



AULA 2

DESIGN GRÁFICO

MÓDULO 9

AGENDA

◆ PLANEJAMENTO

Organização do conteúdo visual

◆ SKETCH

Rascunhos no papel

◆ MASTERS

Esquema visual pré organizado

**por onde
começar?**

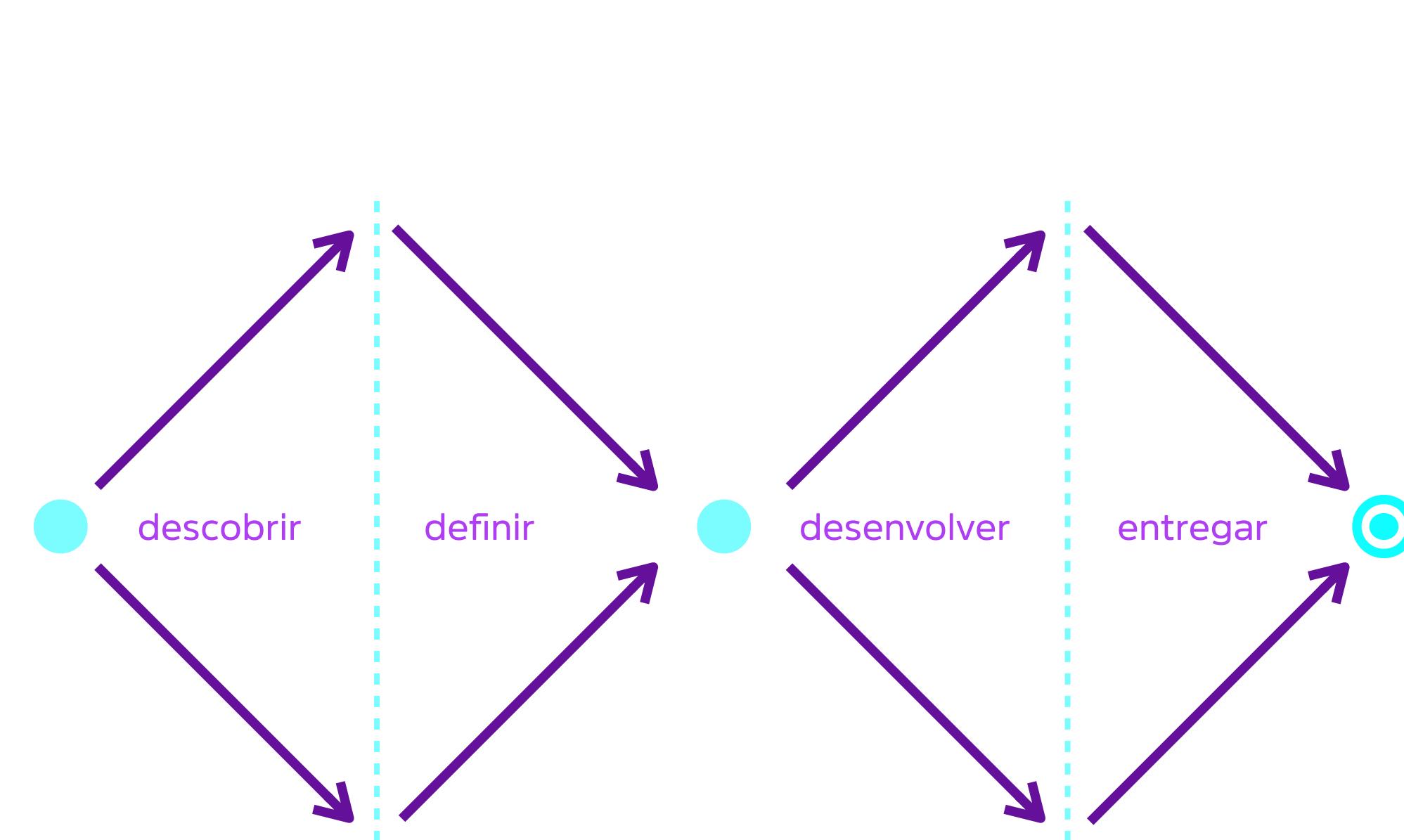
PLANEJAMENTO

**"Sem organização
não há otimização "**

Marinho Guzman

Organizar o conteúdo da apresentação antes de partir fará com que você trabalhe de forma mais assertiva ganhando tempo e qualidade

PLANEJAMENTO



intro

porque
como
o que
debrief

imersão

micro ambiente
macroambiente
comportamento
tendencias
referências e benchmarks

diagnóstico

learnings
insight
dos and dont's

estratégia

diretriz cromática
diretriz tipográfica
diretriz de estilo
diretriz de composição

caminhos

escala criativa
território criativo 1
território criativo 2
território criativo 3

Identidade visual

moodboard
logo
cores
tipografia
fotografia
elementos gráficos

aplicações

stationary
banners
social media
folder

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ABERTURA DE CAPÍTULOS

Layout simples
Título

Repetição ao longo da apresentação
Diferenciação dos demais designs

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100%

TEXTO

Não sobrecarregar o slide

Usar recursos auxiliares (ícones, caixas, etc)

Trabalhar bem o espaço negativo

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100%
IMAGEM

Sem necessidade de aplicação de texto nos slides

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50% TEXTO
50% IMAGEM

Harmonização do volume de texto e o estilo da imagem
Trabalhar variedade de imagens ou definir um estilo único
(imagem estourada, delimitada, ícones, ilustração,
fotografia, print de tela, etc)

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20% TEXTO
80% IMAGEM

A parte textual pode estar alocada sempre em algum canto do slide ou partir de bullets e setas a partir do elemento gráfico principal

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SLIDES ESPECIAIS

Não se enquadram nos anteriores e precisam ser pensados individualmente

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folder

OUTROS SLIDES E ELEMENTOS

Capa e fechamento

Agenda

Big numbers

Bullets

Header & footer

...

PLANEJAMENTO



PARA O SKETCH



- Aberturas
- 100% txt
- 100% img
- 50/50 txt/img
- 20/80 txt/img
- Capa
- Fechamento
- Agenda
- Big numbers
- Bullets
- Header & footer

**primeiro no
papel**

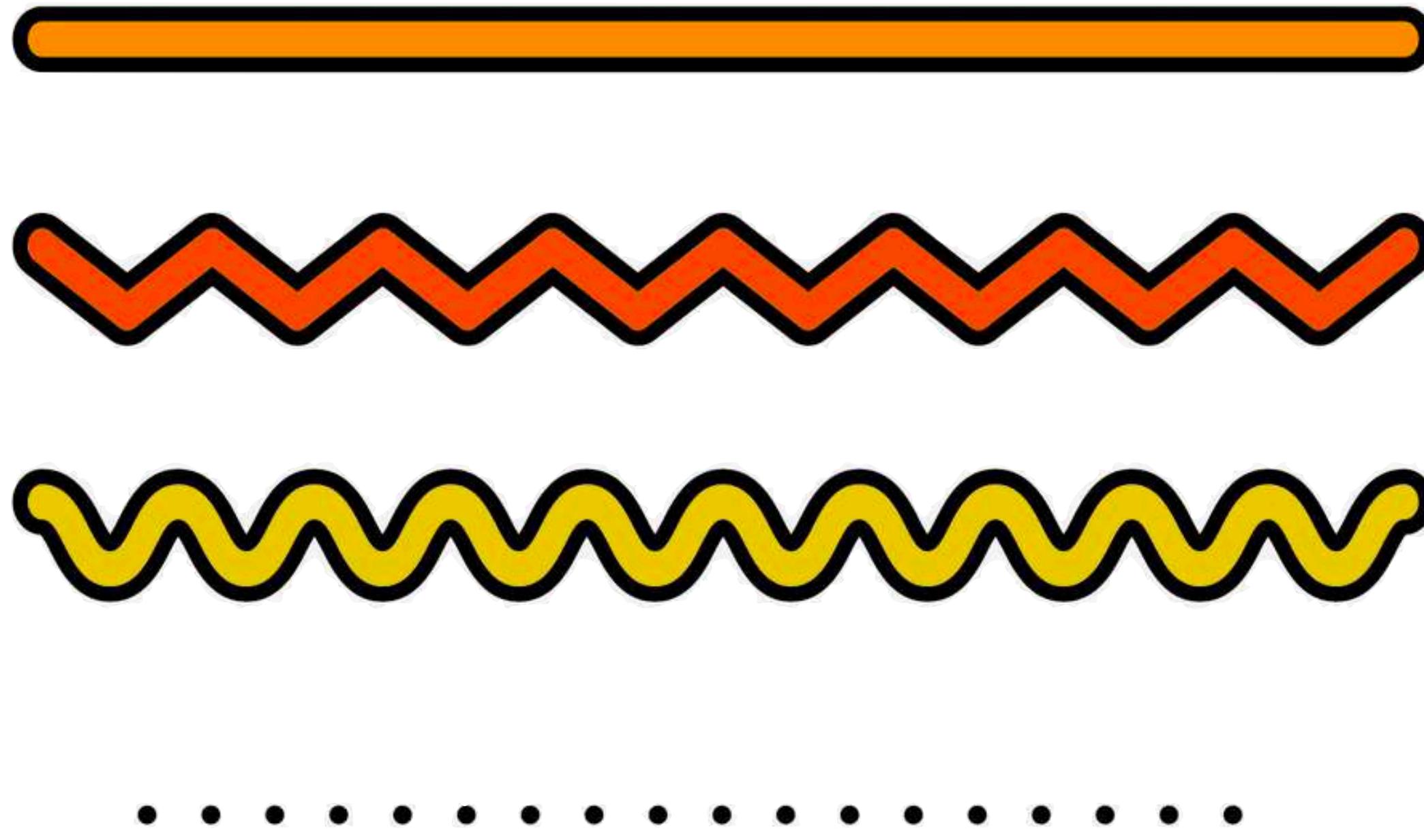
20

RECURSOS
DE DESIGN

Canva

A large, solid teal graphic consisting of two digits: '0' and '1'. The '0' is a circle with a vertical oval cutout in its center. The '1' is a tall, narrow rectangle.

1. LINHA



**As linhas ajudam a realçar,
direcionar e criar movimento**

MÓDULO 9 | AULA 2

SKETCH

01

WELCOME TO PRA.

QUICK JOB SEARCH

ABOUT US

Professional Recruitment Australia Pty Ltd (PRA) is a leading authority in the ICT recruitment industry in Australia, with an excellent track record in the provision of first class technology and business consulting professionals.

MEET THE GMs

Vivian Walker
Managing Director
+61 2 8234 3500

Excellent Consultants.
Uncompromised Promise.

01 Feb 2014 (Sydney)
Oracle Database Developer

01 Feb 2014 (Sydney)
Network Architect

01 Feb 2014 (Sydney)
Drupal Developer

01 Feb 2014 (Melbourne)
Senior Software Developer

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OUR CLIENTS

LOGO HERE

Vivian Walker
Managing Director
+61 2 8234 3500

Excellent Consultants.
Uncompromised Promise.

PRA Sydney
(Head Office)
Level 10, 10-12 Pitt Street, Sydney NSW 2000
P: +61 2 8234 3500
E: sydney@pra.com.au

A B C D E

CONTACT US

Please use the following email addresses to contact the relevant person with your query:

