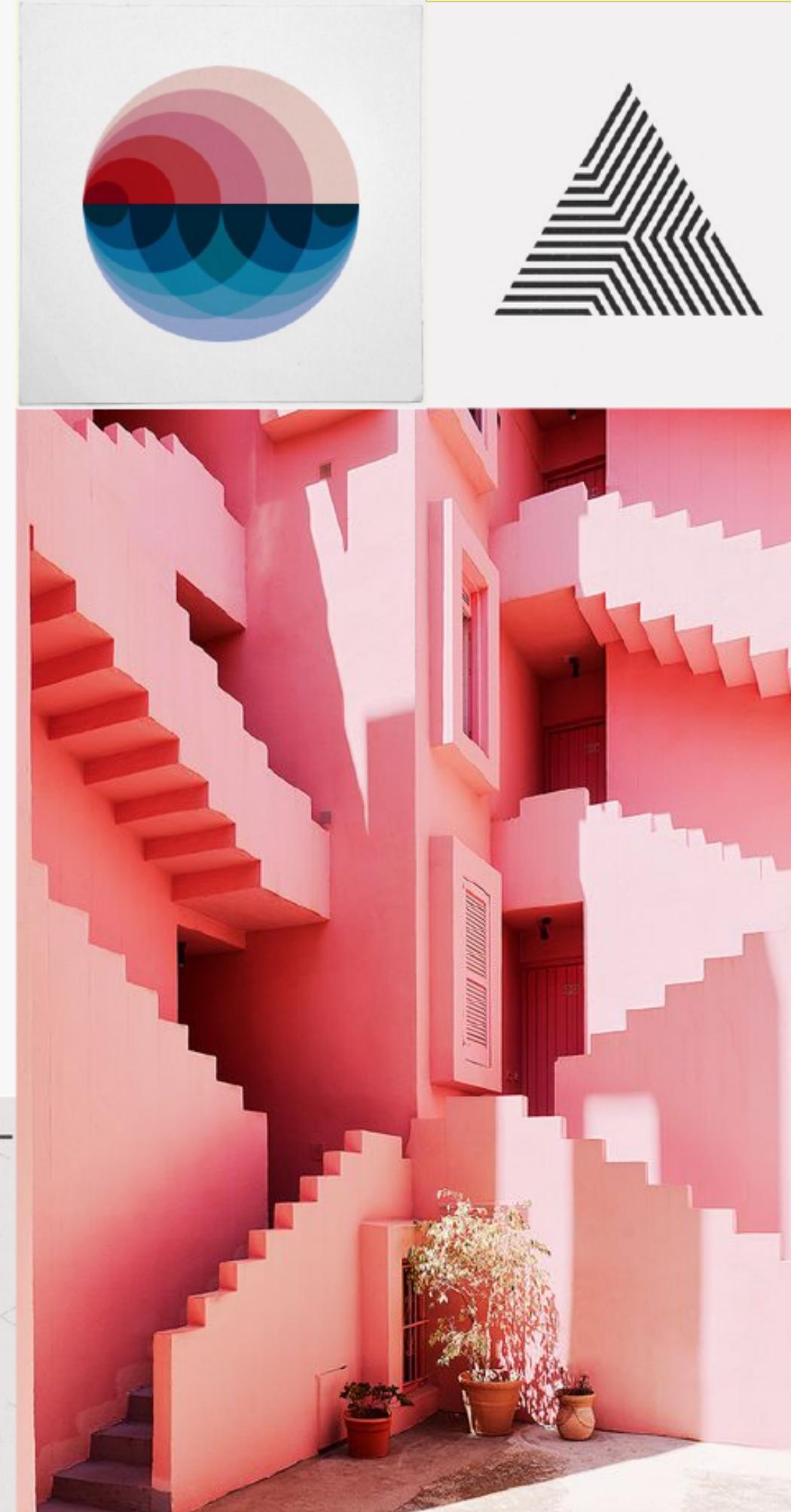
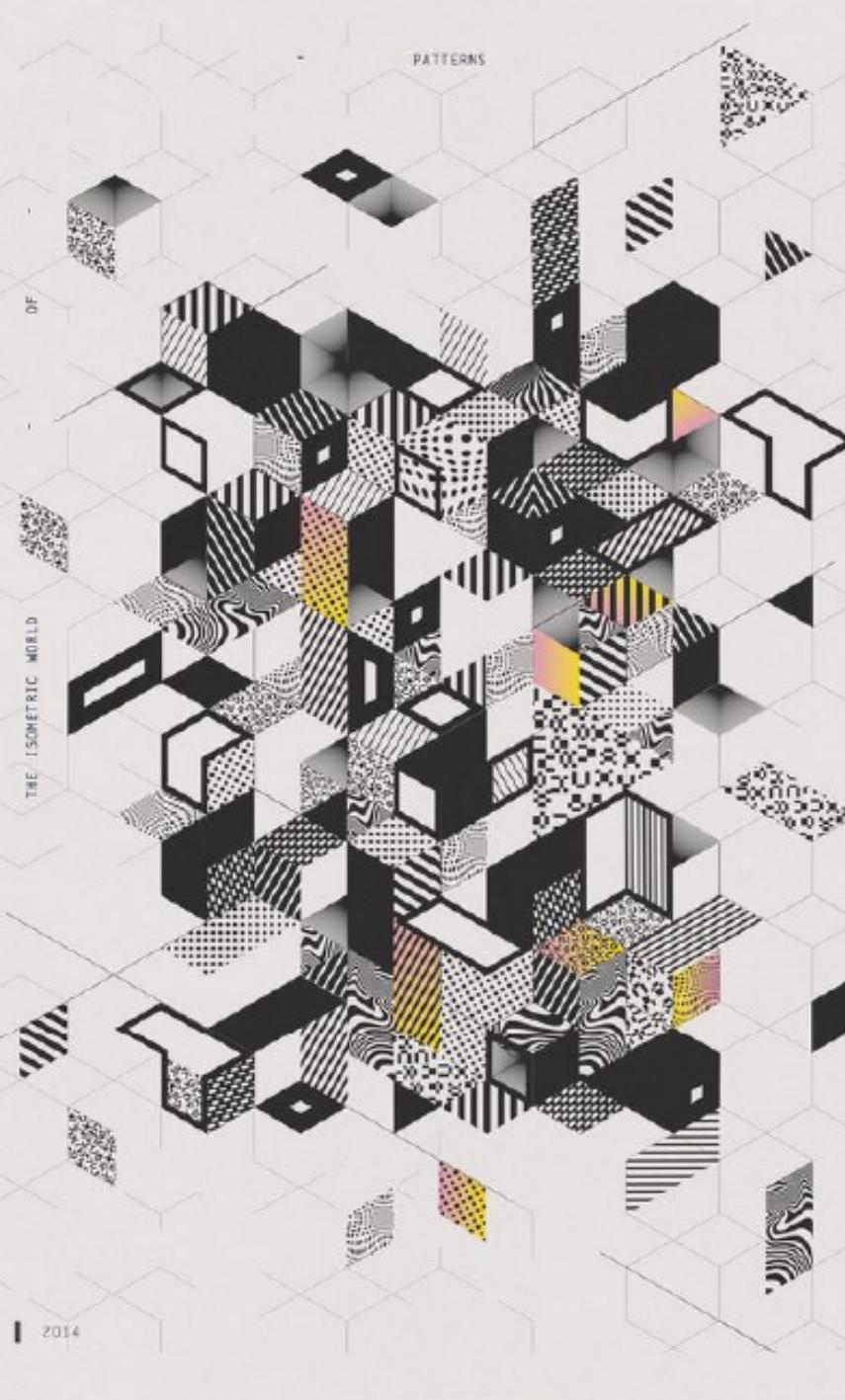
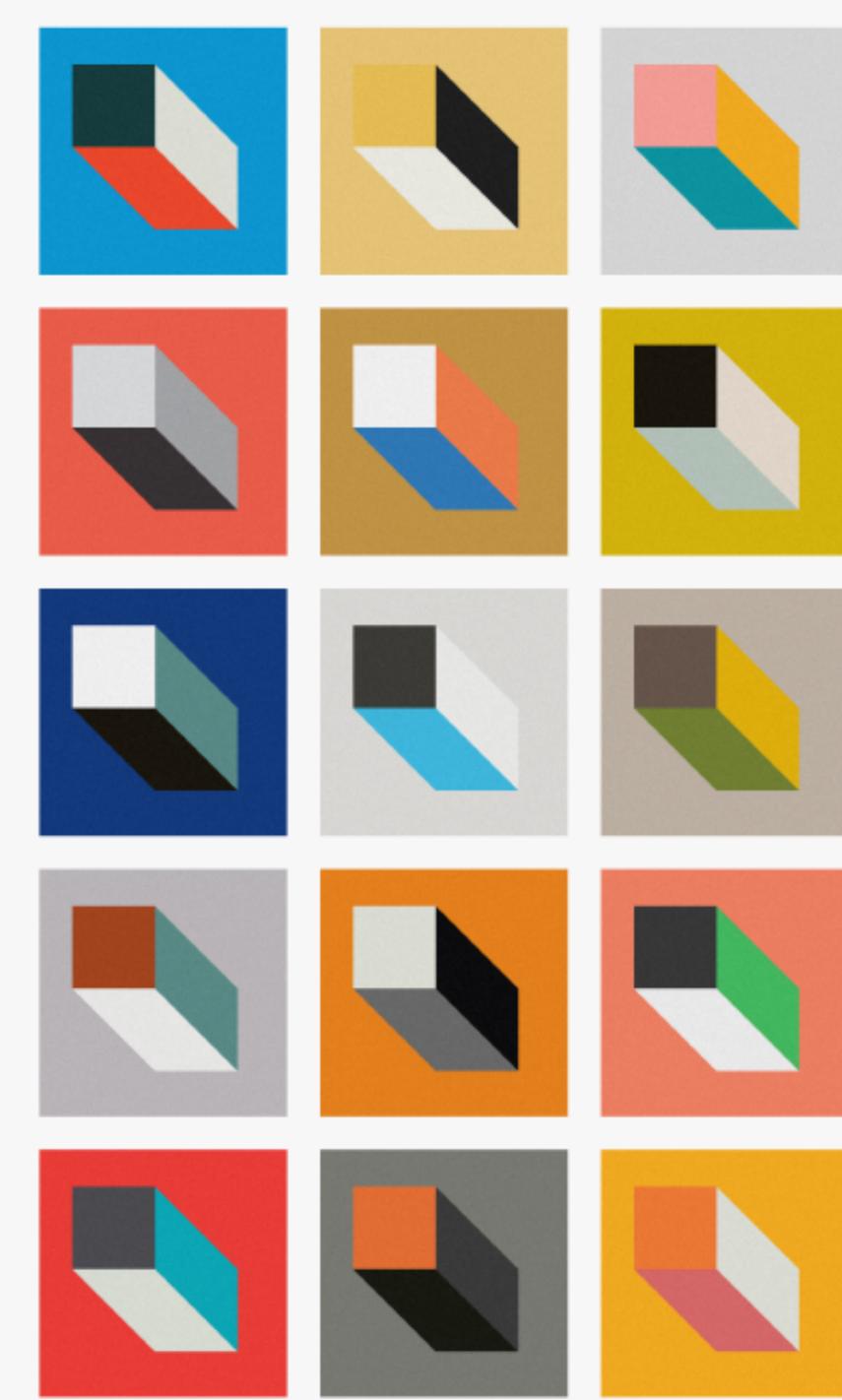
Moodboards

