

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



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

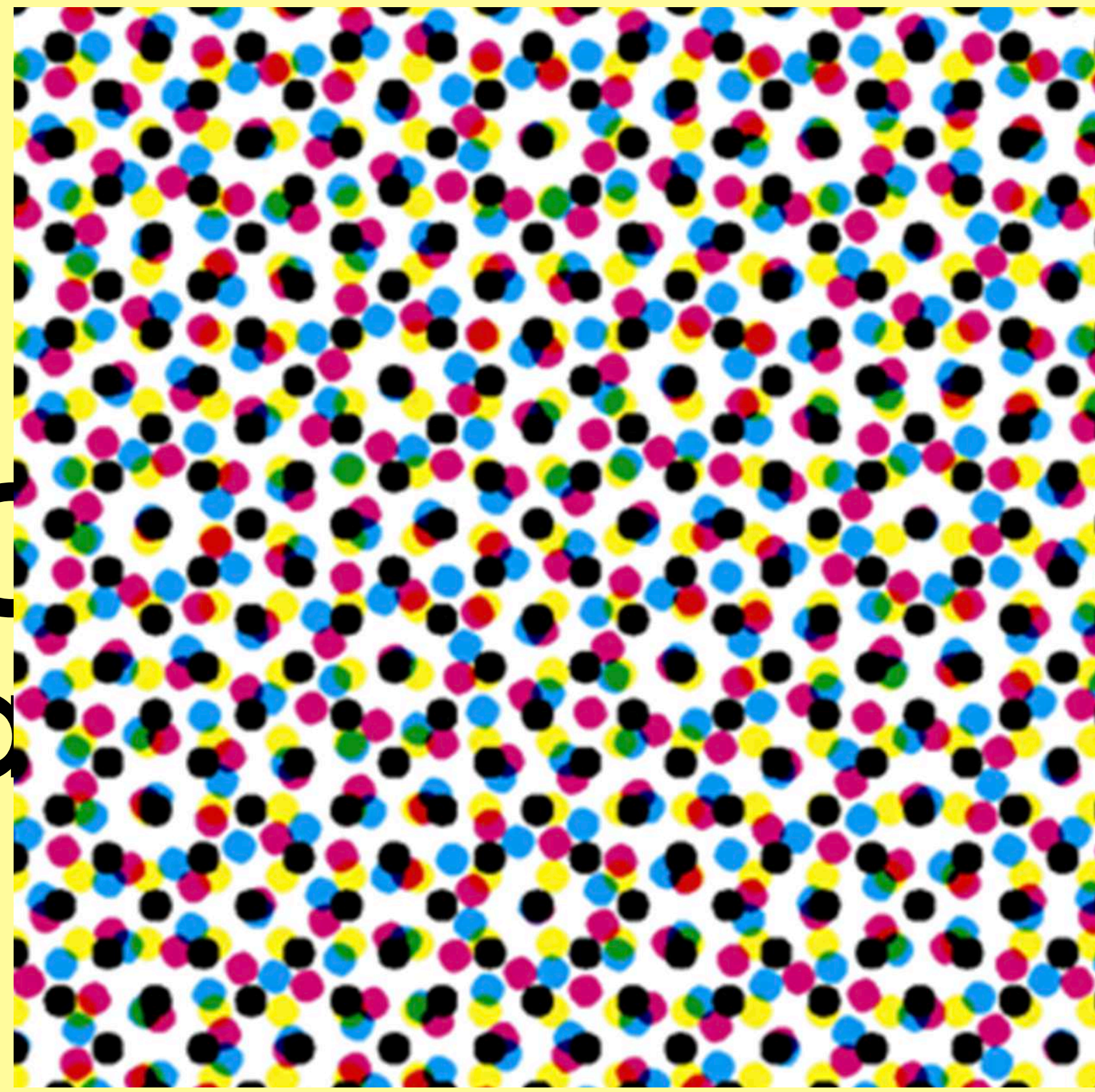
Digital / Virtual

RGB

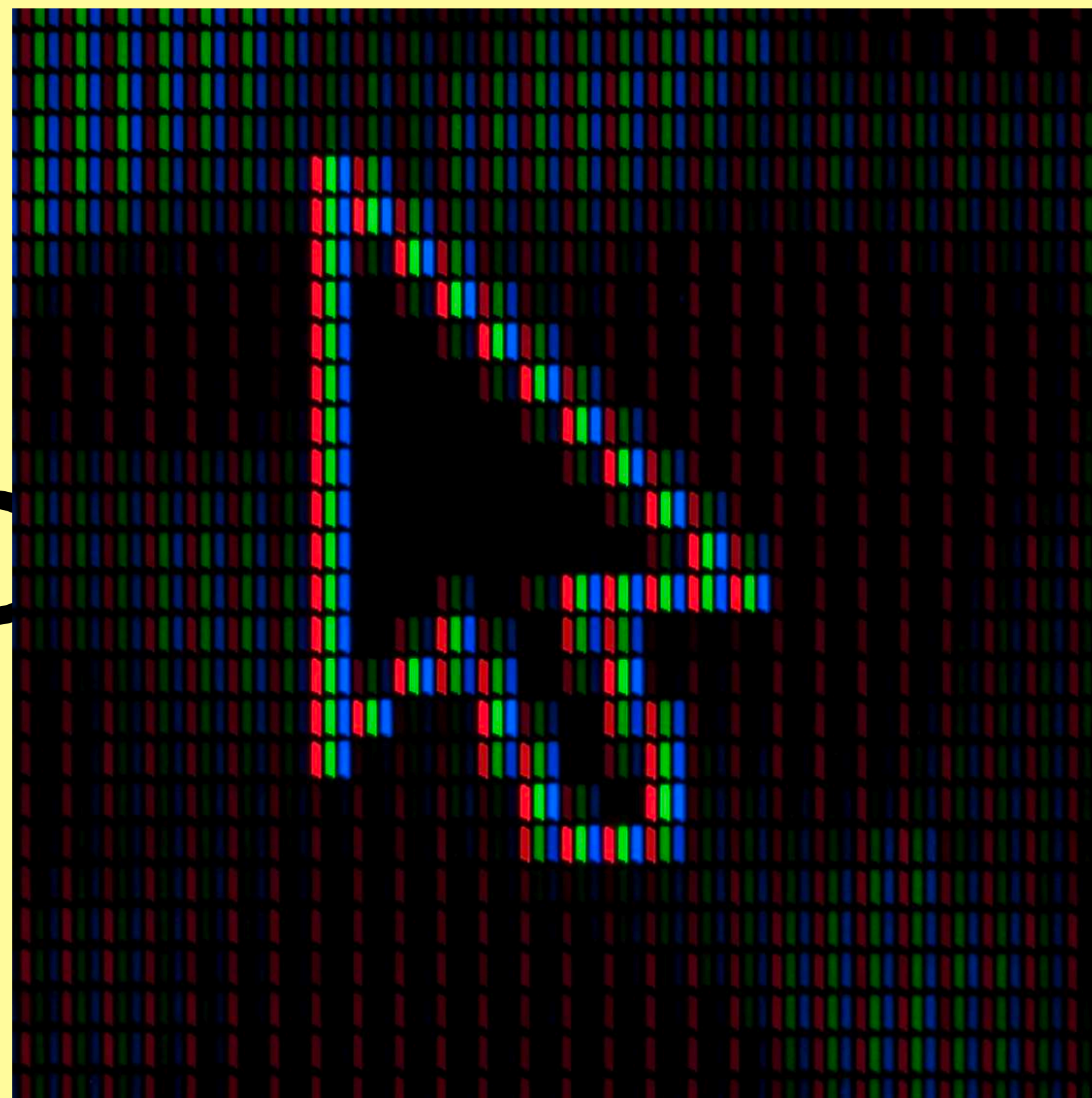
Cor luz, varia de
tela, píxel

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

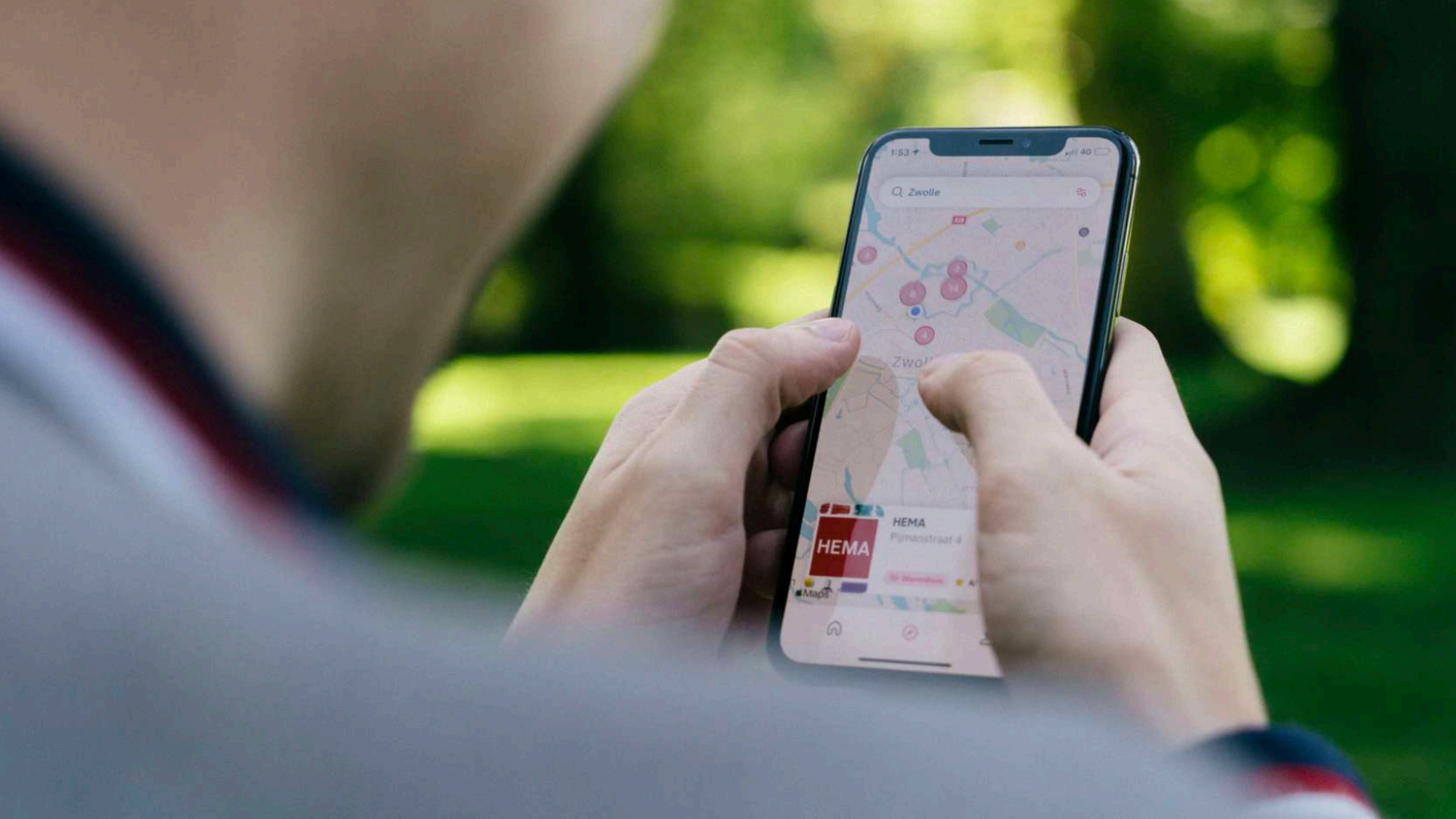


The first question was about attending colleges.
The second was about getting their father's job
and the third was about getting their mother's job.
The fourth was about getting their brother's job.
The fifth was about getting their sister's job.
The sixth was about getting their grandfather's job.
The seventh was about getting their grandmother's job.
The eighth was about getting their uncle's job.
The ninth was about getting their aunt's job.
The tenth was about getting their cousin's job.

...the second round, they invited
...roughly 53, he's
...and quick-witted. He's intim-
...humour and often used it to

...to come to Alpha, but with the
...of making fun of Christians. He
...to amusing when they raised their
...back while singing. (I asked him why he felt
...to make fun of others. 'Because I
...I've loved,' he puts simply. 'Because I
...his broken family; and growing on
...a home where words were persistently
...to inflict pain.)

