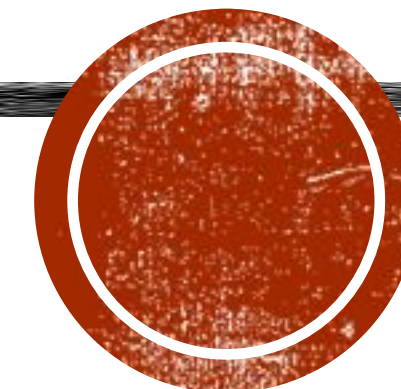


---

# PADRÕES DE DESIGN

---

Tiago Massoni

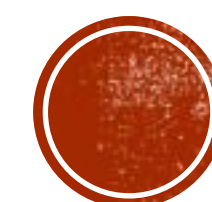
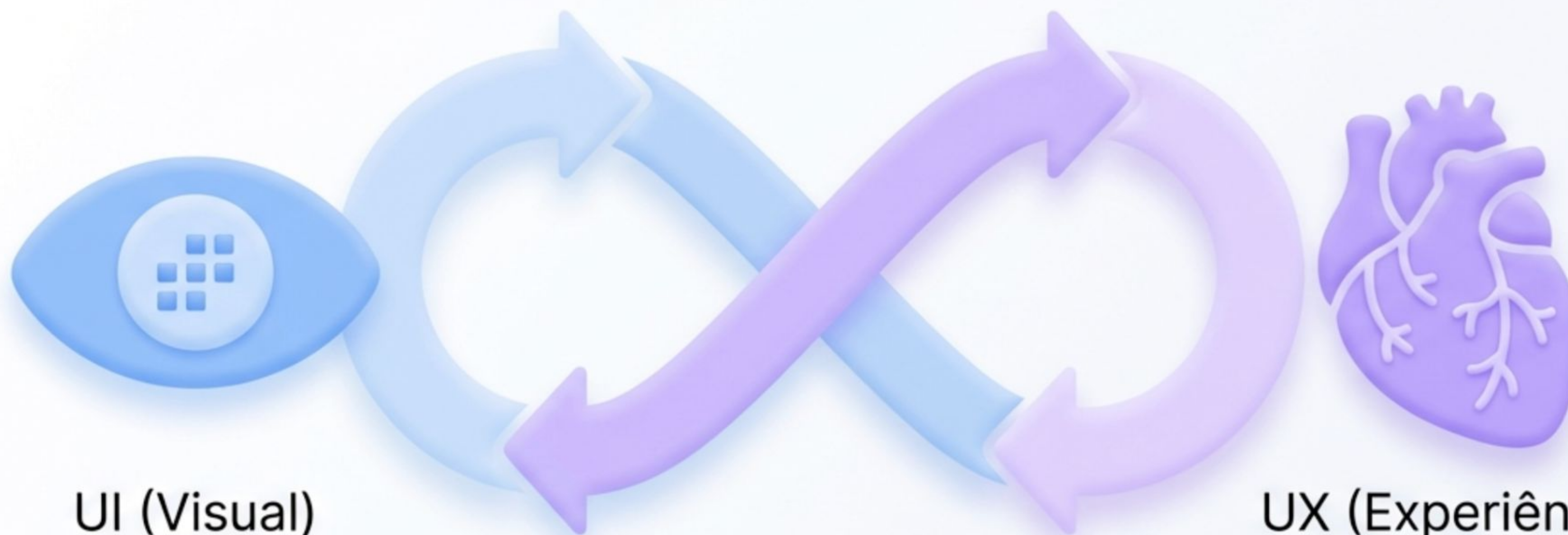


# Design UI

Elementos visuais do produto digital

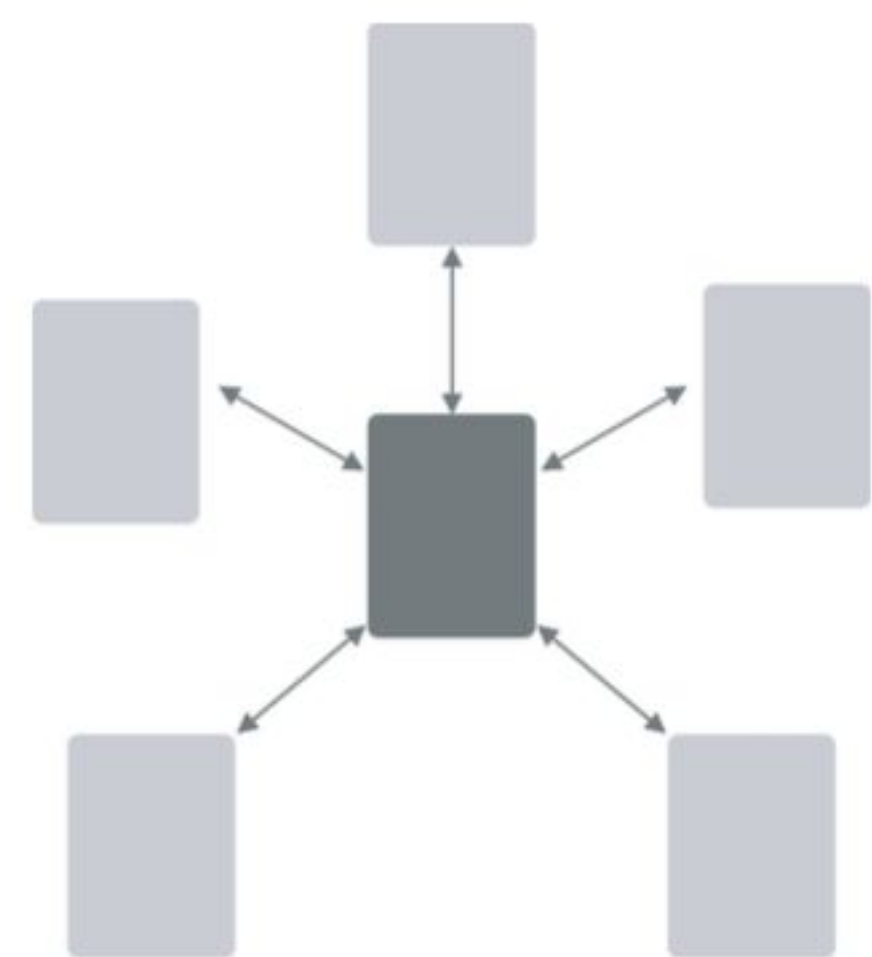
Foco em aparência e estilo







# Navegação



# Layout



# Visual e estética



# Entrada de Dados

## Ações

Reply

Forward

Filter messages like this

Print

Add [redacted] to Contacts list

Delete this message

Block "[redacted]"

Report spam

Report phishing

Show original

Translate message

Download message

Mark as unread

Show results

☒ Listings Ending within 1 hour

☒ Number of bids from: 1 to: 50

☒ Multiple item listings from: 2 to: 10

☐ Items listed as lots [Learn more.](#)

☐ Sale items

☐ Best offer [Learn more.](#)

☐ eBay for Charity [Learn more.](#)

Shipping options

☐ Free shipping

☐ Local pickup

Location

☒ Located 15 miles of San Franc

☐ From preferred locations US Only

☐ Located in United States



# Como se faz design?

Usamos **padrões**, não reinventamos a roda



## Screenshots ▾

16092  
examples found

## Featured screenshot collections

## Getting input

- Wizard
- Drag and drop
- Inline Help Box
- Morphing Controls
- Structured Format
- Rule Builder
- Captcha
- Keyboard Shortcuts
- Inplace Editor
- Rate Content
- Pay To Promote
- Password Strength Meter
- Fill in the Blanks
- Vote To Promote
- Input Feedback
- WYSIWYG
- Completeness meter
- Calendar Picker
- Autosave
- Preview
- Expandable Input
- Wiki
- Forgiving Format
- Settings
- Input Prompt

## Navigation

- Vertical Dropdown Menu
- Adaptable View
- Navigation Tabs
- Article List
- Pagination
- Pull to refresh
- Accordion Menu
- Tagging
- Breadcrumbs
- Shortcut Dropdown
- Categorization
- Fat Footer
- Horizontal Dropdown Menu
- Cards
- Notifications
- Modal
- Carousel
- Progressive Disclosure
- Continuous Scrolling
- Tag Cloud
- Archive
- Event Calendar
- Thumbnail
- Module Tabs
- Home Link

## Dealing with data

- Autocomplete
- Gallery
- Alternating Row Colors
- Frequently Asked Questions (FAQ)
- Slideshow
- Dashboard
- Table Filter
- Sort By Column
- Copy Box
- Search Filters
- Image Zoom

## Social

- Activity Stream
- Like
- Auto-sharing
- Chat
- Testimonials
- Leaderboard
- Friend list
- Invite friends
- Friend
- Collectible Achievements
- Follow
- Reaction



Jenifer Tidwell,  
Charles Brewer &  
Aynne Valencia



# Navegação



Entender que tarefas  
podem ser feitas

Saber como chegar na  
tarefa que precisa fazer

Saber onde está





🏢 ORGANIZATION

TalentMaze

⚡ CONNECT TO CRM

⊕ SAVE



Summary

People

Technology

Signals & News

Similar Companies

About

TalentMaze is a recruitment consulting company.

📍

Bengaluru, Karnataka, India

👥

11-50

🚫

Private

📊

269,327

Highlights

Employee Profiles

1

➤

Similar Companies

11

➤

Recent News & Activity

There is no recent news or activity for this profile.



New Best Sellers Discover ▾ Designers ▾ In the Museum ▾ Registry ▾ Gifts ▾

Search Product or Item#



Living / Dining / Workspace / Prints / Books / Jewelry + Accessories / Kids / Holiday / Sale

Home > Jewelry + Accessories  > Watches 

Share / E-mail



Record Watch  
\$150.00



Audrey Necklace  
\$98.00



**BEST SELLER**  
Bag Light  
\$9.00



**BEST SELLER**  
Core Highway Bag  
\$135.00



**BEST SELLER**  
Hotdog And Hamburger Yu...  
\$20.00



## OPTIONS



Large



Small



## **BEST SELLER**

### Braun Watch

Dietrich Lubs, 2010

## OPTIONS

Small ▾

Small Case: 1.25" diam. Band: .75" w.

## QUANTITY

1


In Stock

## PRICE

**\$150.00**

**\$135.00** Members

Item #91572

 Gift Wrap Available

<https://player.vimeo.com/video/364320647>





My Books

Search and add books

Batch EditSettingsStatsPrint



Bookshelves (Edit)

All (863)  
Want to Read (152)  
Currently Reading (3)  
Read (653)

computerscience (14)  
en-français (1)  
fiction (48)  
nonfiction (110)  
paying-debt-authors (18)  
top2017 (10)  
top2018 (10)  
top2019 (15)  
top2020 (10)  
top2021 (10)  
top2022 (7)  
top2023 (12)  
top2024 (11)  
top2026 (1)

Add shelf

Your reading activity

Review Drafts  
Kindle Notes & Highlights  
Reading Challenge  
Year in Books  
Reading stats










Add books

Recommendations  
Explore

Tools

Find duplicates  
Widgets  
Import and export

« previous123456789...2627next »

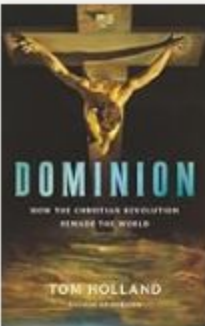
cover	title	author	avg rating	rating	shelves	date read	date added ▼		
	The Getaway	Thompson, Jim	3.88	★★★★★	to-read <a href="#">[edit]</a>	not set <a href="#">[edit]</a>	Jan 05, 2026	<a href="#">edit view »</a>	<a href="#">×</a>
	The Rock & Roll Hall of Fame: The Outrageous, Definitive & Untold History	Inciardi, Craig	4.12	★★★★★	read <a href="#">[edit]</a>	Jan 09, 2026 <a href="#">[edit]</a>	Jan 04, 2026	<a href="#">edit view »</a>	<a href="#">×</a>
	The Art of Doing Science and Engineering: Learning to Learn	Hamming, Richard	4.18	★★★★★	to-read <a href="#">[edit]</a>	not set <a href="#">[edit]</a>	Jan 03, 2026	<a href="#">edit view »</a>	<a href="#">×</a>
	Journey to the Edge of Reason: The Life of Kurt Gödel	Budiansky, Stephen	4.07	★★★★★	to-read <a href="#">[edit]</a>	not set <a href="#">[edit]</a>	Jan 02, 2026	<a href="#">edit view »</a>	<a href="#">×</a>
	This Land Is Your Land: A Road Trip Through U.S. History	Gage, Beverly	4.40	★★★★★	to-read <a href="#">[edit]</a>	not set <a href="#">[edit]</a>	Jan 01, 2026	<a href="#">edit view »</a>	<a href="#">×</a>
	How to Be Okay When Nothing Is Okay: Tips and Tricks That Kept Me Alive, Happy, and Creative in Spite of Myself	Lawson, Jenny *	4.22	★★★★★	to-read <a href="#">[edit]</a>	not set <a href="#">[edit]</a>	Jan 01, 2026	<a href="#">edit view »</a>	<a href="#">×</a>
	One Aladdin Two Lamps	Winterson, Jeanette	4.13	★★★★★	to-read <a href="#">[edit]</a>	not set <a href="#">[edit]</a>	Jan 01, 2026	<a href="#">edit view »</a>	<a href="#">×</a>
	Falling Upward: A Spirituality for the Two Halves of Life	Rohr, Richard	4.22	★★★★★	to-read <a href="#">[edit]</a>	not set <a href="#">[edit]</a>	Dec 28, 2025	<a href="#">edit view »</a>	<a href="#">×</a>
	You Are Not a Gadget	Lanier, Jaron	3.57	★★★★★	to-read <a href="#">[edit]</a>	not set <a href="#">[edit]</a>	Dec 28, 2025	<a href="#">edit view »</a>	<a href="#">×</a>







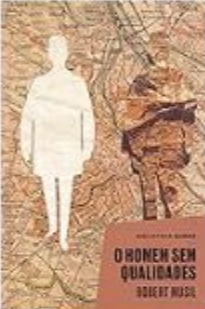
CURRENTLY READING



**Dominion: How the Christian Revolution ...**  
by Tom Holland  
50%  
[Update progress](#)



**Trincheira tropical: A Segunda Guerra M...**  
by Ruy Castro  
50%  
[Update progress](#)



**O Homem sem Qualidades**  
by Robert Musil  
303/1248 (24%)  
[Update progress](#)

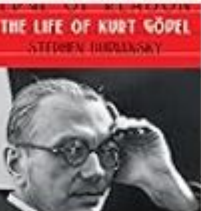
[View all books](#) · [Add a book](#) · [General update](#)

2026 READING CHALLENGE



**3**  
books completed  
1 book ahead of schedule  
3/40 (8%)  
[View Challenge](#)

WANT TO READ



[View all books](#)

BOOKSHELVES

152 [Want to Read](#)  
3 [Currently Reading](#)



**New Romance Reads to Fall For**  
Time travel, enemies-to-lovers, and more! Find your next happily-ever-after with this guide to 2026's steamiest new romances.

UPDATES

[Customize](#)



Leticia is currently reading

14h



**This American Woman: a One-in-a-Billion Memoir**  
by Zarna Garg  
[Want to Read](#) [Rate it: ★★★★★](#)

Comedian Zarna Garg turns her astonishing life story into a hilarious memoir, spilling all the chai on her wild ride from escaping an arranged marriage and homelessness in Ind... [Continue reading](#)

[Like](#) · [Comment](#)



Write a comment...



Anderson rated a book ★★★★★

2d



**O Lobo da Estepe**  
by Hermann Hesse  
[Want to Read](#) [Rate it: ★★★★★](#)

Harry Haller acredita que sua integridade depende da vida solitária que leva em meio às palavras de Goethe e as partituras de Mozart - um intelectual de 50 anos tentando equil... [Continue reading](#)

[Like](#) · [Comment](#)



Write a comment...



Leticia entered a Book Giveaway

2d



**Half His Age**  
by Jennette McCurdy  
[View Giveaway](#)

NEWS & INTERVIEWS

**100 New, Red-Hot Romances to Read in 2026**



275 likes

RECOMMENDATIONS

Because you are currently reading Dominion: How the Christian Revolution Remade the World:



**Confessions**  
by Augustine of Hippo  
★★★★★ 4.00  
[Want to Read](#)

Augustine's Confessions is one of the most influential and most innovative works of Latin literature. Written in the author's early forties in the last years of the fourth cen... [Continue reading](#)

[View all books similar to Dominion: How the Christian Revolution Remade the World](#)

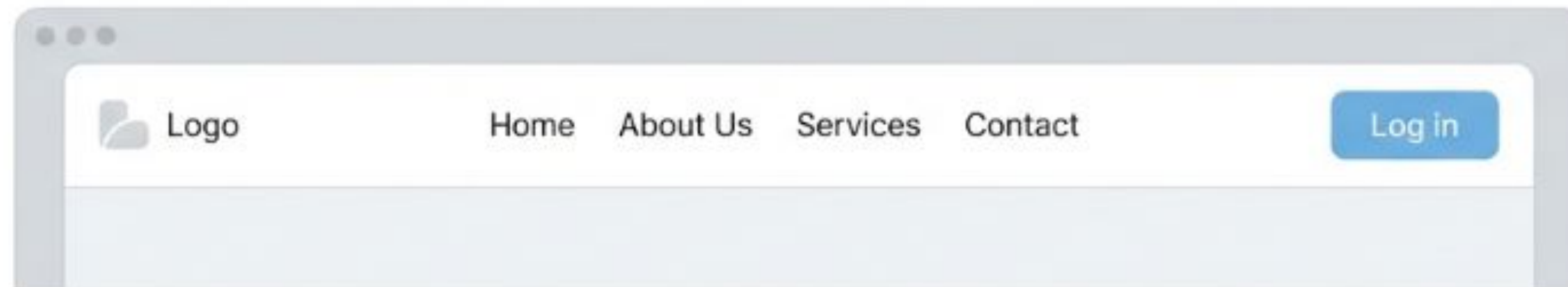
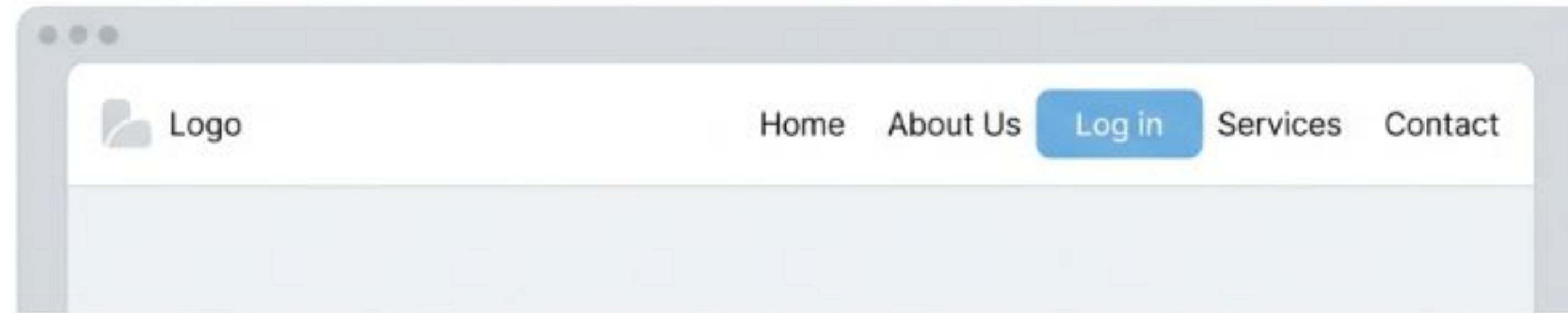
GOODREADS CHOICE AWARDS