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

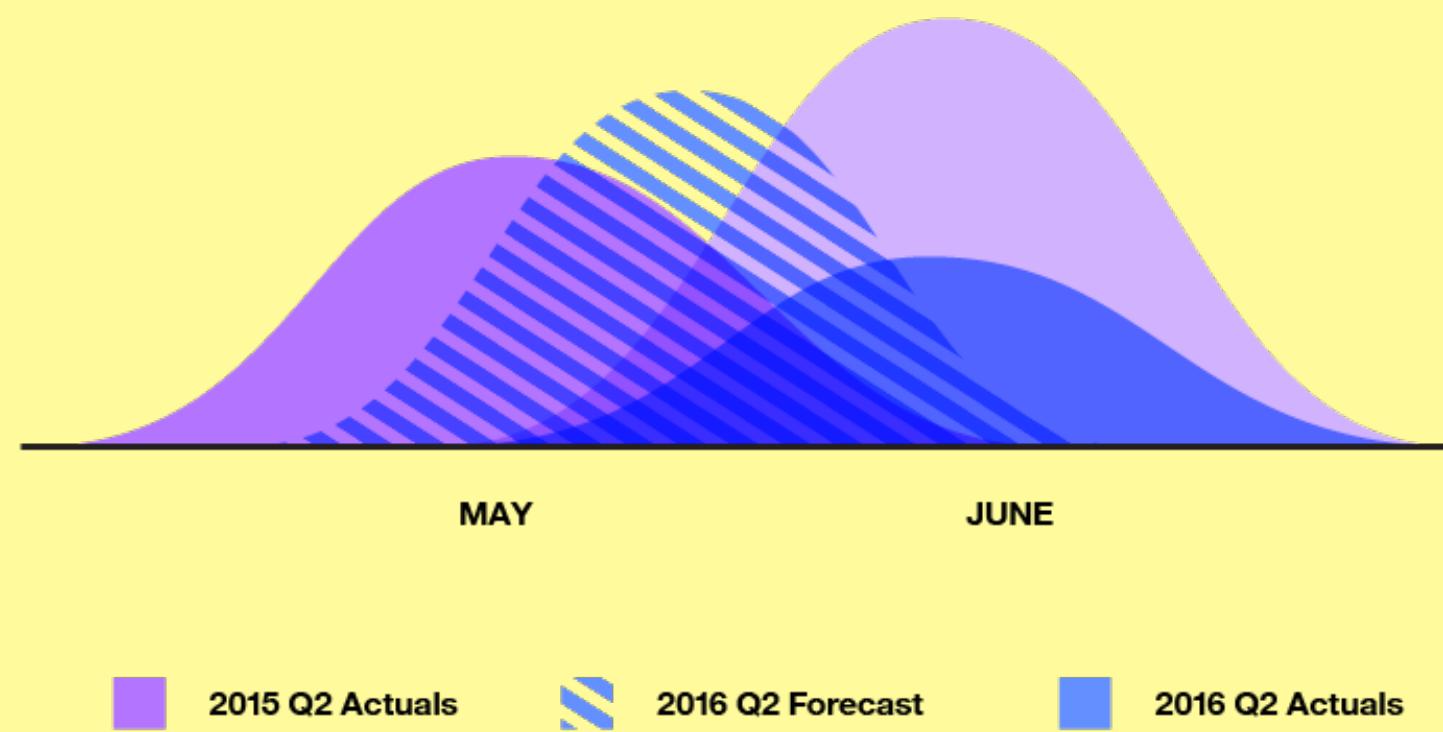


DRAFT

INSPIRACIONAL

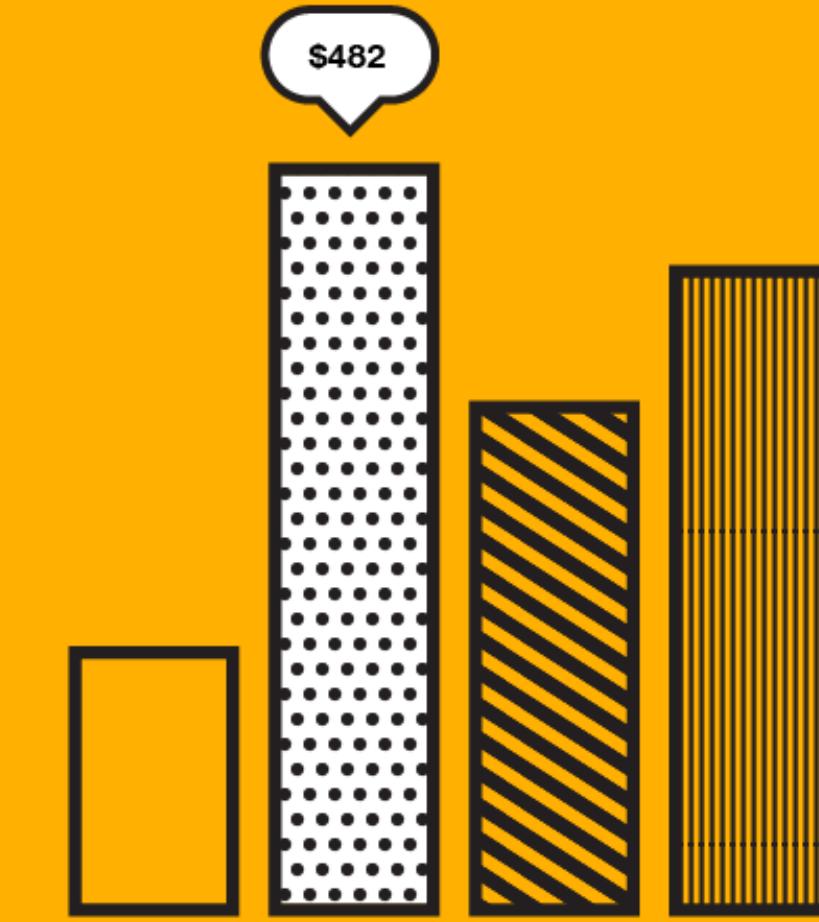


EXPLORACÕES GRÁFICAS