TALENTED JOB SEEKER:
talent@pra.com.au

CONTRACTOR:
contractor@pra.com.au

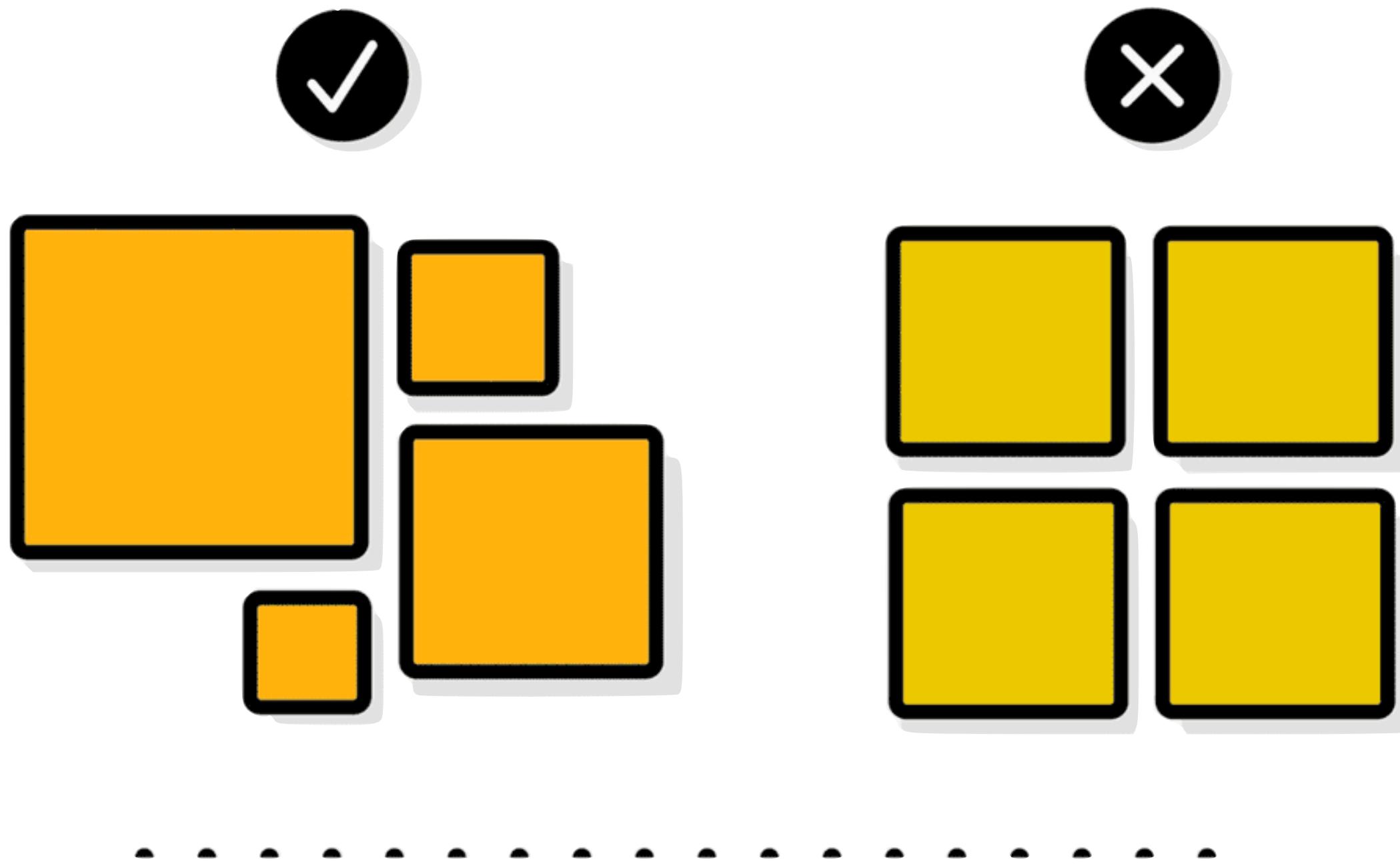
CLIENTS:
clients@pra.com.au

OTHER:
management@pra.com.au

UITA

02

2. ESCALA

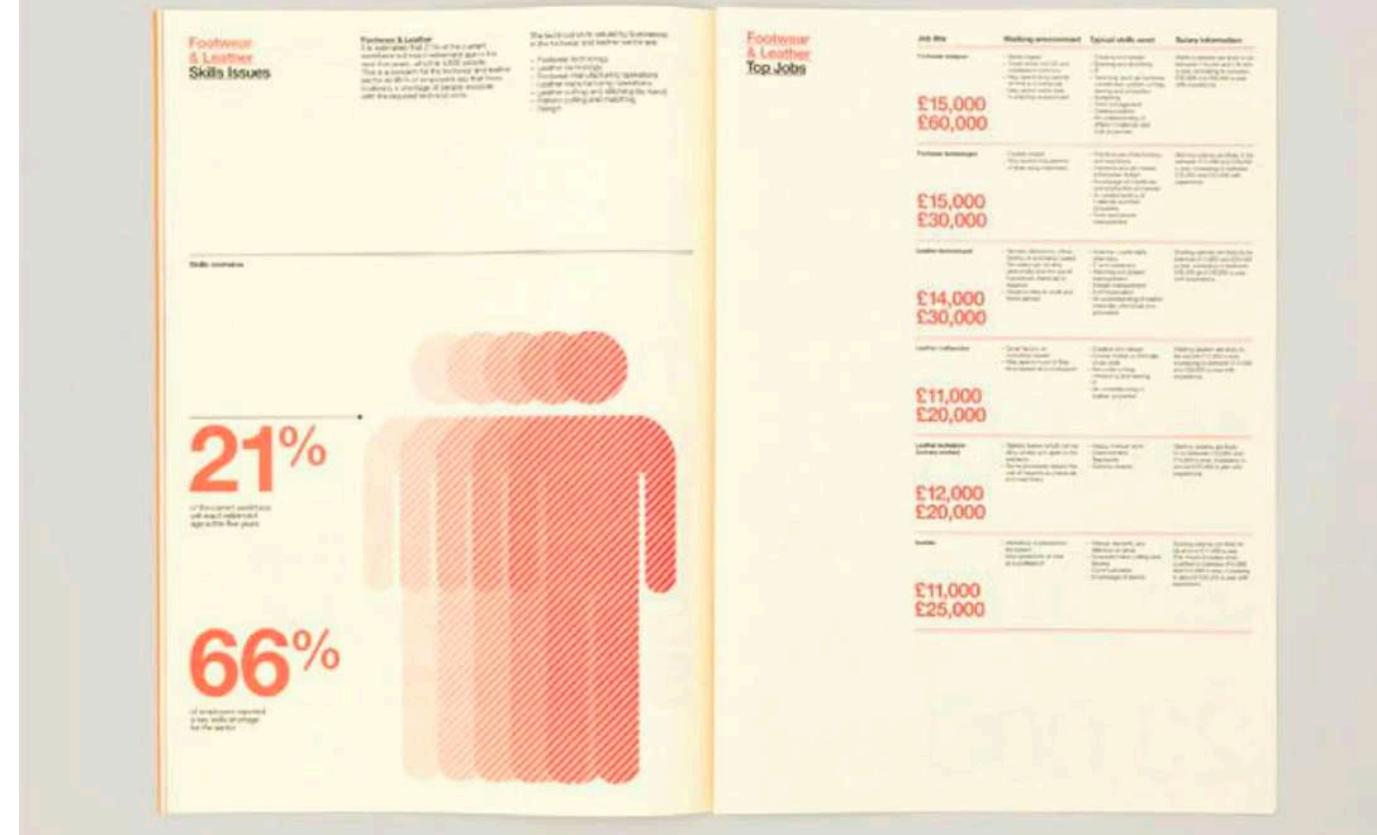


A escala cria ênfase,
drama e ajuda na hierarquia

MÓDULO 9 | AULA 2

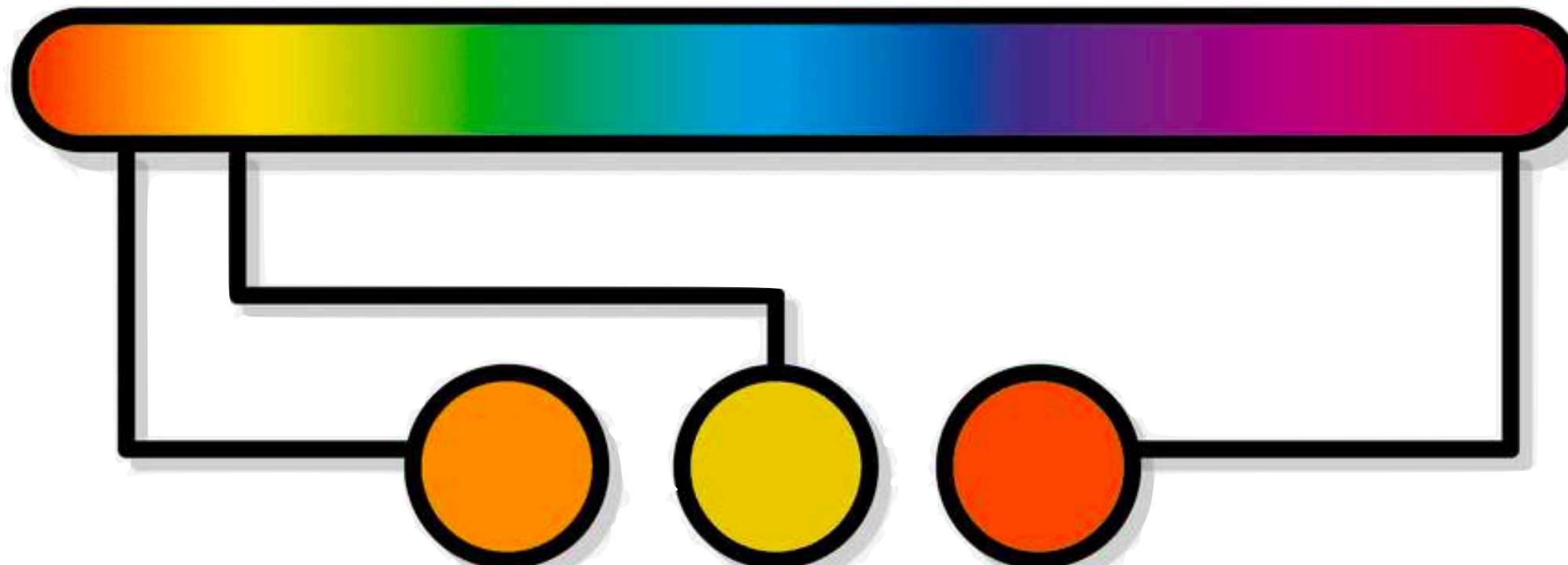
SKETCH

092



03

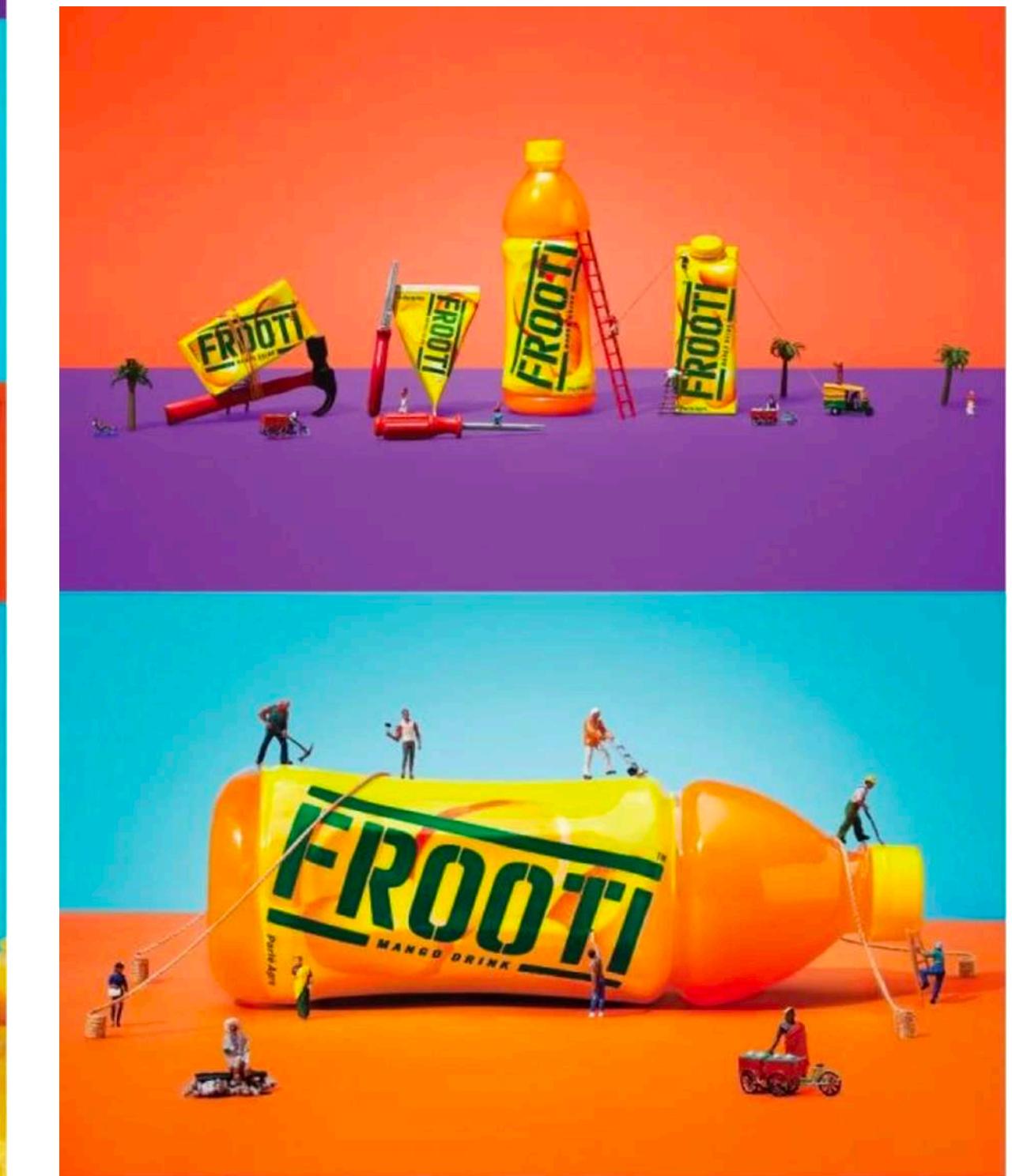
3. COR



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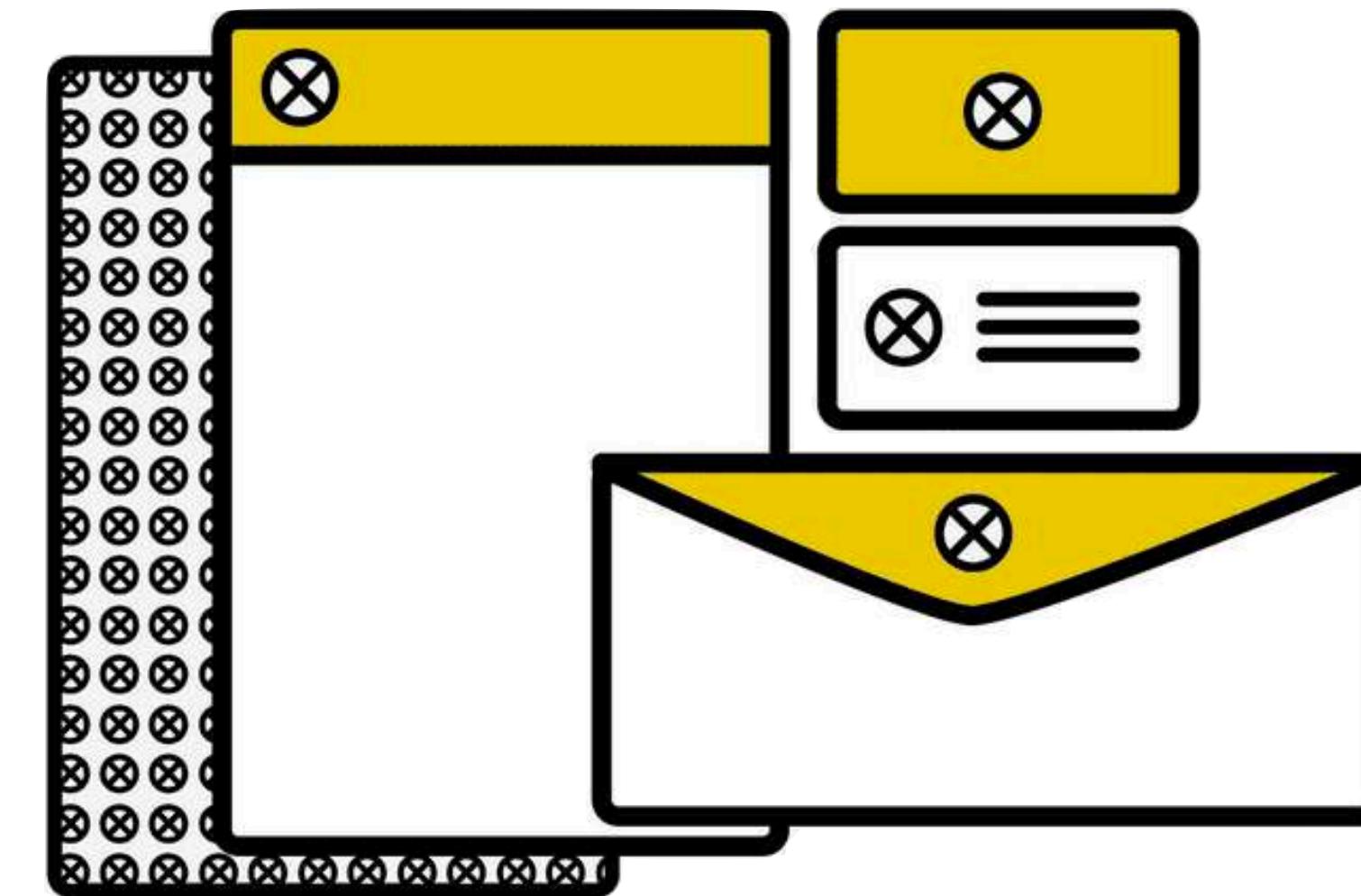
Uma paleta de cores forte
proporciona um design forte

03



04

4. REPETIÇÃO



.....