**Announcing Readers' Favorite Books of 2025**  
[See the Winners](#)  
7,516,397 Votes Cast



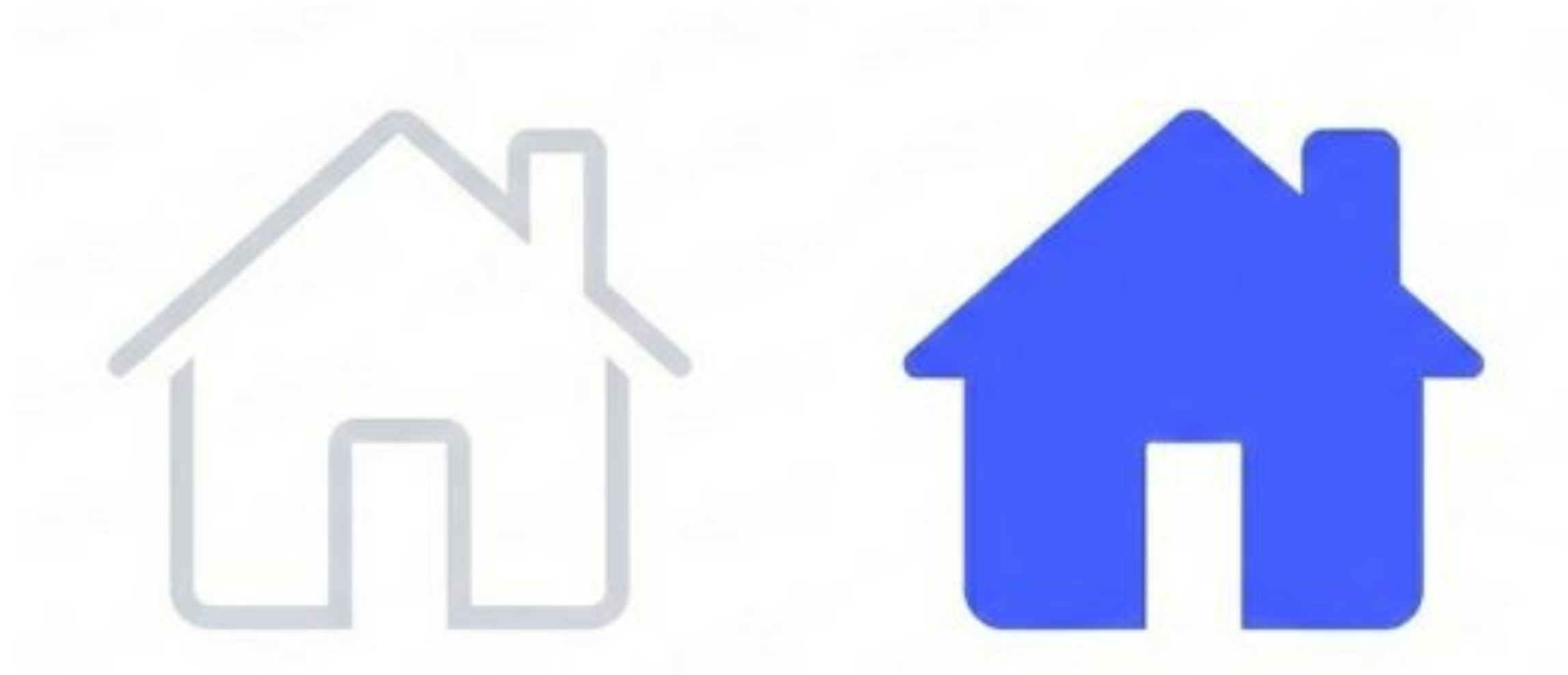


# Hierarquia de botões





# Sinalizando estado ativo



# 3 arquétipos de navegação

## 1. Navegação Visível



Sempre presente,  
acesso imediato.

## 2. Navegação Oculta



Requer ação para  
aparecer, economiza  
espaço.

## 3. Navegação Contextual

Lorem ipsum dolor sit amet,  
consectetur [adipiscing elit](#),  
sed da naum.

Links integrados ao  
conteúdo.



# Regra: menos que 5

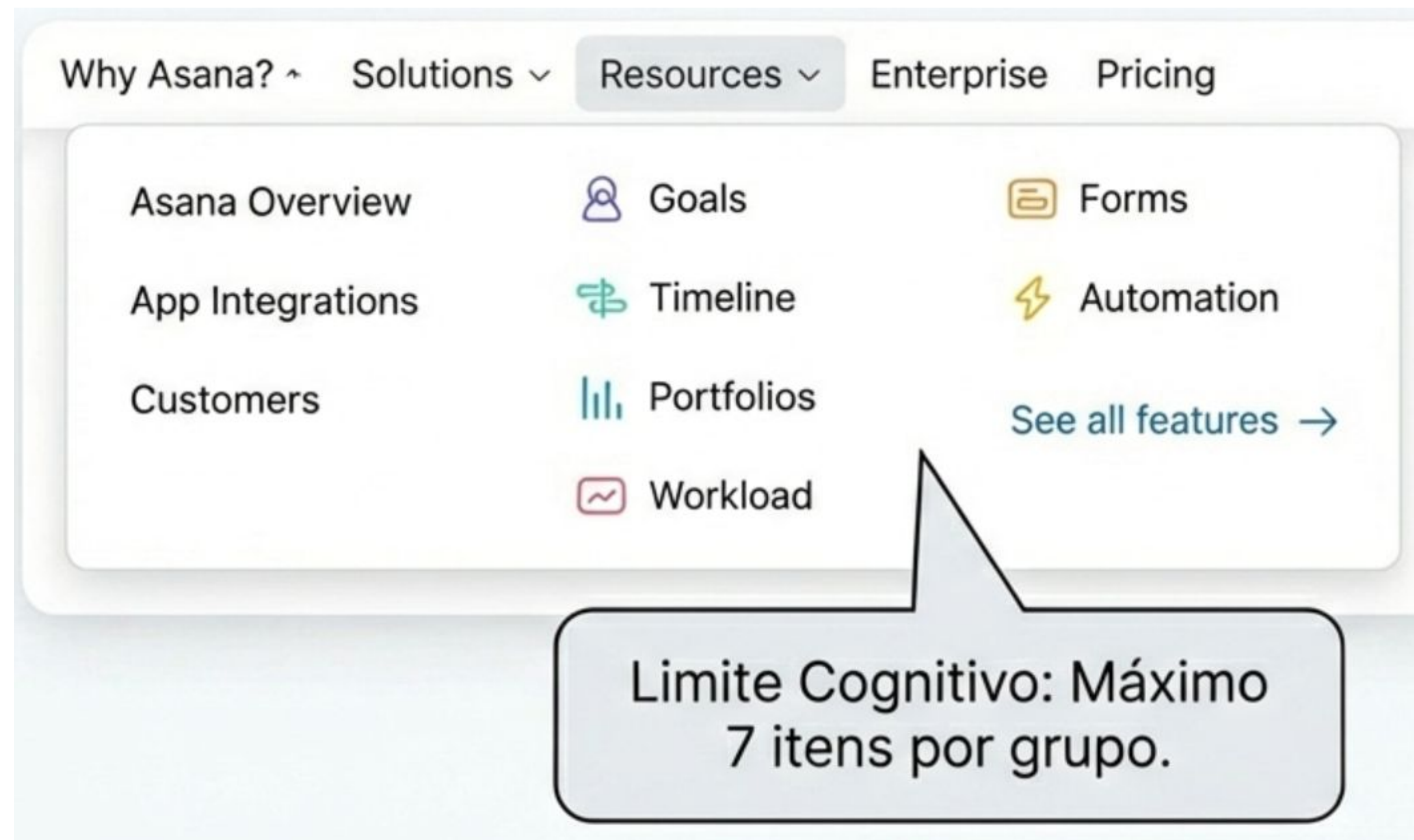


Escolha  
**Navegação Visível**

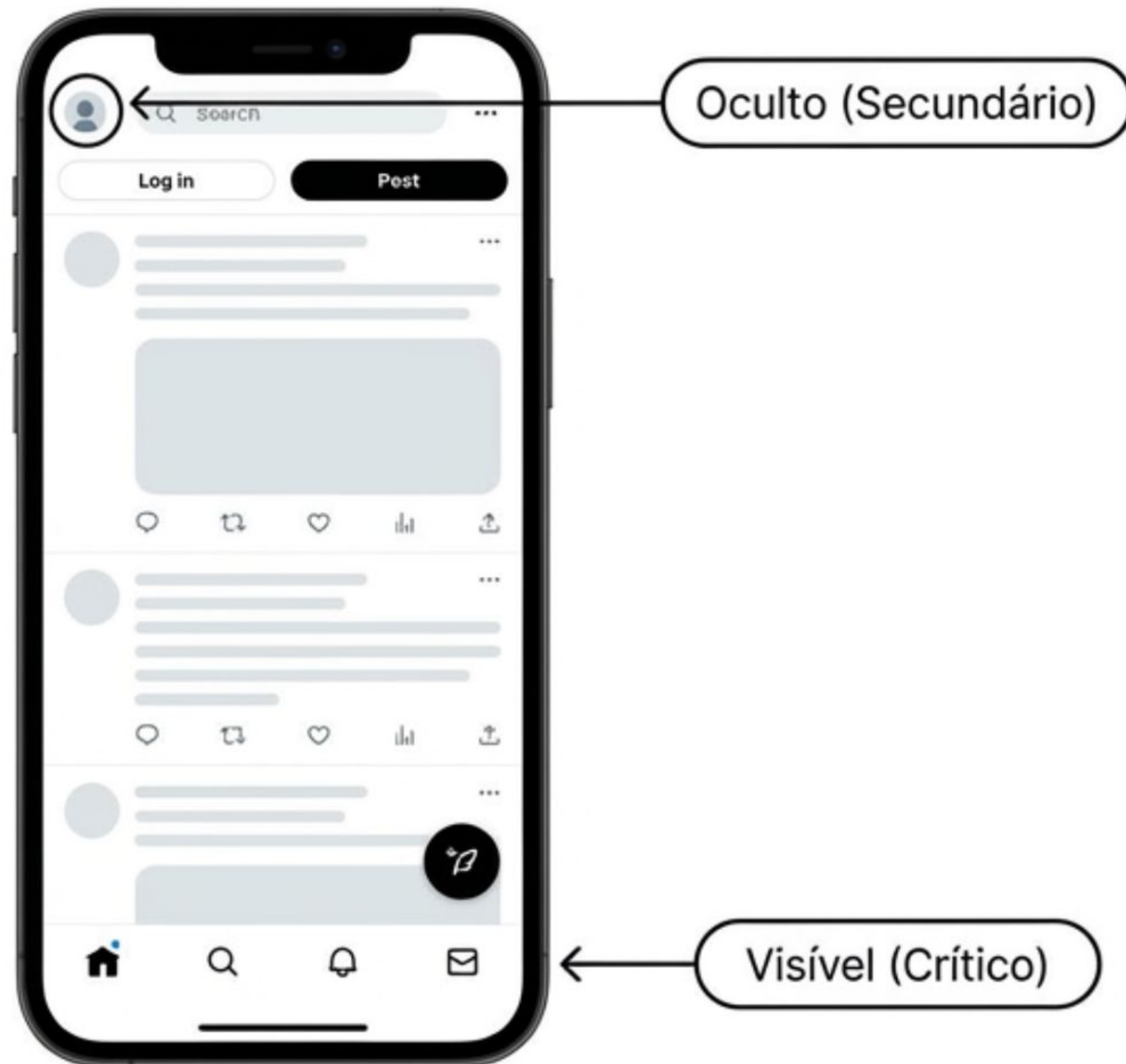




# A regra dos 7



# Modelo híbrido





# Layout

Relação entre elementos na interface

Como componentes de interface são agrupados numa mesma tela?

**“Good design is obvious.  
Great design is transparent.”**

— Joe Sparano

# Guiando o olho dos usuários

## Ruim



## Bom

### Título

#### Subtítulo

##### Corpo

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco nisi ut aliquip ex ea commodo consequat.





Search Google Account

## People & sharing

People you interact with and the info you make visible on Google services

### Contacts

Organize your Google contacts so you can connect with people on Google services, like Gmail



Contacts

No contacts yet



Contact info saved from interactions

☒ On



Blocked

No blocked users



### Location sharing

You aren't sharing your real-time location with anyone on Google



[Manage location sharing](#)

### Choose what others see



About me

What personal info you make visible to others across Google services



### Share recommendations in ads

You can choose to show your name, profile photo, and activity in shared endorsements in ads to help others find things you're interested in



Shared endorsements in ads

☐ Off

[Manage shared endorsements](#)

# Existem regrinhas e padrões



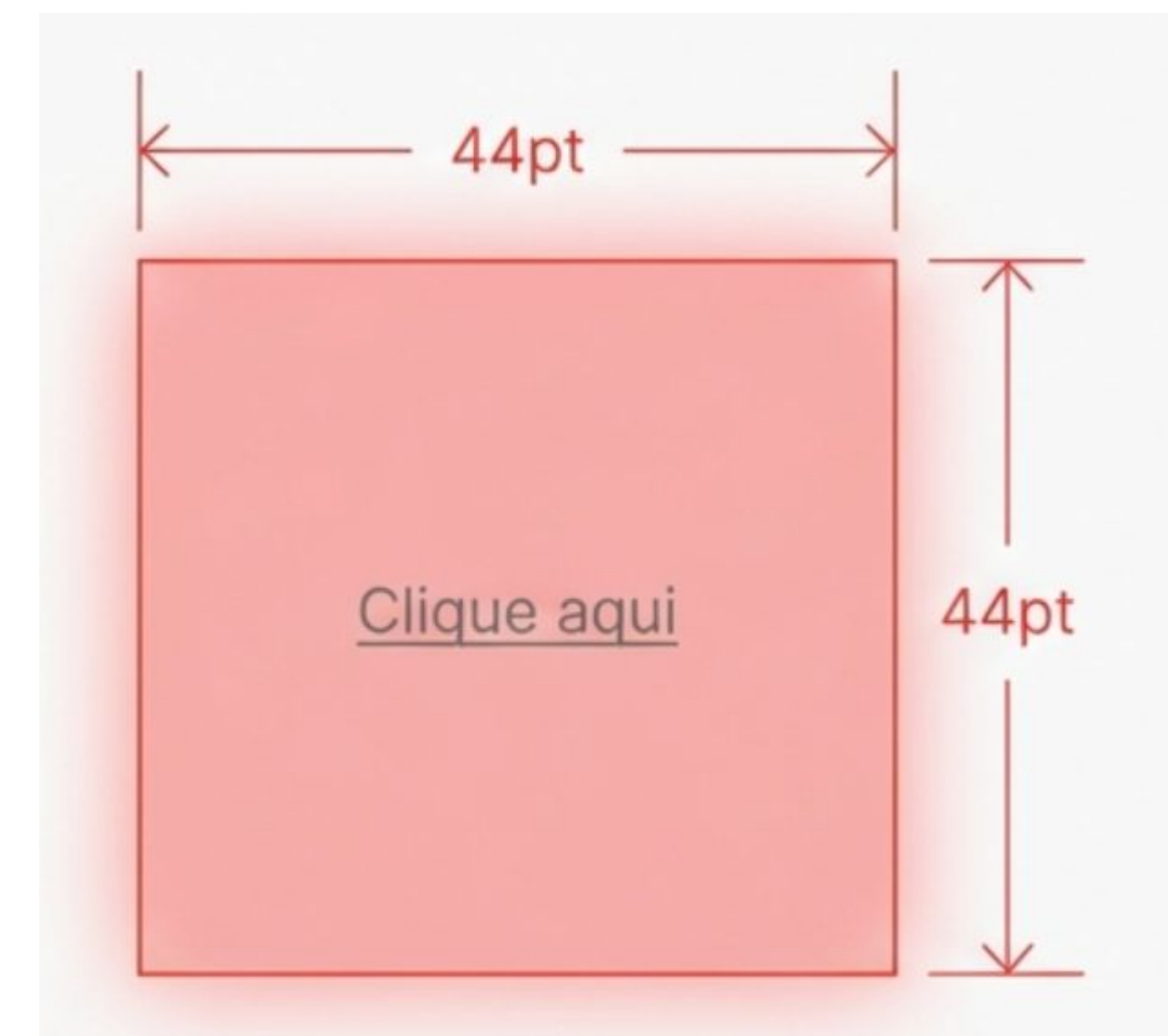
40-60pt

**Altura:** Entre 40pt e 60pt é o ideal.

**Largura:** Para Web, use padding de 32pt.

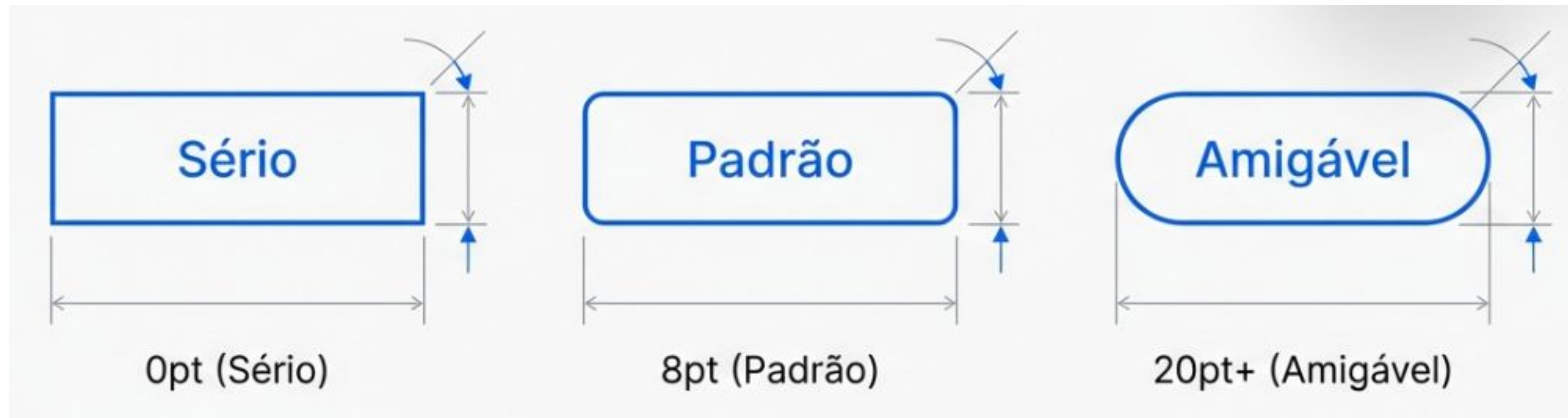
**Texto:** Tamanho 16pt.