Marco
Senior Analyst

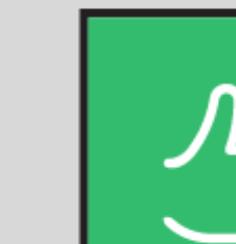
Financial Accounting for Squares



Pick a user ▾

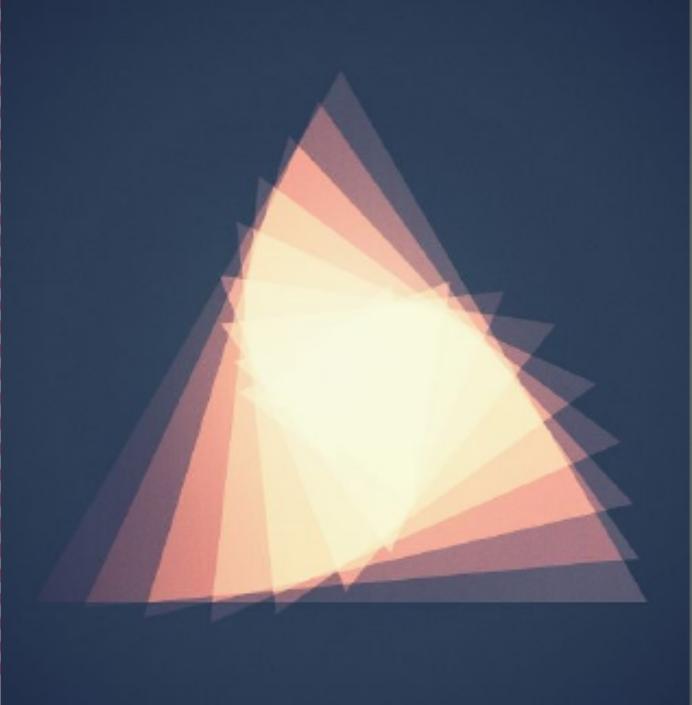