...the making fun of Christians for two
...Aphay heard the talk on why Jesus
...he carefully describes the sharp cross-
...and of his life, followed by the sweetness
...Aphay 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
telegraph.co.uk

Health on Monday



Happy place
Simple mood
boosts to beat
Blue Monday

Total Football
Magnificent
Liverpool go
16 points clear

The Daily Telegraph
Monday 20 January 2020
telegraph.co.uk

Business



Markets: Week-on-week change				Commodities: Week-on-week change	
FTSE 100 7674.56 +54.71 (+0.72%)		Dow Jones 29348.10 +524.55 (+1.81%)		Gold \$1556.81 +5.98 (+0.38%)	
FTSE 250 12885.08 +218.41 (+1.69%)		FTSE All Share 8277.83 +121.10 (+1.48%)		Brent Crude \$64.85 +0.12 (+0.18%)	
FTSE Euro Stoxx 50 3228.52 +40.88 (+1.26%)		Nikkei 225 24541.26 +400.08 (+1.63%)		Bitcoin \$1,1745 +0.07%	
EURO STOXX 50 3265.37 +62.74 (+1.95%)		S&P 500 3212.12 +44.27 (+1.39%)		Oil \$64.85 +0.12 (+0.18%)	
Nasdaq 9050.24 +180.08 (+2.00%)		ES Rate 1.3034 Change -0.29%		EC Rate 1.1745 Change -0.07%	

Get the latest market news, share prices and a route to profitability at telegraph.co.uk/markets

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, according to further airline executives left flummoxed 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 IAG, called Flybe's rescue "a historic moment 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 800 passengers a year and is Europe's biggest regional airline, was plunged into crisis following a multimillion-pound demand for an air-seeker duty. It asked the government for help after being threatened with winding up in 1930.



Church loan scandal: MPs attack HSBC and Amigo

By Vineta Mbandire

HSBC and Amigo Loans are under fire for failed loans to alleged fraudsters, 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 based on HMV shares.

The church has been accused of exploiting young and vulnerable people, including by covering victims into securing sham 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 lenders bear some responsibility for the scale of the problems. He said:



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
...ave 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 there were 100,000
white sharks in the
Atlantic, while another
land population,

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 Endan
second strong
fishermen catch
numbers so low, e
play havoc with the
predator, has an ecological
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

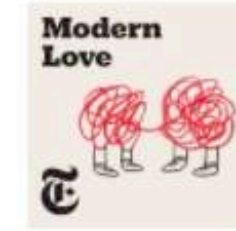
World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Books Style Food Travel Magazine T Magazine Real Estate Video



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

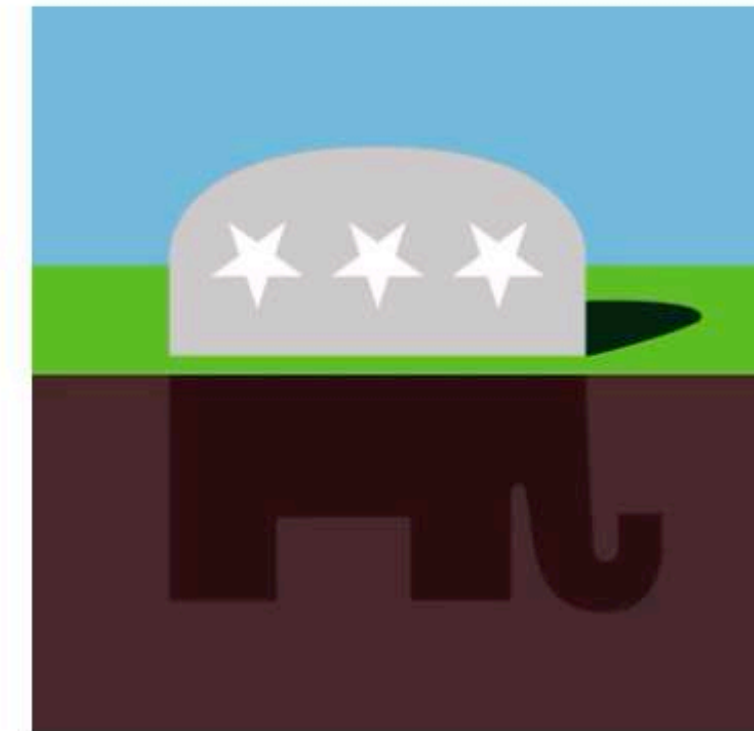
Joe Biden Had Close Ties With Police Leaders. Will

