UI DESIGN PARA WEB 2.1

CURSO ONLINE CRIADO POR

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escola britânica de artes criativas

Módulo #2

Design para Tela

DESIGN PARA TELAS

PIXEL

PIXEL
PERFECT

HISTÓRIA DO DESIGN

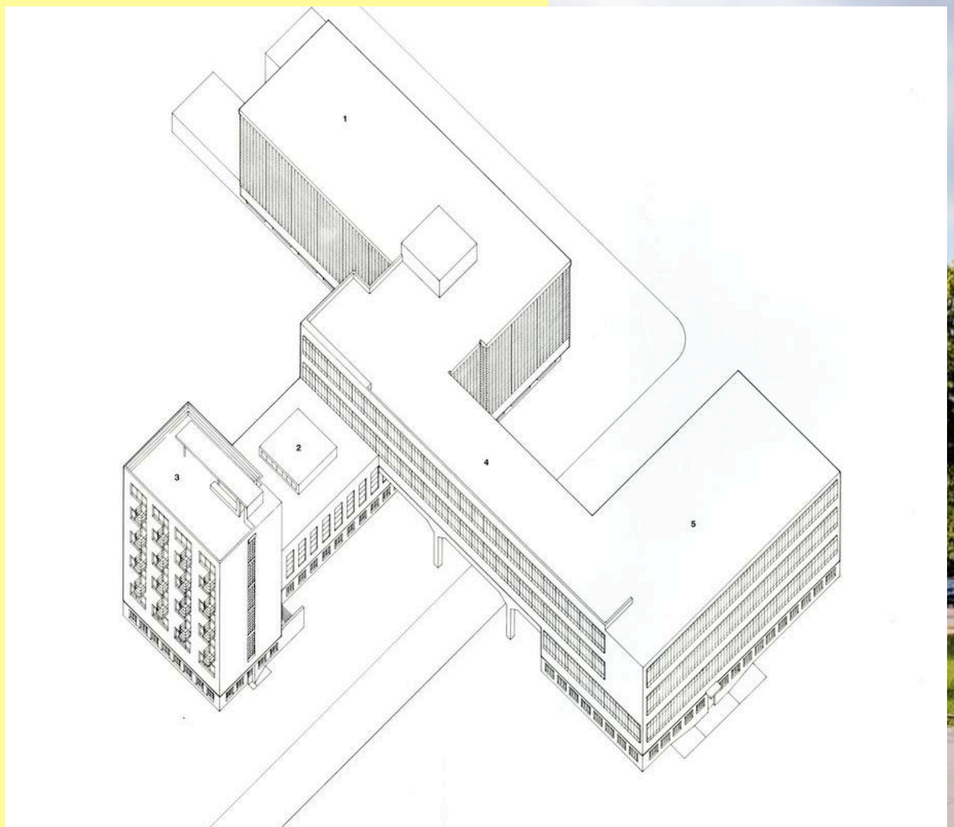
Da revolução industrial à era exponencial...

