

# UI DESIGN PARA WEB

CURSO ONLINE CRIADO POR

**THIAGO BARCELOS**

4.3

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

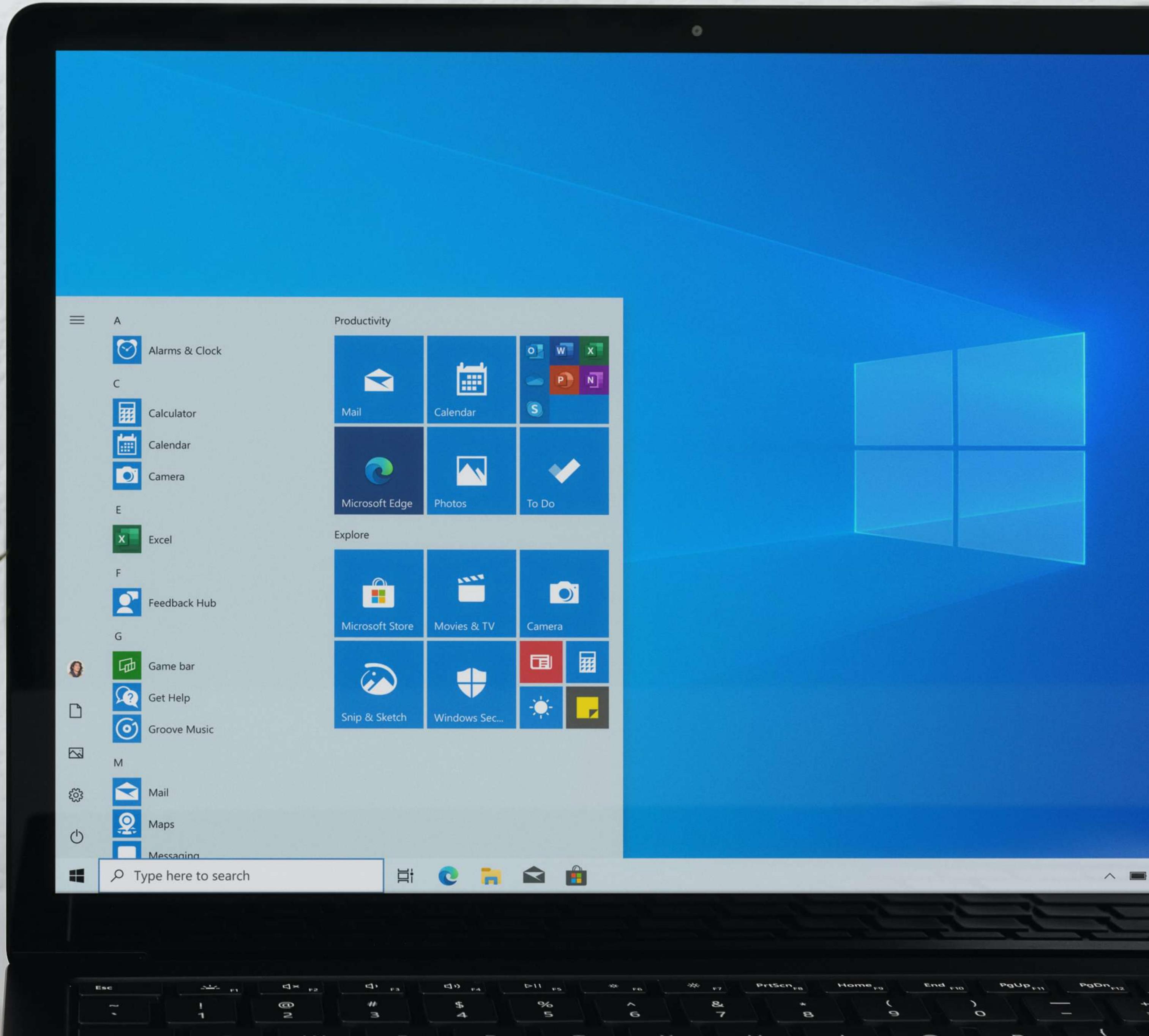
works (...) judged in this chapter express the drive, urge, offer alternative histories from critical attitude.