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

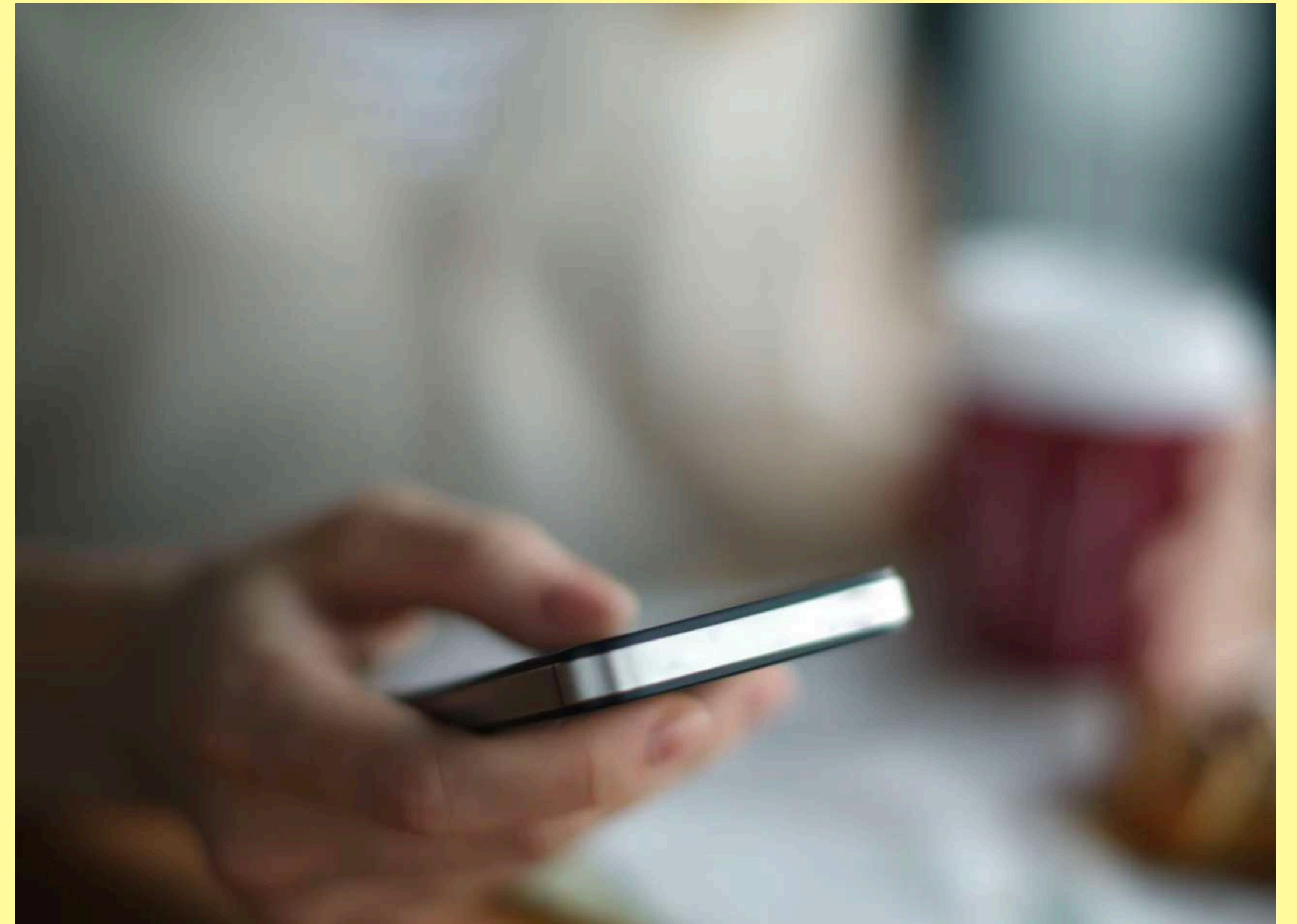
**Menos sensorial:
toque na tela,
som...**