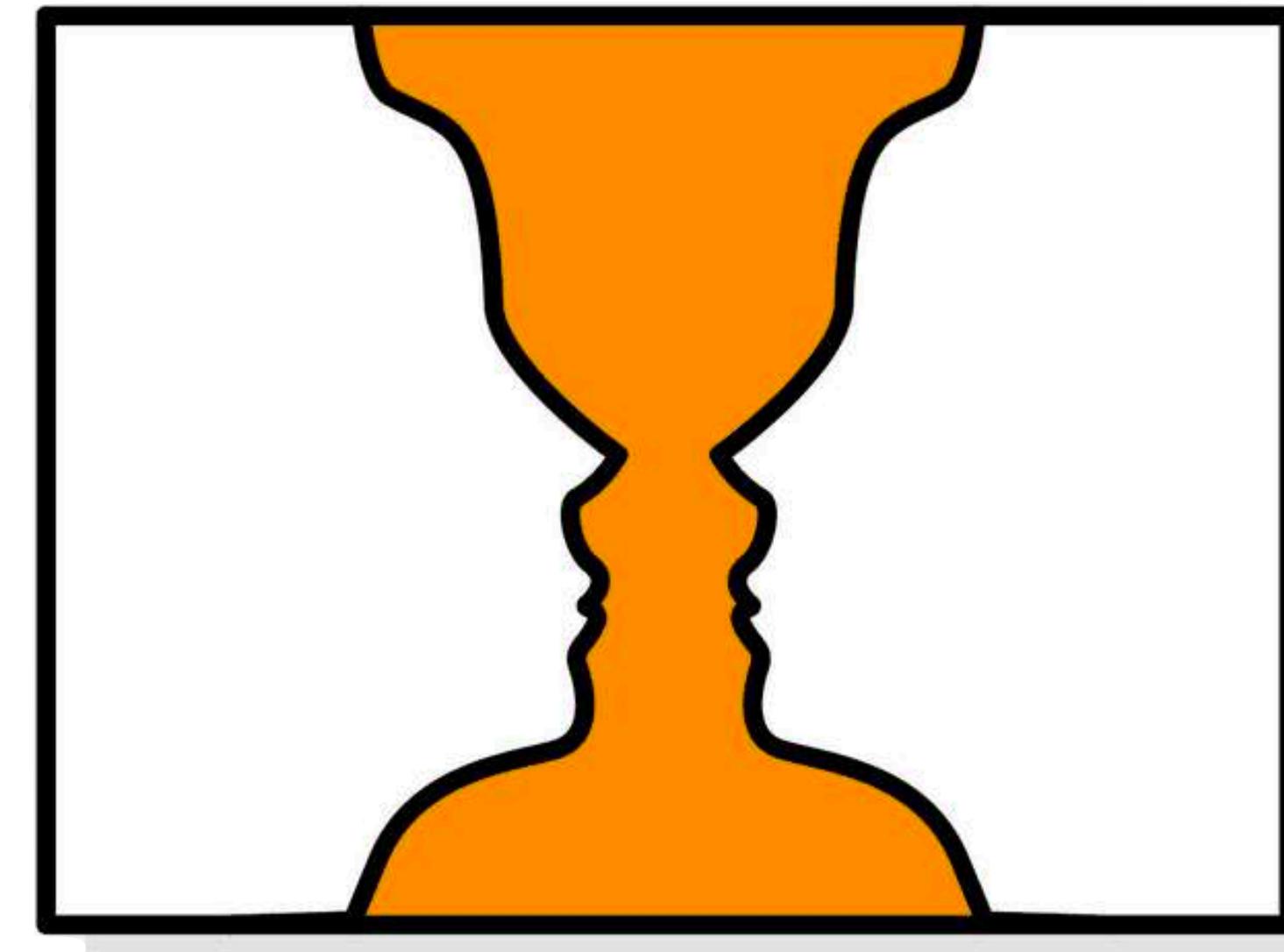
A repetição ajuda a
conectar os elementos

04



05

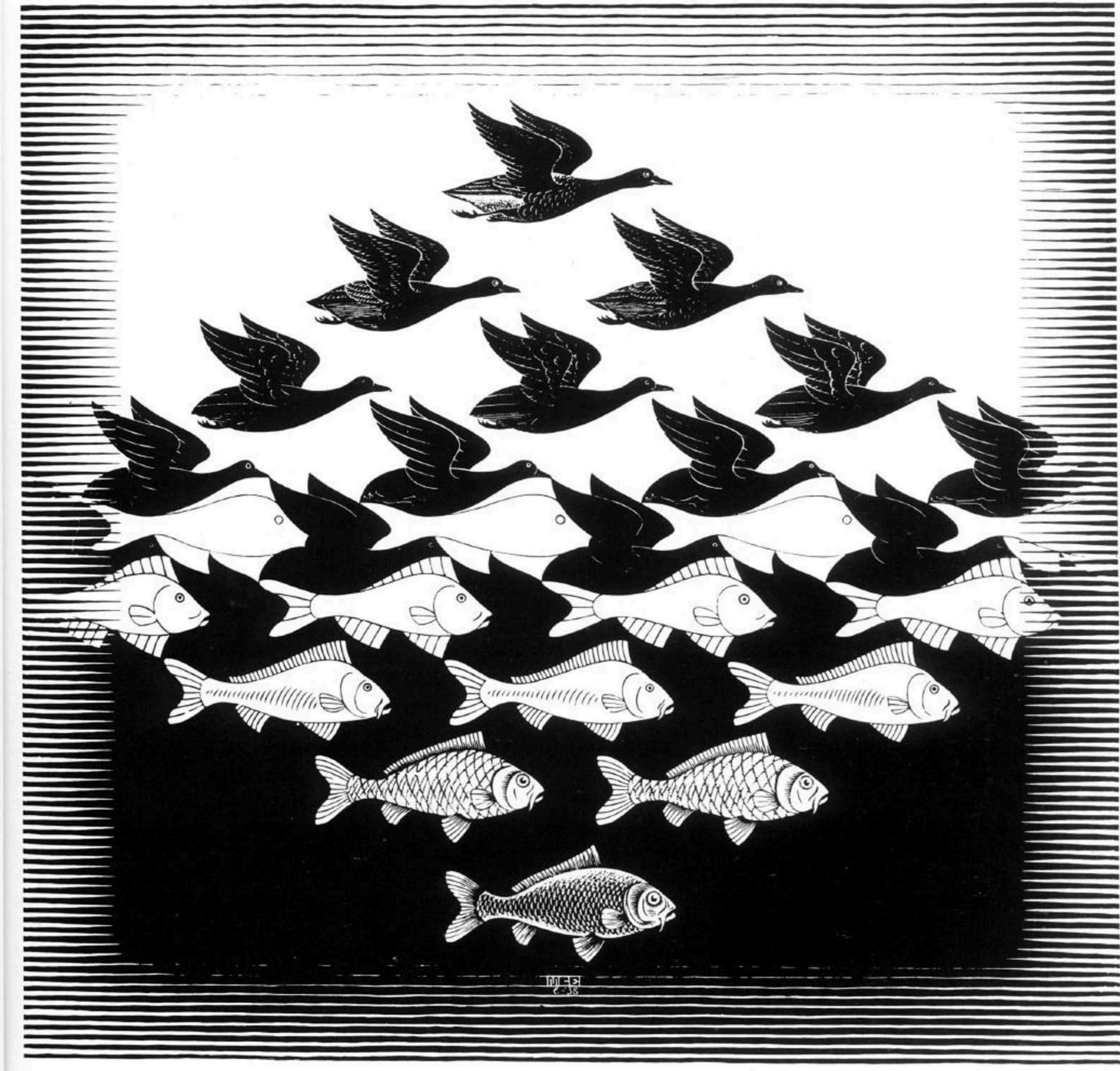
5. ESPAÇO NEGATIVO



• • • • • • • • • • •

O espaço negativo é o
espaço entre duas formas

05

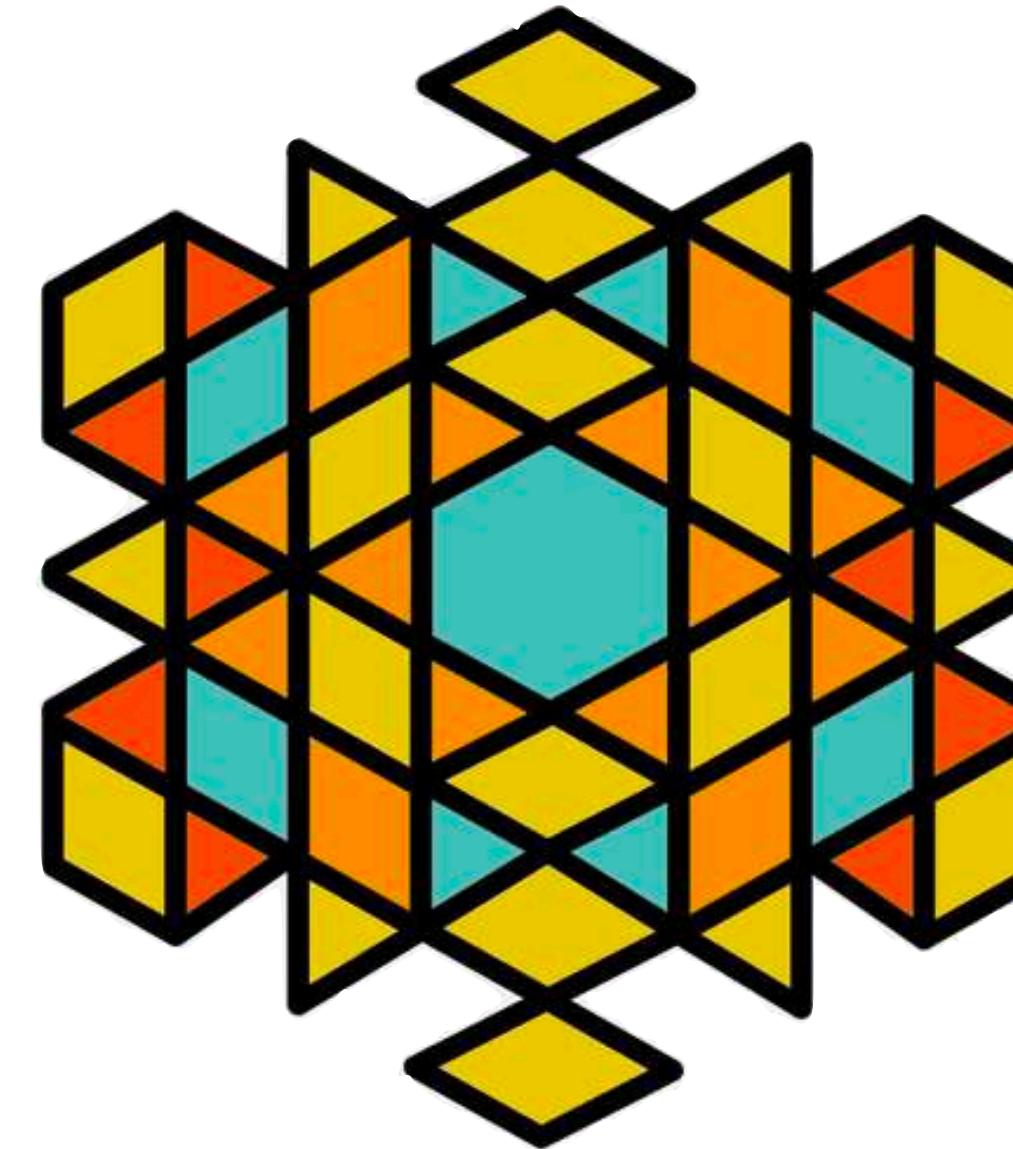


05



06

6. SIMETRIA



.....

A simetria é atraente e
cria um senso de harmonia

06



SKETCH

06

Resumen del año 2022

The Generali Group recorded a 6.7% increase in revenue to EUR 3,087.3 million for the 2022/23 financial year, which started on 1 May 2022 to 30 April 2023 (from 1 May 2021 to 30 April 2022). Expenses for R&D, CIO and HRM amounted to EUR 2,020.2 million. Developments in the insurance business and expense reduction notwithstanding, net income after tax increased 3.4% (annual growth drivers, in particular, the cost-cutting measures adopted, energy efficiency, lighting and IoT technology contributed to notable strong double digit growth).

In the Lighting Segment, with the Generali and Domo brands, the annual year development (+6.6% recorded, revenue from My Light to EUR 345.2 million (2021/22: EUR 329.5 million)) supported by the positive developments at the insurance businesses, among others with IoT products and the Domo product portfolio, saw the expansion of sales as part of the global growth momentum. The revenue increase amounted to 7.4% for the annual full-year, which is notably lower than the 10.4% recorded for the first half year. Notable growth drivers placed the Lighting Segment, well above the general progression in the insurance and IoT product sectors.

On the other side, in demand for IoT lighting, My Light revenue increased 20.6% to EUR 134.4 million. The IoT product portfolio in the Insurance Segment, comprising IoT modules and connectivity for

connected IoT lighting as well as IoT modules for IoT advertising and ceiling equipment, and IoT modules (IoT+ Revenue from Class 100 components) rose by 31.4% to EUR 14.1 million and remained clearly below the growth in the Lighting Segment.

(Development in the Insurance segment receded visibly during the reporting year). The Insurance Segment reported substantially low revenues in nearly all regions, in the Lighting Segment, overall (in solid revenue growth in Europe, however, generated by the Domo brand) in Europe rose by 5.7% to EUR 855.8 million (2021/22: EUR 814.4 million). Some growth came in the non-European regions due to a slight increase in the regional share of revenues recorded in Europe from 77.4% to 71.6% (the Domo region company, Austria, Dommelmann, served as the regional growth driver with a revenue plus of 13.4%). In the growth areas of Northern Europe, revenues increased 7.3% to EUR 764.8 million. Based in Northern Europe (Denmark, Finland, Norway, Sweden, Austria) was sold with a plus of 10.1% for the reporting year. Dynamic growth was recorded, above all, in the Domo business in Nordic and Northern Europe (Denmark, Finland, Norway, Sweden), while in the strongest sales region in the Insurance Segment, recorded growth of 3.2%. Good development in the Lighting Segment was seen (also with an increase in sales of 10.4% in 2021/22: EUR 12.2 million). The Domo brand, in particular the Lighting Segment, with its wide-ranging innovation (IoT technology portfolio, new IoT products, new IoT+ components) and IoT connectivity, was able to benefit from the strong rise in demand for IoT lighting. My Light revenue increased 20.6% to EUR 134.4 million. The IoT product portfolio in the Insurance Segment, comprising IoT modules and connectivity for

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The dynamic European market, with significant growth in the insurance and IoT segments, also fuelled the positive development of the Insurance Segment, which saw a slight increase in the Insurance Segment (2021/22: EUR 413.4 million) in the Lighting Segment, despite a slight undershoot in revenues (plus 4.1%, 2021/22: EUR 391.2 million). Some growth came in the non-European regions due to a slight increase in the regional share of revenues recorded in Europe from 77.4% to 71.6% (the Domo region company, Austria, Dommelmann, served as the regional growth driver with a plus of 13.4%). In the growth areas of Northern Europe, Denmark, Finland, Norway, Sweden, Austria) was sold with a plus of 10.1% for the reporting year. Dynamic growth was recorded, above all, in the Domo business in Nordic and Northern Europe, in particular the Lighting Segment, with an increase in sales of 10.1% (2021/22: EUR 12.2 million). The Domo brand, in particular the Lighting Segment, with its wide-ranging innovation (IoT technology portfolio, new IoT products, new IoT+ components) and IoT connectivity, was able to benefit from the strong rise in demand for IoT lighting. My Light revenue increased 20.6% to EUR 134.4 million. The IoT product portfolio in the Insurance Segment, comprising IoT modules and connectivity for

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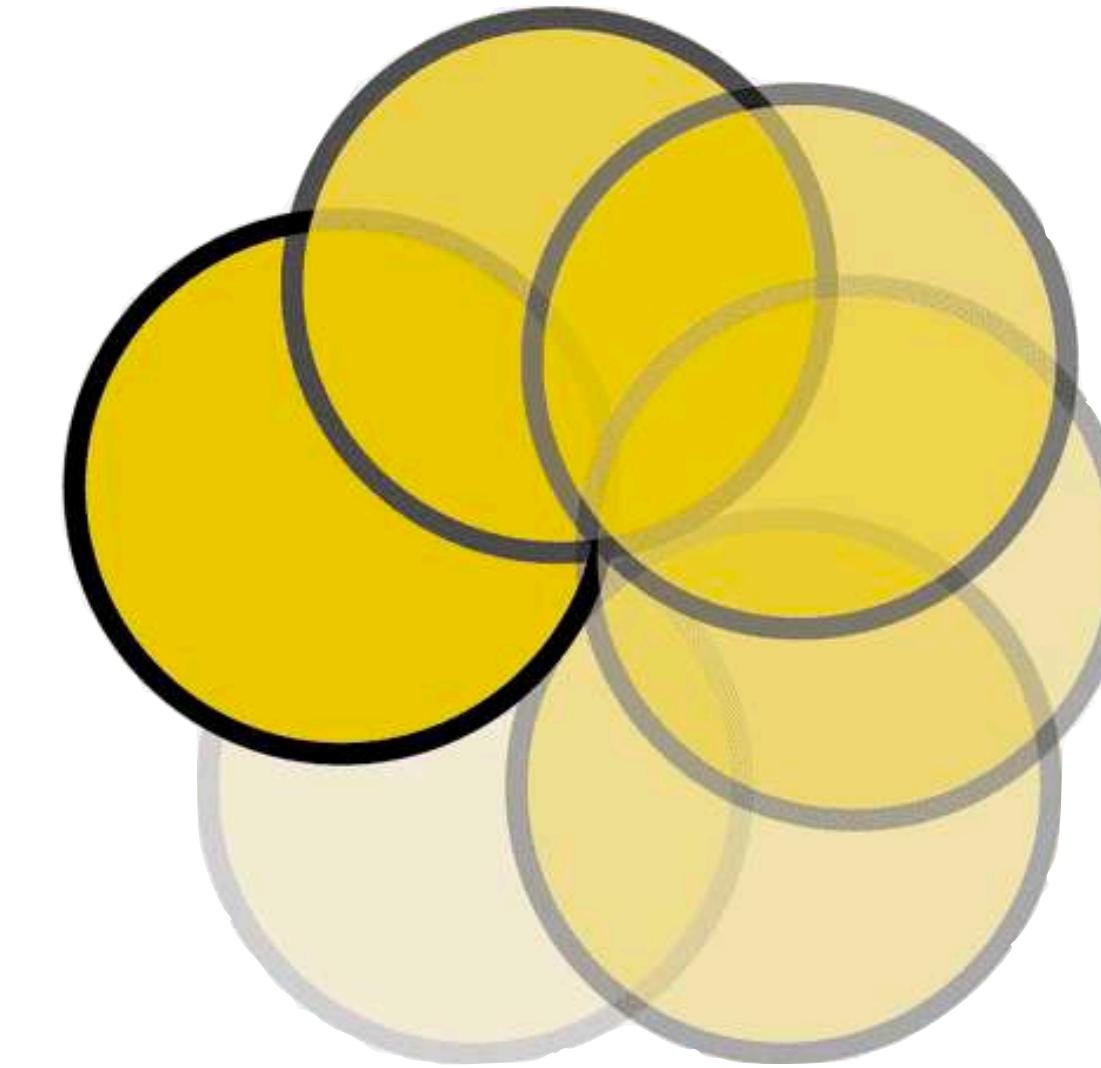
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07

7. TRANSPARÊNCIA



.....