histories from  
critical attitude  
towards offici  
hist

The works of Rabih Mroué, Florian Gotke and Akram Zaatari 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 Mroué and Florian Gotke gave the anonymous people who appear in fleeting, originally short images a longer life by noticing them, saving

world on its head, or at least since we have 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 Mroué and Florian Gouké give the audience people who appear in fleeting, originally dubious images a longer life by noticing them, saving

三



# 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**

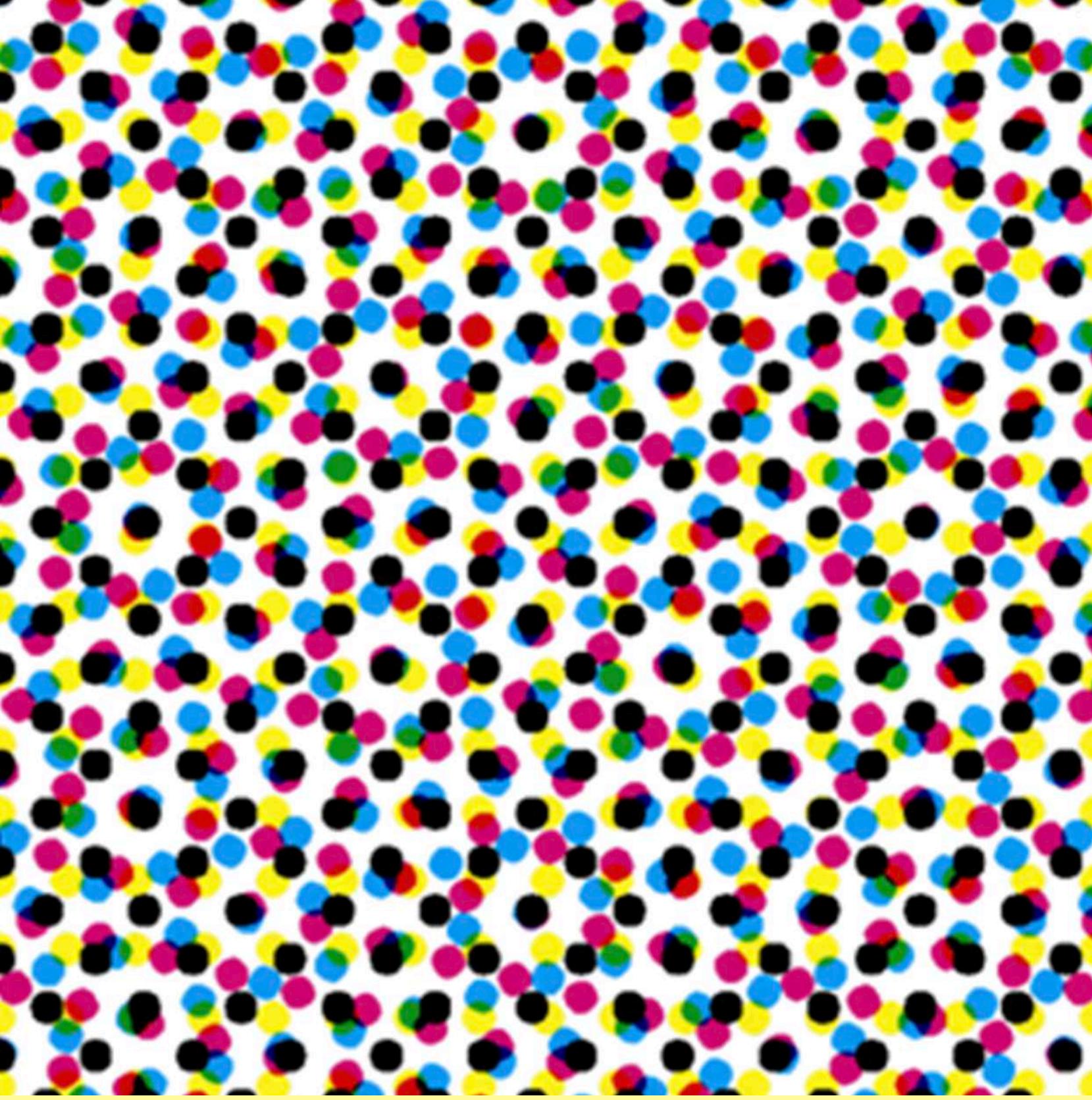
**Digital / Virtual**

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

# Impresso & Digital / Diferenças

Impresso / Físico

C  
p  
d  
a



Digital / Virtual

C  
d  
e



# Impresso & Digital / Diferenças

Impresso / Físico

Propósito/Função: Mais  
informativo

Digital / Virtual

Propósito/Função: Mais utilitário

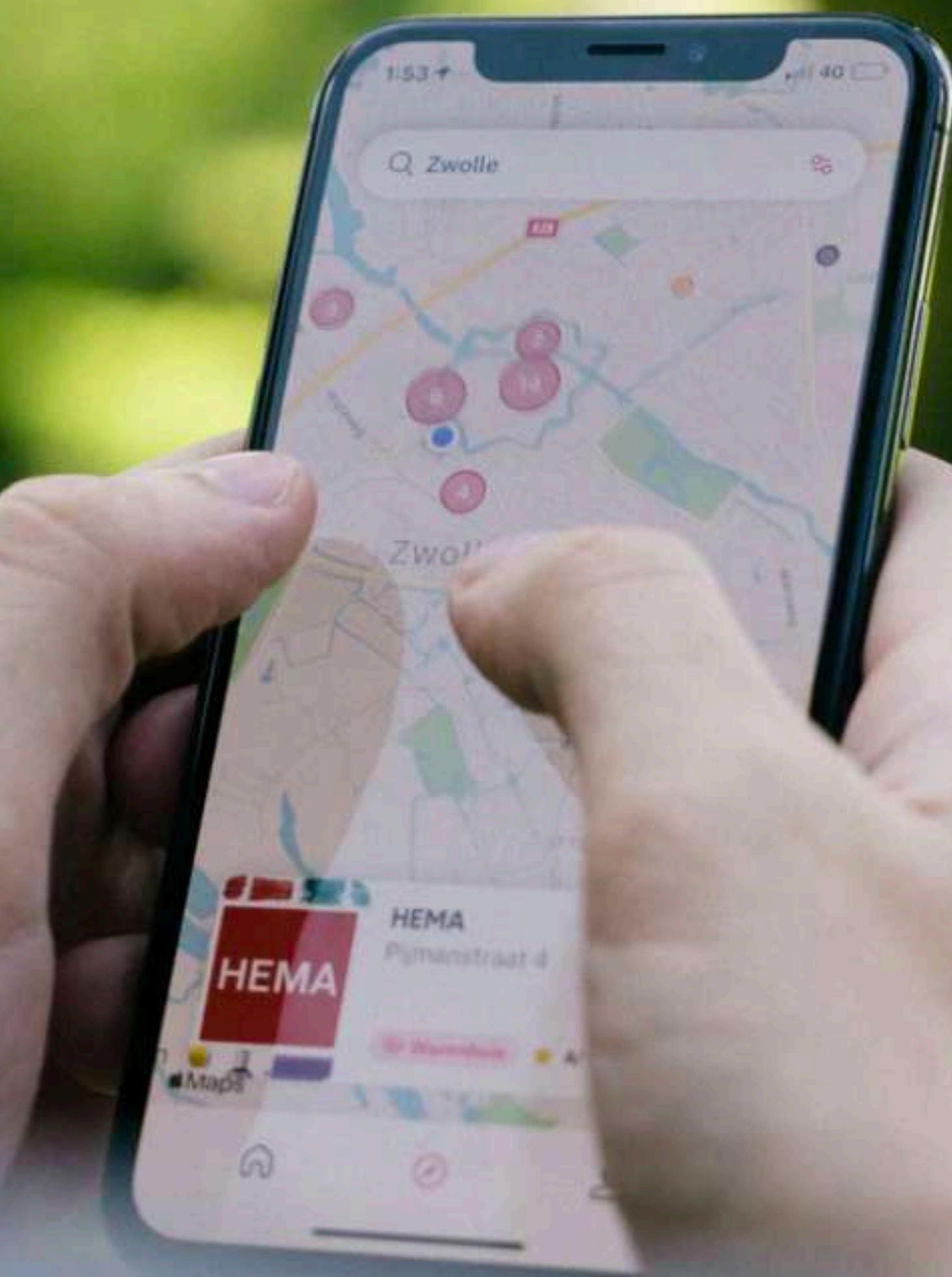


and making comments about people in their place of worship. The problem is that the church is not the only place where people are considered. In fact, the church is often seen as the most accessible of the family, and it's here that people feel most comfortable.