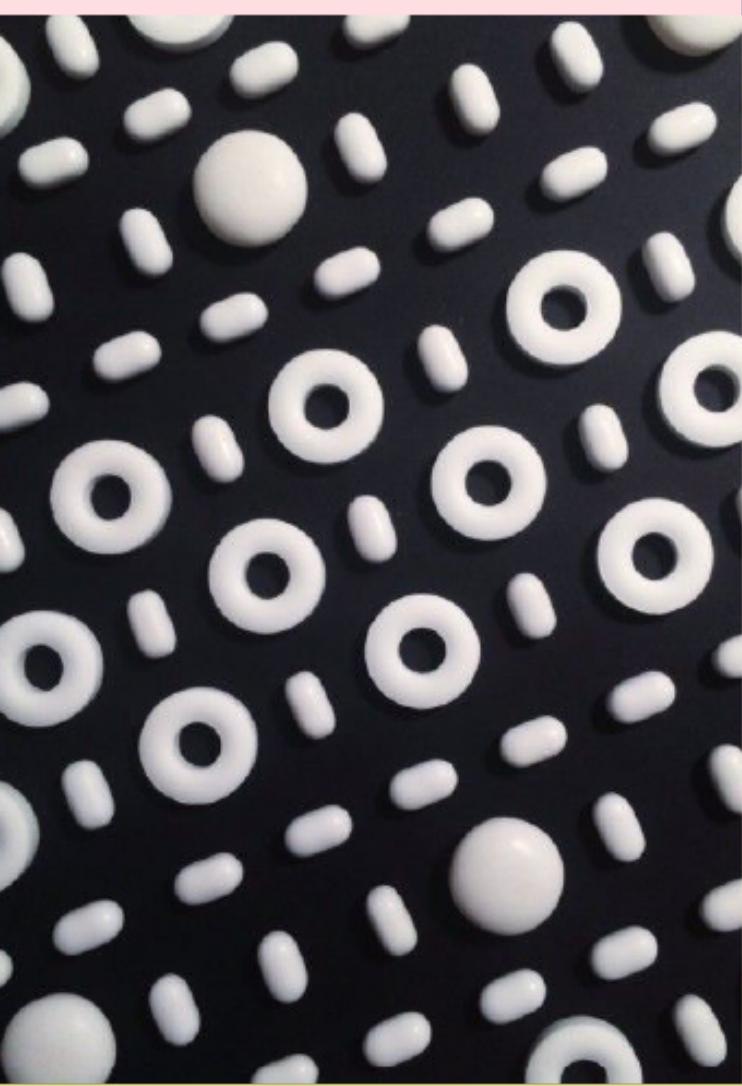
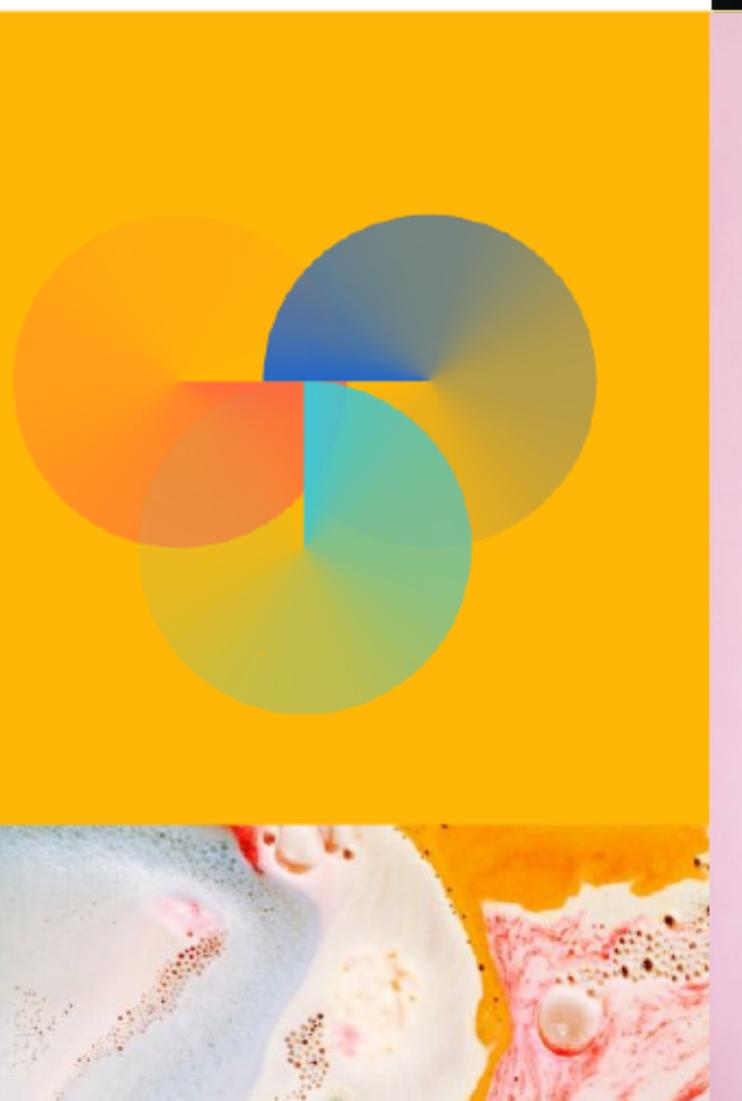
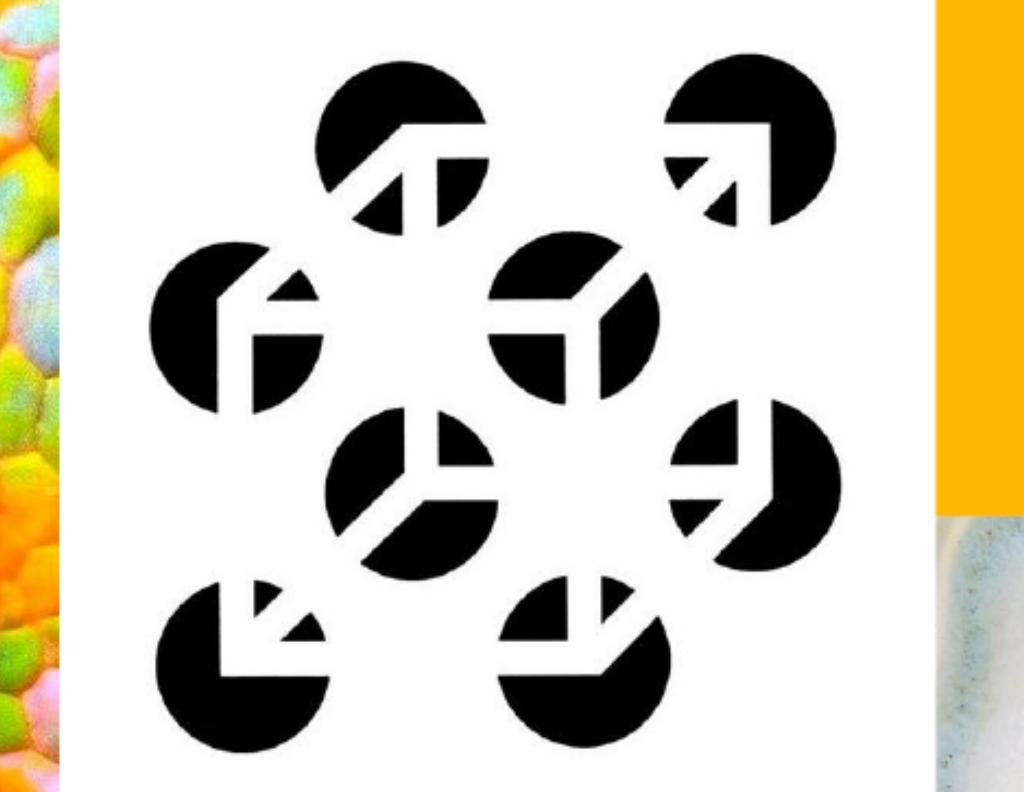
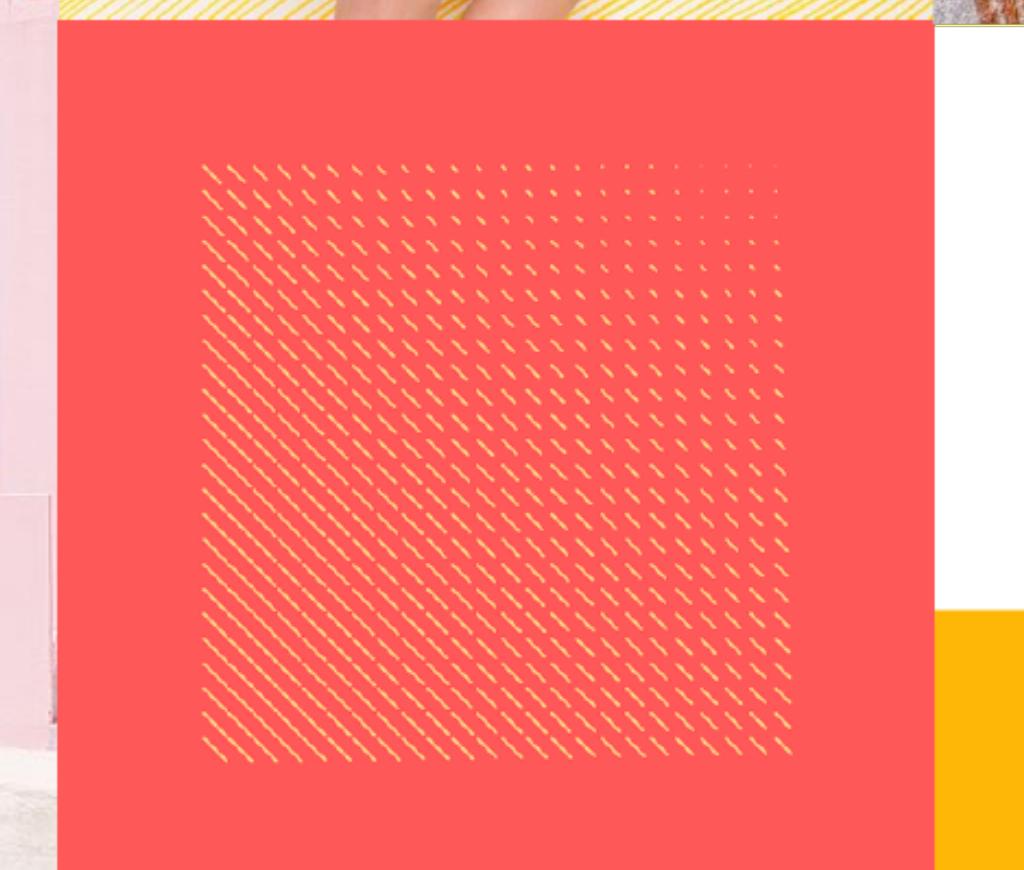
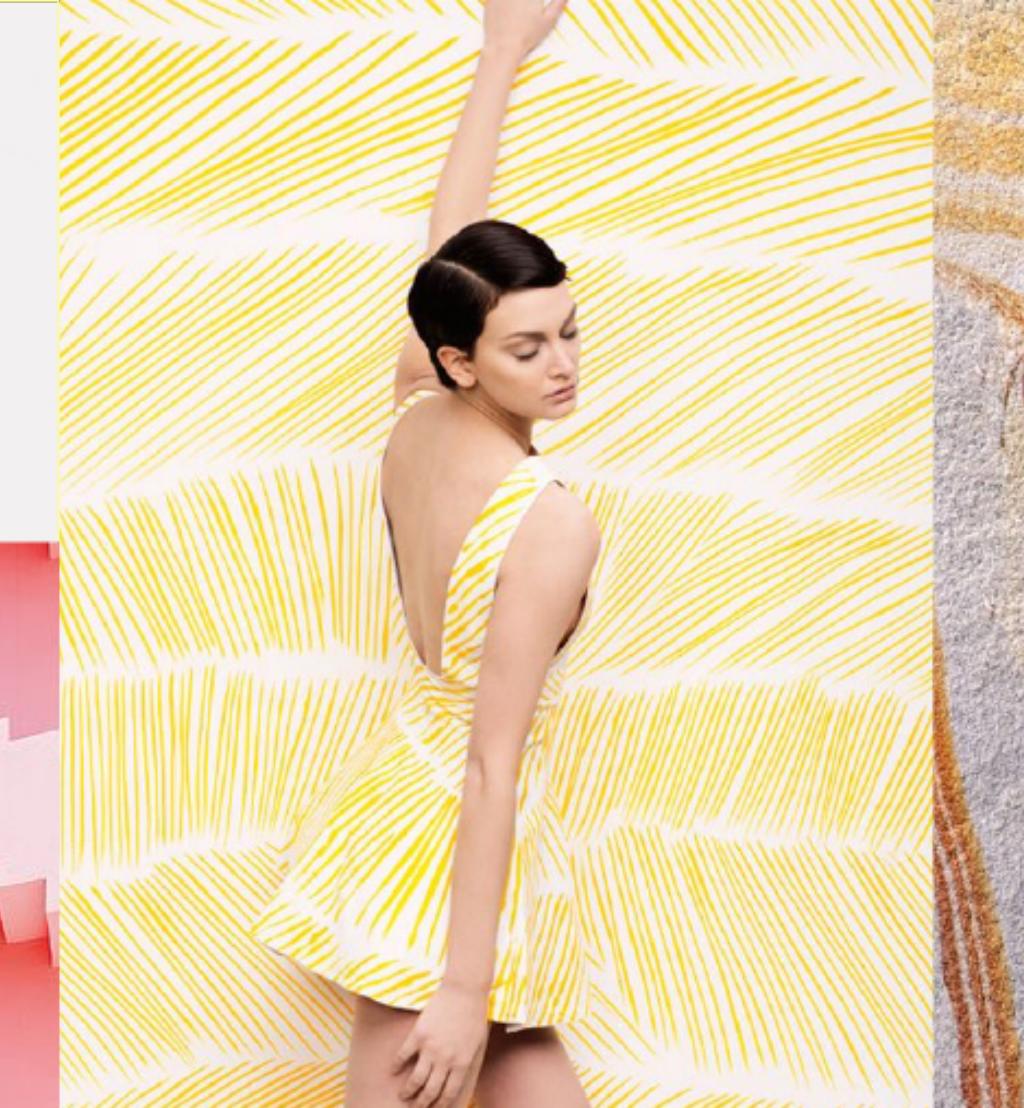