Para toque mobile





# Decisões visuais trazem significado













## Desktop

Aproveite o poder do Evernote em todos os seus dispositivos

[Notas de Lançamento](#)



Baixar para Mac



Baixar para Windows



## Mobile

Mantenha-se organizado e produtivo onde quer que vá



GET IT ON  
App Store



GET IT ON  
Google Play



## Extensão Web Clipper

Grave o que você vê com um clique.



Chrome



Firefox



Safari



### Soluções

[Por que o Evernote](#)

[Anotações](#)

[Notas de lançamento](#)

[Auto-organização](#)

[Produtividade](#)

[Empresa](#)

[Estudantes](#)

[Comparar Planos](#)

### Explorar

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[Ajuda & Aprendizagem](#)

[Fórum](#)

[Fale conosco](#)

[Carreiras](#)

[Sobre a "Bending Spoons"](#)

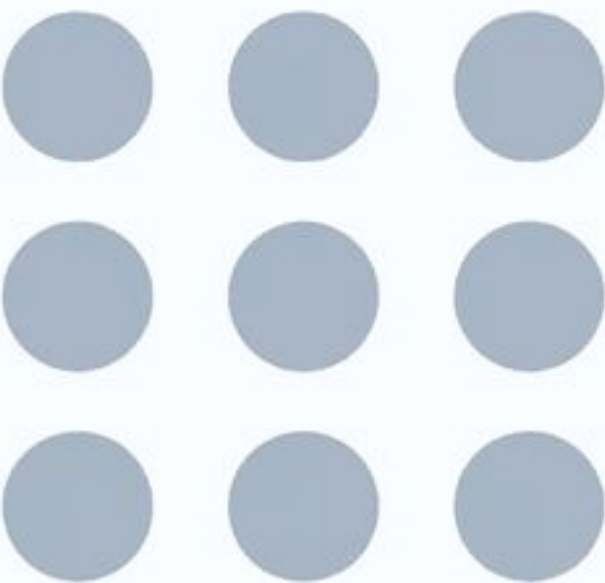
### Começar

[Cadastre-se gratuitamente](#)

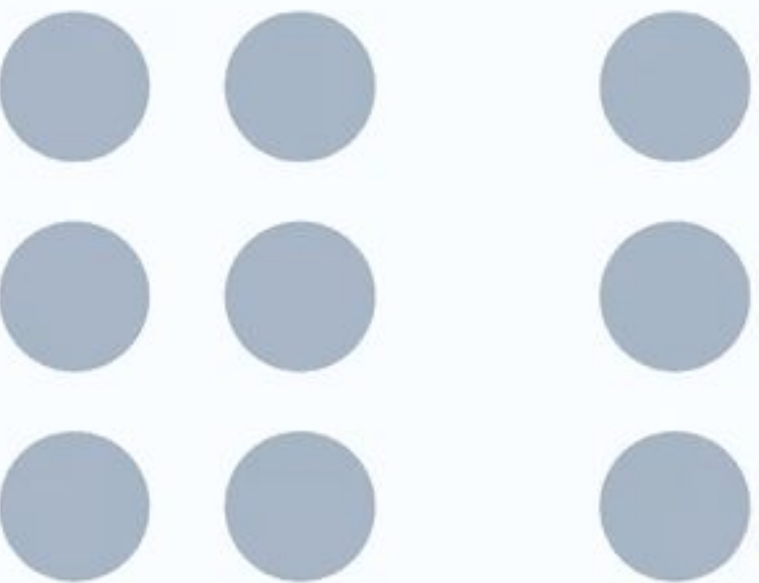
[Entrar](#)

[Baixar](#)

### Perceived as one group



### Perceived as two separate groups





Email

James@stewart.connect

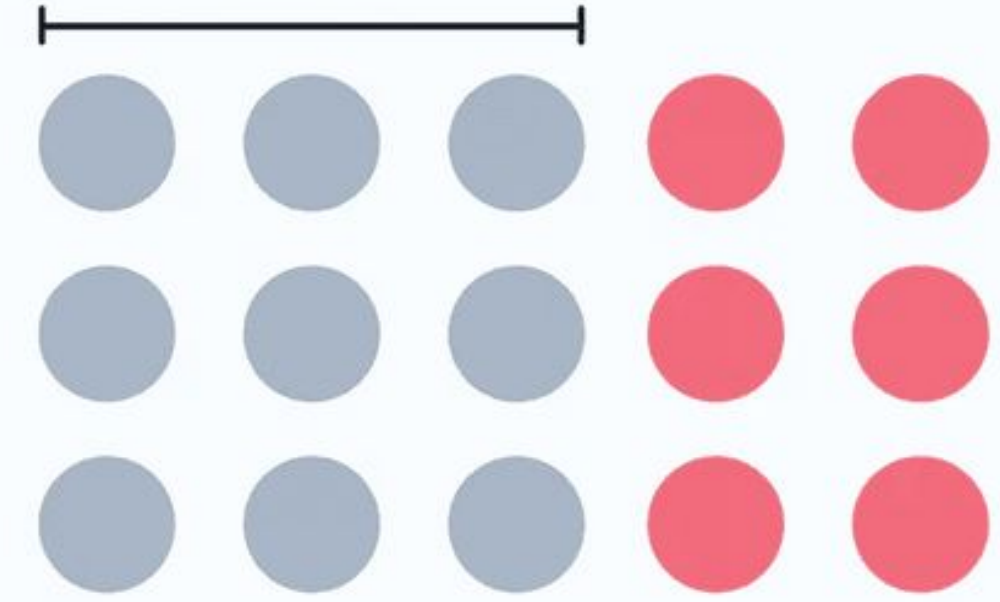
Password

••••••••

LOGIN

By using our software you agree our [terms](#) and [conditions](#). For any assistance please visit [helpdesk](#).

Group A



Group B

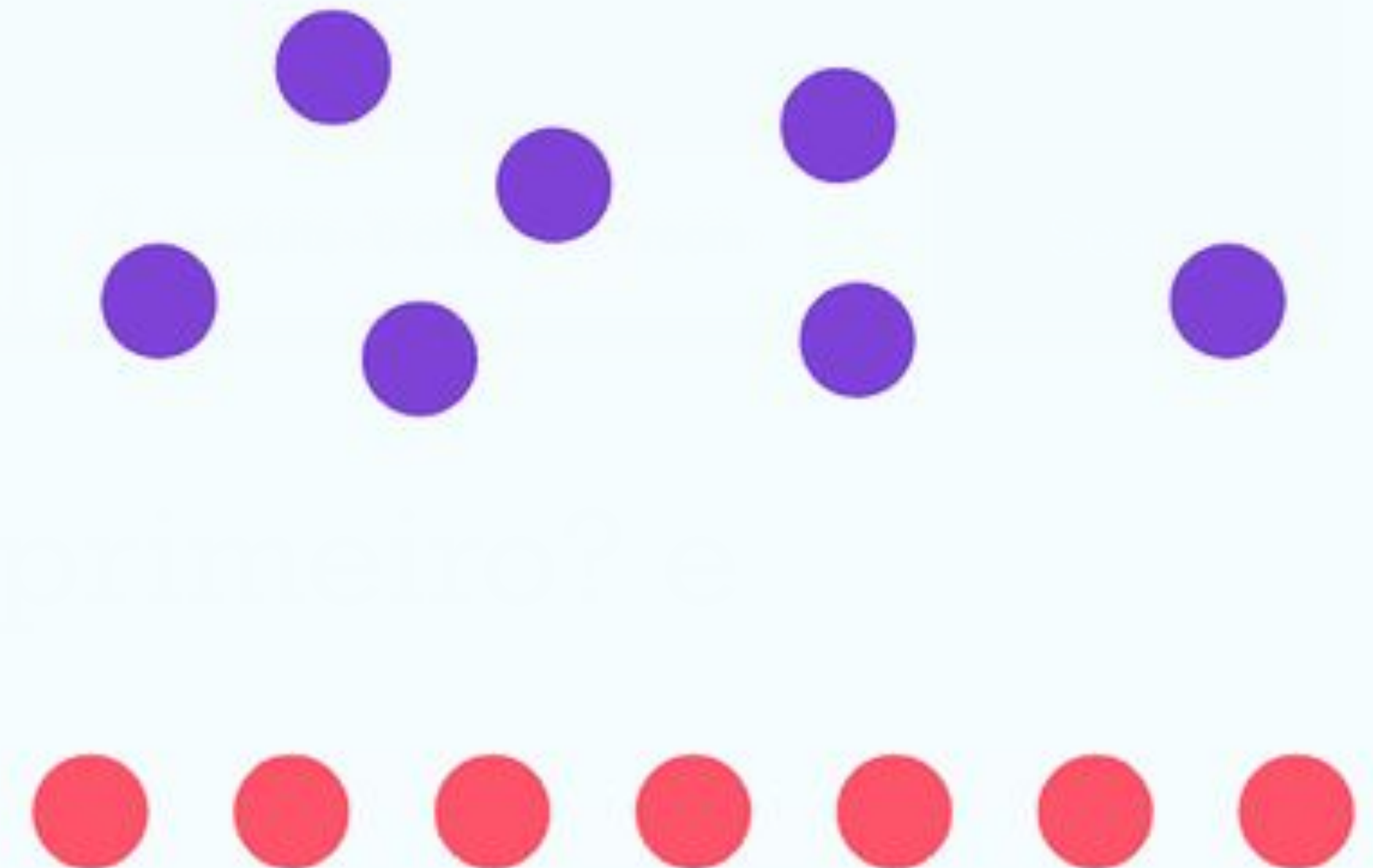
# Where to next, Tiago?

Find exclusive Genius rewards in every corner of the world!

Where are you going?

Check-in date — Check-out date

Qual caixa você preencheria depois?