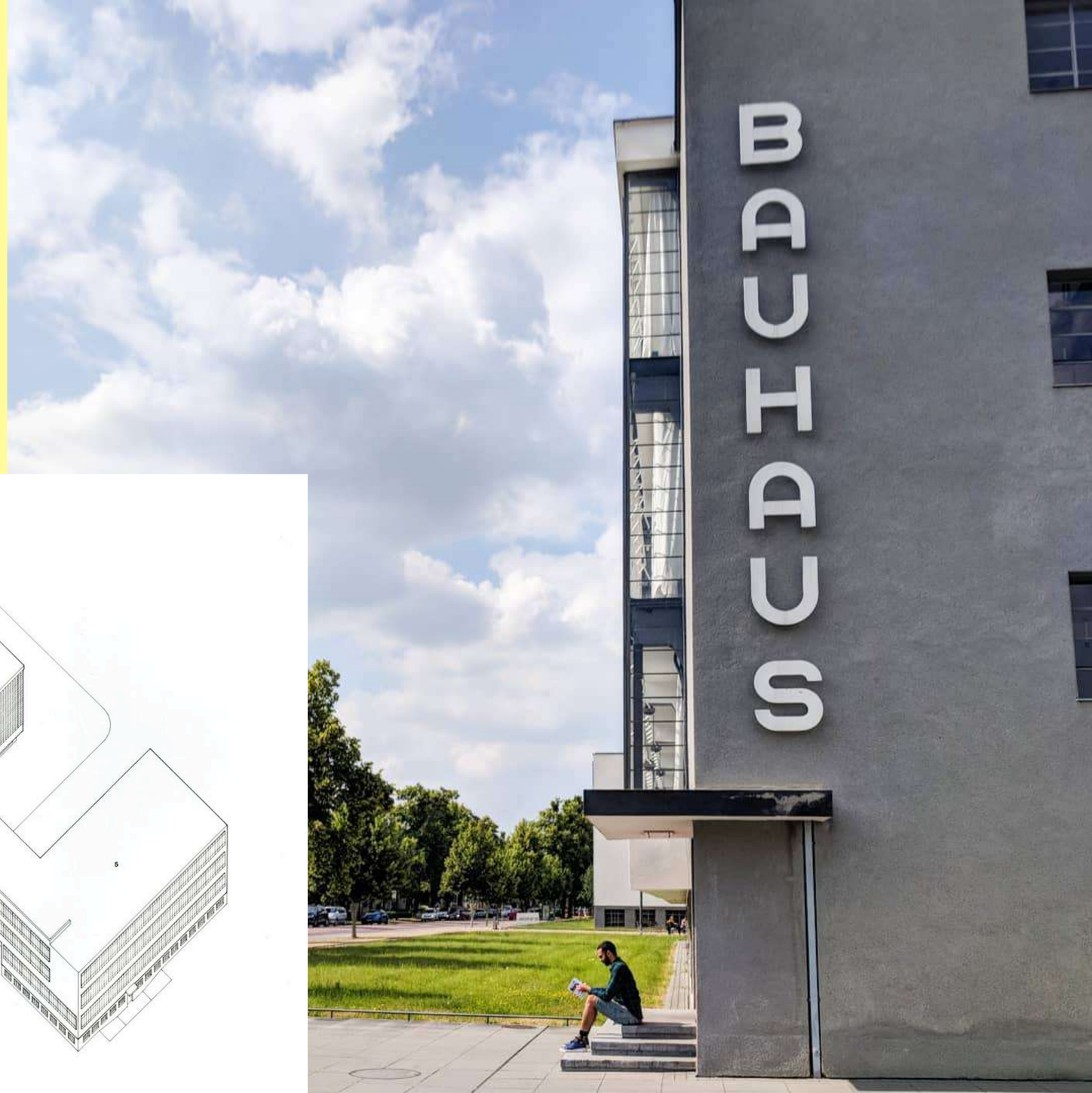
...ou era da Experiência

Modernismo

Fim sec. XIX, início sec. XX

Prática projetual e arquitetura





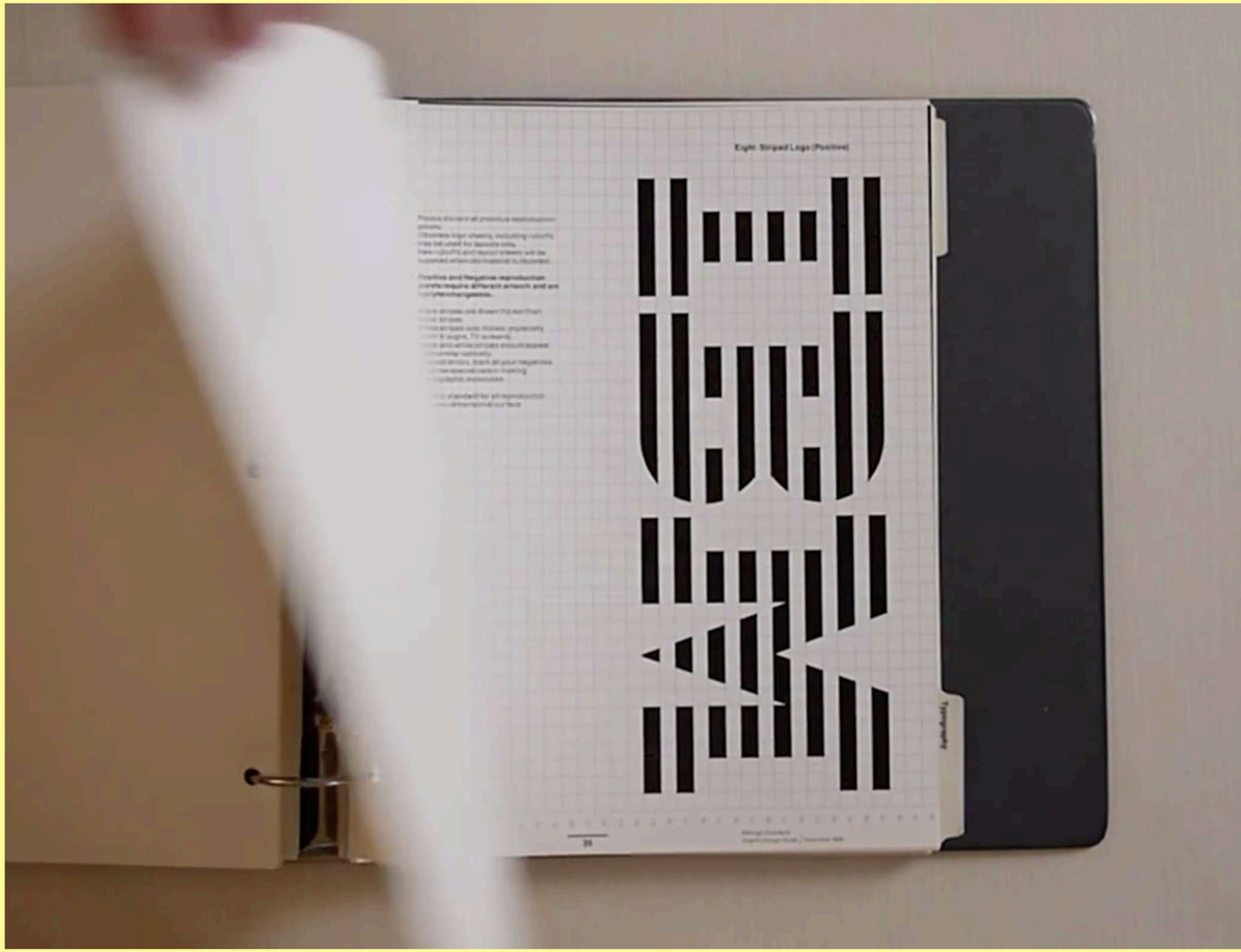
“Forma segue a função.”

Louis Sullivan

Design Industrial

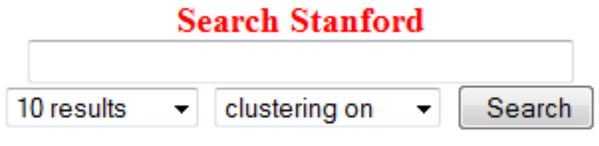
Produção em larga escala

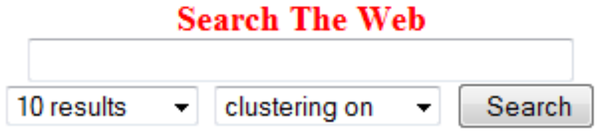
Identidade corporativa



Computação e a assenção da Interface Gráfica de Usuário (GUI)

Massificação do computador pessoal e a Web





Internet móvel

Assistentes cognitivos

Processamento na Nuvem, Big Data, IoT, Inteligência Artificial

Breve história do design e tecnologia

Engineer

Interaction Designer

Computer Scientist

Graphic Artists / Illustrators

Web Designers + Developers

User interface Designer

User Experience / UX Designer

Experience Designer

Product Designer

1946

1970

1996

2008

2012

2016

2019

Matrix?

Machine

Network

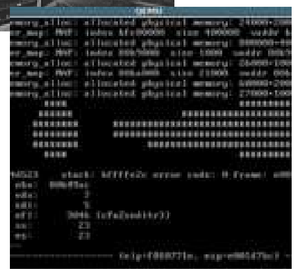
Web / Software

Web 2.0

Mobile / Wearables

Hybrid / Mixed: Software+ hardware Physical + Virtual/ Augmented

A.I.