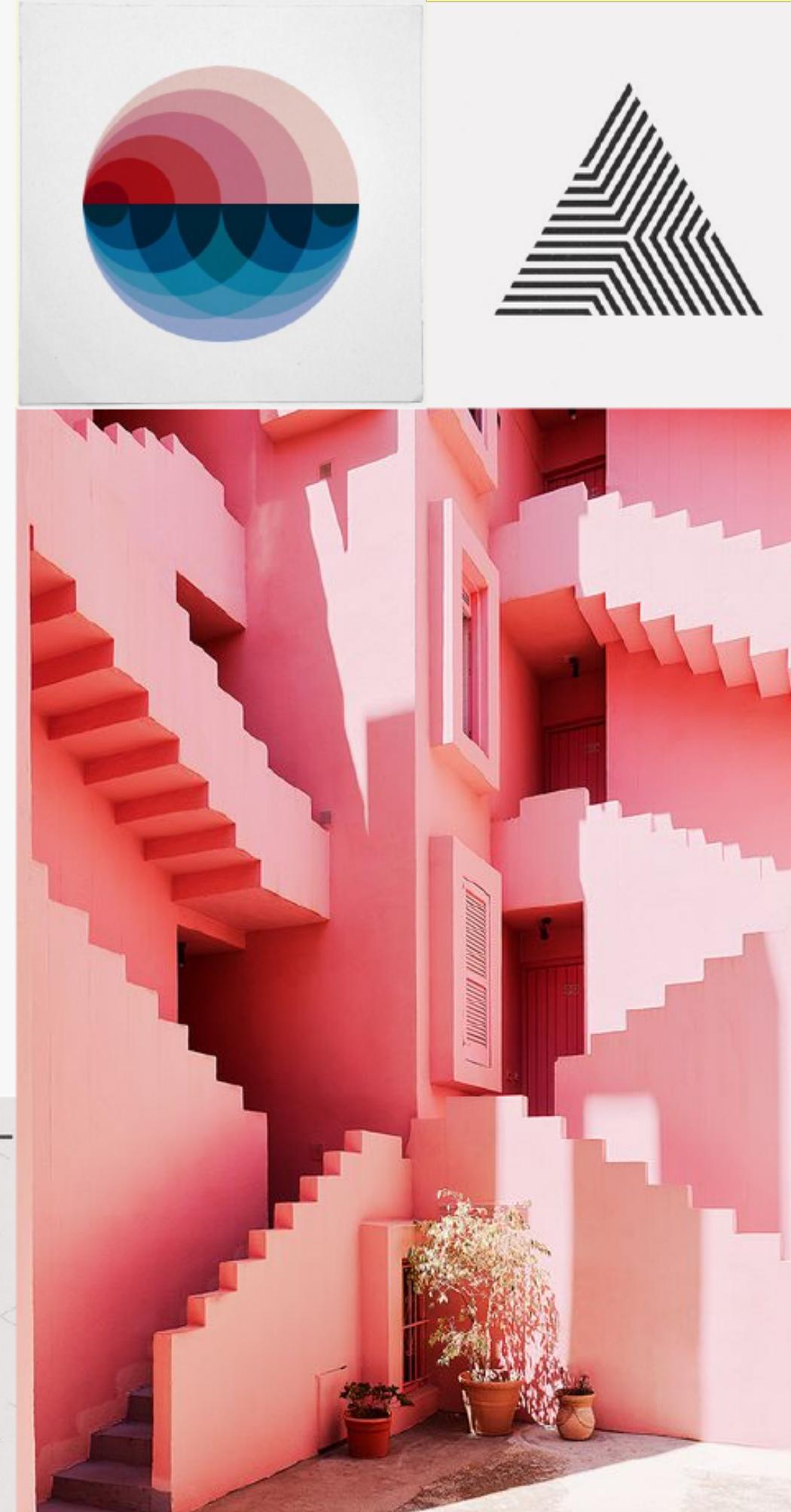
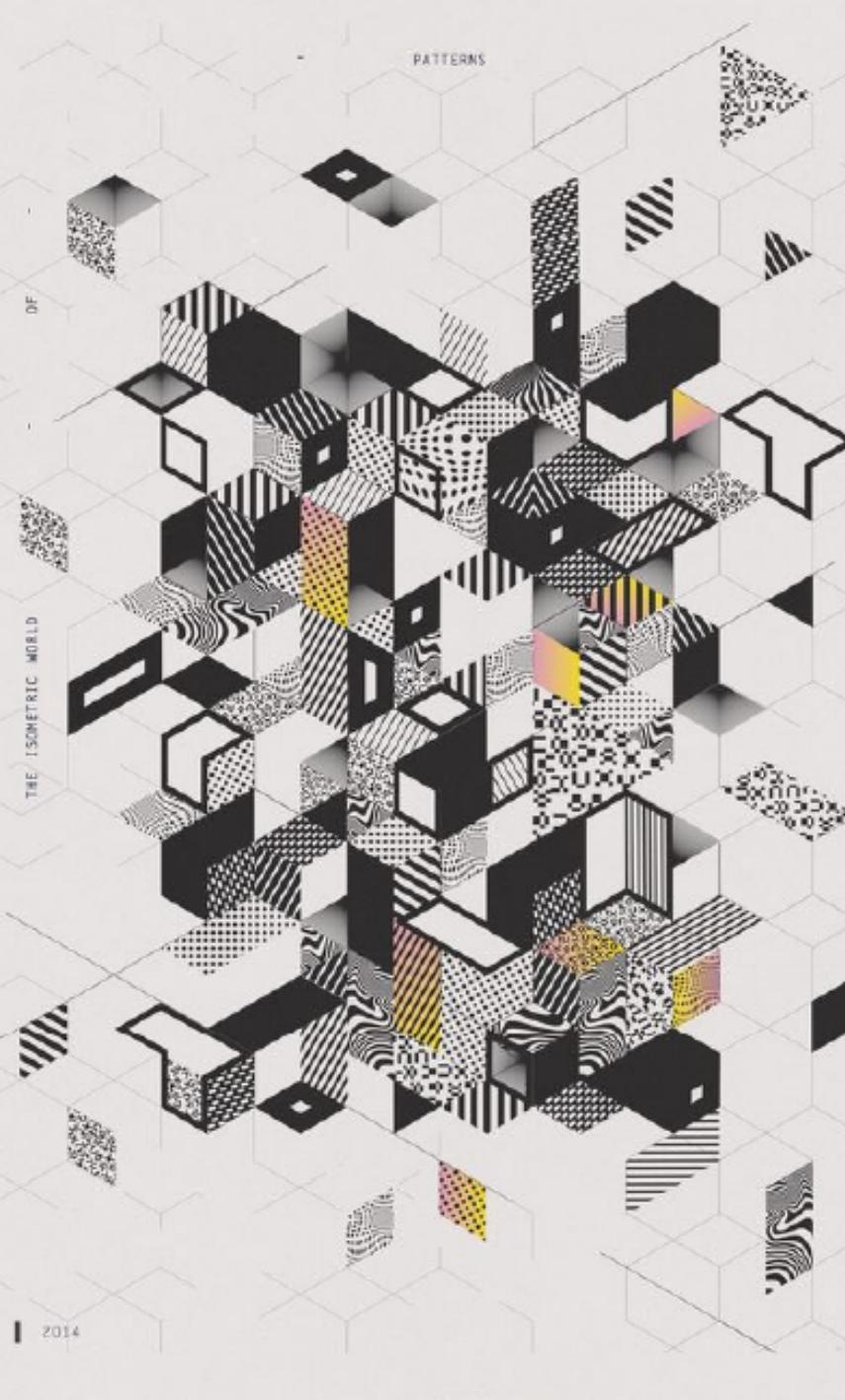
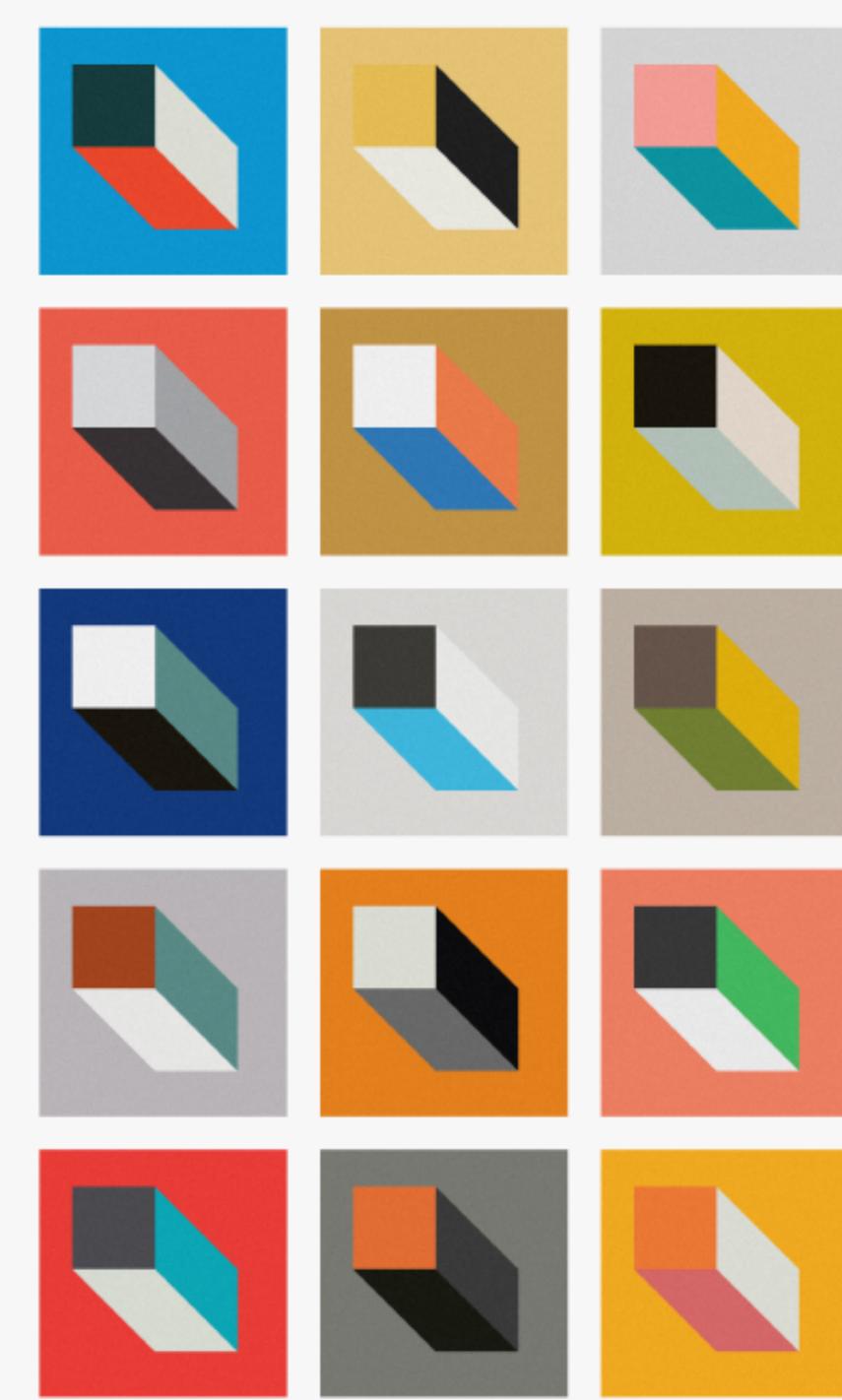
- Annette
- Marco
- Joachim
- Martin