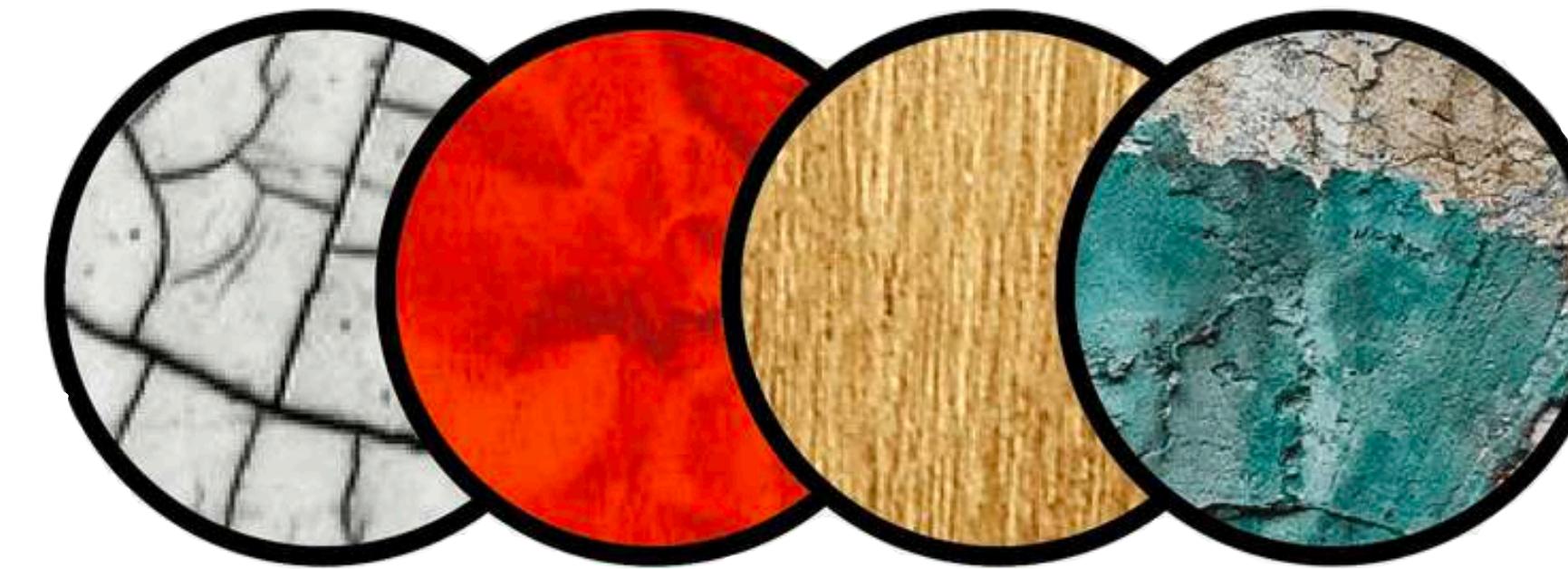
A transparência permite que
elementos interajam entre si

07



8. TEXTURA

The image displays two large, cyan-colored digits against a white background. On the left is the digit '0', which has a single, elongated, horizontal white oval centered within its circular body. On the right is the digit '8', which features two smaller, horizontal white ovals, one positioned near the top and another near the bottom, both centered within the circular body.



A textura oferece um efeito táctil e profundidade aos designs

08



09

9. BALANÇO



O balanço garante que nenhum elemento vá se sobressair

MÓDULO 9 | AULA 2

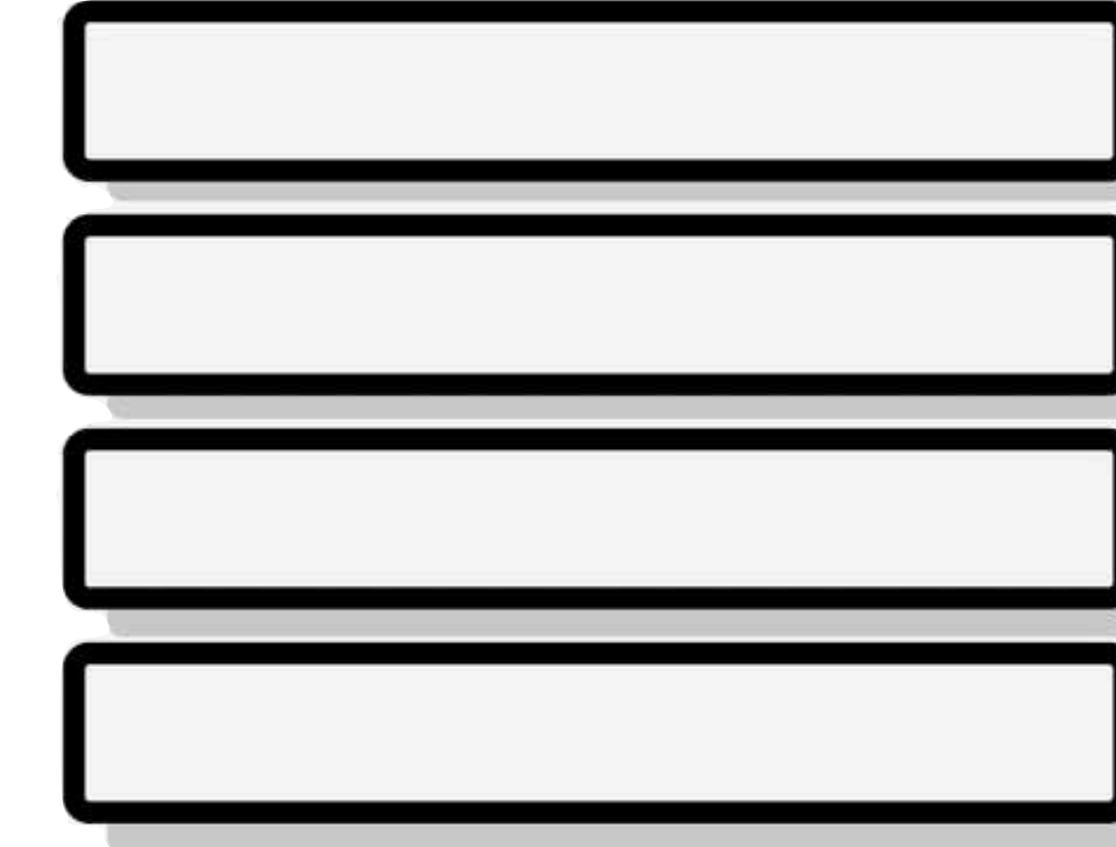
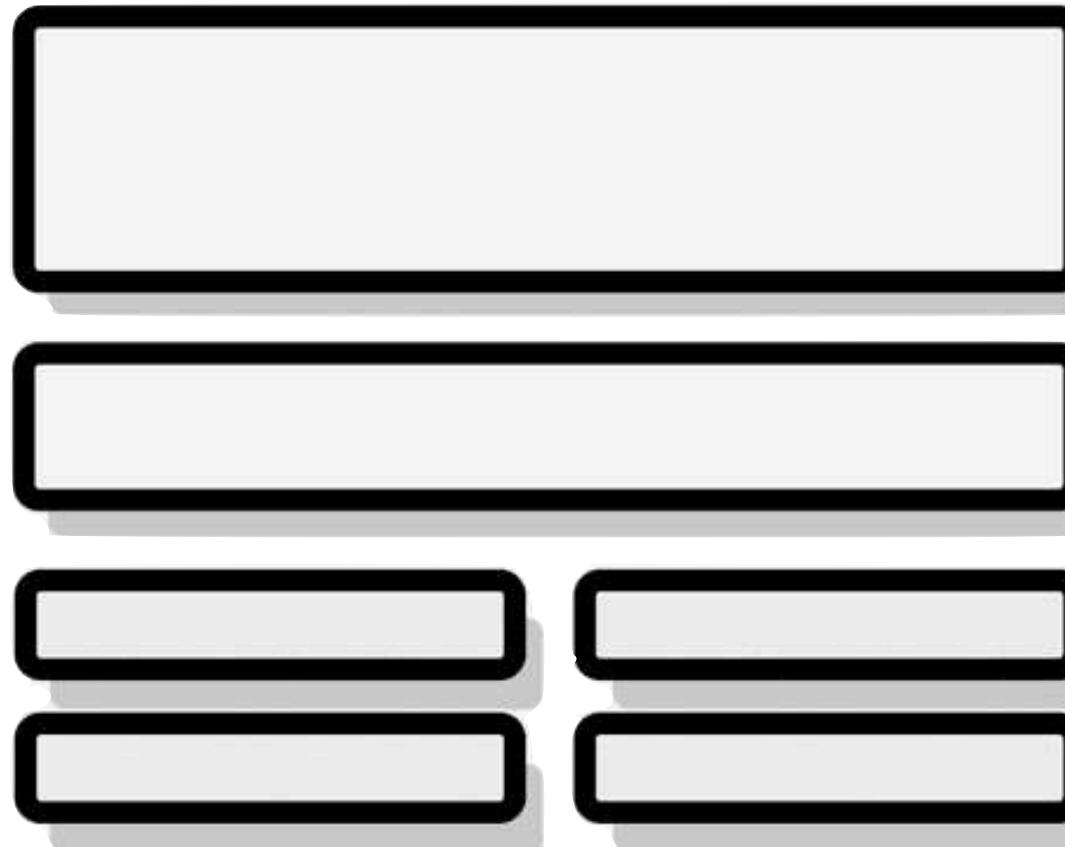
SKETCH

09



10

10. HIERARQUIA



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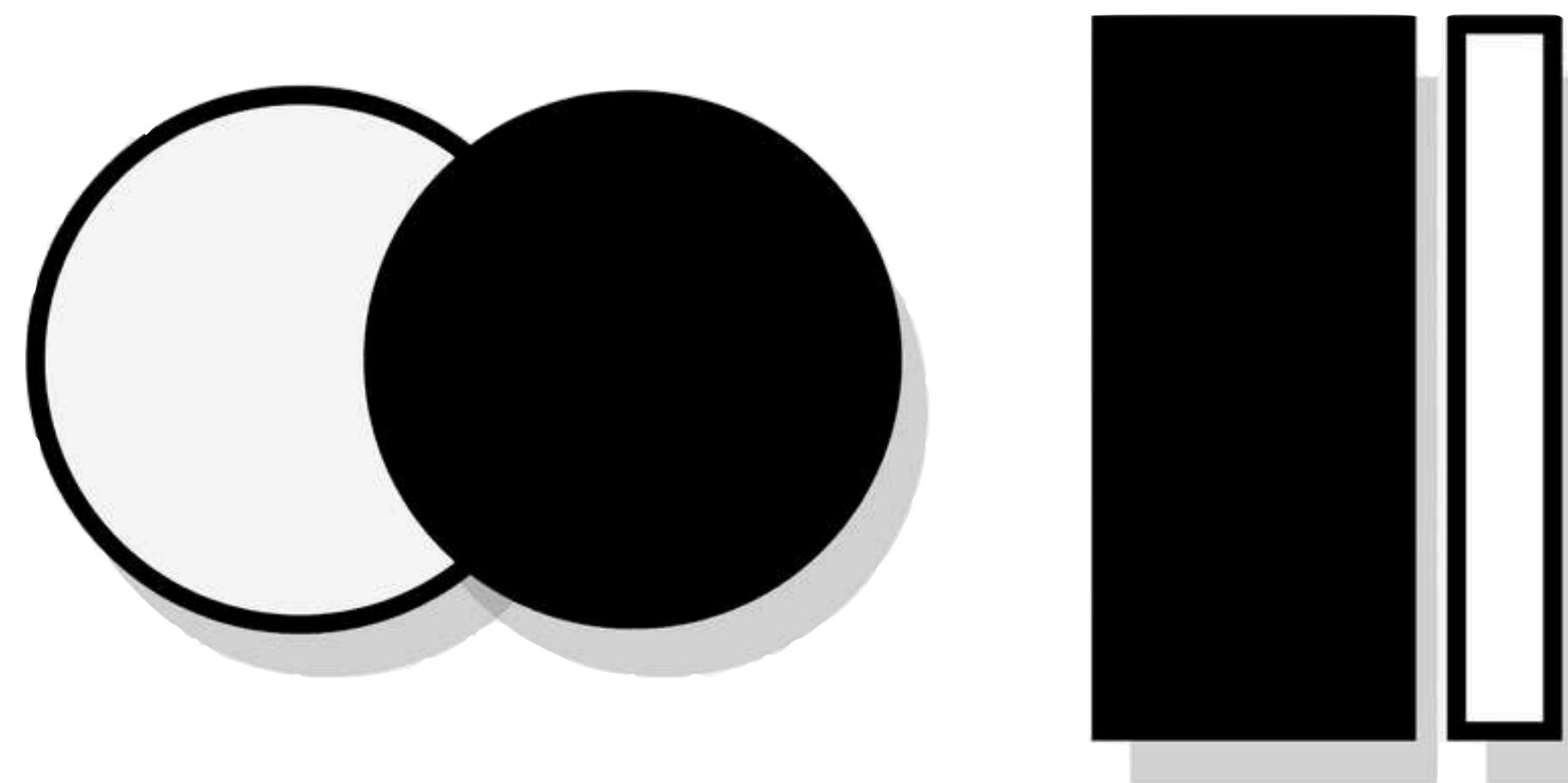
A hierarquia ajuda a sinalizar
a importância de cada elemento