AMPEX
A:
A>dir

Desk File/Print Edit Type Style Page Layout Arrangement Fill Lines Pen
Undo Last Change
Cut
Copy
Paste
Clear
Duplicate
Select All
Make Lowercase
Make Uppercase
Make Title
Reshape
Smooth
Unsmooth
Round Corners...
LisaWrite Paper
LisaTerminal Paper
Clock
Template
Face
LisaGraph Paper
Peggie's Rose
Text
Calculator
285714286
Clock
WasteBasket
Preferences
ClipBoard
DTC Paper
•Profile
•Widget

Mój komputer
Winamp
Moje dokumenty
Microsoft Excel
Windows Commander 32
Kosz
Kalkulator
Edycja Widok Pomoc
Cofnij
CE
C
MC
MR
MS
M+
sqrt
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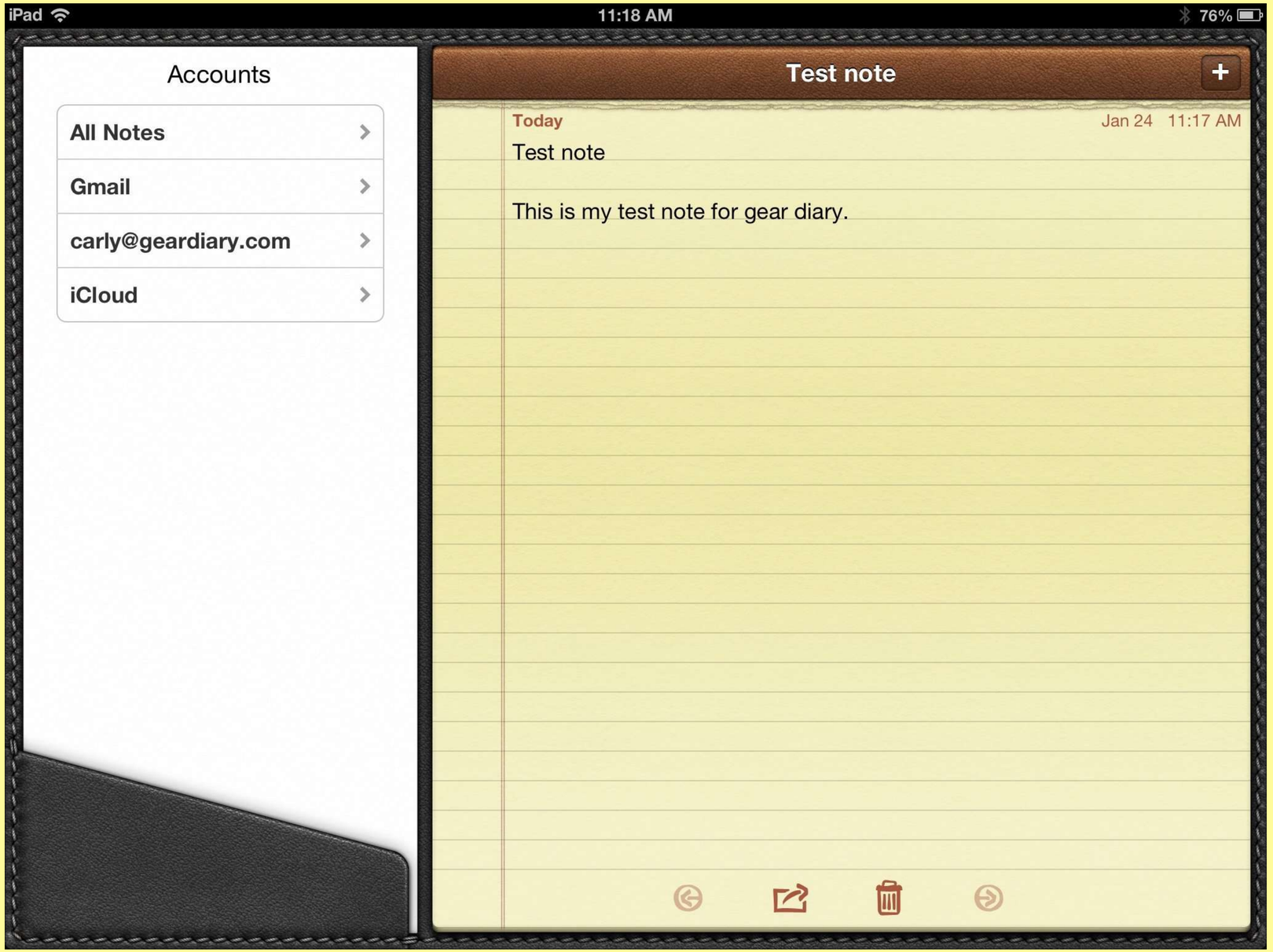
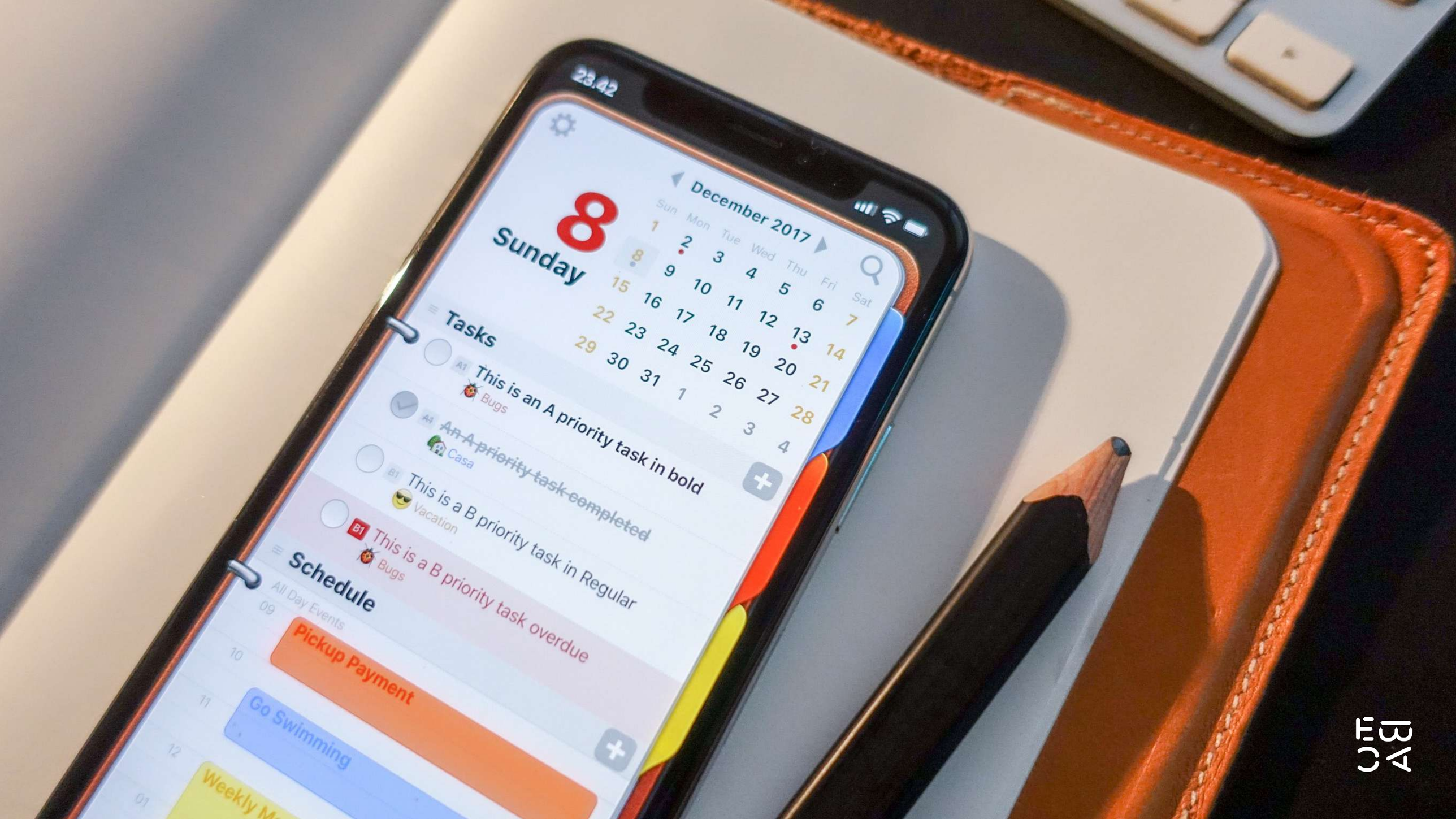
WINAMP
Start
Kalkulator
PHILIPS
WISŁAWA SZYMBORSKA poezje · poems
Twierdza
de Saint-Exupéry
LITERATURY
Kaskaderzy
VERNE
POWER
LASER


iPad
11:18 AM
76%
Accounts
All Notes
Gmail
carly@geardiary.com
iCloud
Test note
Today
Jan 24 11:17 AM
Test note
This is my test note for gear diary.