Because the leader of Alpha at BBSP, Agbay, became the best friend of his fellow high school students. On their second run, they invited Agbay to come. At roughly 5'9, he's not the tallest, nor the strongest, nor the cleverest. He's not the easiest to talk to, and he's not the easiest to understand. But he has a unique sense of humor and often uses it to bring people down.

Agbay agreed to come to Alpha, but with the condition of making fun of Christians. He was surprised when they raised their eyebrows and asked him why he felt the need to make fun of others. 'Because I'm not 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 years, Agbay heard the talk on why Jesus died and he carefully describes the sharp contrast between the two sides of the coin. Agbay 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)**

**The Daily Telegraph**

Monday 20 January 2020 telegraph.co.uk

**Business**

**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 erode airline dominance won by a government rescue last week.

The planned Dusseldorf link is part of an overhaul that involves an additional 10 routes between Norway and Amsterdam, say industry sources.

Even IAG, called Flybe's rescue "a blatan 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, was one of Europe's largest regional airline, was plunged into crisis following a £100million-pound demand for air passenger duty. It asked its government for a rescue, which was then thwarted with winding up by HMRC.

FTSE 100

7674.56  
+66.71 (+0.84%)  
Mon 20 Jan 08:45

GDP Jones

29348.10  
+524.55 (+1.83%)  
Mon 20 Jan 08:45

Biggest riser XMC Health  
1557.2p  
+206.00 (+15.48p)

Biggest faller Pearson  
588.3p  
-394.61 (-24p)

Currencies Friday close

US Dollar Rate 1.3038 Change -0.29c

EURO STOXX 50

13745  
-64.27 (-0.45%)  
Mon 20 Jan 08:45

FTSE 250

20890.08  
-305.41 (-1.44%)  
Mon 20 Jan 08:45

FTSE All Share

6327.83  
-61.31 (-0.93%)  
Mon 20 Jan 08:45

FTSE All Share Yield

6.014  
-0.01 (-0.16%)  
Mon 20 Jan 08:45

FTSE Eurozone 300

3220.12  
-40.68 (-1.24p)

Nikkei 225

28414.20  
-490.68 (-1.72%)  
Mon 20 Jan 08:45

Euro Gold

\$1556.81  
-6.38 (-0.24p)

S&P 500

3529.12  
-64.27 (-1.82%)  
Mon 20 Jan 08:45

Nasdaq

9028.94  
-200.04 (-2.20%)  
Mon 20 Jan 08:45

Commodities Week-on-week change

Gold

\$1556.81  
-6.38 (-0.24p)

Brent Crude

\$64.85  
-0.13 (-0.20%)

What price freedom? Faultline between UK and EU deepening over trading relationship 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 Mbandawire

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 RPAU Nation.