10



11. CONTRASTE

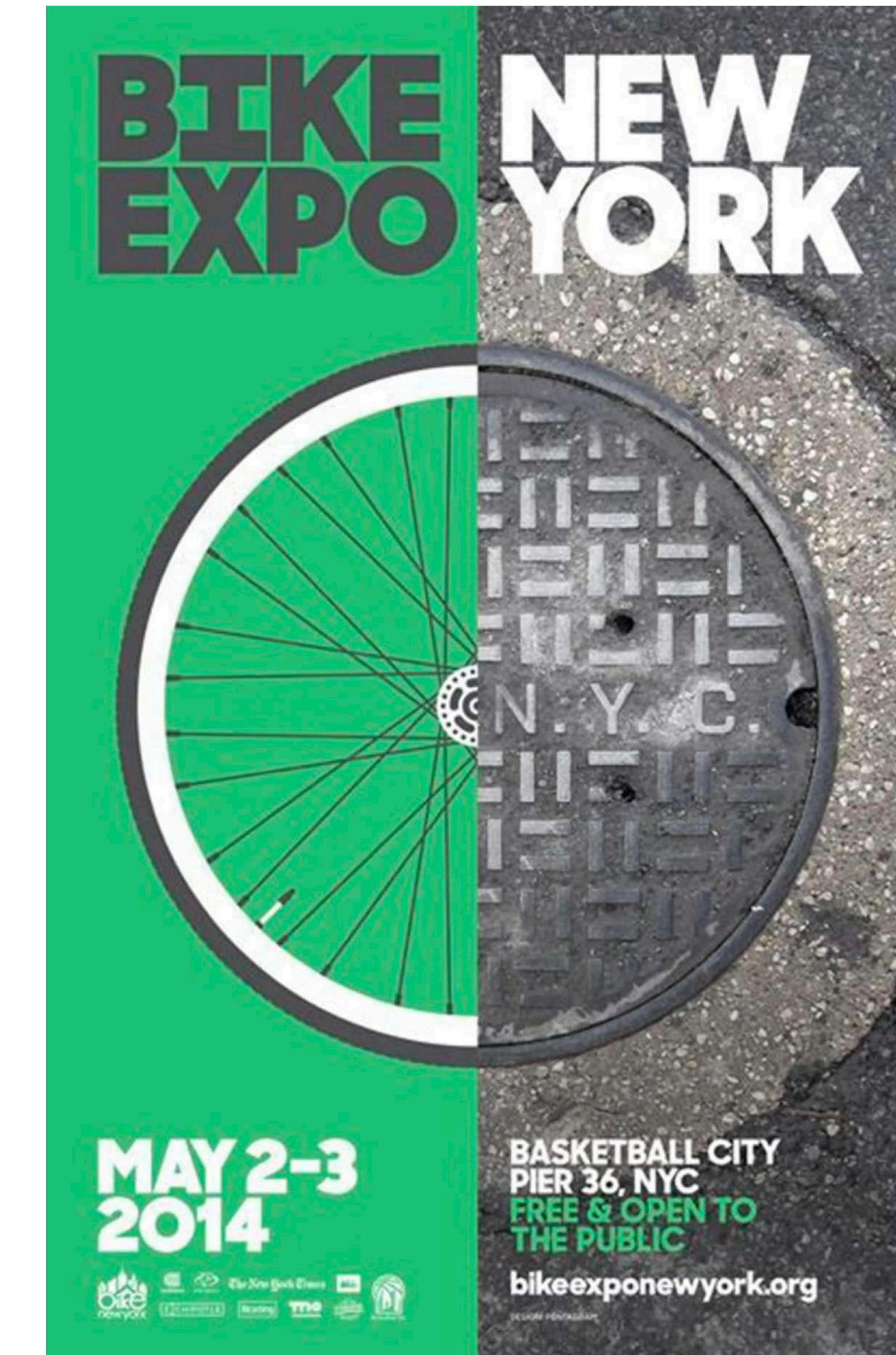
11



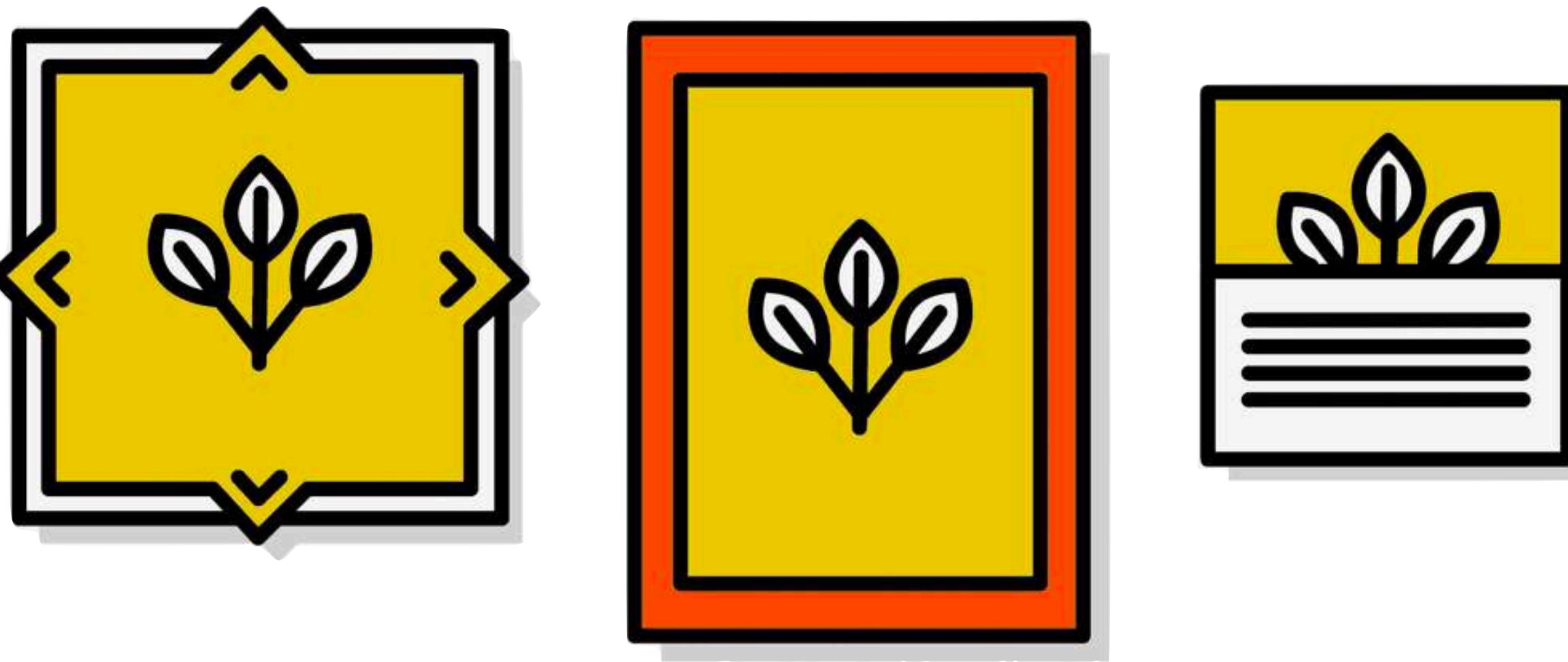
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O contraste cria ênfase via
claro vs. escuro, grosso vs. fino etc.

11



12



• • • • • • • • • • • • • • •

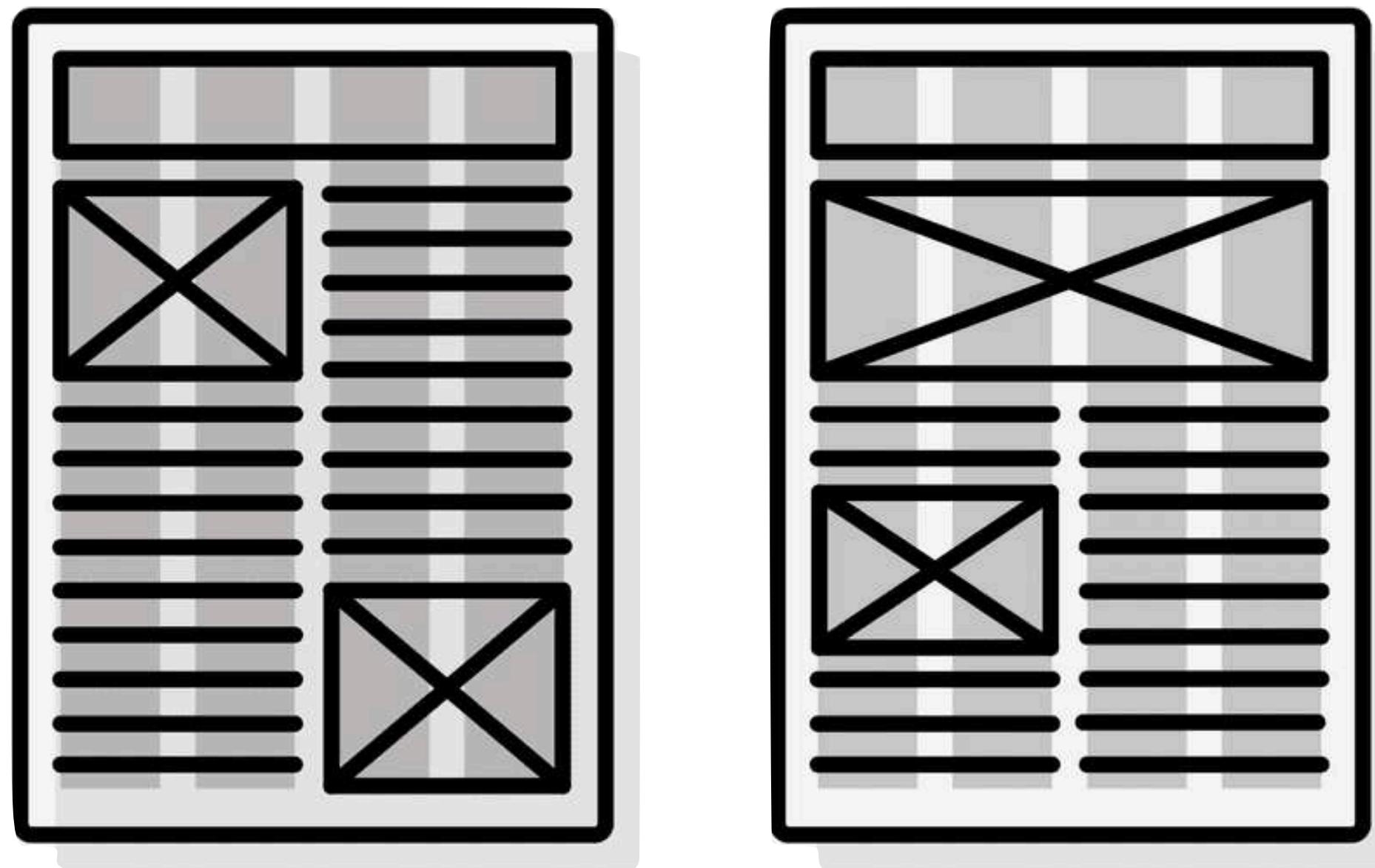
O enquadramento ajuda a destacar,
cortar e decorar elementos