Skeumorfismo
vs.
Flat design


23:42
8
Sunday
December 2017
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31 1 2 3 4
Tasks
A1 This is an A priority task in bold
Bugs
A1 An A priority task completed
Casa
B1 This is a B priority task in Regular
Vacation
B1 This is a B priority task overdue
Bugs
Schedule
All Day Events
09
Pickup Payment
10
11
Go Swimming
12
01
Weekly M

T-Mobile
10:48
Monday, September 17
Notification Center
3:24 AM
now available
Manage
View
Clear All
American Express | Wallet
Show less
AMERICAN EXPRESS | WALLET Yesterday, 5:16 PM
Starwood Preferred Guest
Bp Products Na
$6.99
AMERICAN EXPRESS | WALLET Yesterday, 4:19 PM
Starwood Preferred Guest
Apple Online Store
$98.88
AMERICAN EXPRESS | WALL... Yesterday, 12:13 PM
Starwood Preferred Guest

FUJITSU
スタート
fujitsu-pc
カレンダー
People
ファイナンス
天気
ストア
SkyDrive
ニュース
フォト
フード＆レシピ
スポーツ
Internet Explorer
ヘルプ+使い方
地図

mar
30
NRC

Resolução de tela a partir da largura

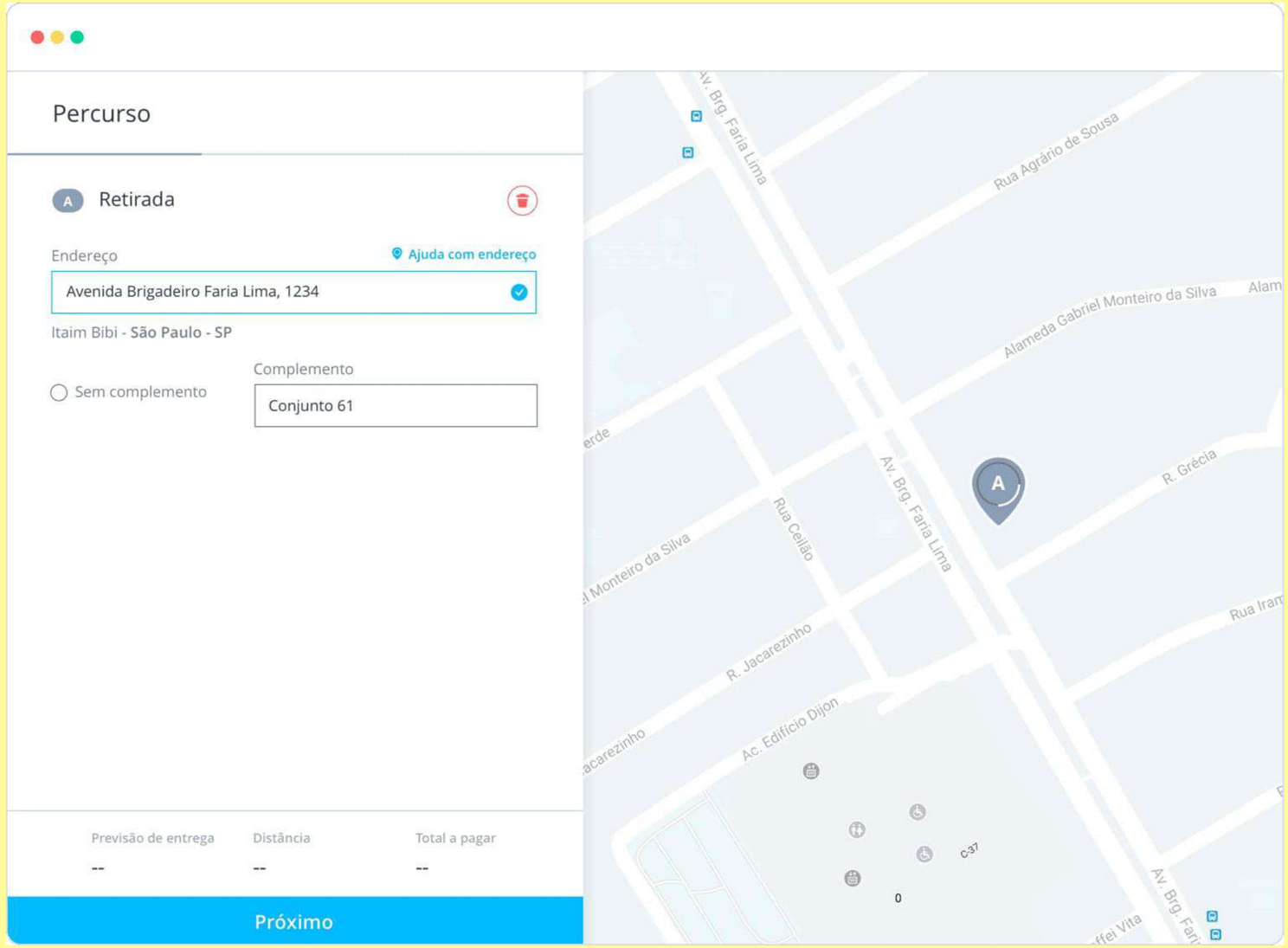
1280 px
1440 px
1920 px

Densidade de pixel
Telas em geral 72 dpis
144 dpis para telas
retina quad k e 4k
@2x, @3x