Sign in to your account



Congrats

Your data has been imported.



Moodboards

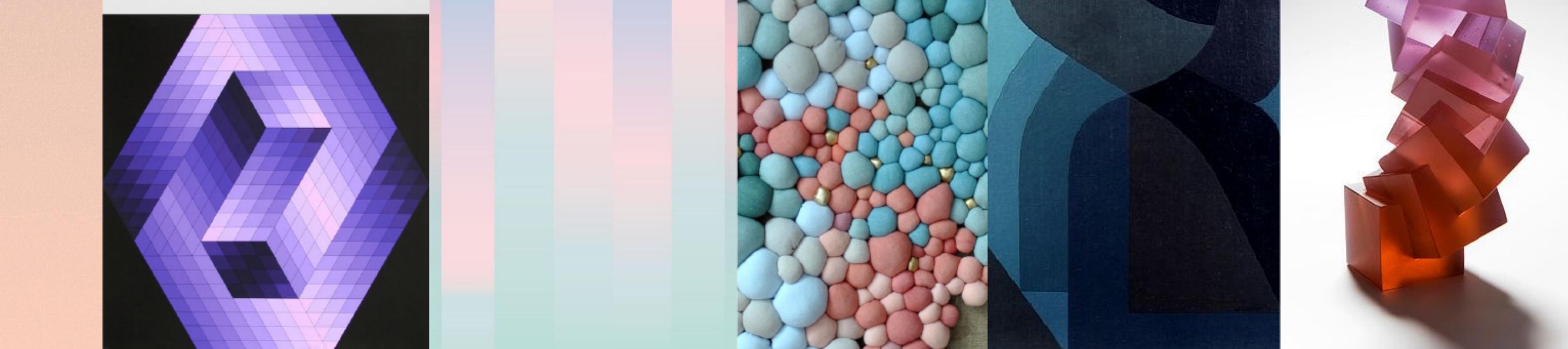
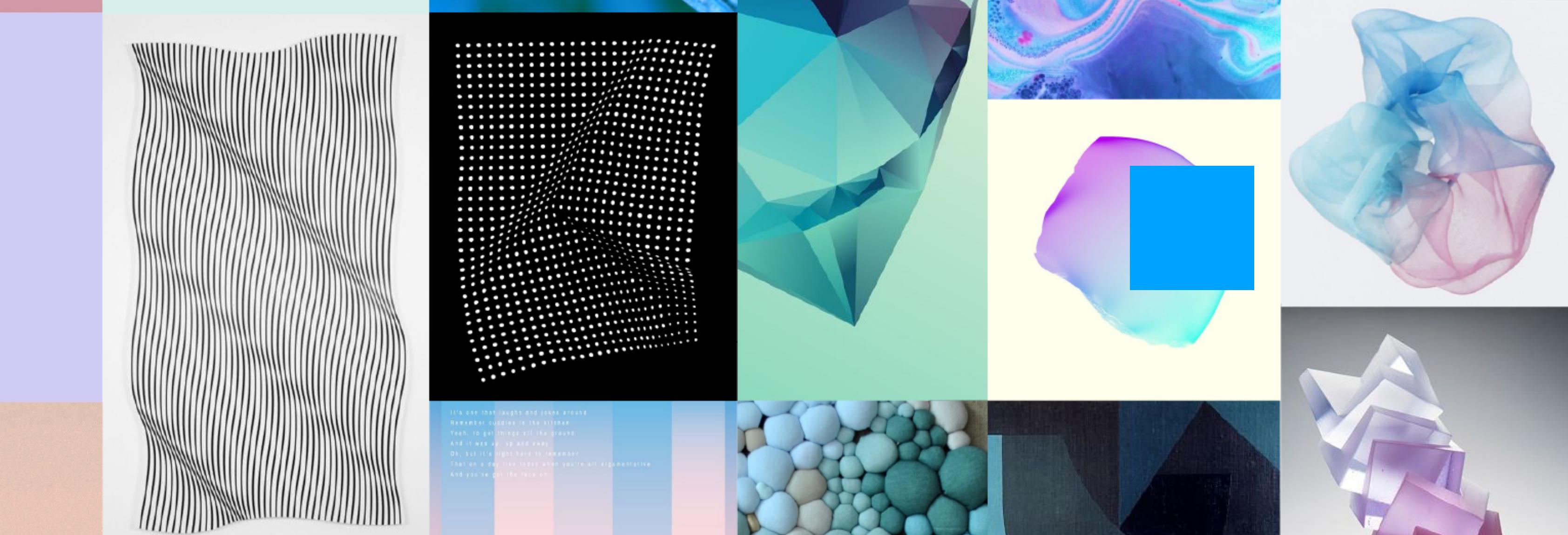
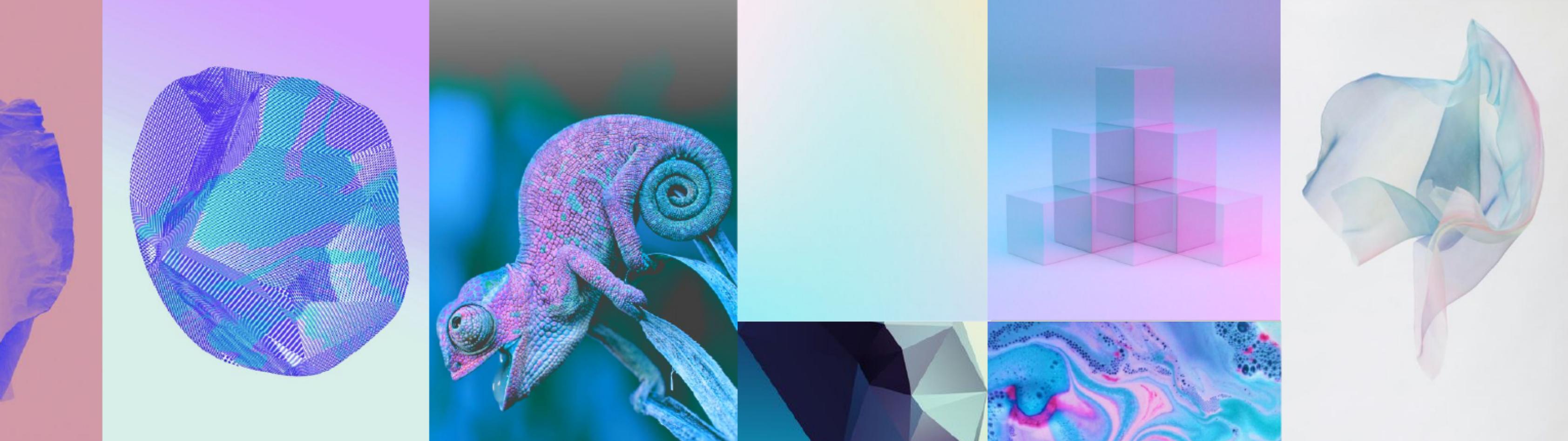
- Universo visual
- Estilo, cores, formas
- Tom de voz
- Ritmo
- Conceito