continuidade

semelhança

fechamento

contraste

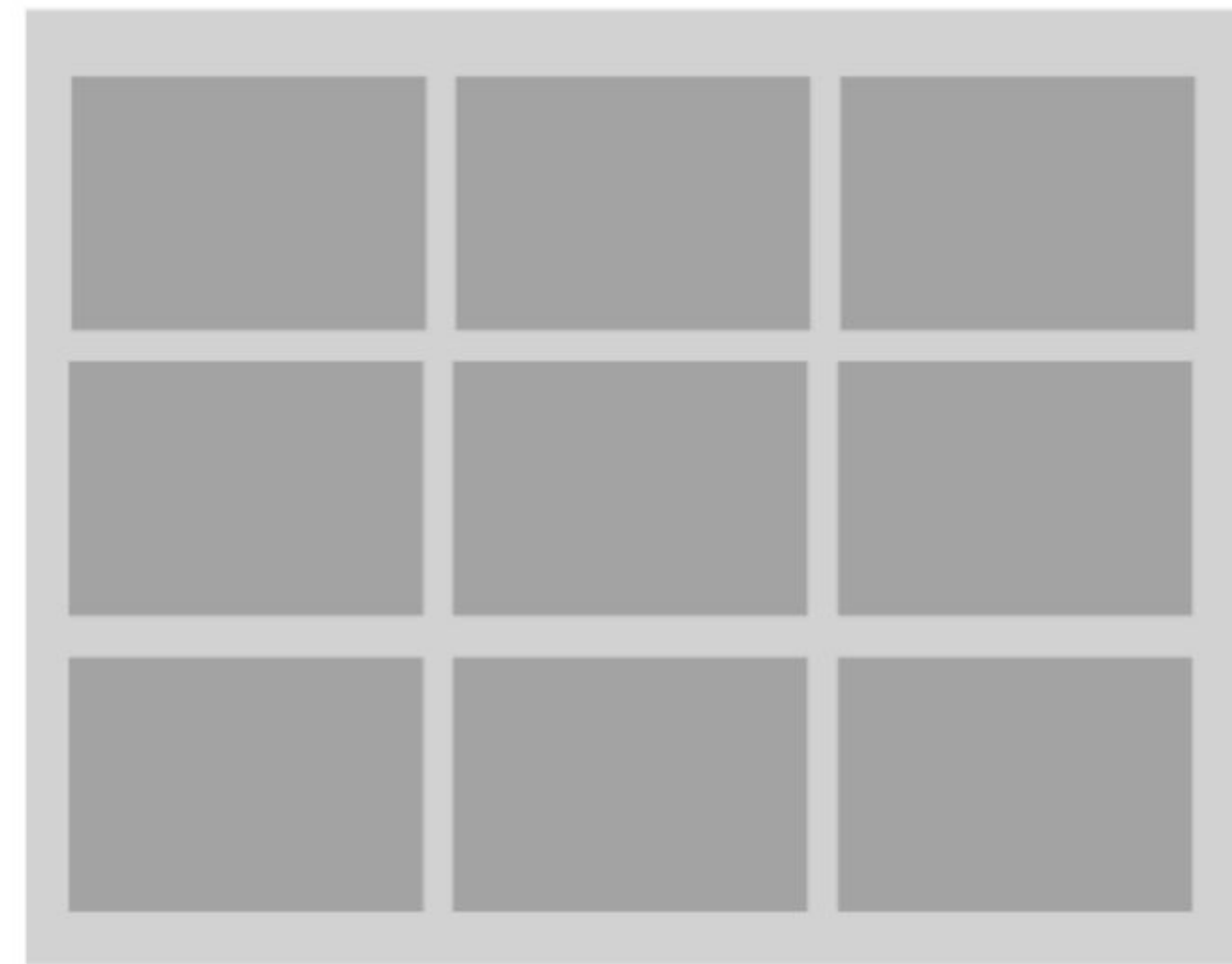


direcionamento

simetria

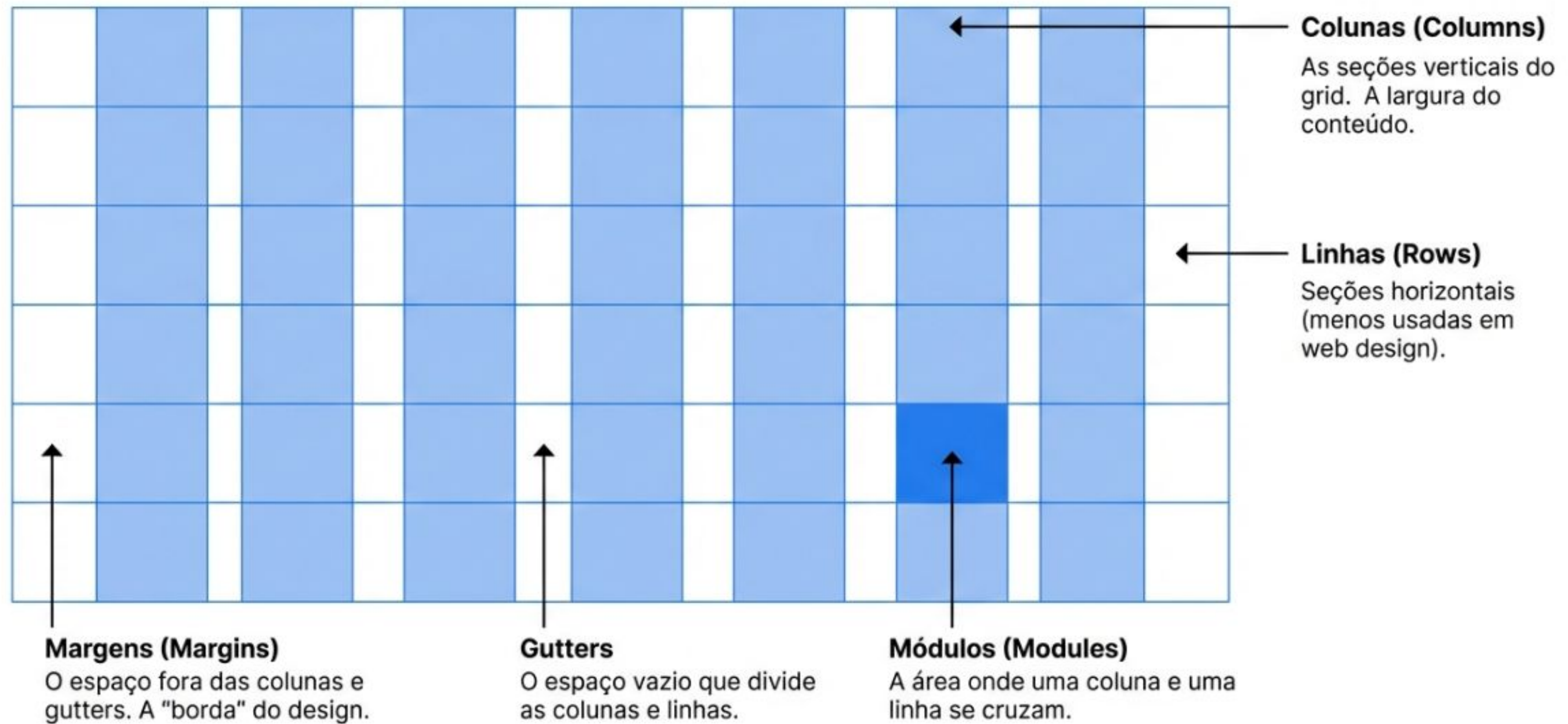
proximidade

# Uso de grids





# Uso de grids



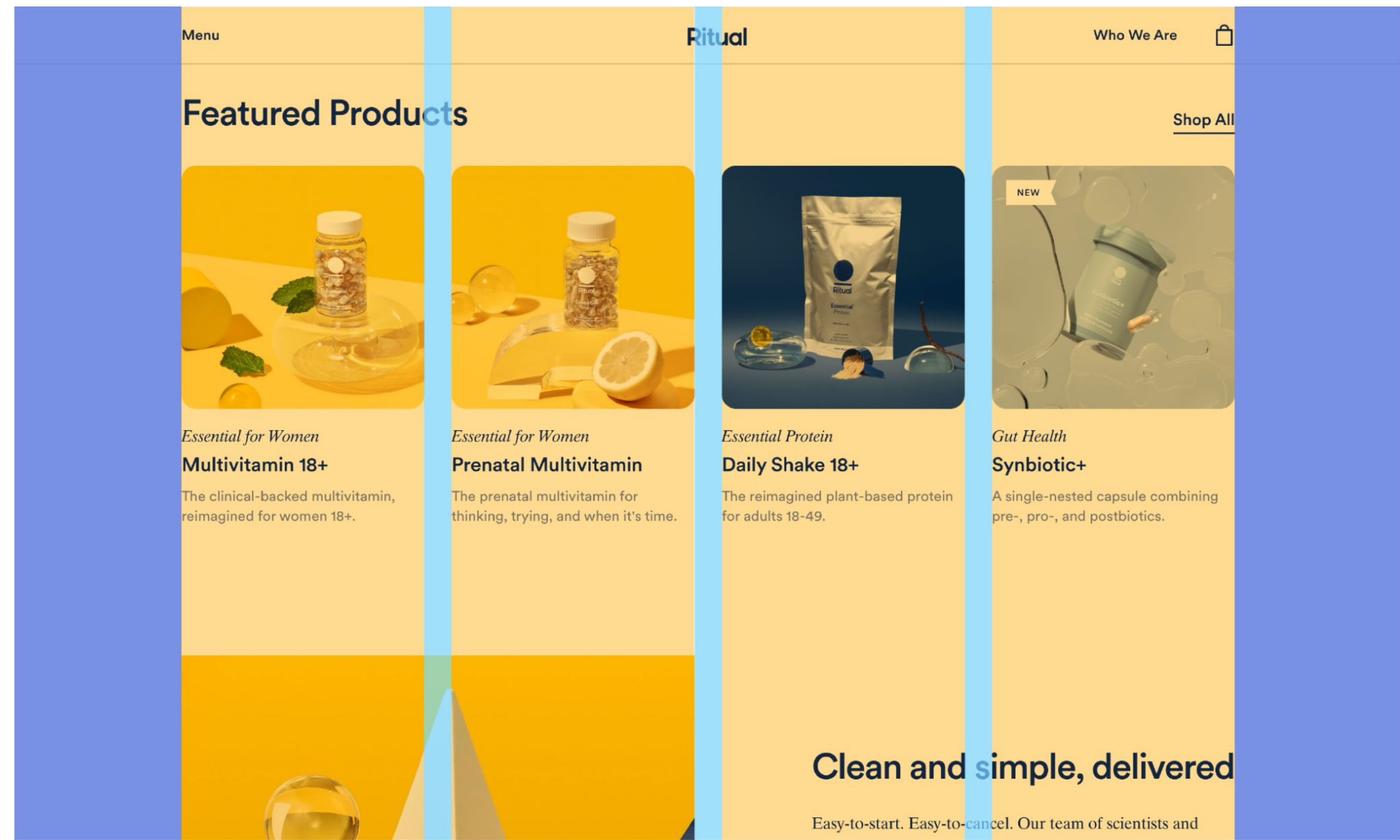
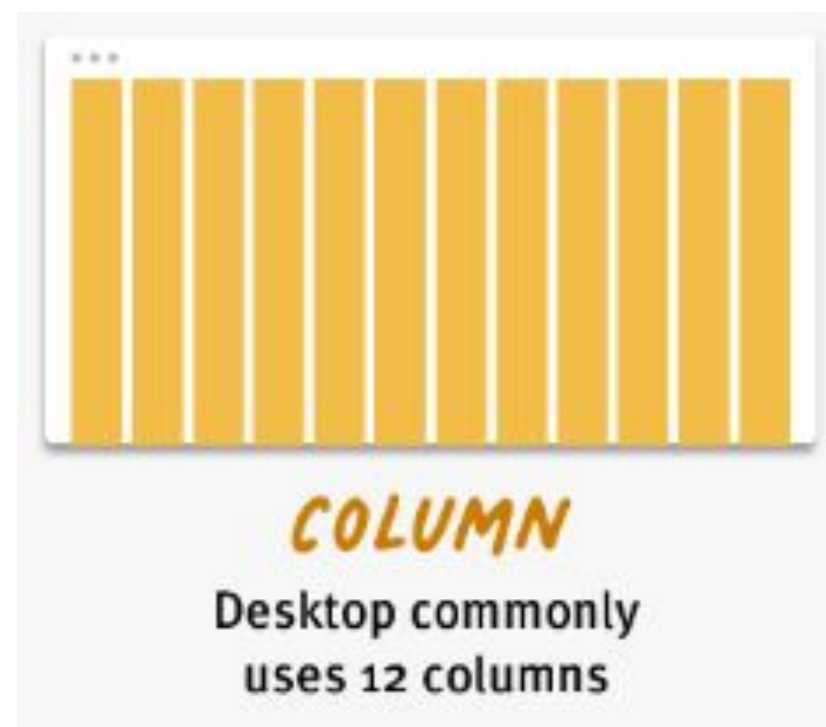
# Padrão de 12 Colunas

12 Colunas (1 bloco)											
6 Colunas (2 blocos)						6 Colunas (2 blocos)					
4 Colunas (3 blocos)				4 Colunas (3 blocos)				4 Colunas (3 blocos)			
3 Colunas (4 blocos)			3 Colunas (4 blocos)			3 Colunas (4 blocos)			3 Colunas (4 blocos)		
2 Colunas (6 blocos)	2 Colunas (6 blocos)	2 Colunas (6 blocos)	2 Colunas (6 blocos)	2 Colunas (6 blocos)	2 Colunas (6 blocos)	2 Colunas (6 blocos)	2 Colunas (6 blocos)	2 Colunas (6 blocos)	2 Colunas (6 blocos)	2 Colunas (6 blocos)	2 Colunas (6 blocos)





# Grid de Colunas





# Grid hierárquico



☰

🔍

Wednesday, June 22, 2022  
Today's Paper

U.S.INTERNATIONALCANADAESPÁÑOL中文

# The New York Times

SUBSCRIBE FOR \$1/WEEK

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☀️ 83°F 95° 70°  
S&P 500 +0.19% ↑

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

LIVE

Afghanistan Earthquake 1m ago

Russia-Ukraine War 12m ago

Coronavirus Updates 16m ago

## Bipartisan Gun Bill Clears Initial Vote in Senate

- The vote came hours after the text of the legislation was released. It could become the most significant overhaul of the nation's gun laws in decades.
- Although the bill lacks sweeping changes that Democrats wanted, it represents progress in a yearslong stalemate over addressing gun violence at the federal level.

6 MIN READ

## Who Stops a 'Bad Guy With a Gun'?

A review of 433 active shooter attacks reveals that most are over before the police arrive. Bystanders sometimes stop attackers, but seldom shoot them.

## Russia-Ukraine War

LIVE

Russia Seeks Full Control of Eastern Province of Luhansk

Russia seized more villages around two key cities in the province, but its gains in eastern Ukraine have come at a tremendous cost. Follow updates.

Analysis: Finland, Blocked from NATO by Turkey, Practices Patience

Finnish and Swedish hopes of being accepted

## 249 active shooter attacks ended before police arrived.

In 113, the attacker left the scene.

In 42, citizens subdued the attacker.

In 98, police shot the attacker.

In 38, the attacker died by suicide.



Julia Gartland for The New York Times

## Learn to Cook (and ❤️ It) in 10 Easy Dishes

Build confidence in the kitchen with these delicious recipes.

5 MIN READ



### An auction house expected a drawing to net \$200 in 2020. You can buy it today for \$1.4 million.

6 MIN READ



### The search for a gay getaway without sand or wild parties led our writer to the Delaware River.

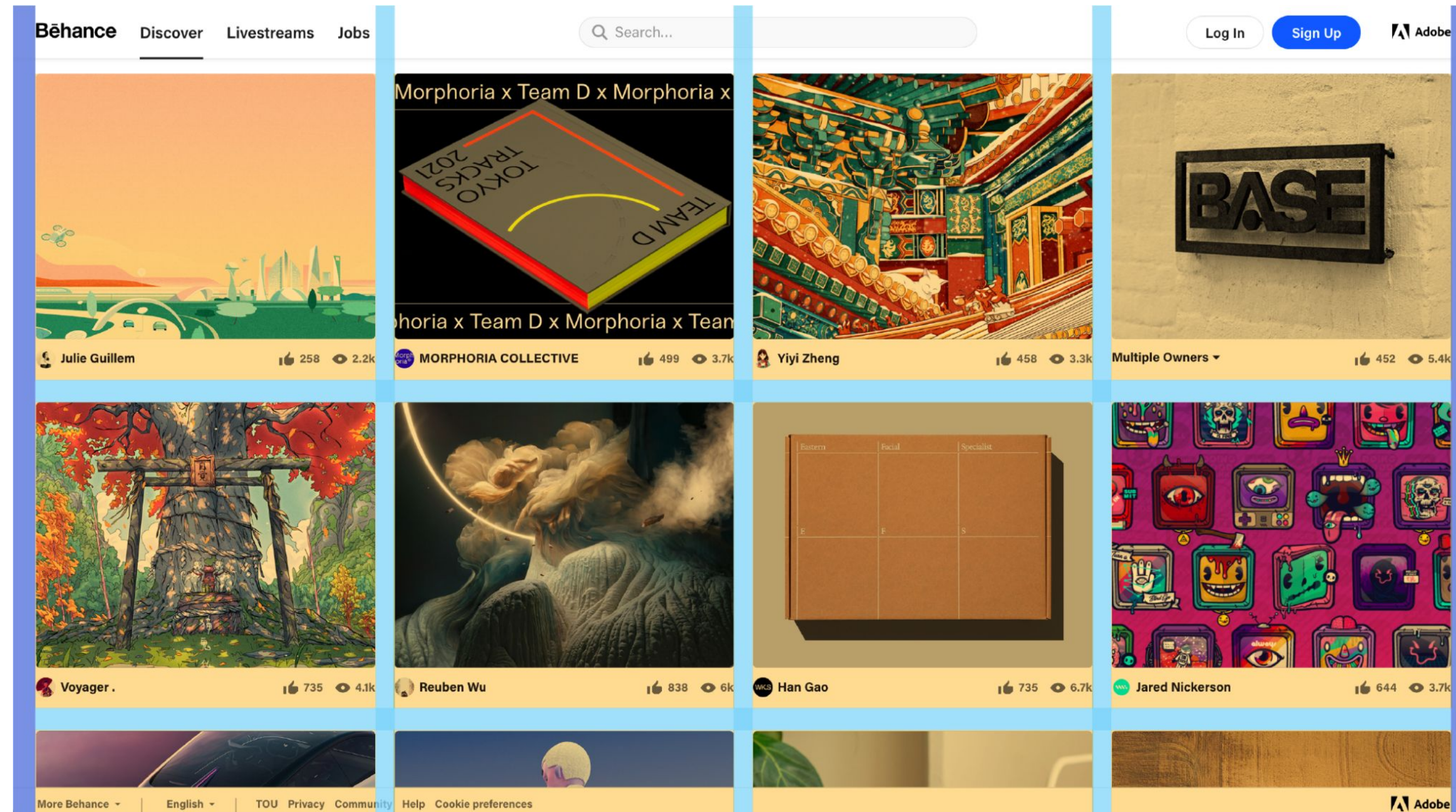
7 MIN READ

## Opinion



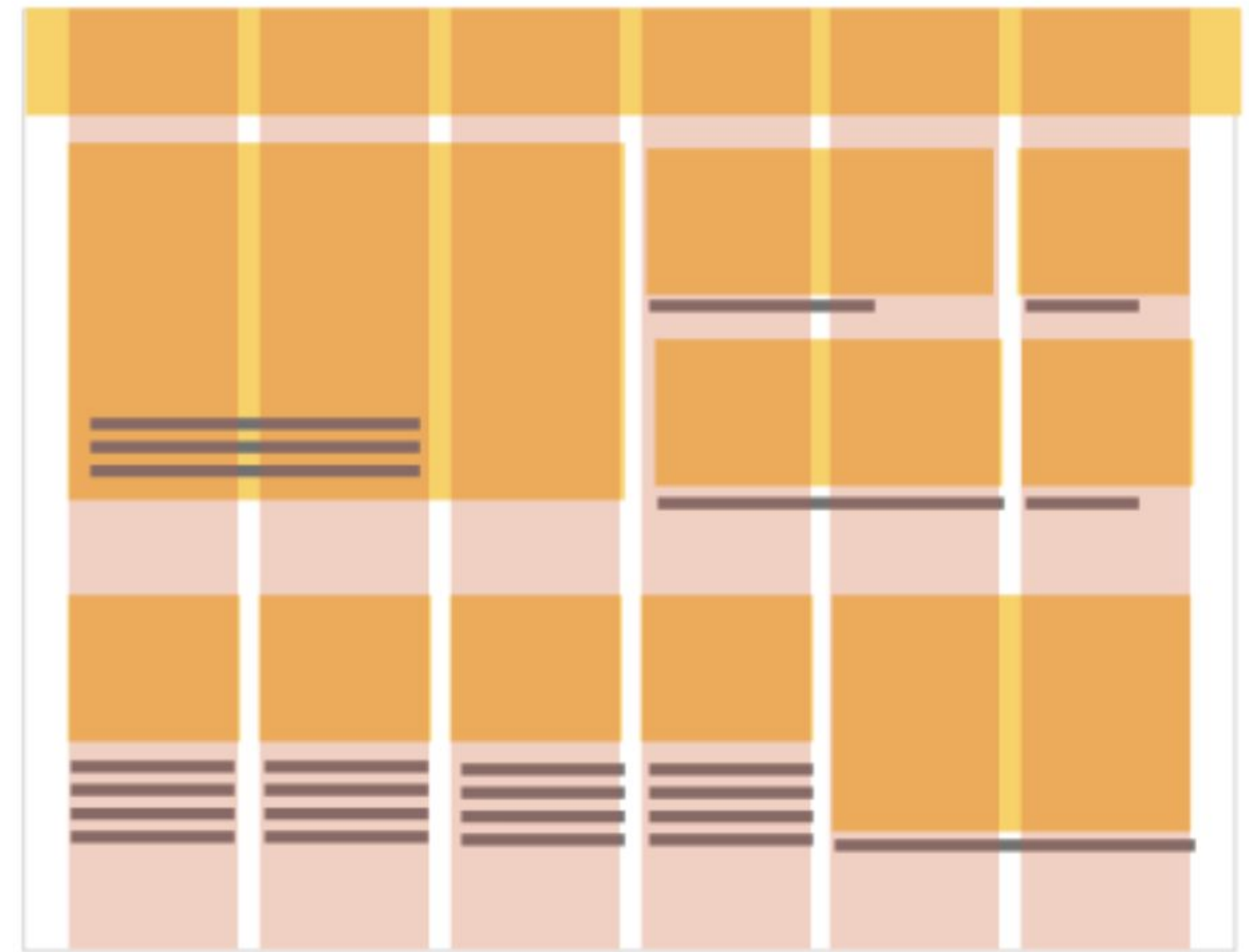
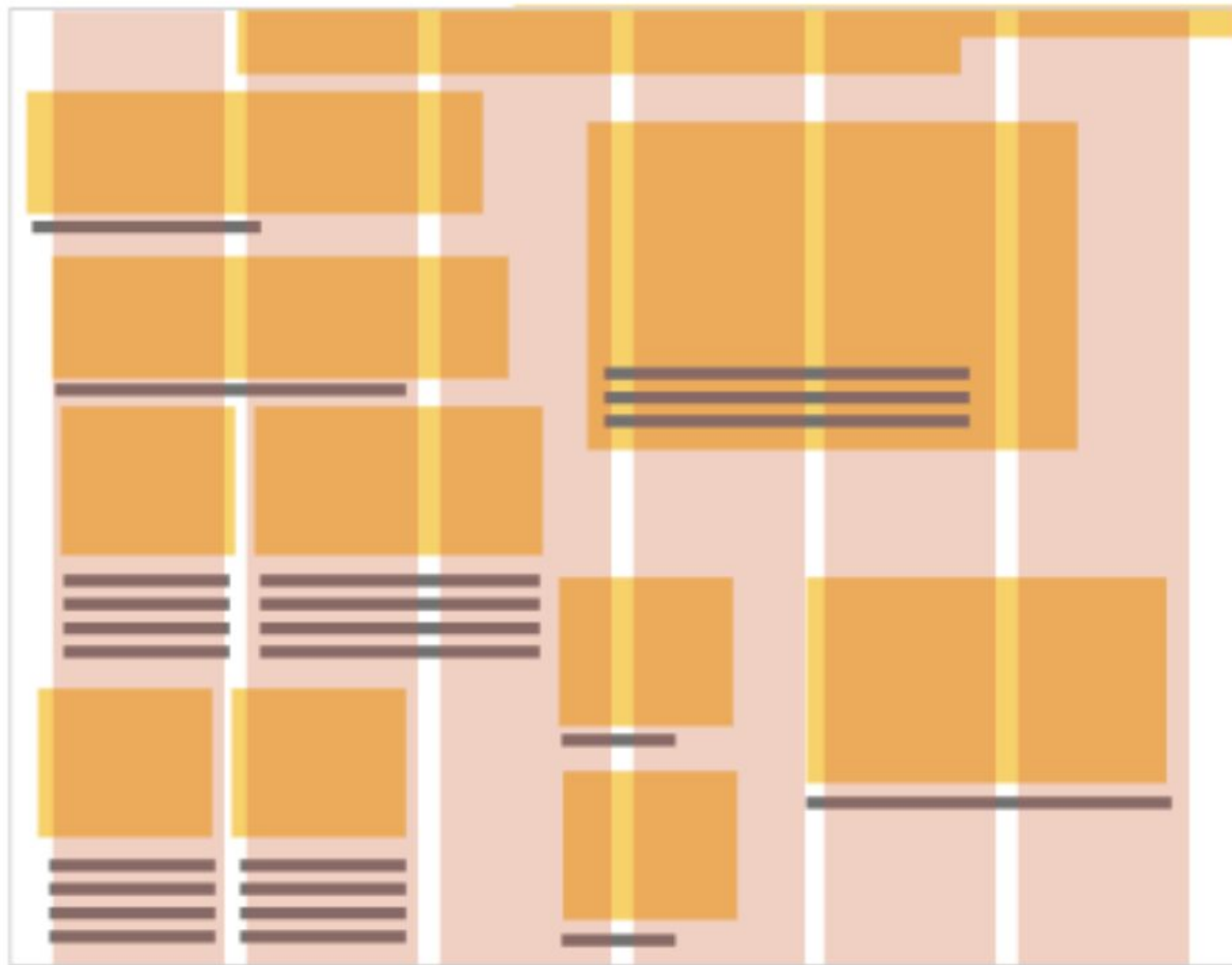