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

Croydon North MP Steve Reed said lenders bear some responsibility for the scandal. He said: "The lending

Republie of Ireland € 2.20 No. 32,208 £ 2.00 Subscribers price just £ 1.00

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

BRITAIN'S BEST QUALITY NEWSPAPER

Get the latest share prices and create a portfolio at telegraph.co.uk/investor-tools

Monday 20 January 2020 telegraph.co.uk

**Relegated Saracens will be broken up**

It's the end of an era," says

Call Pages 16-18

Monday 20 January 2020 telegraph.co.uk/sport

**Sport**

Get the latest share prices and create a portfolio at telegraph.co.uk/investor-tools



# Impresso & Digital / Diferenças

Impresso / Físico

**Layout  
fixo**

Digital / Virtual

**Layout  
fúido**

part of the California hub, at just 120 or so. Are these large numbers or small? Are whites thriving or dwindling? Are about 4,000 tigers and 25,000 African lions the lowest estimates? Using numbers resemble the estimates. Using the population is close to them heading toward extinction. They are classified as vulnerable. They are a significant threat to other species.

Today, that's what we know.

TO UNDERSTAND WHETHER we must know our protection, we must know many there are but also where they migrate. They're messy, while another zigzags between warm and cold waters. Many, but not all, seem different.

Today, that's what we know.

They see harder than counting land animals or even 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 more than the first excluded because of them.) Pretty soon scientists in South Africa estimated the global population,

they see harder than counting land animals or even 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.



Saturday, October 24, 2020

Today's Paper

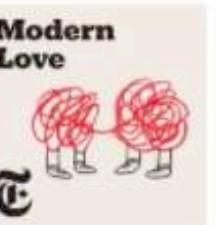
# The New York Times

[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

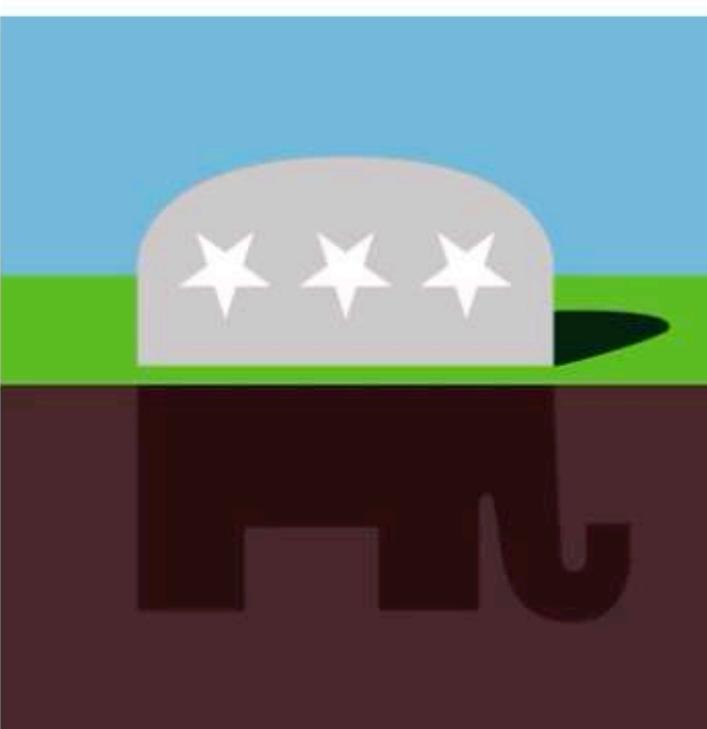
## Joe Biden Had Close Ties With Police Leaders. Will