A close-up photograph of a green chameleon's head and upper body. The chameleon has a vibrant green, textured skin with large, bulging eyes. The lighting highlights the scales and the intricate patterns on its skin.

Camaleão

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

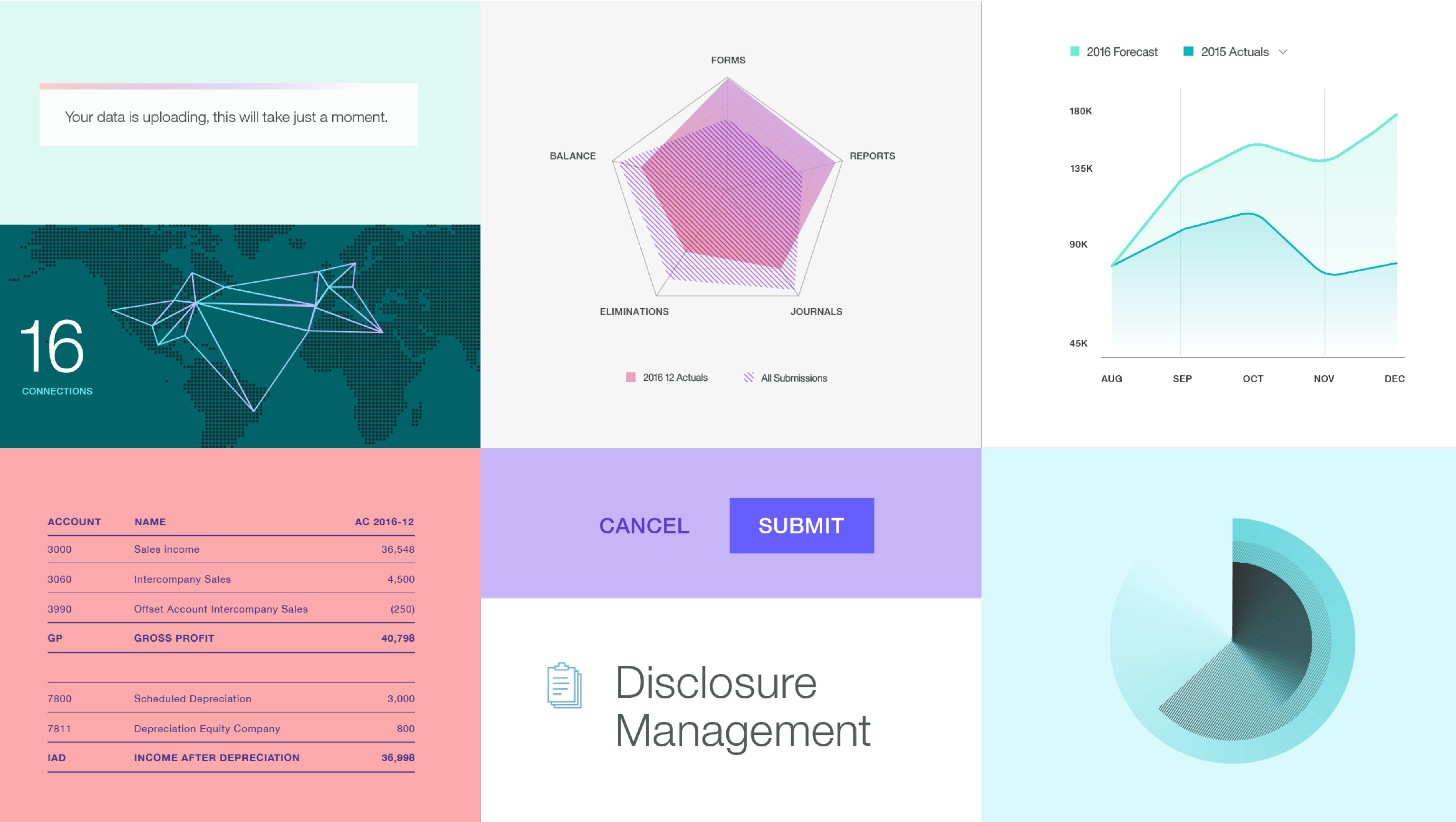
Fluido

Em camadas

Luminescente

Translúcido

Lapidado





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

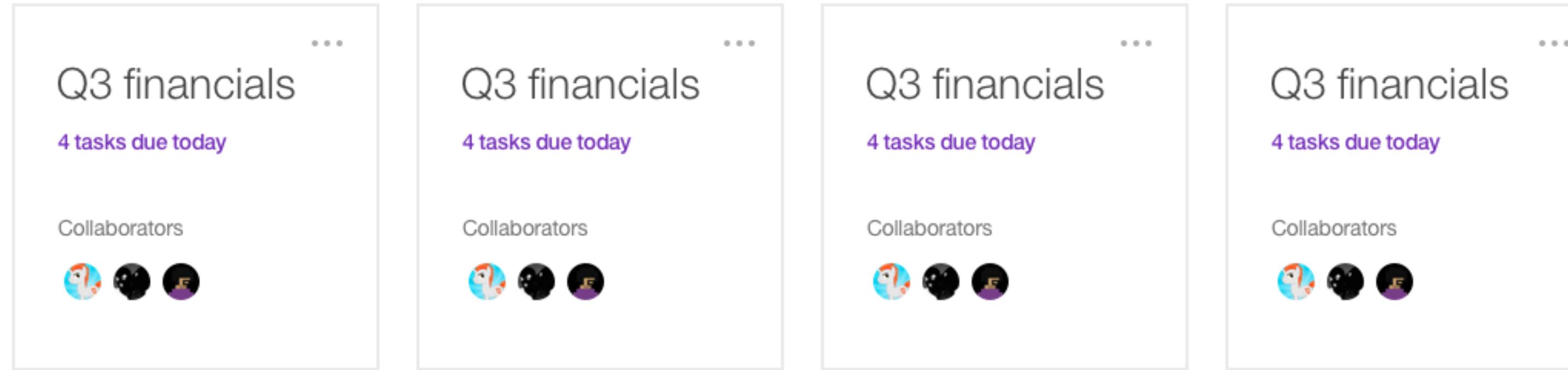
Q3 financials ...
4 tasks due today
Collaborators