# Grid modular



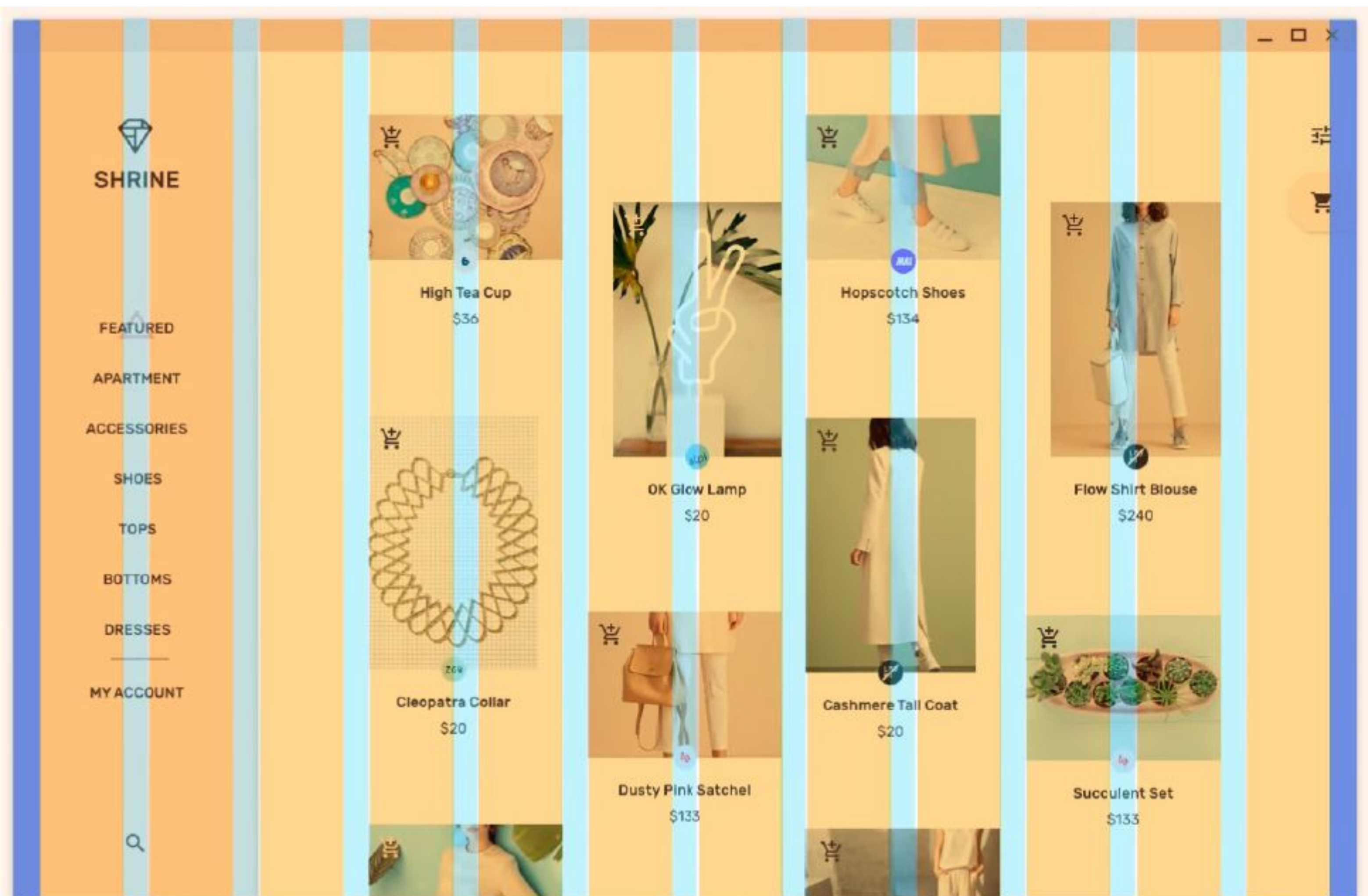


# Quando o grid é "quebrado"





# Quando o grid é "quebrado"





# Visual e estética

Usuários não confiam em apps e sites que parecem “amadores” ou “não-profissionais”

Yale School of Art  
1156 Chapel Street, POB 208339  
New Haven, Connecticut, 06520-8339

Home  
About the School  
Apply to the School  
Gallery  
Publications  
News  
Public Events

Pause animations

This website exists as an ongoing collaborative experiment in digital publishing and information sharing. Because this website functions as a wiki, all members of the School of Art community—graduate students, faculty, staff, and alumni—have the ability to add new content and pages, and to edit most of the site's existing content.  
  
Content is the property of its various authors. When you contribute to this site, you agree to abide by Yale University academic and network use policy, and to act as a responsible member of our community.

Visitor Log in  
Edit this page  
Page history

Page last changed by: Lindsey Mancini  
Background changed by: Cindy Hwang

YALE SCHOOL OF ART

Standing in solidarity, in support of Black lives

A Message from Dean Kuzma to the School of Art Community (June 1, 2020) >>  
Antiracism Speaker Series, led by Yale School of Art Faculty >>  
“Speak to Me,” a Yale School of Art online forum organized by Claudia Rankine, Leah Mirakhor, & Marta Kuzma >>

Official School of Art COVID-19 Updates:

All public Yale School of Art events for the remainder of the Spring 2020 semester have been canceled or postponed.

Editor details

UFCG

Universidade Federal de Campina Grande - UFCG  
PSI - PORTAL DE SISTEMAS INTEGRADOS

Login - Portal de Sistemas Integrados

Professor e Técnico Administrativo

Se você não possui acesso ao PSI, clique no botão **Cadastro de Acesso - Servidor** no rodapé;  
Se você já possui, informe o CPF e senha abaixo;  
Se você não lembra a sua senha, clique no botão **Recuperar Senha** no rodapé;  
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Se você não lembra a sua senha, clique no botão **Recuperar Senha** no rodapé. O e-mail utilizado deve ser o mesmo do Controle Acadêmico Online;  
**Se você deseja criar o e-mail do Google Suite, clique no botão Cadastro Google Suite - Graduando;**  
Se você deseja acessar o **SEI**, clique **aqui** para maiores informações.

COMUNICADO CCL/SRH

Informamos que as frequências referentes aos meses de Dezembro/2023 e Janeiro/2024 serão homologadas automaticamente nos dias 10/02/2024 e 11/02/2024, respectivamente.  
Tendo as chefias esse prazo para deliberar (aceitar ou rejeitar) as justificativas de suas equipes.

Contato

Sobre o PSI, enviar e-mail para [suporte.psi@ufcg.edu.br](mailto:suporte.psi@ufcg.edu.br), de preferência, do seu e-mail institucional.  
Sobre o SABI (Sistema de Automação de Bibliotecas), enviar e-mail para [suporte.leitor.sabi@ufcg.edu.br](mailto:suporte.leitor.sabi@ufcg.edu.br).

Entrar no Sistema

Login:

Senha:

Entrar

Registrar Ponto

Recuperar Senha

Cadastro de Acesso - Servidor

Cadastro Google Suite - Graduando

Declaração Funcional - Servidor



Friendly

Log In

Achieve your dreams

**Start saving for your dream vacation**

Apply Now

We help you manage and save your money, not spend it on fees and overdrafts.

**Set a monthly budget, we help you stick to it!**

Our personal finance tools help you estimate your paychecks and allocate funds to spend categories.

**Keep track of your money**

Each transaction you make is subtracted from the spend category and amount you have available in your budget.

**Build your nest egg**

The money you **don't** spend on your budget each month gets moved into a high interest savings account.

[Learn more](#)

Friendly

Sign In

Achieve your dreams

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Each transaction you make is subtracted from the spend category and amount you have available in your budget.

**Build your nest egg**

The money you **don't** spend on your budget each month gets moved into a high interest savings account.

[Learn more](#)



# Hi! We're Friendly!

We want to be the best bank you ever had

[Apply Now](#)

## The Friendly Difference

We help you manage and save your money, not spend it on fees and overdrafts.

## Set a monthly budget, we help you stick to it!

Our personal finance tools help you estimate your paychecks and allocate funds to spend categories.

## Keep Track of your money in real time

Each transaction you make is subtracted from the spend category and amount you have available in your budget.

## Build your nest egg

The money you **don't** spend on your budget each month gets moved into a high interest savings account.

[Learn more](#)

## Bank with us

We help you manage and save your money, not spend it on fees and overdrafts.

[Apply Now](#)

### We help you Budget

Our personal finance tools help you estimate your paychecks and allocate funds to spend categories.

### Keep Track of money

Each transaction you make is subtracted from the spend category and amount you have available in your budget.

### Build your savings

The money you **don't** spend on your budget each month gets moved into a high interest savings account.

## Great rates on auto loans

[Learn More](#)

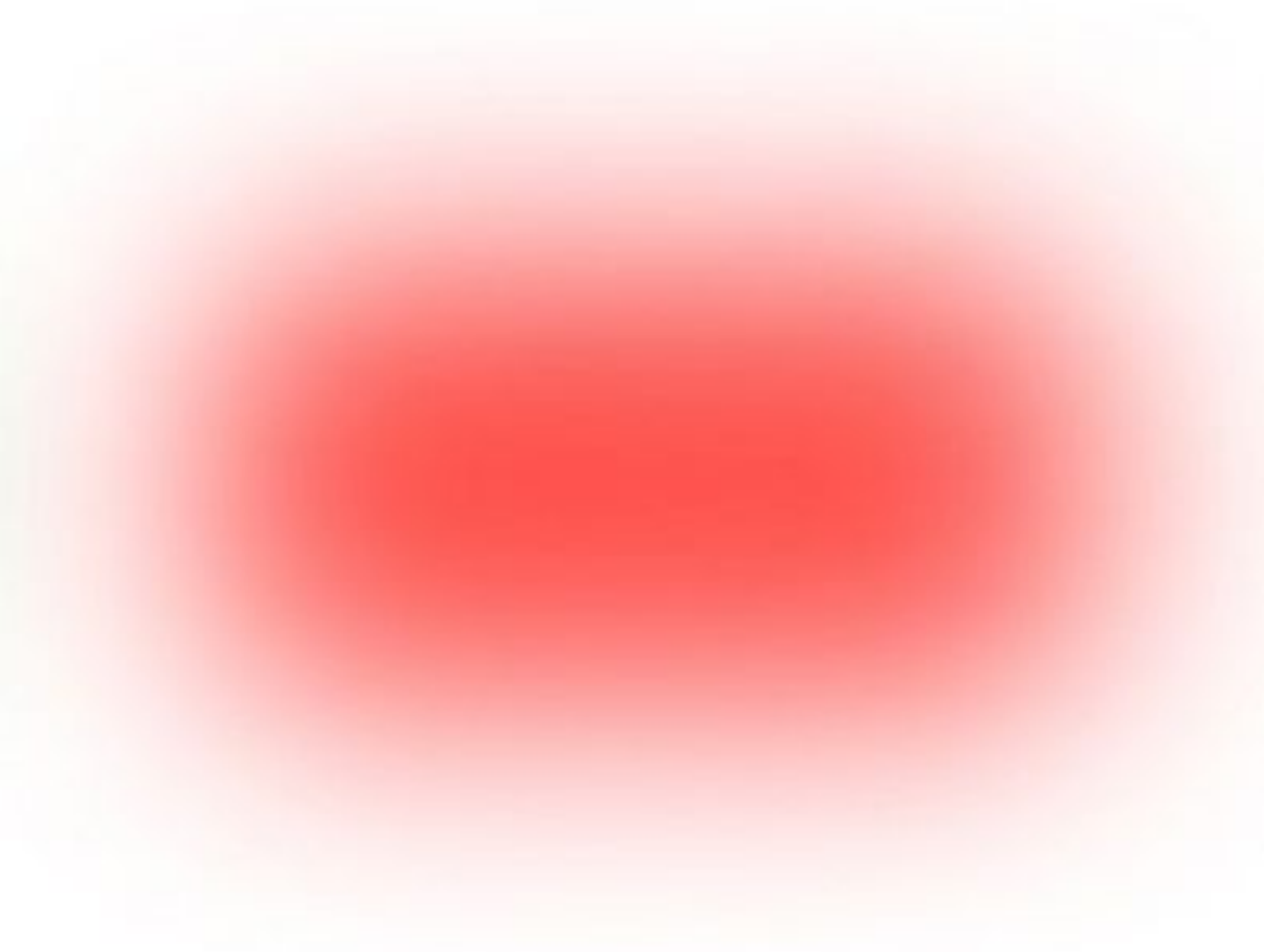




**?**



**?**



**?**

# Cores



A cor em si.



A intensidade da cor.



Quão claro ou escuro é.