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

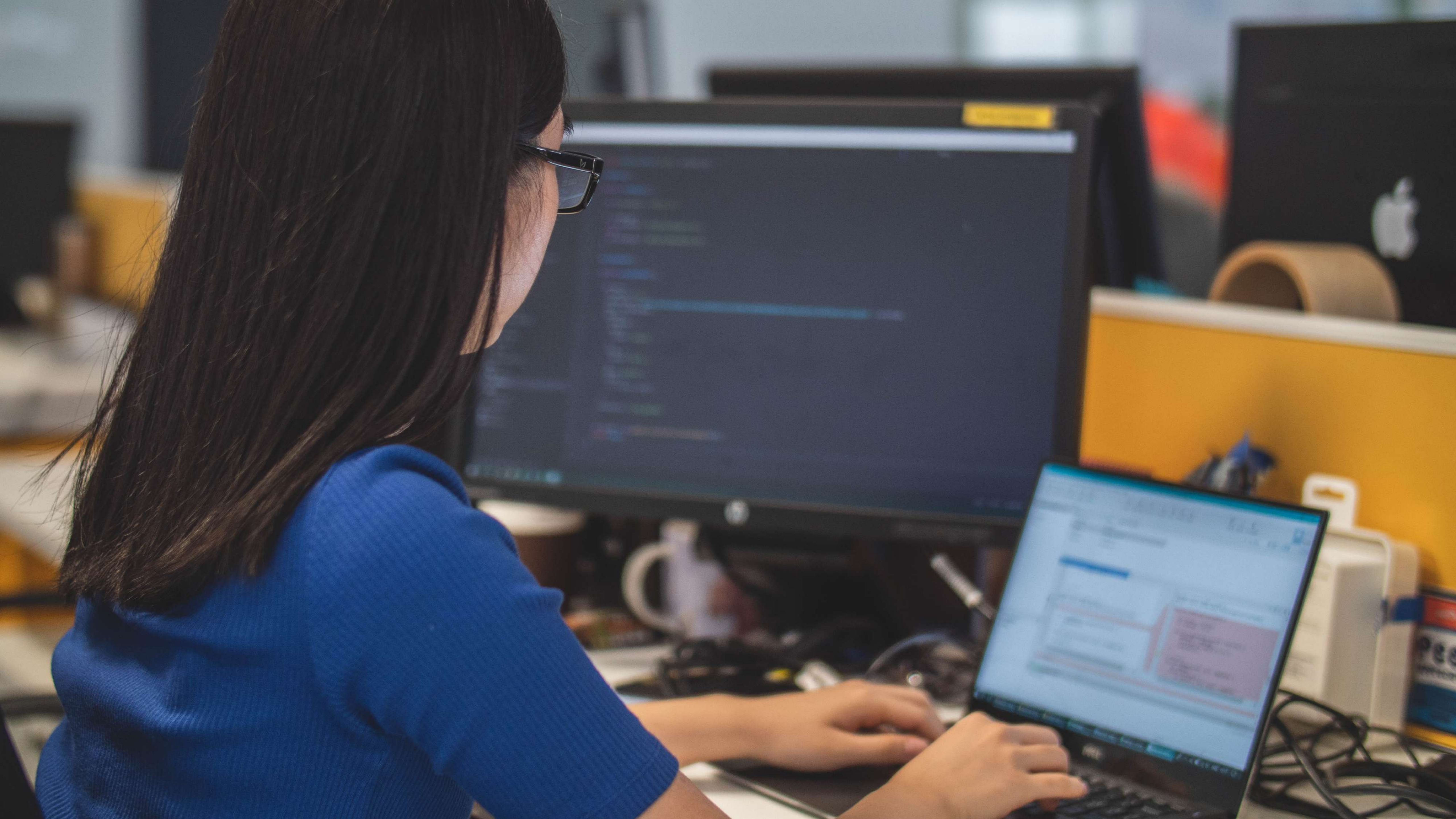
Impresso / Físico

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**