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

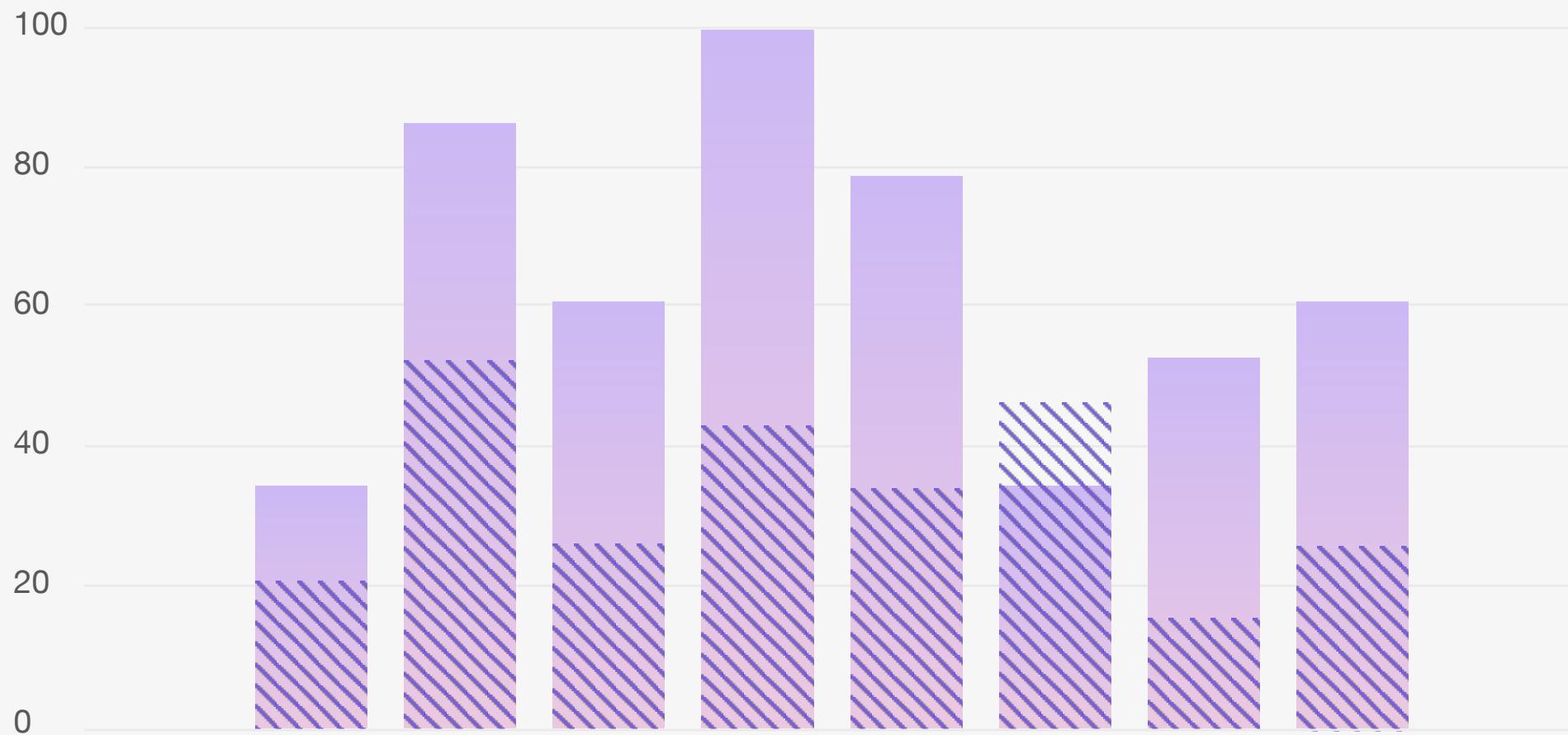
Product Analysis

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

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18 seconds ago

Reply

View comments

12



Upcoming Training

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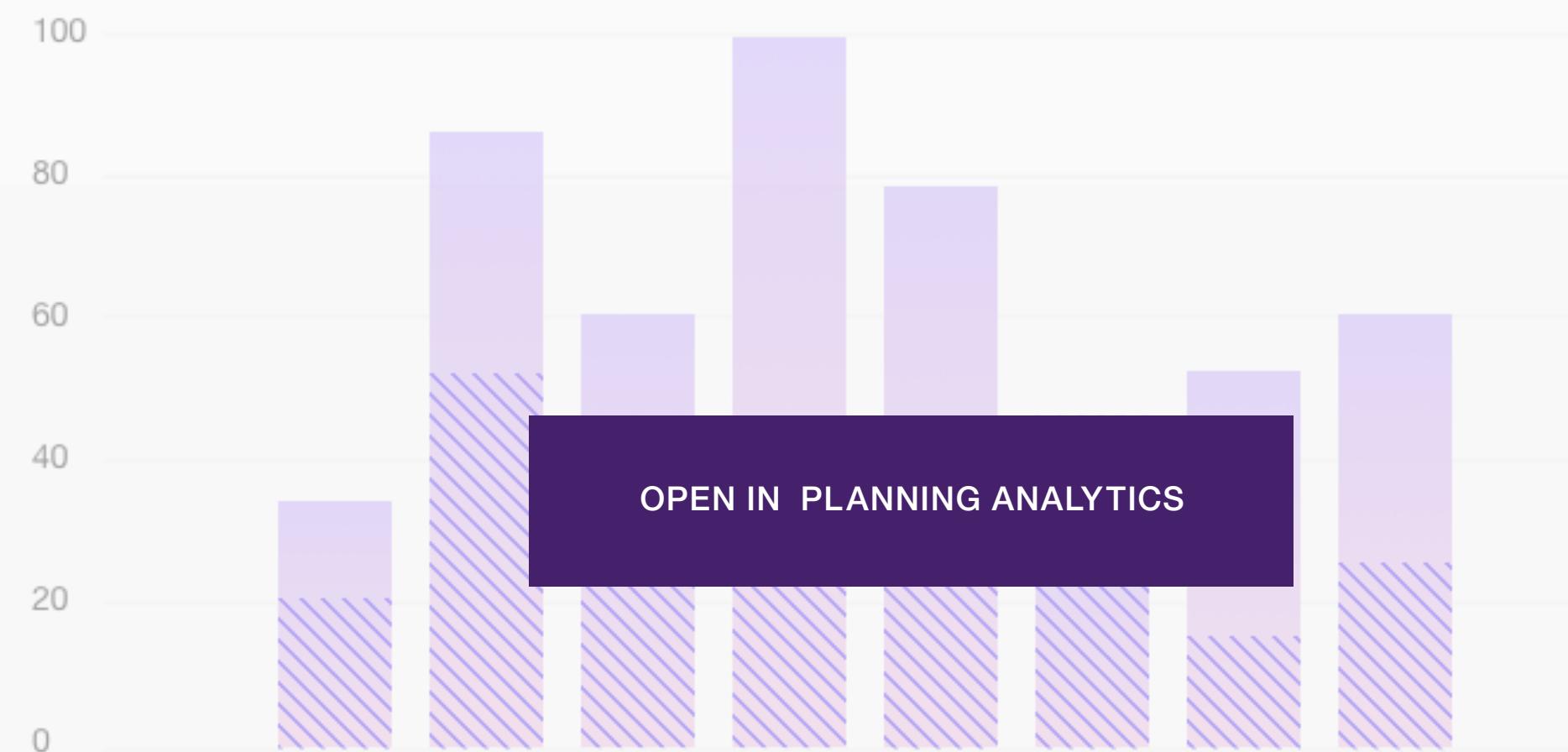
18 seconds ago

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



Populate

ALL REPORTED MISSING +

Search

BS - Balance Sheet

Reported

Updated 3/7/2017 by Administrator

R - Profit and Loss Statement

Reported

Updated 3/7/2017 by Administrator

S300 - Equity Specifications

Missing

Updated 3/7/2017 by Administrator

S380 - Goodwill

Not Applicable

Updated 3/7/2017 by Administrator

R - Profit and Loss Statement

Reported

Updated 3/7/2017 by Administrator

S300 - Equity Specifications

Missing

Updated 3/7/2017 by Administrator

S380 - Goodwill

Not Applicable

R - Profit and Loss Statement

Account	Name	AC 2015-12
3000	Sales income	
3060	Intercompany sales	
3990	Offset 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

Página inicial • Hoje Seguindo Pesquisar Todos os Pins ▾

The image shows a grid of Pinterest pins. Some visible titles include:

- Blue Beauty – Wonderful Artworks By Marie-Florentine...
- Cartazes para Fito Paez no Brasil
- Resort 2015 · Miss Moss
- Mirella Bee Pattern Pollinating Visionist and Designer
- Acoustafoam. Supplier of...
- even on a Budget
- P&P SCHOLARSHIP - winners
- RhythmOne
- selman hoşgor

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