Suporte

Desktop

- Web sites
- Portais
- Intranet
- Web apps
- Ecommerce
- Social media



Loggi

Suporte

Mobile App

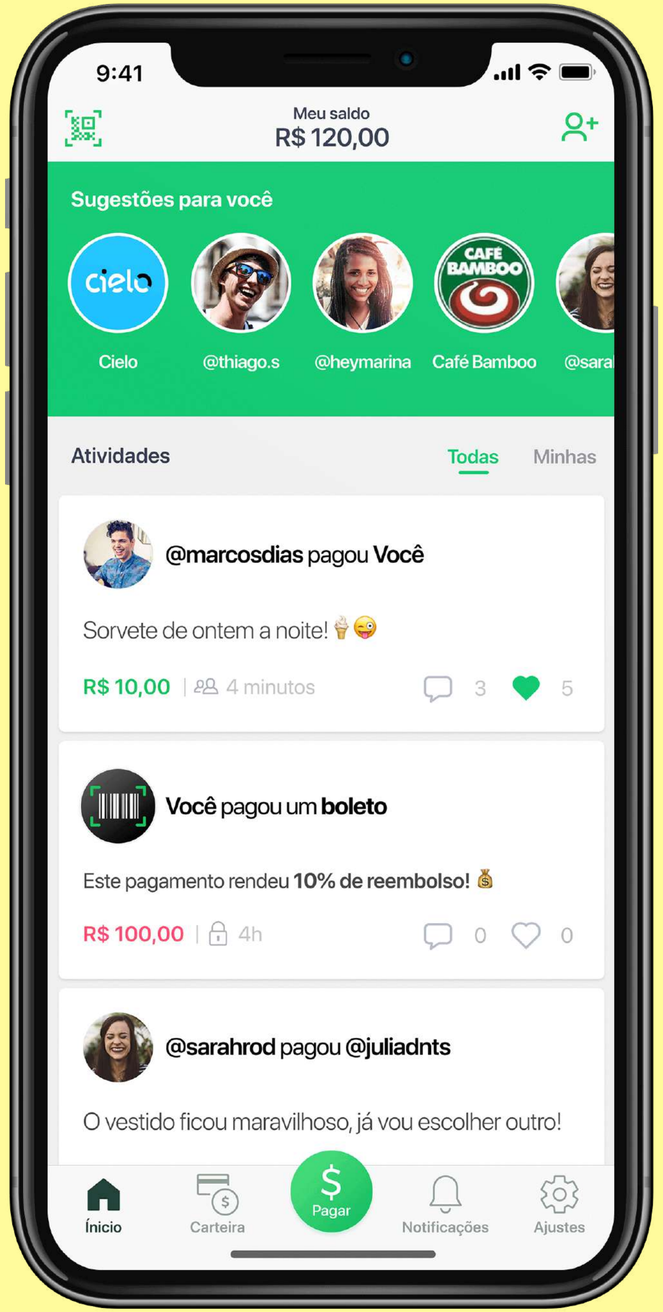
Tablet / Smartphone

Nativo

- iOS
- Android

Híbrido

- Flutter
- Xamarin