12



13

13. GRID

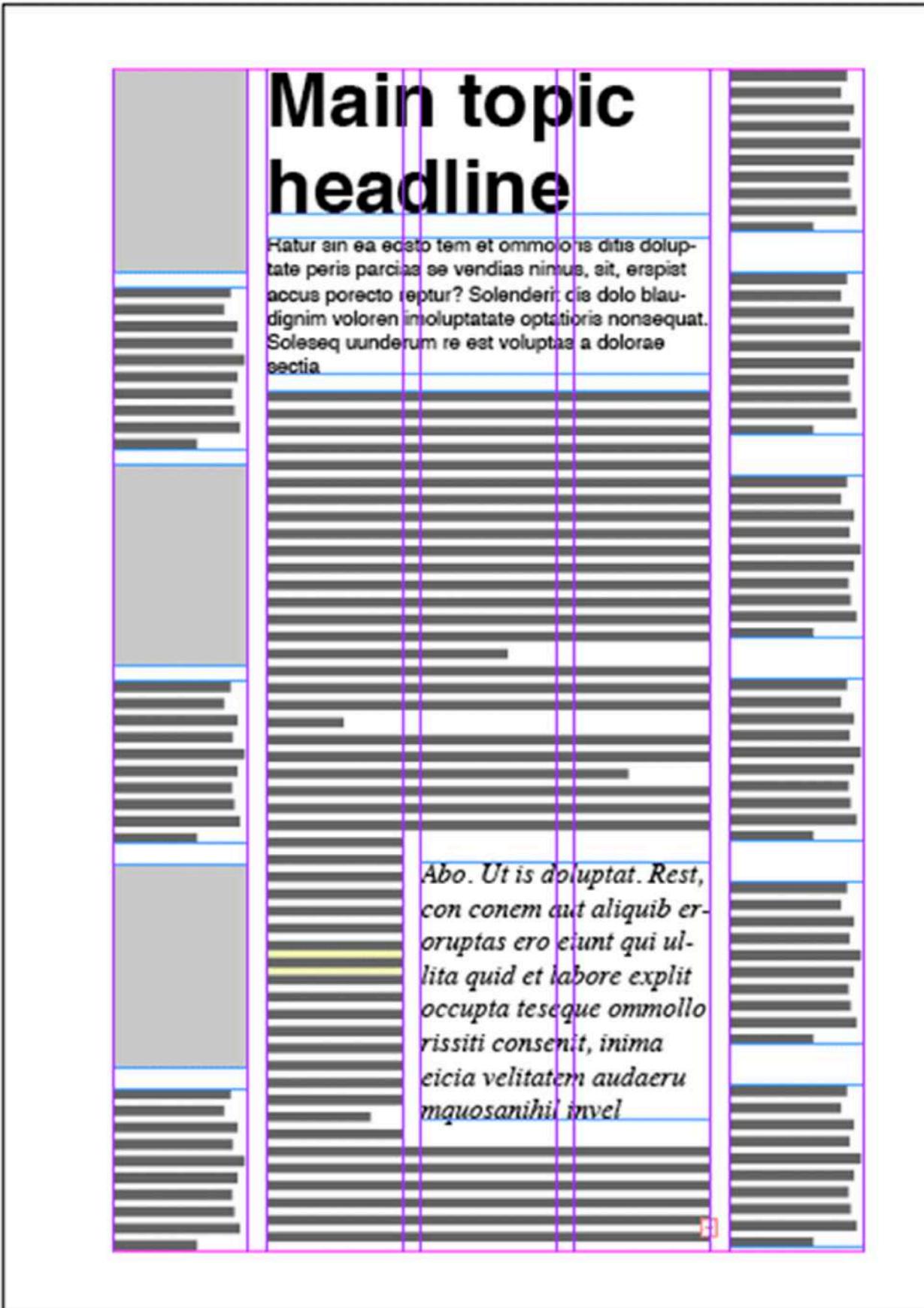


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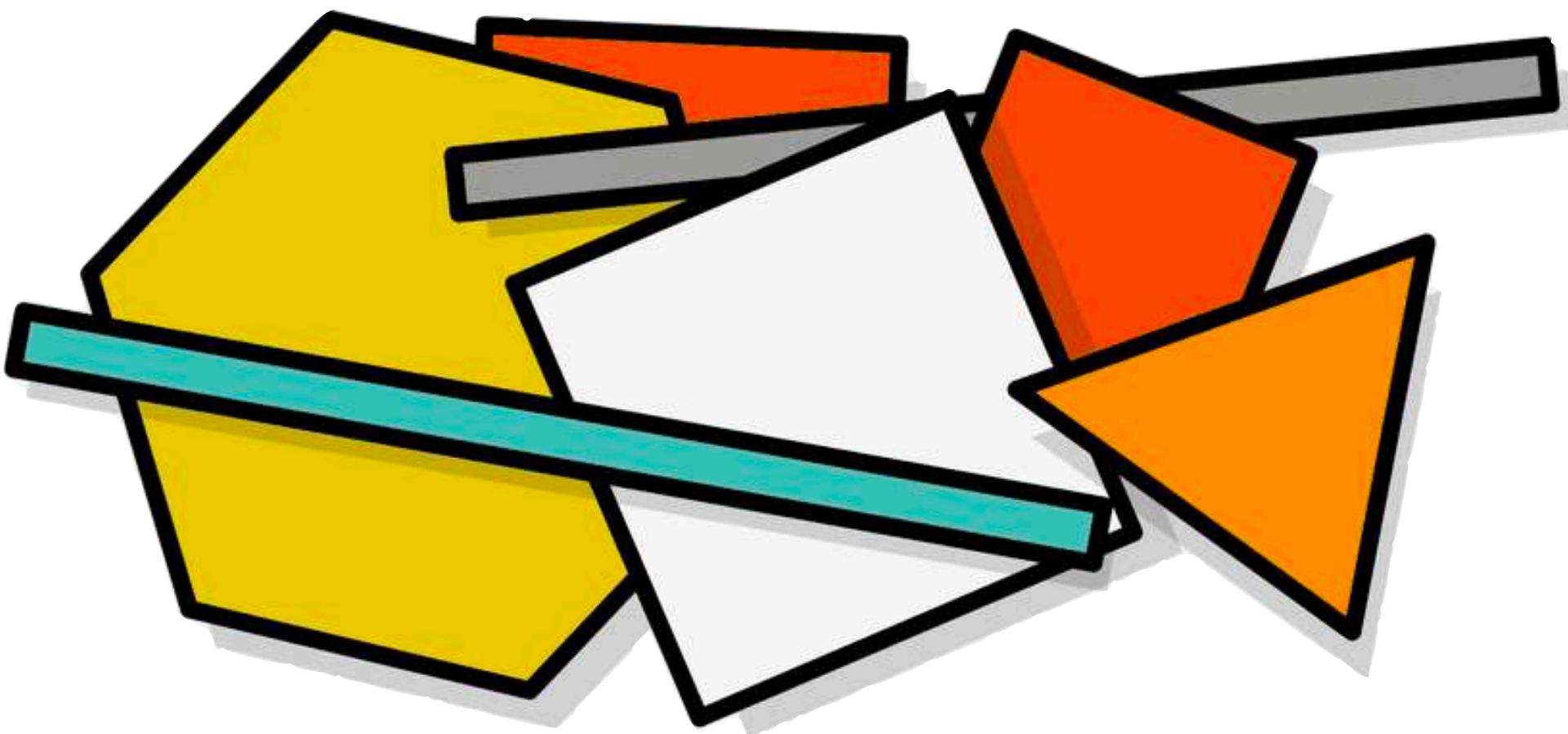
Os grids ajudam a alinhar
e a organizar elementos

SKETCH

13



14



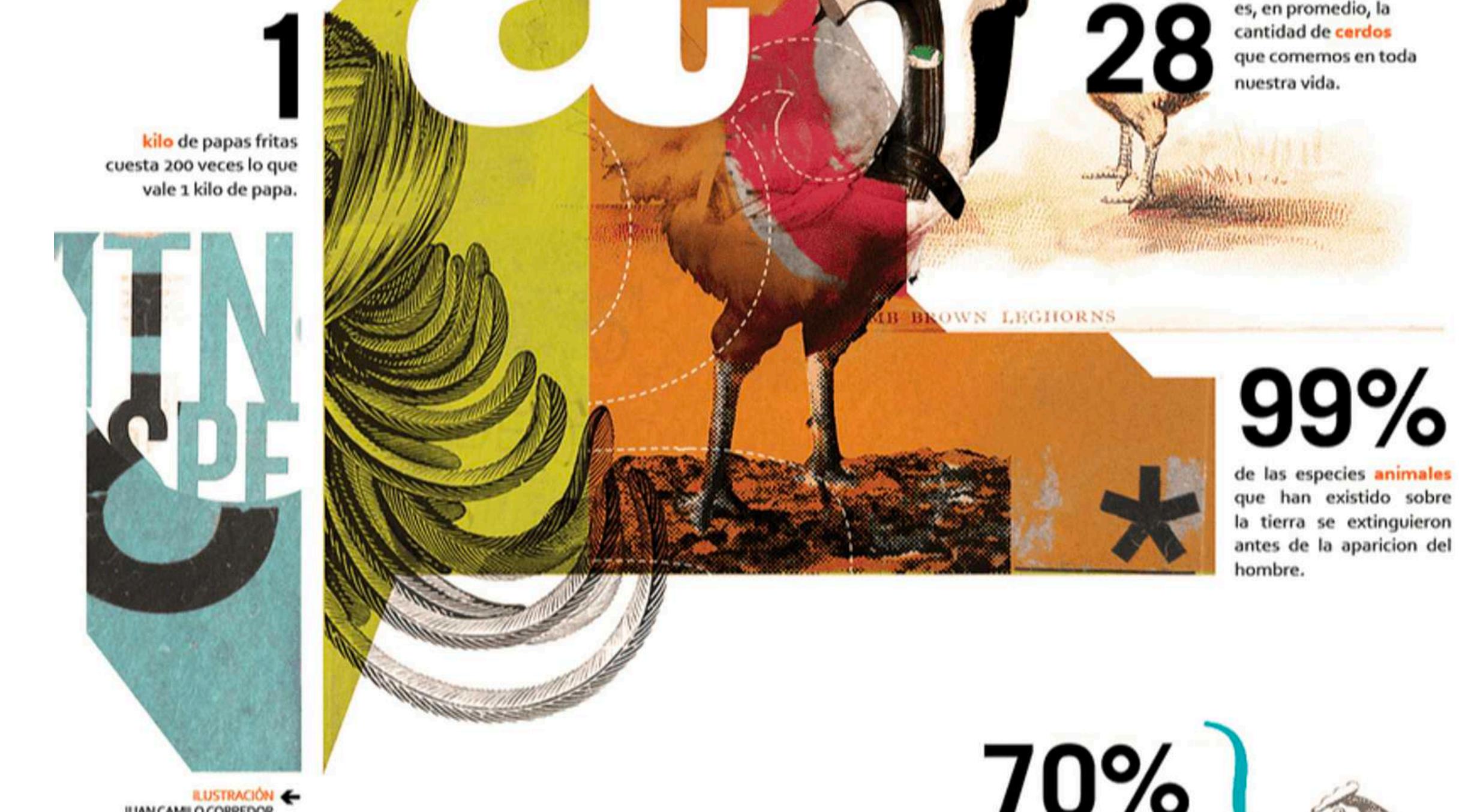
.....

Cria desordem estilística
com um propósito

14

(INDICADORES_)

{ **13**
SEGUNDOS DURÓ
EL VUELO MAS
LARGO QUE HA
LOGRADO HACER
UNA GALLINA



70%
 de los **norteamericanos** no creen que el hombre haya llegado a la Luna.

15. DIREÇÃO

15

olhe para cá

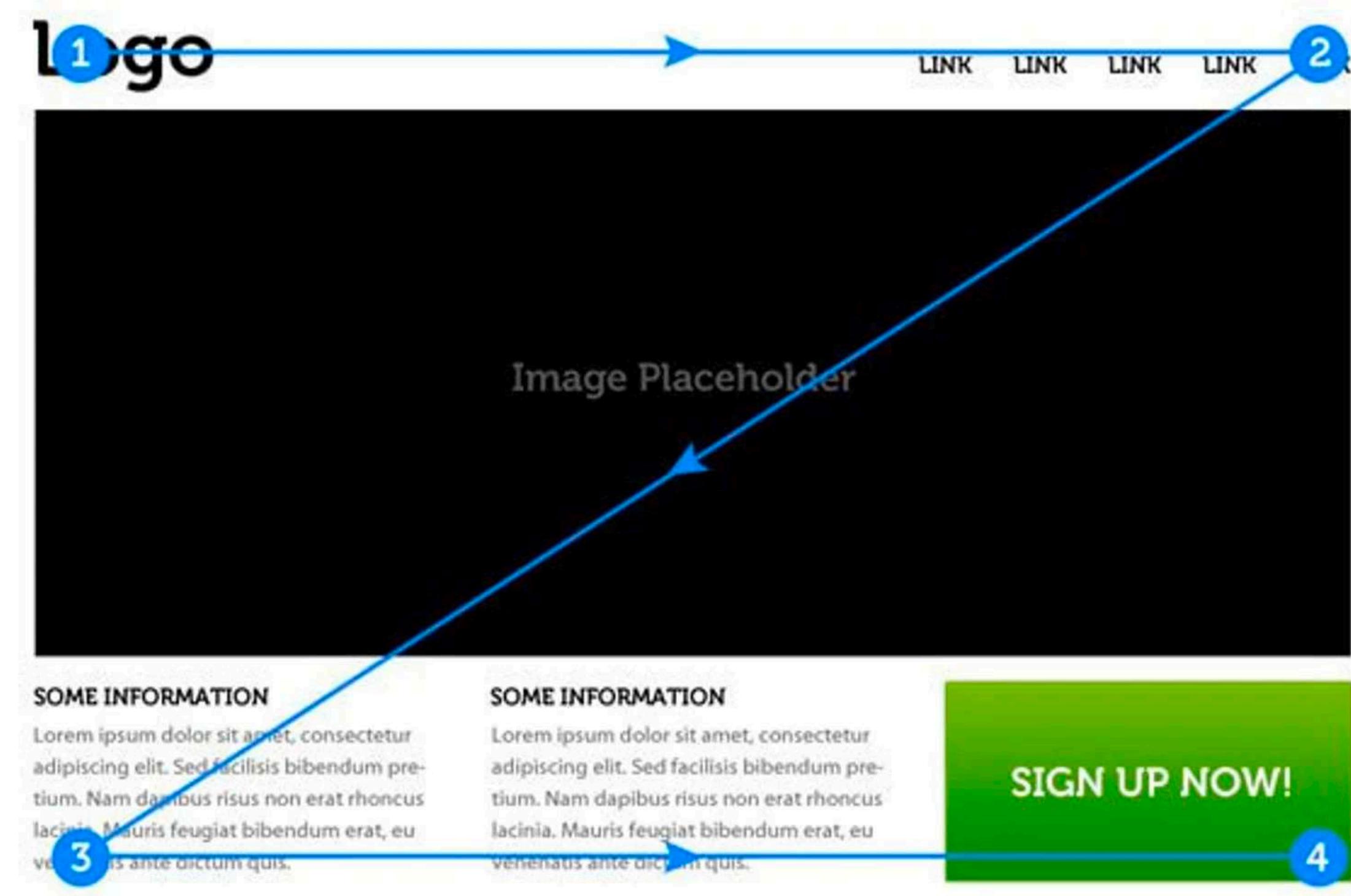
agora aqui

termine aqui

• • • • • • • • • • • • • • •

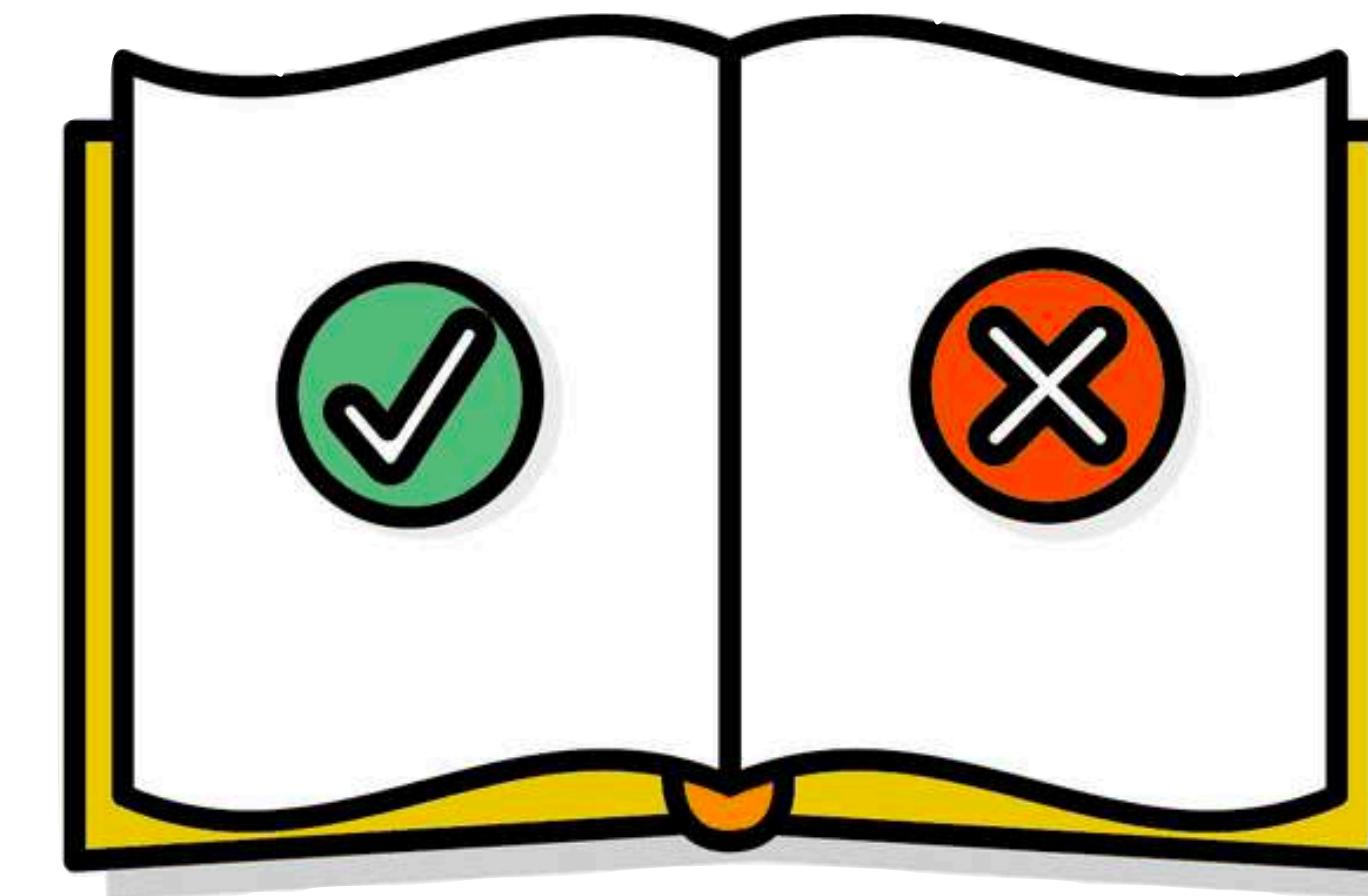
A direção fornece aos olhos dos observadores um caminho a seguir