## 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.

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**

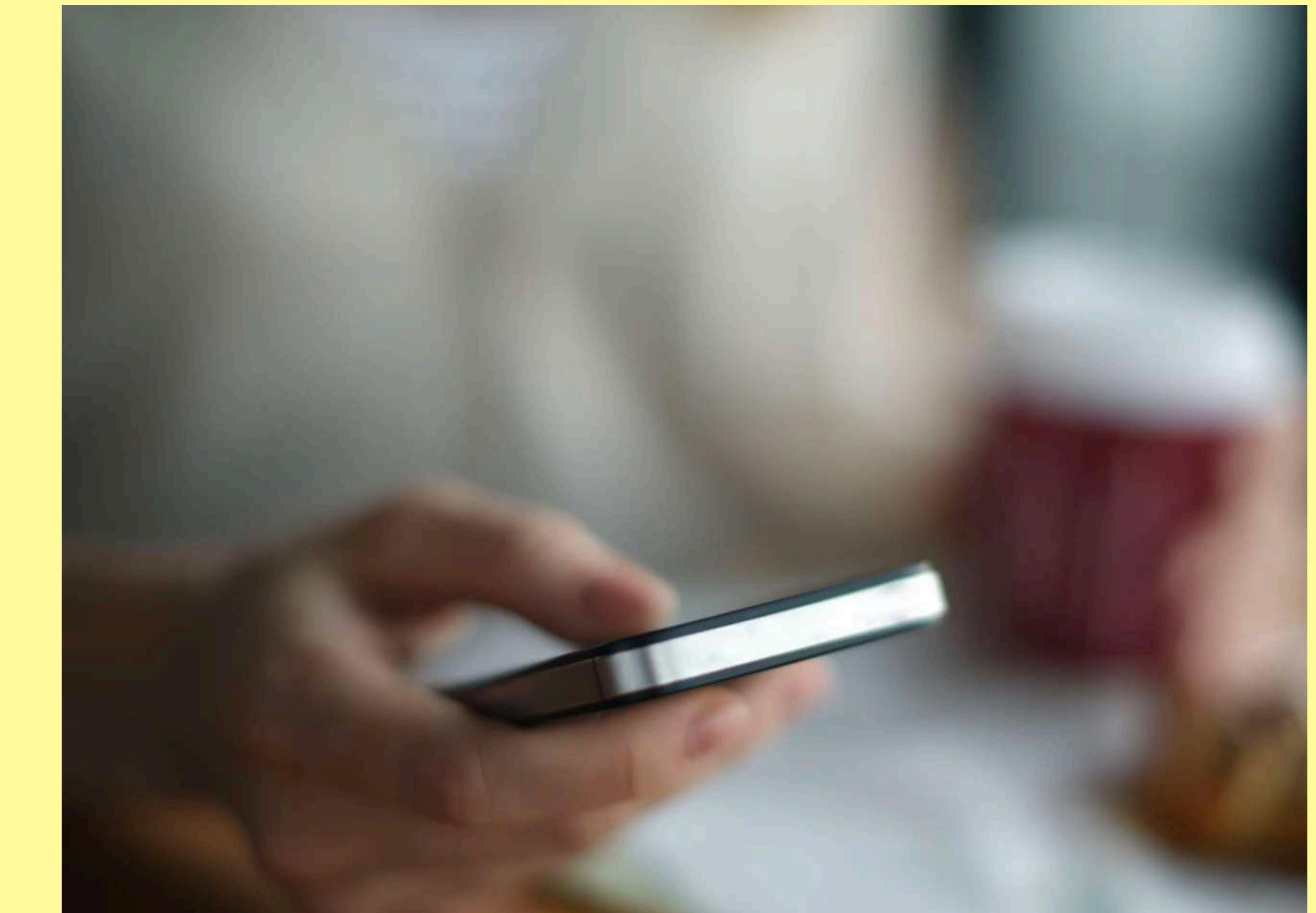
**Menos sensorial:  
toque na tela,  
som...**