# Cores



**Vermelho**



**Amarelo**



**Laranja**

# Cores



## Vermelho

**Emoção:** Excitação,  
Perigo.

**Uso:** Netflix, YouTube,  
Erros.



## Amarelo

**Emoção:** Cautela,  
Felicidade.

**Uso:** McDonald's,  
Avisos.



## Laranja

**Emoção:** Criatividade,  
Impaciência.

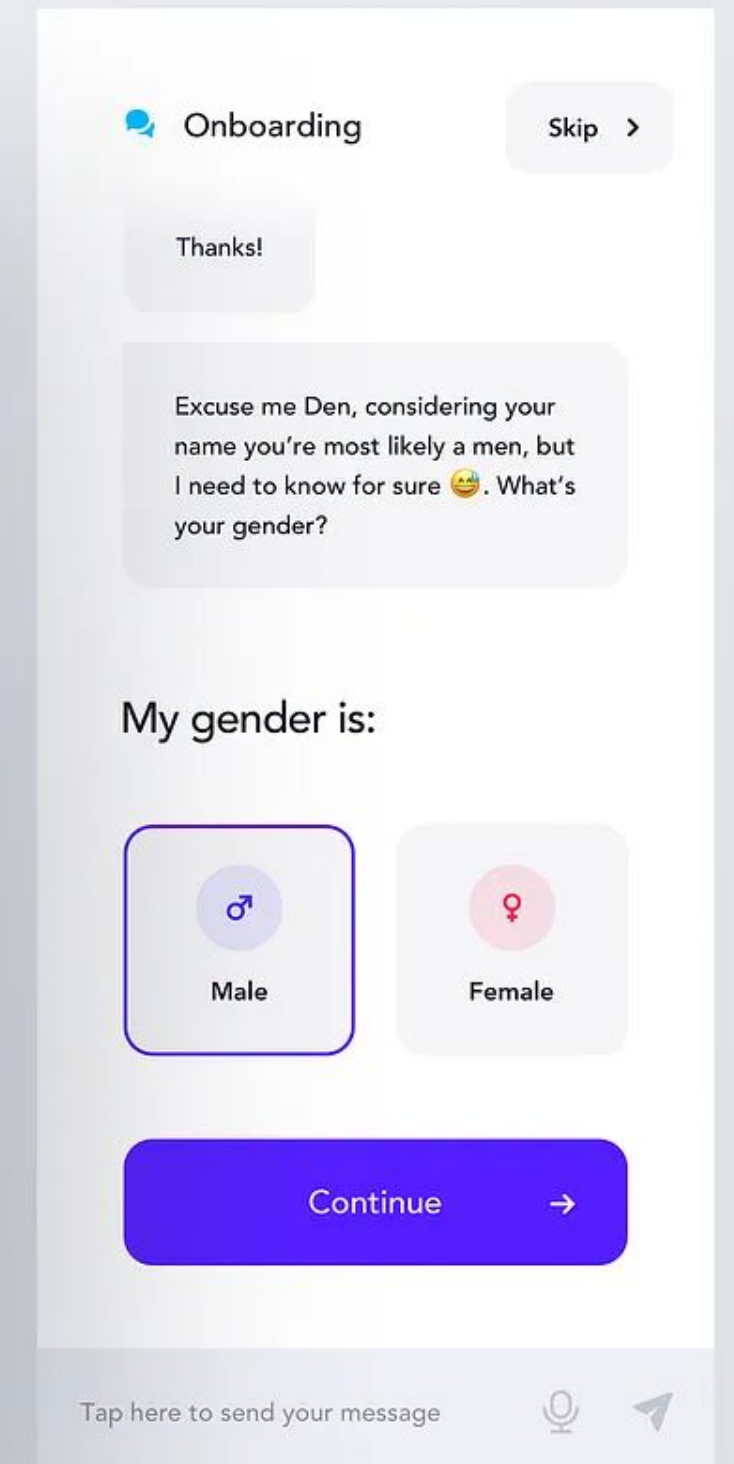
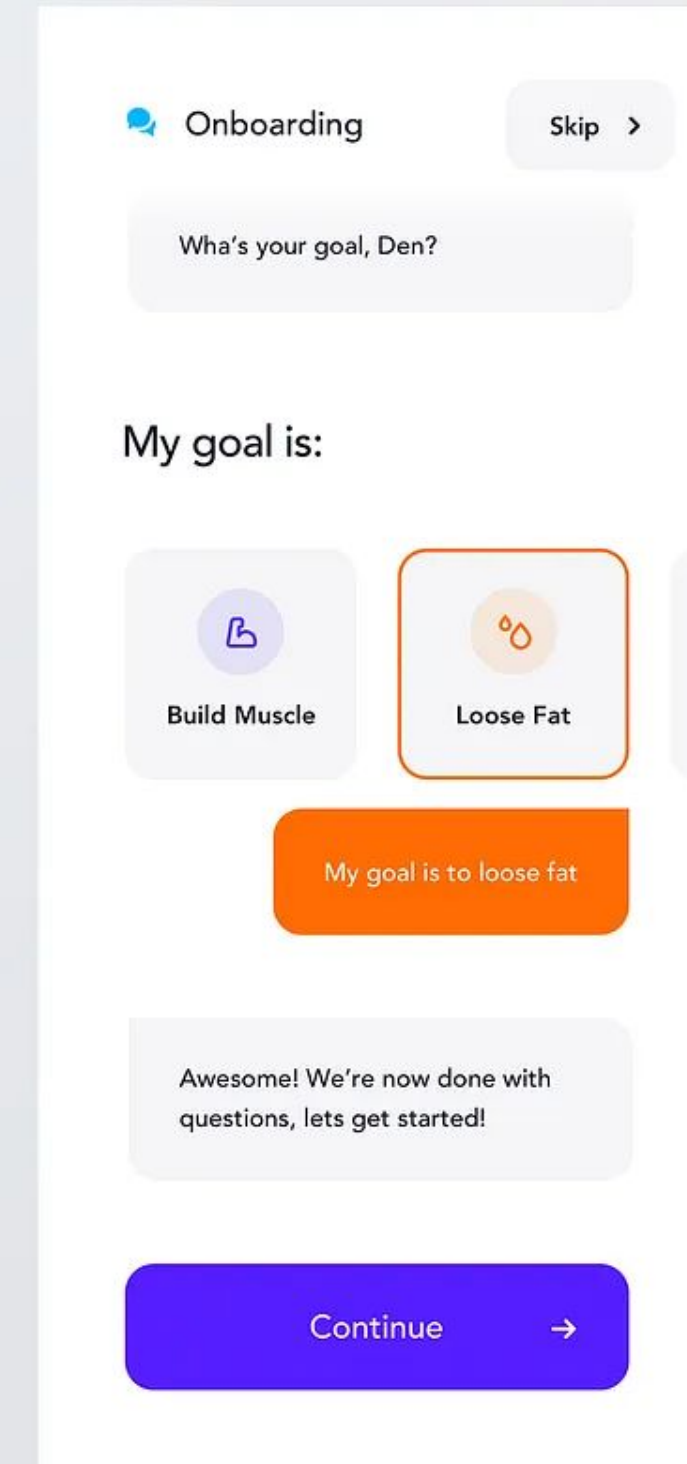
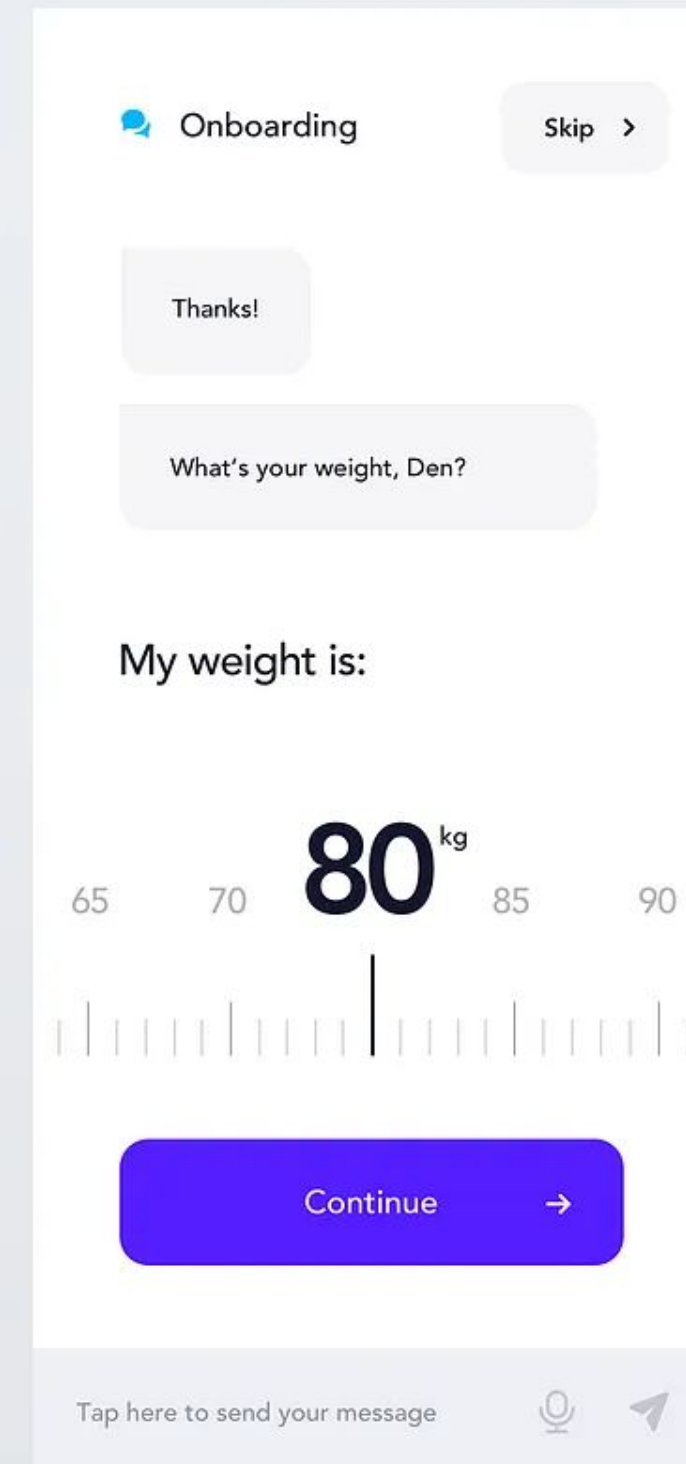
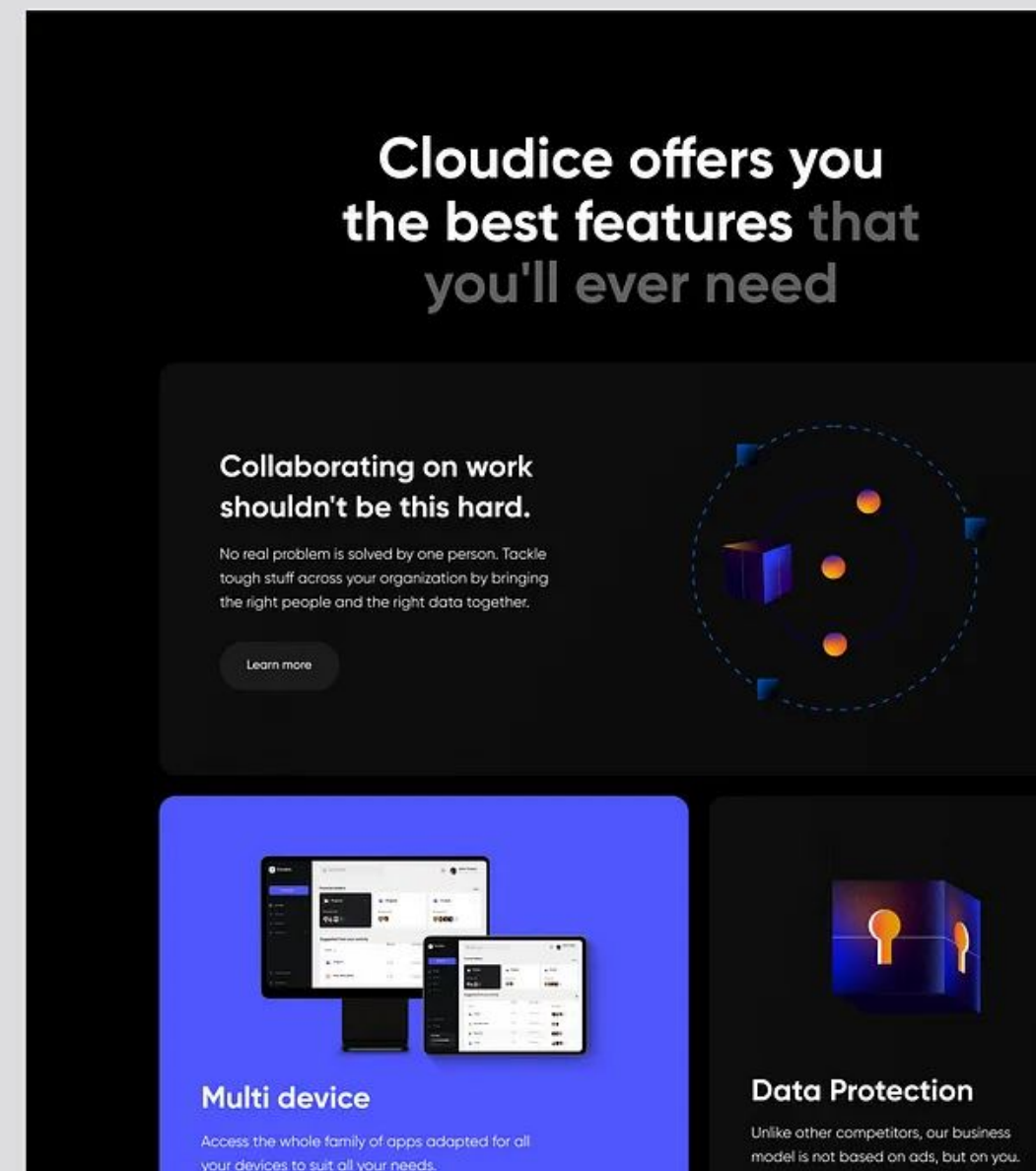
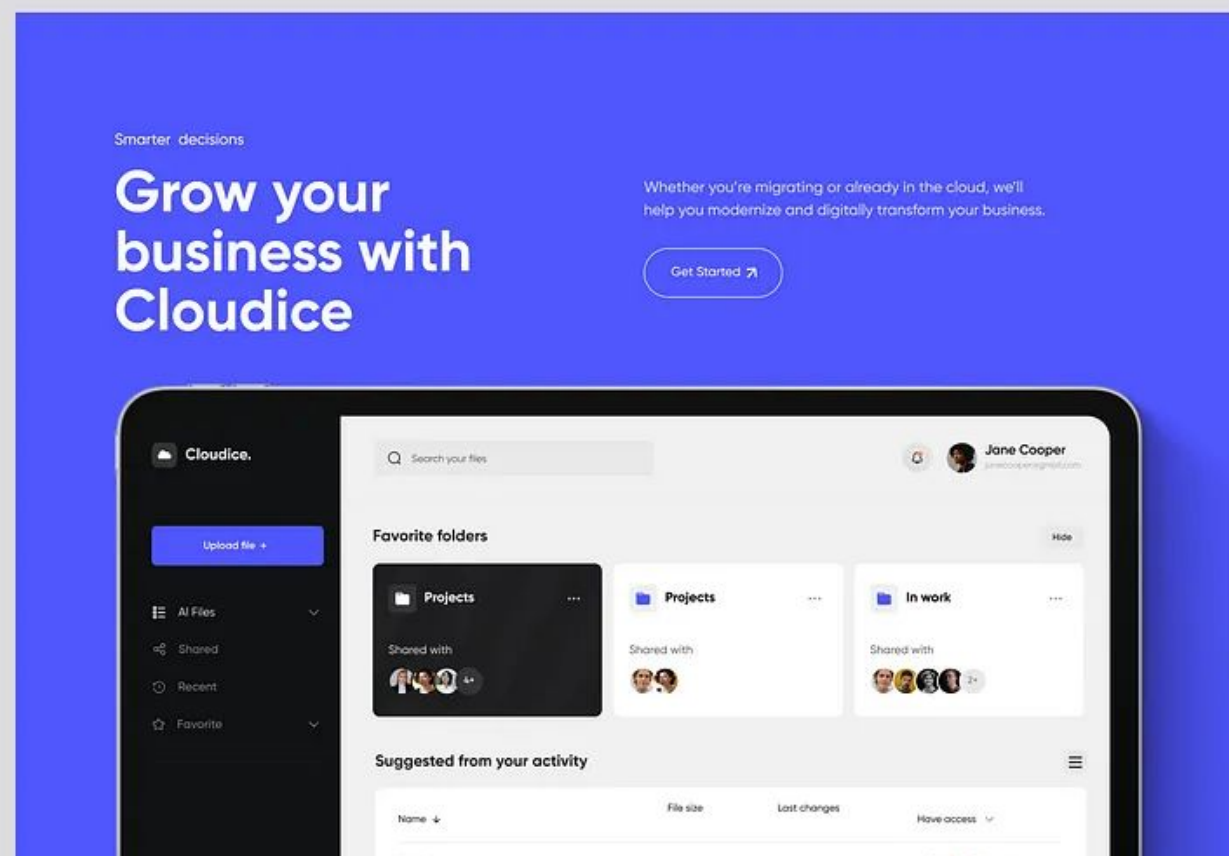
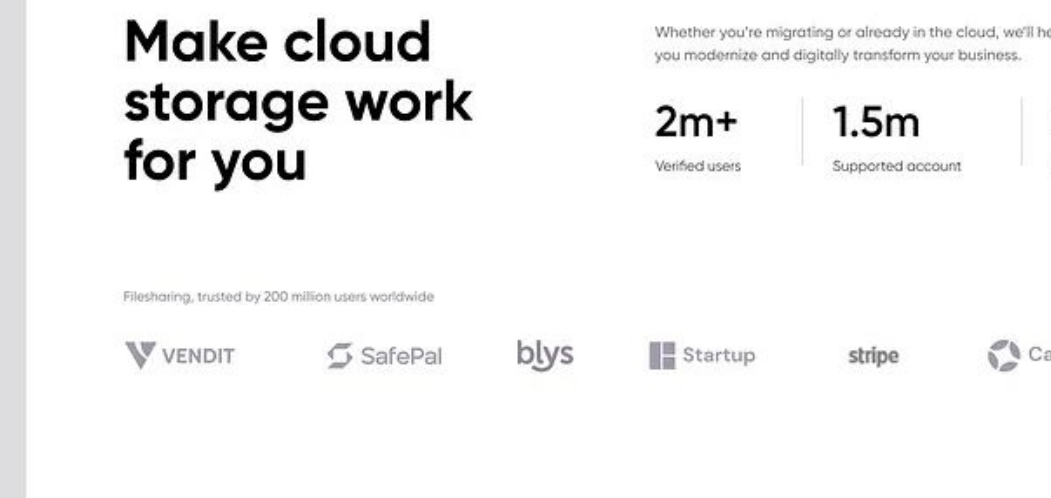
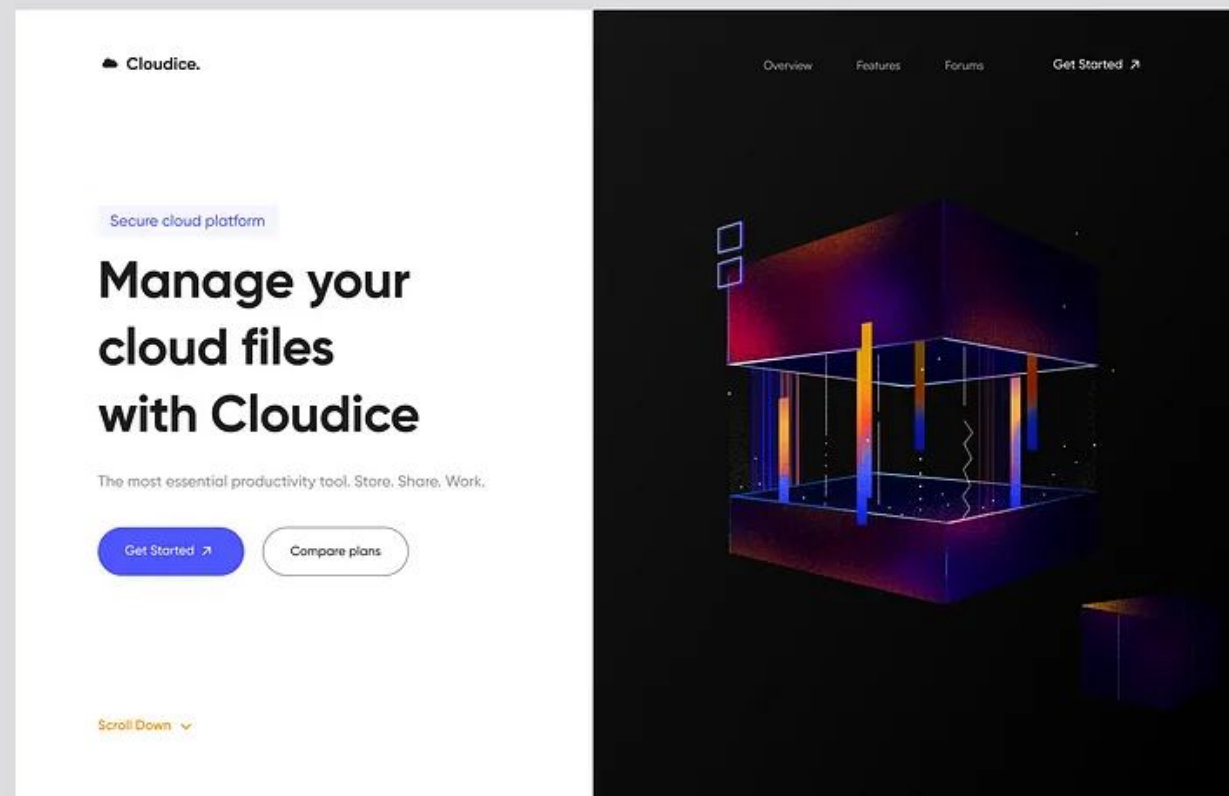
**Uso:** Amazon, Nike.