15



16

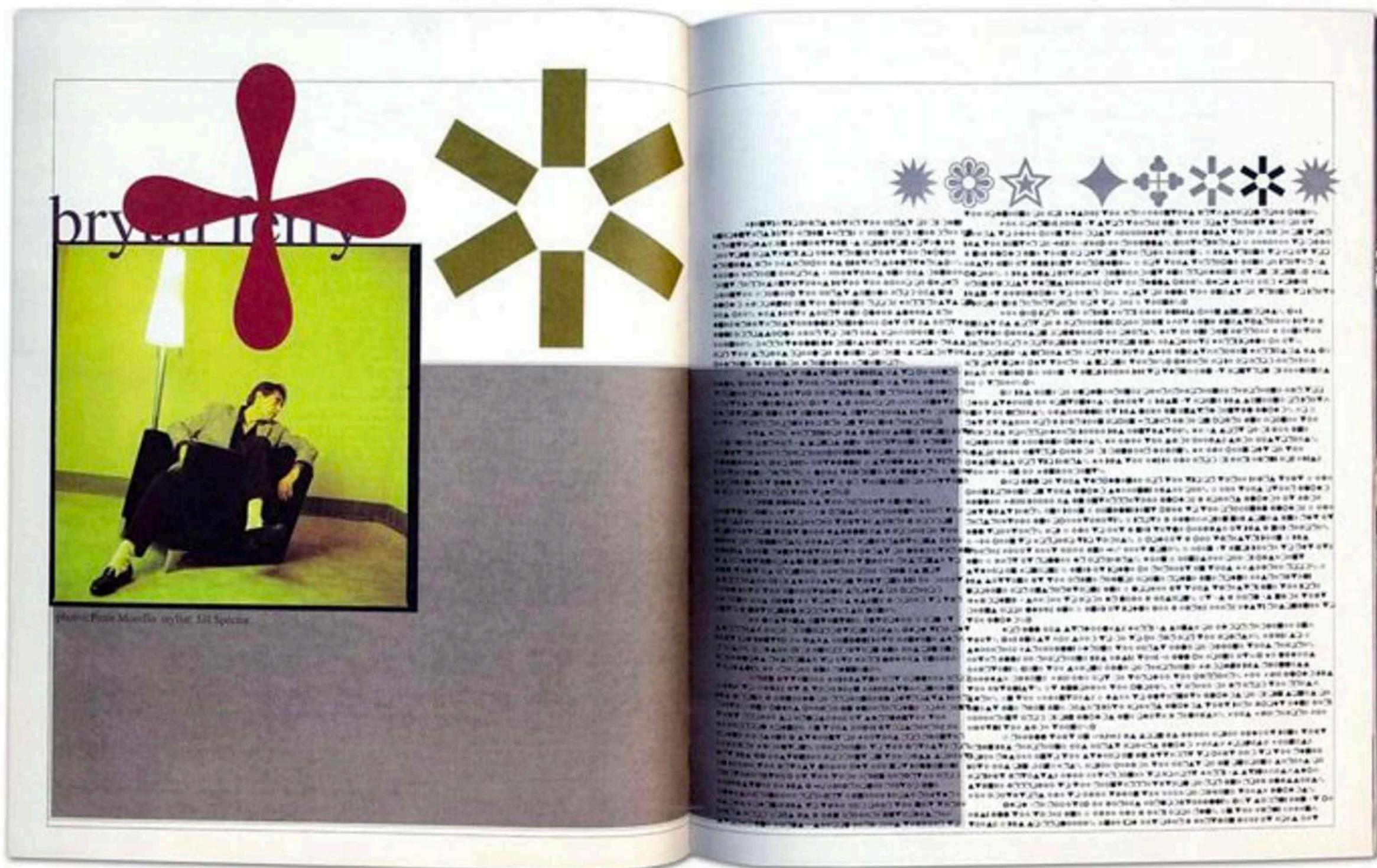
16. REGRAS



• • • • • • • • • • •

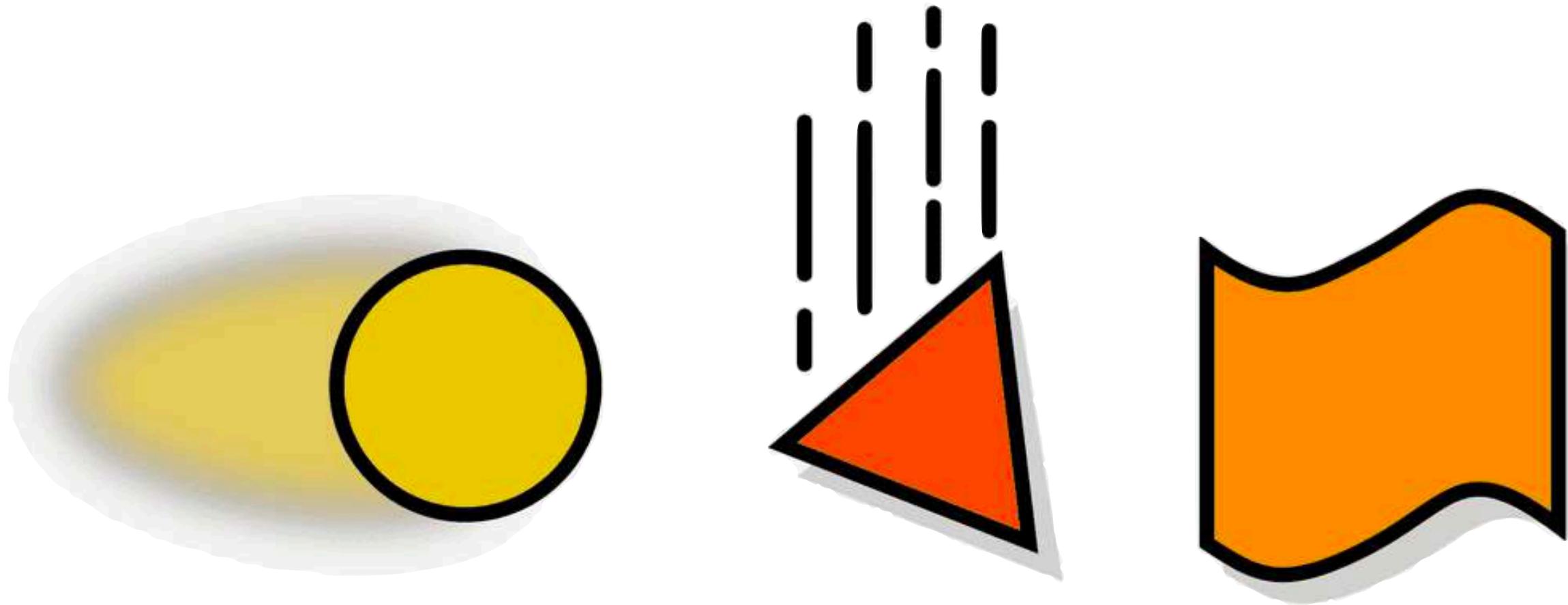
Aprenda as regras do design,
depois quebre-as de maneira certa

16



17. MOVIMENTO

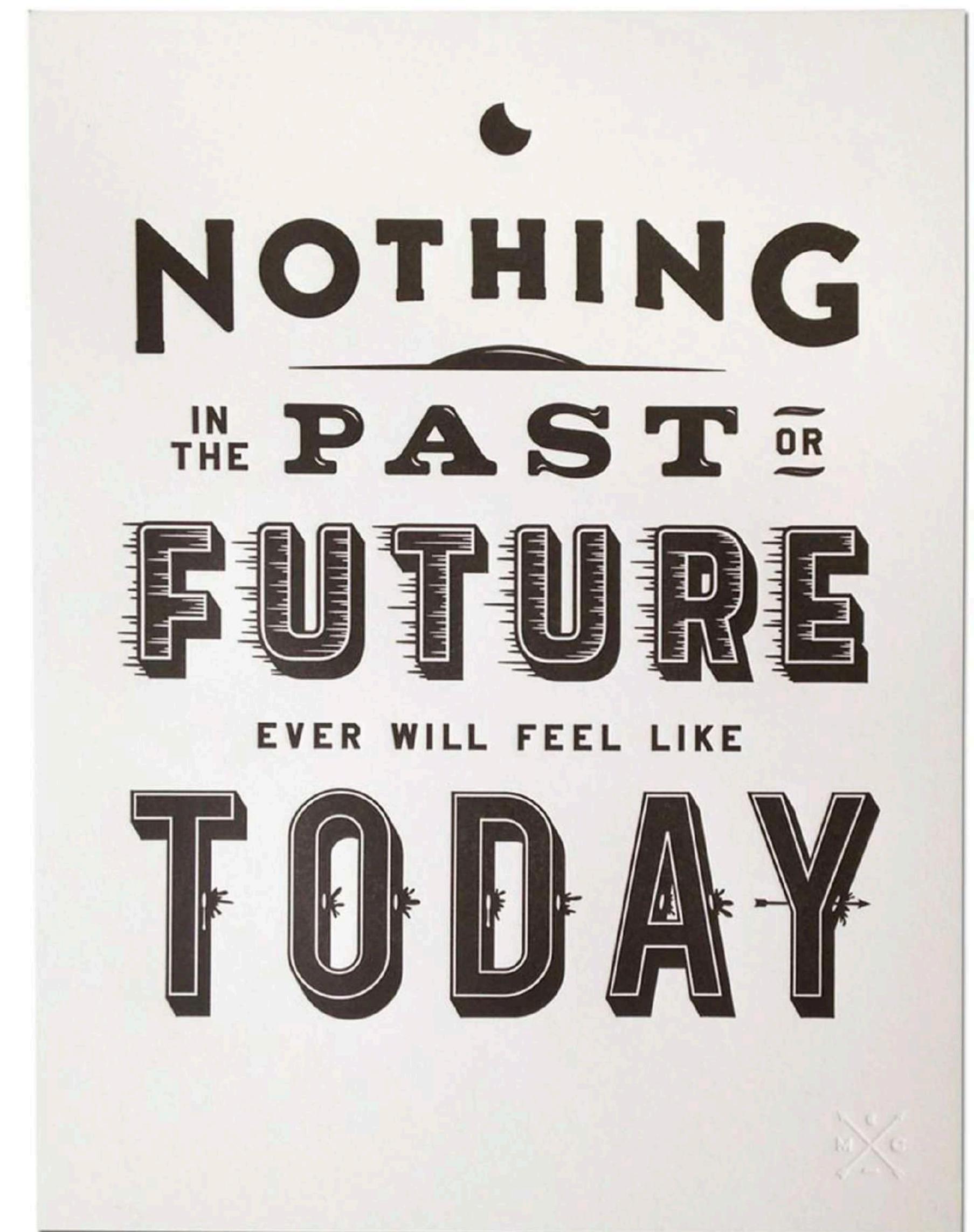
17



• • • • • • • • • • • • •

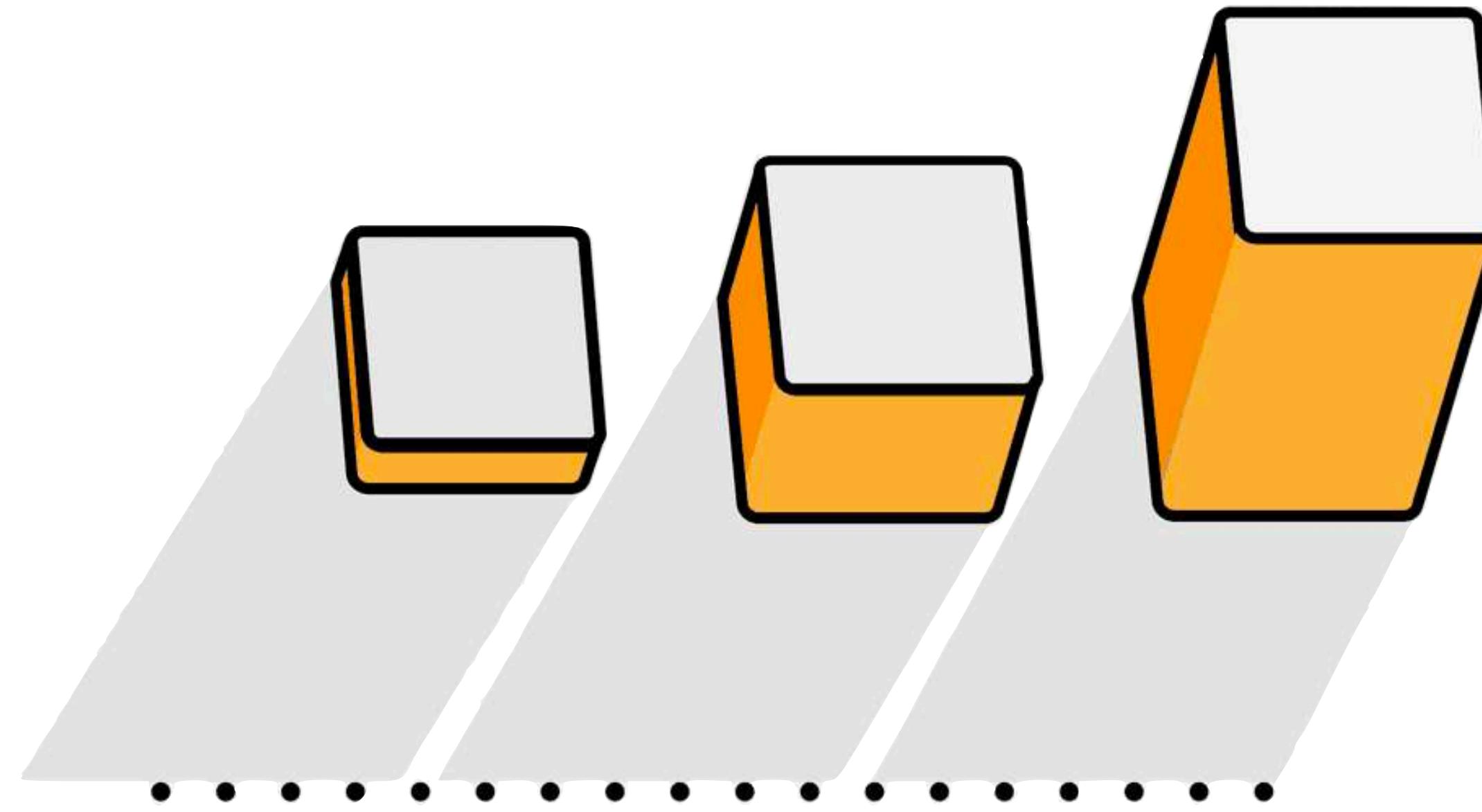
Crie movimento através de borrão,
linhas em movimento ou efeitos de ondulação

17



18

18. PROFUNDIDADE



Crie profundidade e dimensão via texturas, sombras, efeitos 3D etc.