# 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**

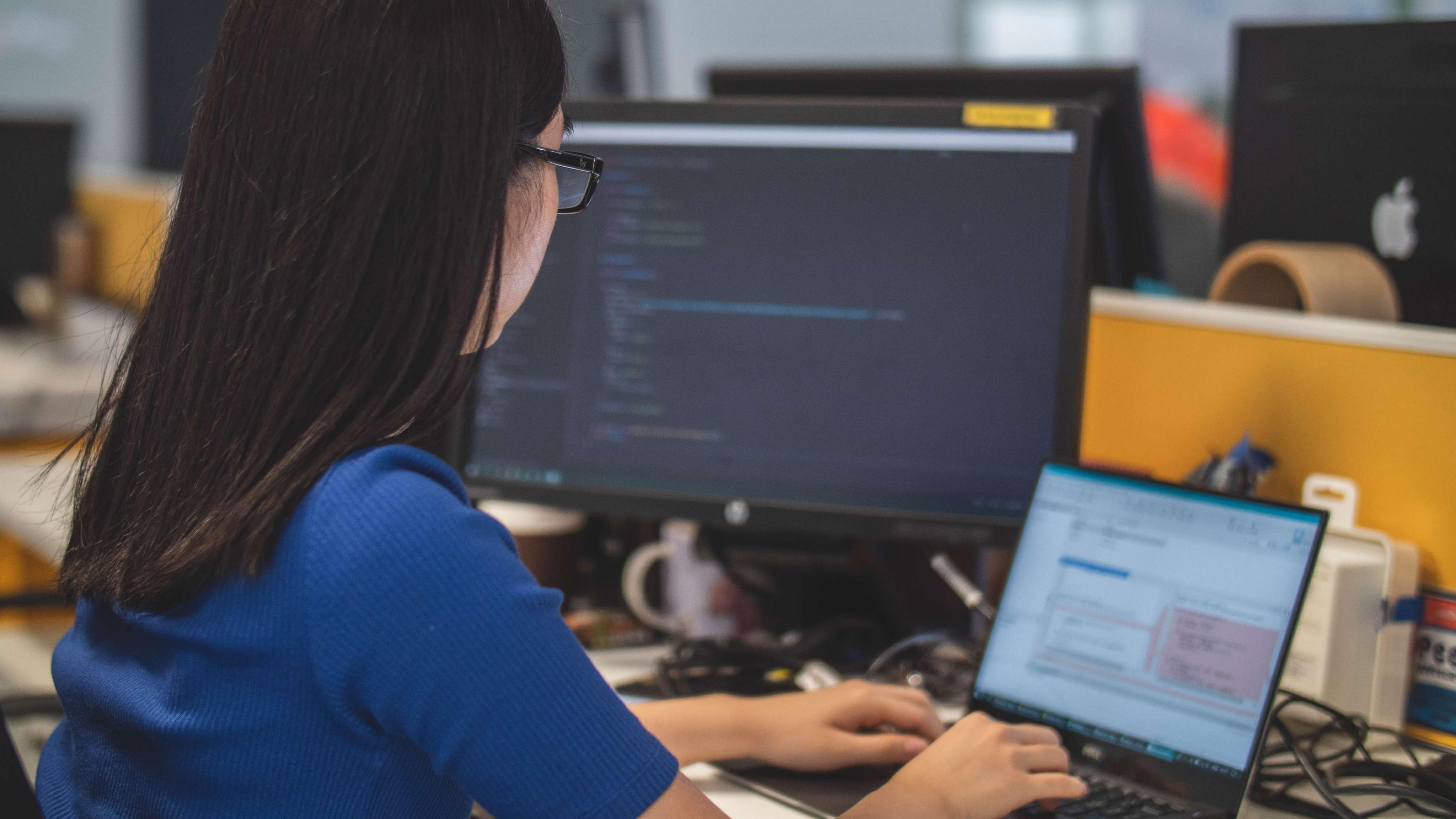
**Impresso / Físico**

**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**