# Passo 1: escolher a cor primária

Base da interface

Cor da marca, utilizada com mais frequência

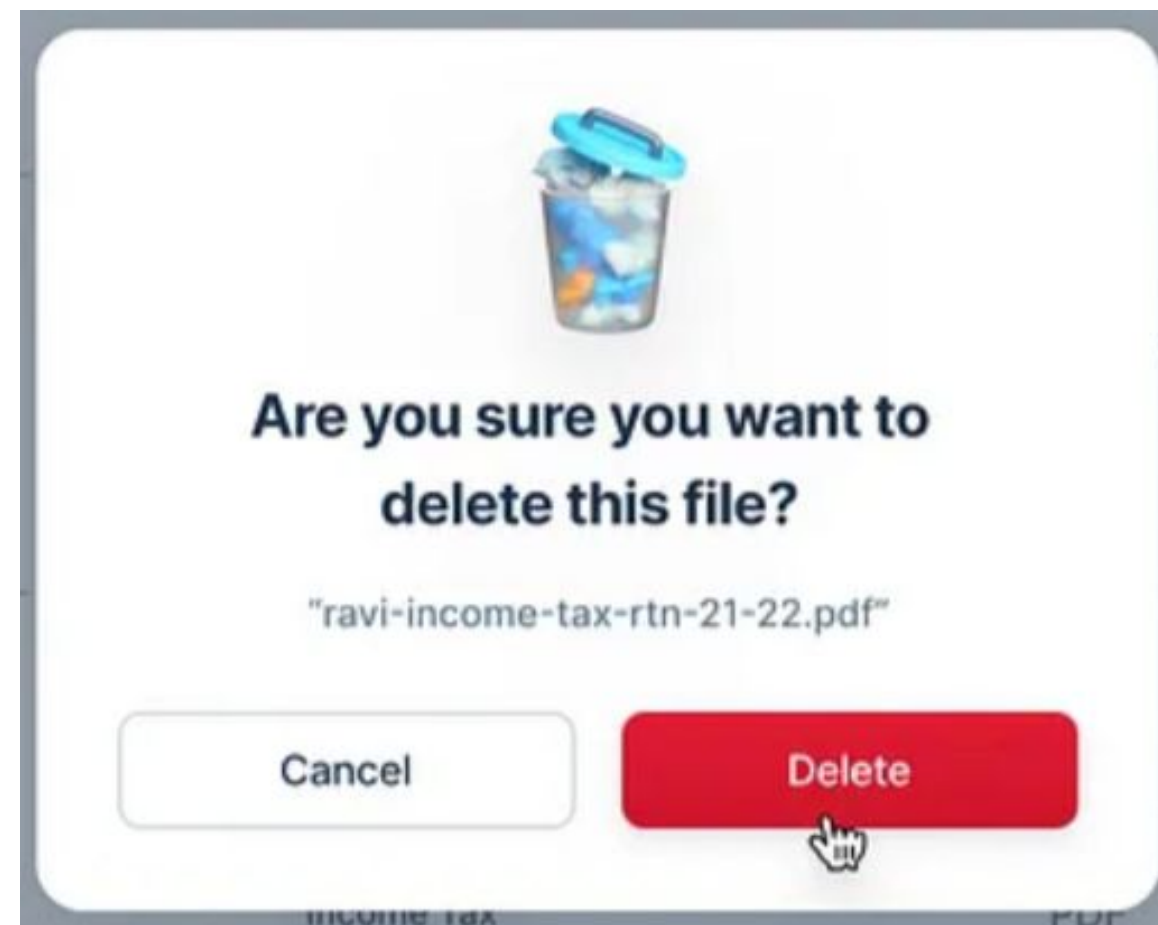


# Cores semânticas (de suporte)

Erro/perigo

Alerta

Sucesso



Sign In

Sign In using Open ID Connect

or sign in with your email

Email address

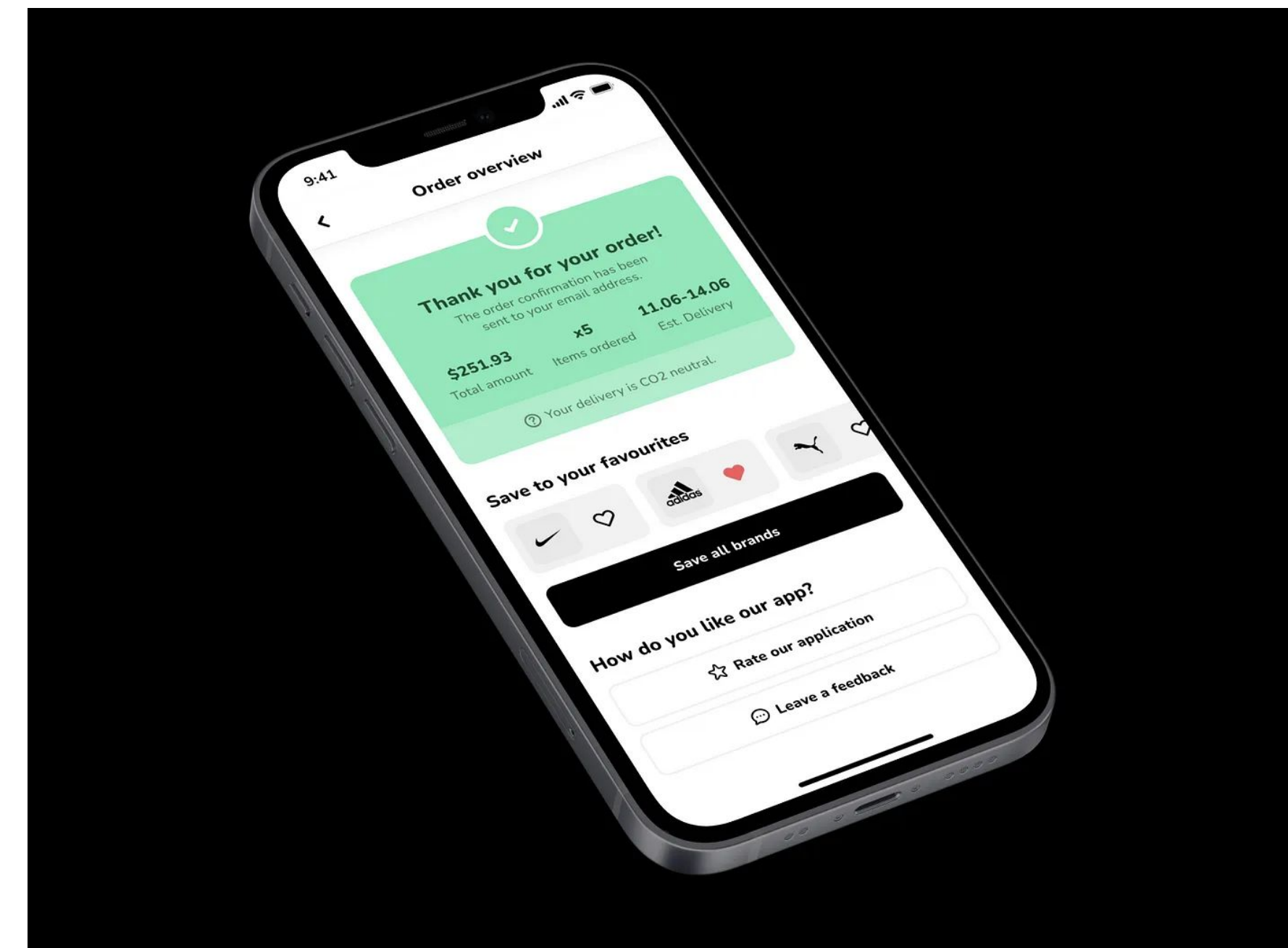
sofia.scannapieco@yahoo.com

⚠ Please enter a valid email address.

Password [Forgot password?](#)

Enter your password

Sign In





# Escala de Cinza

Cinza Escuro  
para Títulos



## **Título Principal (H1)**

Cinza Médio  
para Leitura



Subtítulo ou corpo de texto explicativo.

Cinza Claro  
para Bordas



Background



This design has  
low contrast.

It will be more subtle on the eye.

This design has  
high contrast.

It will be more easy to read from a distance.

This design is  
desaturated.

The muted tones make it easier to read for longer  
amounts of time.

This design is  
saturated.

It will evoke energy and attract attention, but this will  
tire the eye.



# Regras de Ouro 60-30-10



- ☐ **60%** Cor Neutra (Fundo)
- ☐ **30%** Cor Secundária (Conteúdo)
- ☒ **10%** Cor de Ação (Destaque)

# Combinações

Nem todas as cores combinam entre si

Uso do **círculo cromático**





# How to Use the Color Wheel to Build Color Schemes

Analogous



Monochromatic



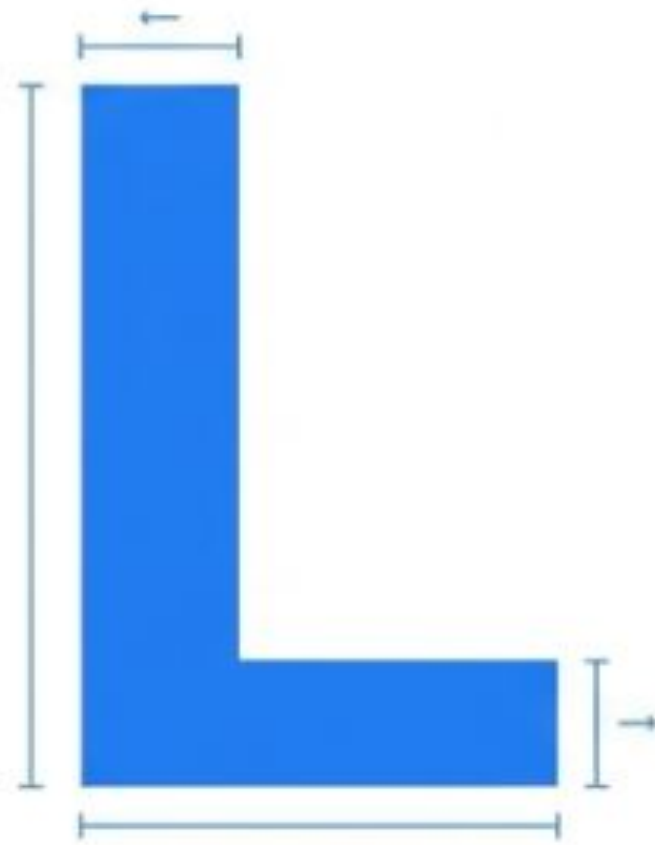
Triadic



Complementary



# Tipografia



## **Legível**

Distinção clara  
entre letras



## **Fluida**

Facilidade de  
leitura contínua



## **Atraente**

Esteticamente  
agradável



## Typeface / Família

Jet Black Inter

Coleção  
Completa

Roboto Thin  
Roboto Light  
Roboto Regular  
**Roboto Medium**  
**Roboto Bold**  
**Roboto Black**

## Font / Fonte

Jet Black Inter

→ **Roboto Bold 16pt**

Estilo + Peso + Tamanho

# Regras de Seleção

## Simple e Escalável

Jet Black Inter

~~Paprika~~

~~Paprika~~

**X Não**  
Jet Black Inter

Inter

Inter ↗ ↘ ÷

**✓ Sim**  
Jet Black Inter

## Variedade de Pesos

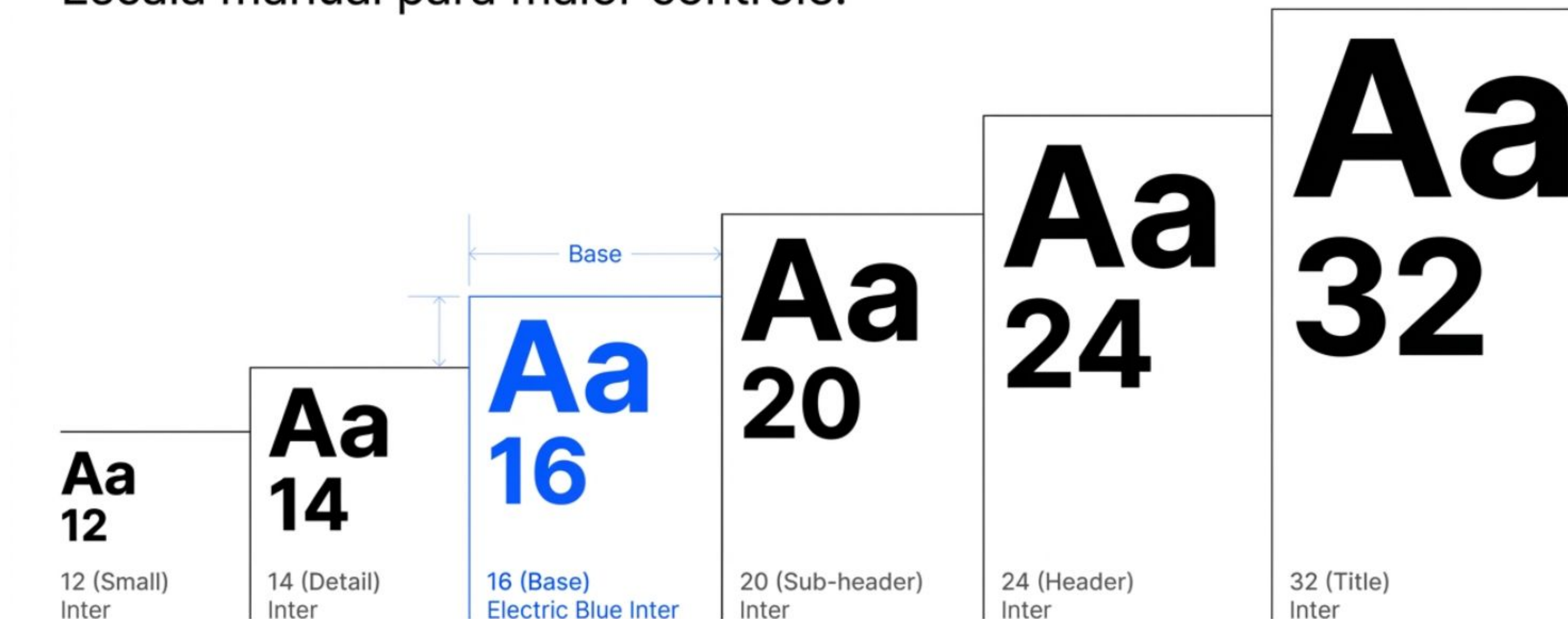
Jet Black Inter





# Construção de escala

Escala manual para maior controle.



# Hierarquia por **peso**

Só Tamanho

**Título** } Grande  
Conteúdo ← Pequeno

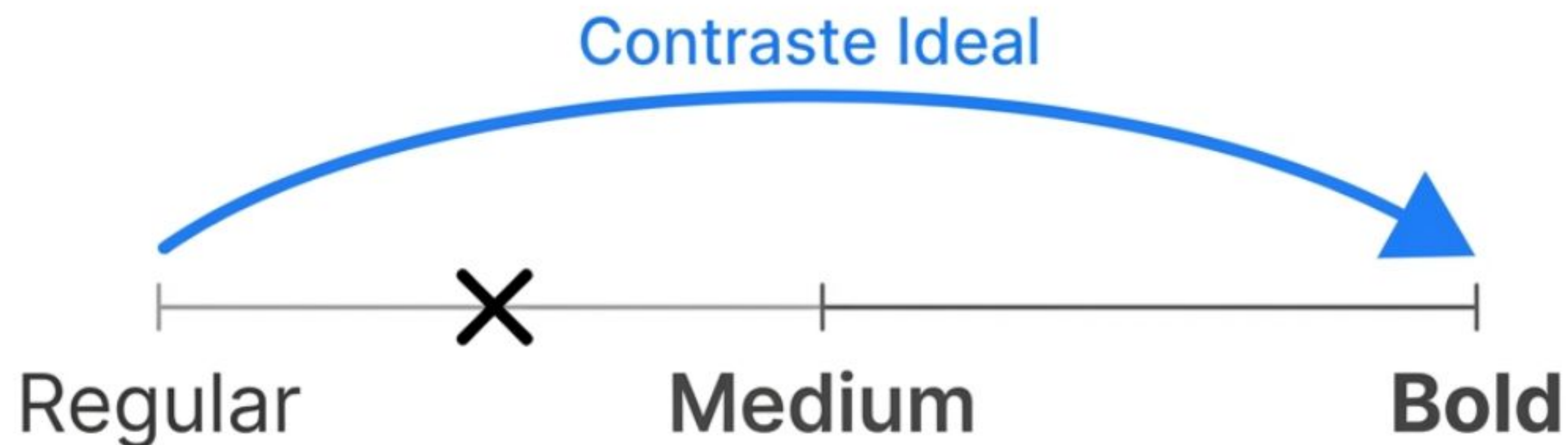
Uso de Peso

**Título** ← Bold (Peso)  
Conteúdo ← Regular (Peso)





# "Salto" de contraste



Regular + Bold = ✓ Bom Contraste

Regular + Medium = ✗ Baixo Contraste

# Combinação de famílias de fontes

**Evitar**

Inter ⊗

Raleway  
Poppins

Fontes parecidas criam conflito.

**Ideal**

Inter ✓

Gelasio  
Inter

Garanta distinção visual clara.





# Ícones

## Sistema SEI de processos na administração federal

Funcionalidade	Ícone Anterior	Ícone Novo
Controle de processos		
Novidades		
Usuário		
Configurações do sistema		
Sair do sistema		
Enviar processo		
Atualizar andamento		
Atribuição de processos		
Incluir em bloco		



# Ícones

Sistema SEI de processos na administração federal

**Problema: quando usar apenas o ícone, sem texto?**

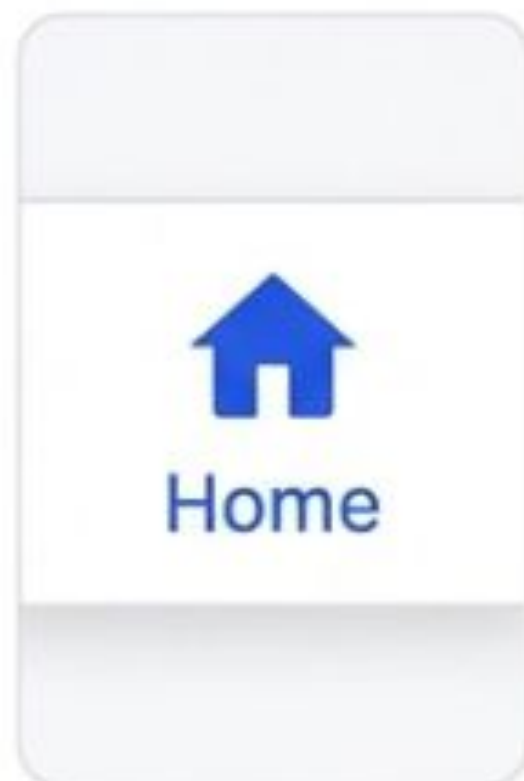
Funcionalidade	Ícone Anterior	Ícone Novo
Controle de processos		
Novidades		
Usuário		
Configurações do sistema		
Sair do sistema		
Enviar processo		
Atualizar andamento		
Atribuição de processos		
Incluir em bloco		





# Melhores práticas

## Rótulos (Labels)



Ícones substituem texto, mas rótulos garantem clareza absoluta. Na dúvida, use **Ícone + Texto**.

## Icon Packs



Não desenhe do zero. Use pacotes profissionais (Anron, Iconly, Feather) para garantir consistência visual.

## Acessibilidade



A área de toque deve ser maior que o ícone visual. Mínimo recomendado: 44x44pt para evitar erros de toque.



# Simplicidade



24px



24px





# Formulários

Objetivo é concluir


Métrica-chave: taxa de conversão

The diagram illustrates a form with the following components and labels:

- Rótulo (Label):** Nome Completo
- Campo de Entrada:** Ex: João Silva
- Texto de Exemplo (Placeholder):** Ex: João Silva
- Mensagem de Validação:** Por favor, preencha com seu nome completo.
- Primary Button:** Enviar
- Ação:** Enviar

# Forgiving format

Permitir uma variedade de formatos de entrada  
interpretação inteligente dos dados de entrada

For Sale 

Enter neighborhoods, zip codes or addresses

Get Quotes

 [Your Portfolio](#)

Stocks, ETFs, Funds

GO



# Forgiving format

× Charlie's Meeting

7/20/2019 2:30pm to 3:30pm Jul 20, 2019 Time zone

Converts to this format

July 2019

S	M	T	W	T	F	S
30	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	5	6	7	8	9	10

SIGN IN TO HIGHFIVE

Make it a Zoom Meeting

Highfive



Charles, welcome to Google



██████████@gmail.com



Phone number (optional)

|

We'll use your number for account security. It won't be visible to others.

Recovery email address (optional)

We'll use it to keep your account secure

Month



Day

Year

Your birthday

Gender



[Why we ask for this information](#)

[Back](#)

[Next](#)



Your personal info is private & safe

# Input hints



# Input prompt

 Filter histogram...