MÓDULO 9 | AULA 2
SKETCH

18



19

19. TIPOGRAFIA

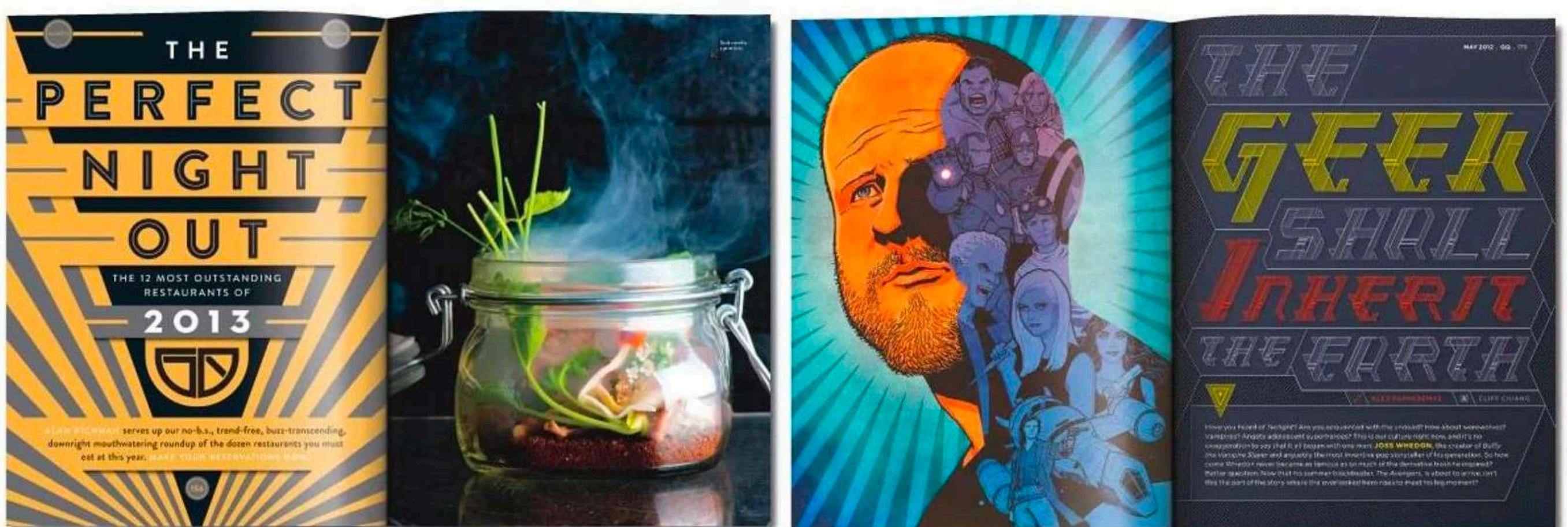
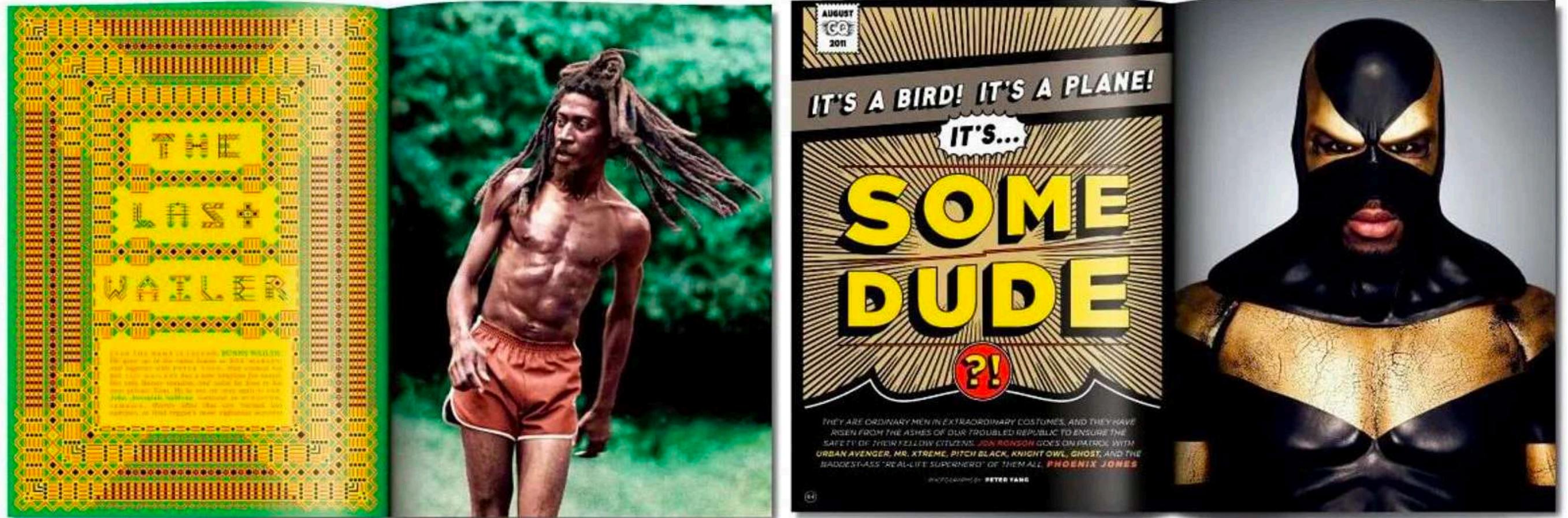


• • • • • • • • • • • •

Combine sua escolha de tipografia
com o tom/conceito do seu design

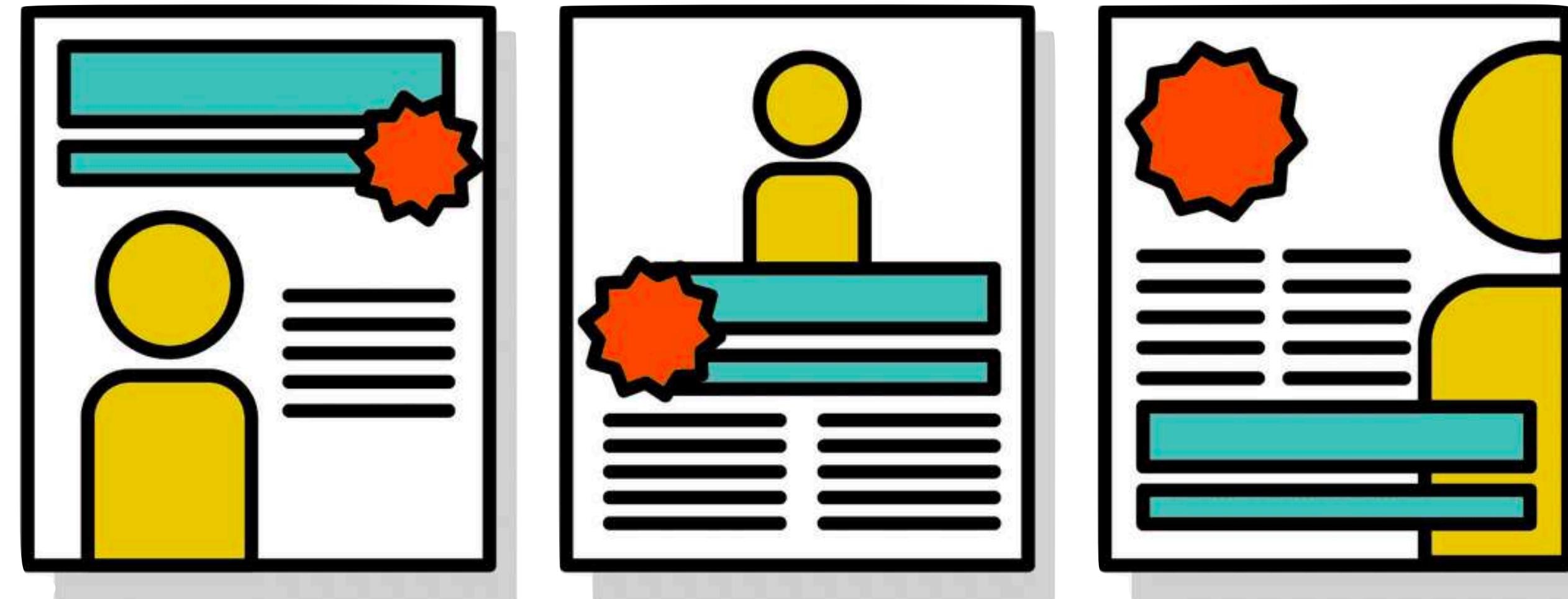
MÓDULO 9 | AULA 2
SKETCH

19



20

20. COMPOSIÇÃO



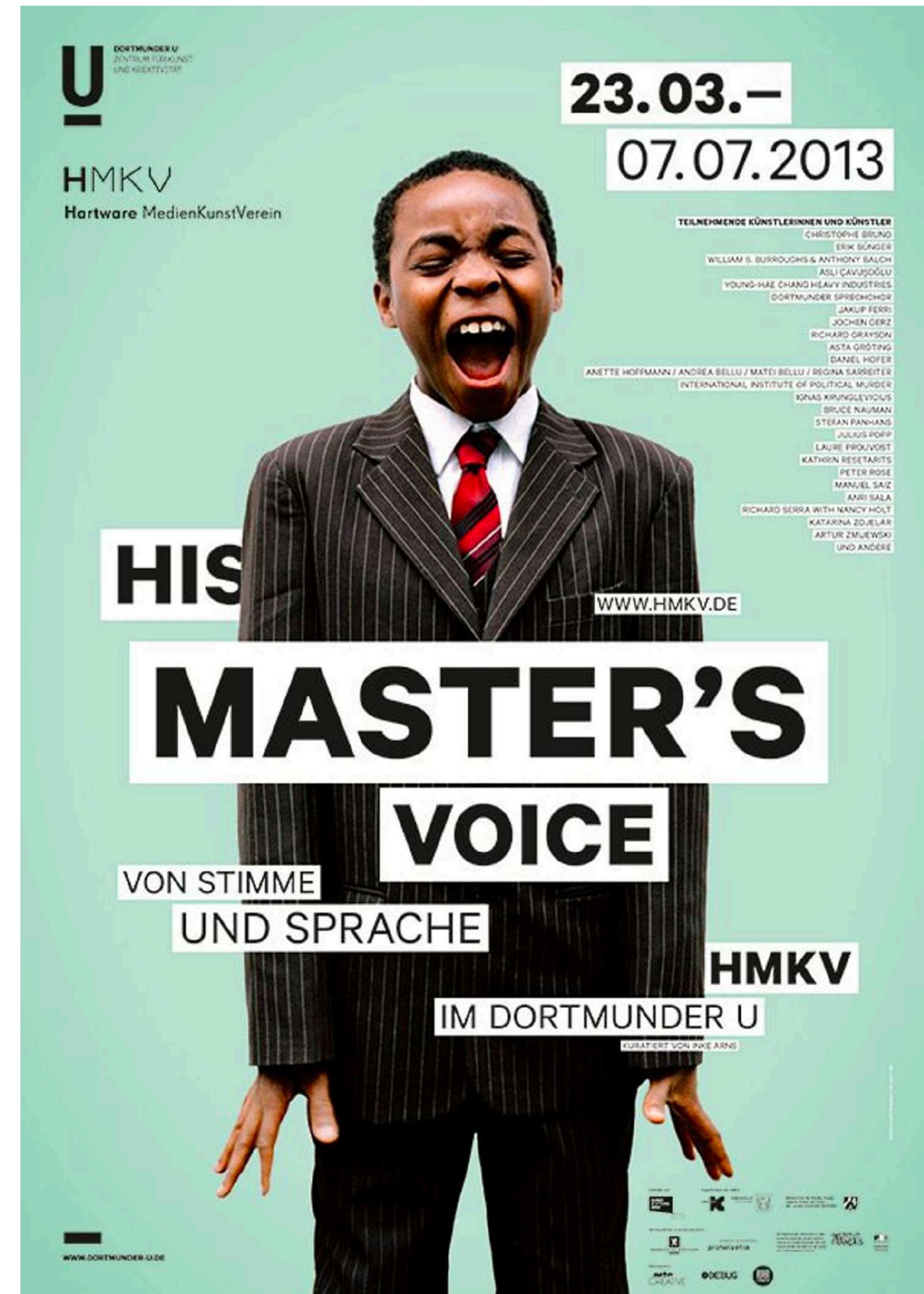
.....

A composição é a
organização/escala/hierarquia do design

MÓDULO 9 | AULA 2

SKETCH

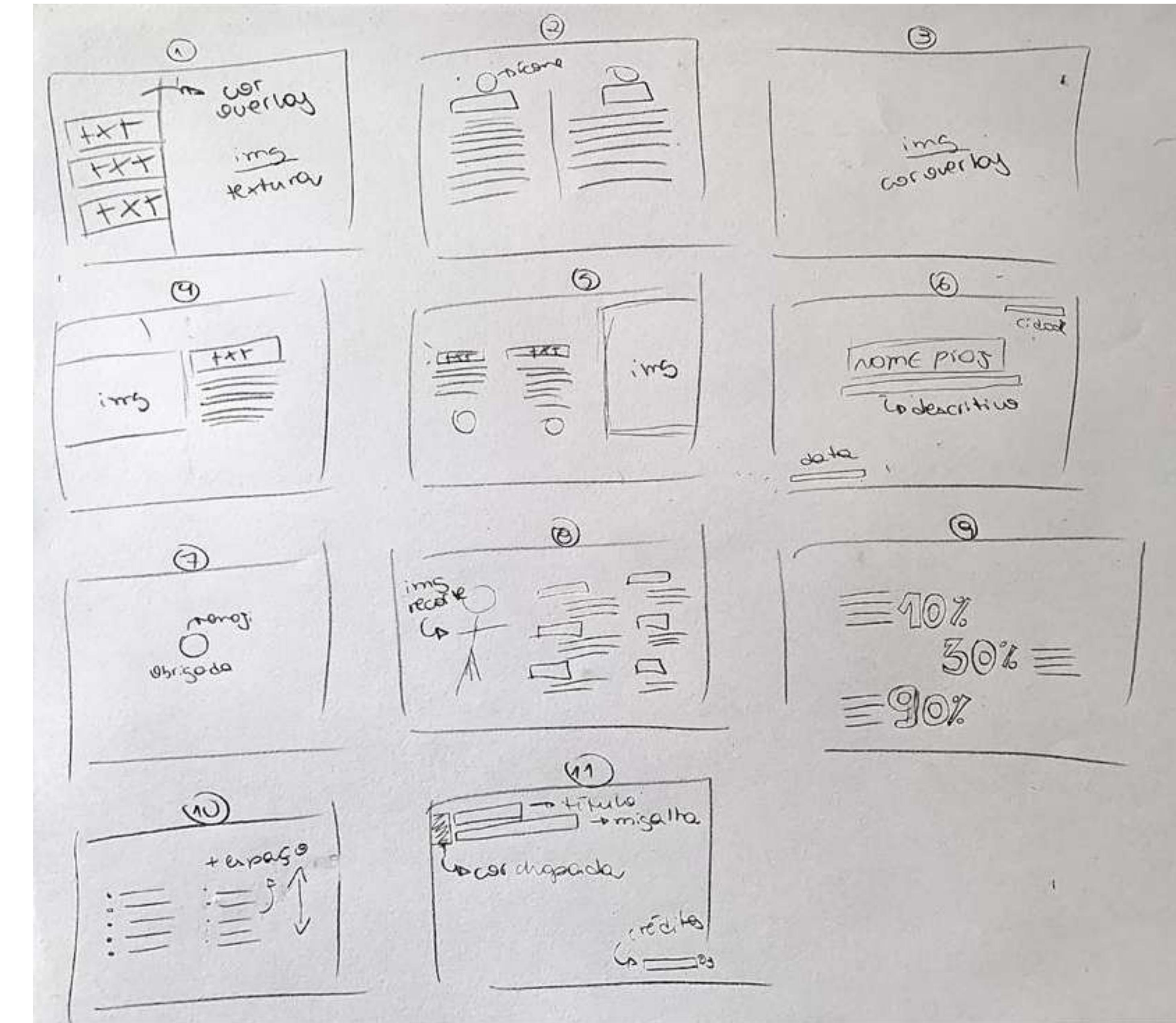
20



MÓDULO 9 | AULA 2

SKETCH

1. Aberturas
2. 100% txt
3. 100% img
4. 50/50 txt/img
5. 20/80 txt/img
6. Capa
7. Fechamento
8. Agenda
9. Big numbers
10. Bullets
11. Header & footer



**telas
mestras**

SLIDE MESTRE

Uma **página com estilo visual pré estabelecido** onde cada campo já tem sua função determinada antecipadamente.

Por exemplo, você define onde vão os texto, qual cor, tamanho, posição, etc. Aplica em quantos slides precisar e só precisa editar o conteúdo em si.

SOFTWARES

MAC | PC



MAC



MAC | PC



MAC | PC



MASTERS



Tente
evitar...

- | | |
|----------|------------------------------|
| 1 | CADÊ A MENSAGEM CENTRAL? |
| 2 | FALTA DE PADRONIZAÇÃO |
| 3 | FAZ SENTIDO, OU É SEU GOSTO? |
| 4 | SLIDES POUCO DINÂMICOS |
| 5 | TEXTO ILEGÍVEL |
| 6 | ENFEITES E EXAGEROS |

A confiança pra falar em público se resume na prática, no conhecimento e na segurança emocional de si mesmo

RECAP

✓ **PLANEJAMENTO**

Organização do conteúdo visual

✓ **SKETCH**

Rascunhos no papel

✓ **MASTERS**

Esquema visual pré organizado

CURADORIA DO CONHECIMENTO

✓ Ler: Artigo completo no Canva

"20 princípios e elementos do design" - Falamos de forma bem resumida, mas você encontra o artigo completo no link:
https://www.canva.com/pt_br/aprenda/20-principios-elementos-do-design/



✓ Ver: TedTalks do Andrew Stanton

Roteirista criador de clássicos da Pixar como Toy Story, Procurando Nemo, WALL-E e Vida de Inseto.
https://www.ted.com/talks/andrew_stanton_the_clues_to_a_great_story



design gráfico

MÓDULO 9 | **AULA 2**



OBRIGADA