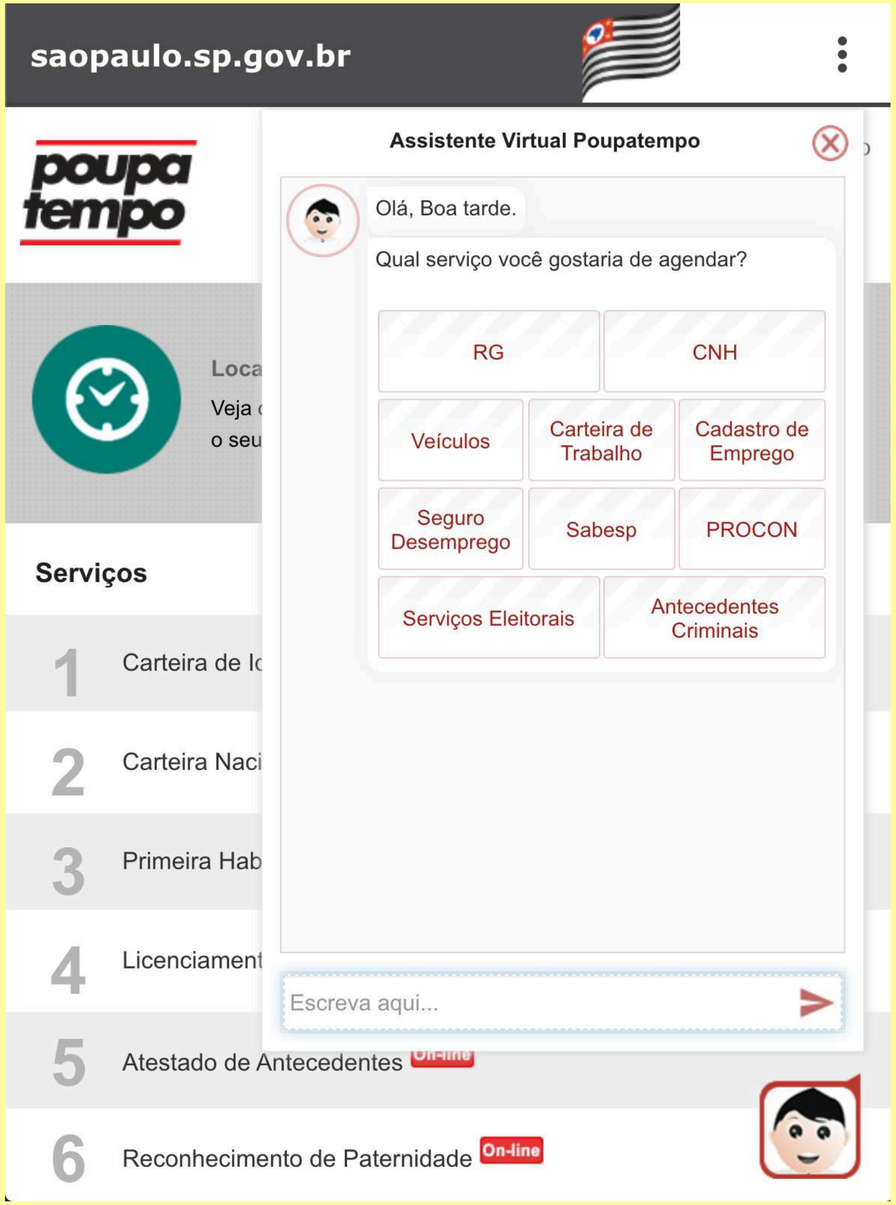


PicPay

Suporte

Chatbots, URA

- IBM Watson Assistant
- Amazon Alexa
- Nama
- Blip



Poupinha

Suporte

Outros formatos

Suporte

VR

- Microsoft HoloLens
- Facebook AR/VR

Hololens

escola
britânica
de artes
criativas