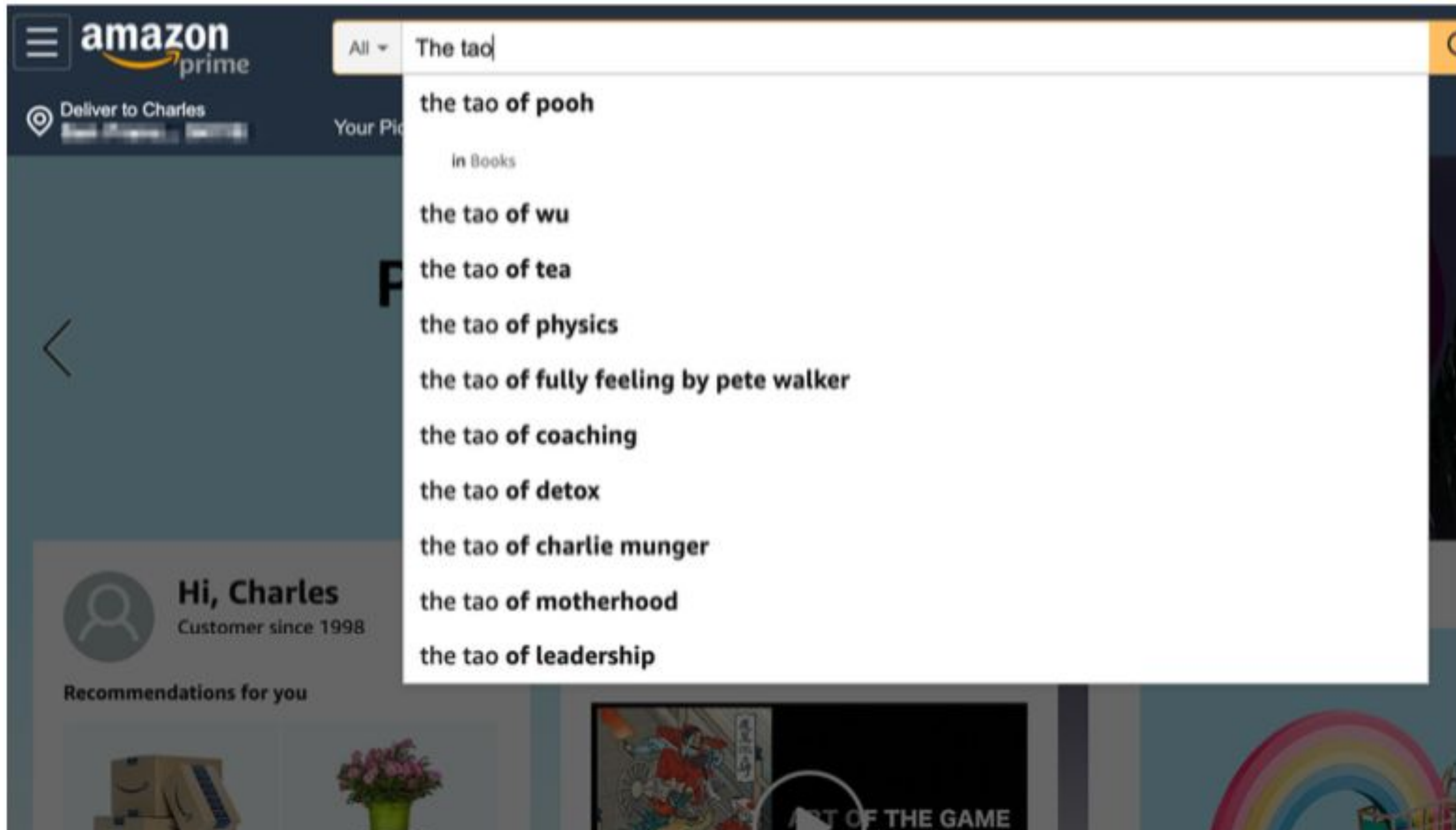
Enter your password... 

 Find tags

10000

Add people or groups... can edit 

# Autocompletion





# Seleção de entrada

Poucas Opções (<5)

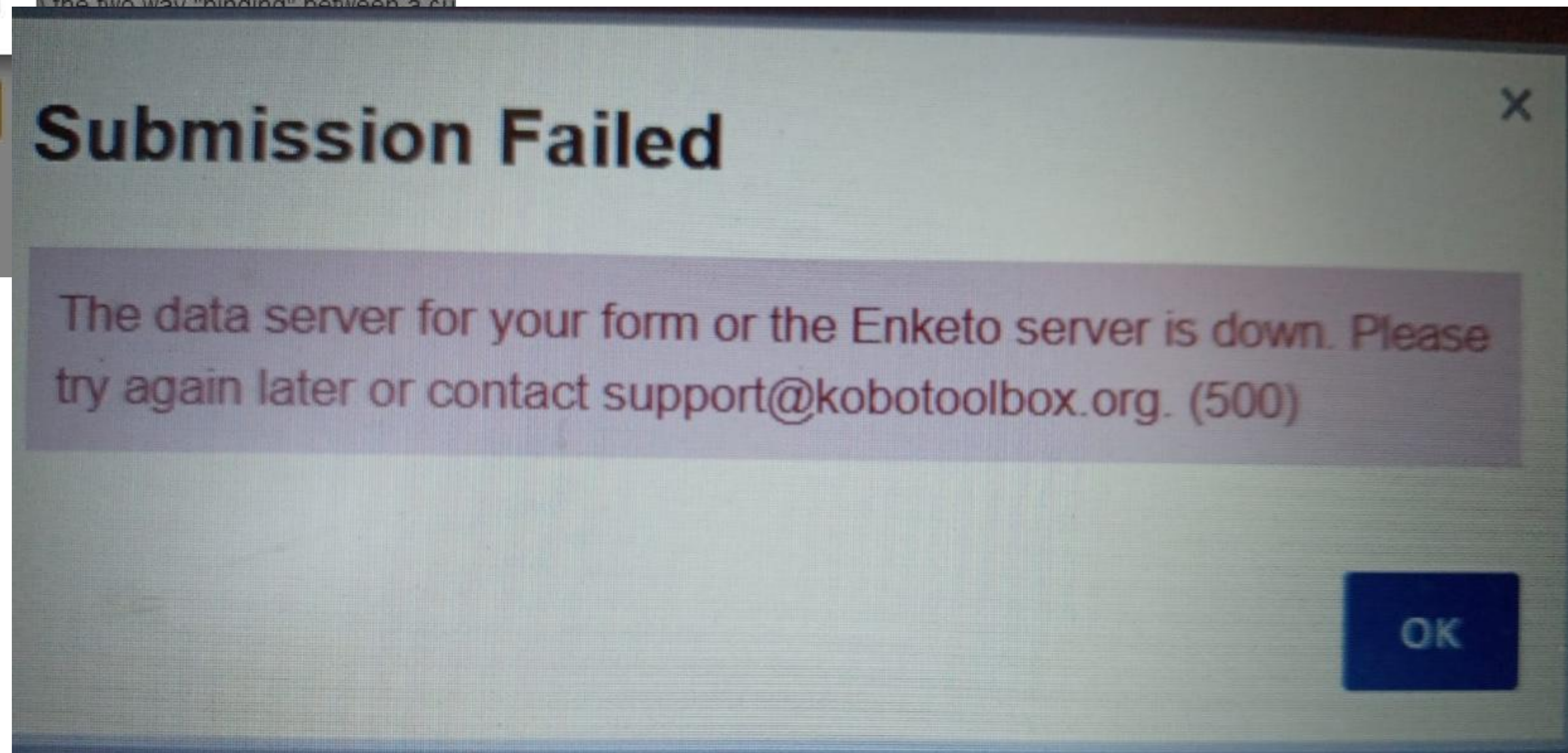
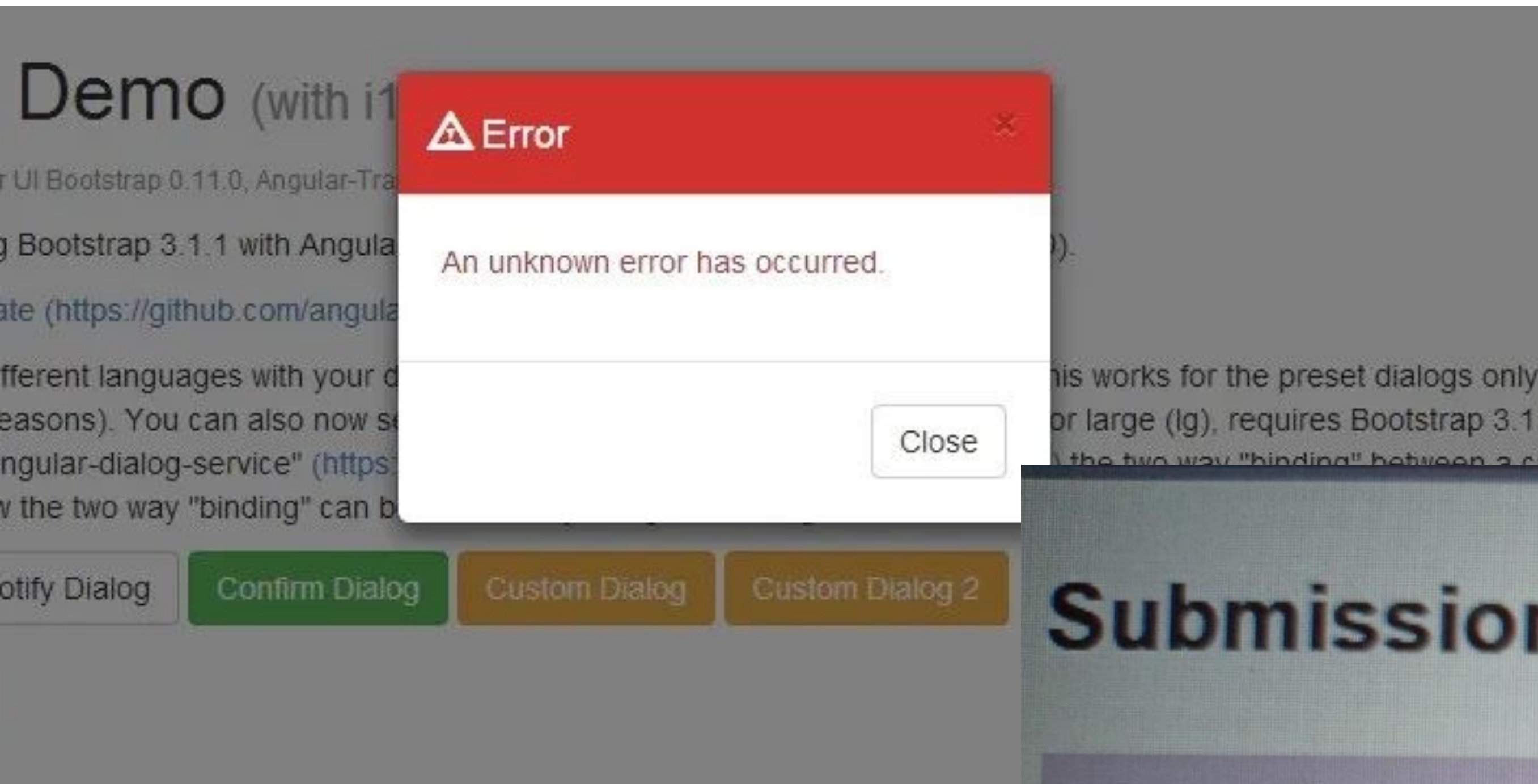


Muitas Opções (>5)

Selecione o País ▼

- Brasil
- Canadá
- China
- Espanha
- França
- Japão
- México
- Reino Unido

# Mensagens de erro





# Validação inline

## Error Message Right of Field

Email address



- ✓ Flows with natural reading direction
- ✓ Most preferred and expected by users

## Top of Form Validation

The diagram shows a vertical stack of seven text input fields. The top field is highlighted with a red background and contains two horizontal red lines, indicating an error. The other six fields are empty.

- ✗ High cognitive load on memory
- ✗ Longer time to correct errors

## Inline Validation

The diagram shows a vertical stack of seven text input fields. The second and sixth fields from the top are highlighted with a red background and contain a single horizontal red line, indicating an error. The other five fields are empty.

- ✓ Low cognitive load on memory
- ✓ Shorter time to correct errors

# Linguagem

Robot Speak 

## Dados Requeridos

Insira input numérico de telefone.  
Campo obrigatório.

OK

Humano e Claro 

## Adicione seu celular

Precisamos do seu número para  
enviar atualizações sobre a  
entrega do seu pedido.

Salvar Número



# Regras de ouro

- ✓ Rótulos sempre visíveis.
- ✓ Coluna única para leitura vertical.
- ✓ Feedback em tempo real (Erros/Sucesso).
- ✓ Inputs com altura de toque (40-60pt).
- ✓ Distinção clara entre botões (Primário vs Secundário).
- ✓ Agrupamento lógico de informações.

# Ações e Comandos

**Are you sure you want to delete this post?**

This will delete this post permanently. You cannot undo this action.

Cancel

Delete



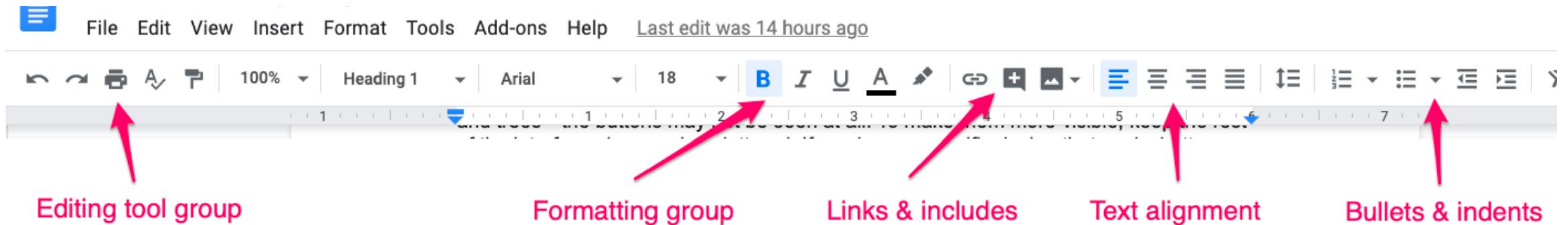
Enable



Disable

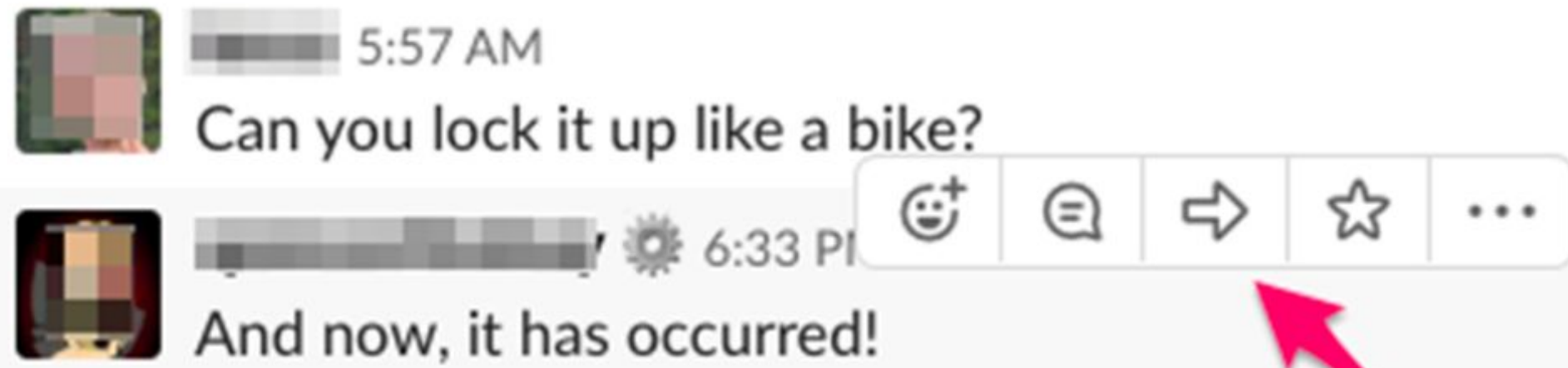


# Button Group





# Hover tools

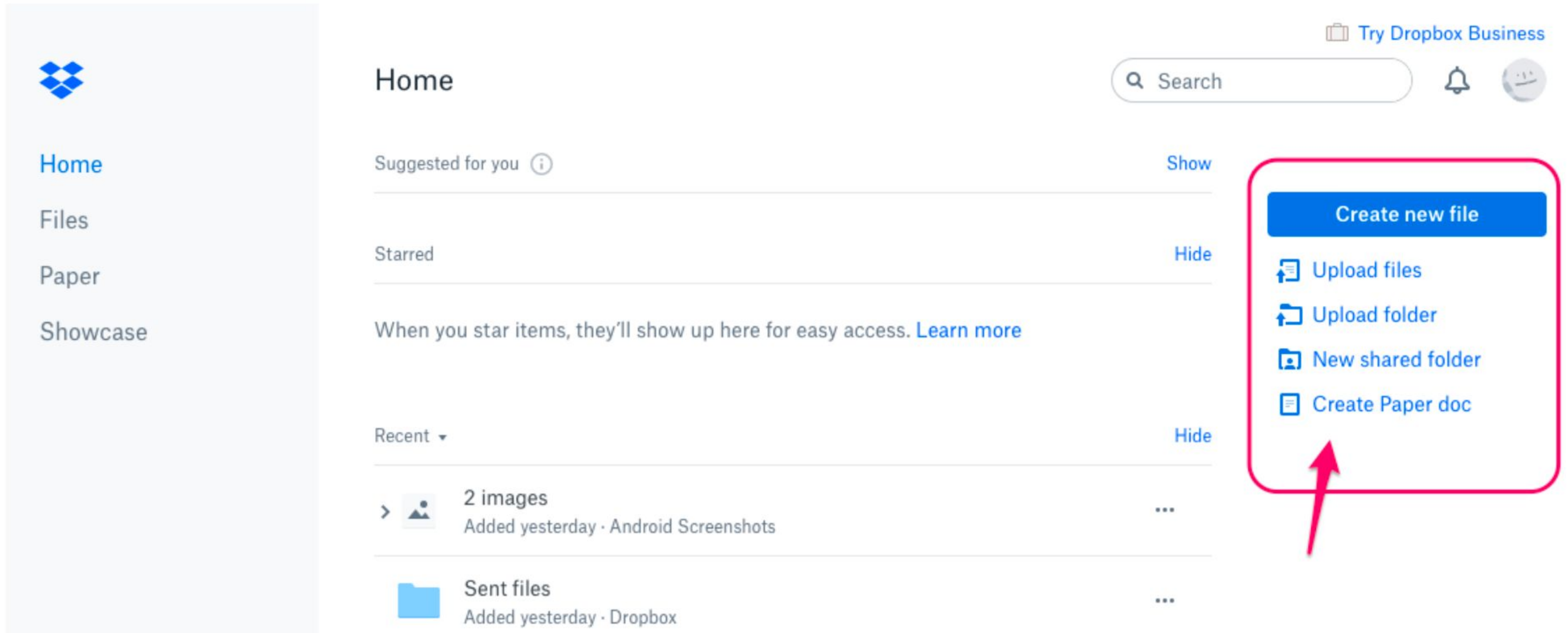


And yes [redacted] you can lock it up, but I prefer to keep my \$5,000 bike inside my house.





# Action Panel



The image shows the Dropbox web interface. On the left is a sidebar with the Dropbox logo and navigation links: Home, Files, Paper, and Showcase. The main content area is titled 'Home' and features a search bar, a notification bell, and a user profile icon. Below the search bar, there are sections for 'Suggested for you' and 'Starred'. The 'Suggested for you' section has a 'Show' button. The 'Starred' section has a 'Hide' button. Below these, there is a message: 'When you star items, they'll show up here for easy access. [Learn more](#)'. The 'Recent' section has a 'Hide' button. Below the 'Recent' section, there are two items: '2 images' (Added yesterday · Android Screenshots) and 'Sent files' (Added yesterday · Dropbox). On the right side of the interface, there is a red-bordered box containing the 'Create new file' button and four options: 'Upload files', 'Upload folder', 'New shared folder', and 'Create Paper doc'. A red arrow points to the 'Create Paper doc' option.

Try Dropbox Business

Search


Home


Suggested for you ⓘ Show

Starred Hide

When you star items, they'll show up here for easy access. [Learn more](#)

Recent ▾ Hide


>  2 images  
Added yesterday · Android Screenshots ...

 Sent files  
Added yesterday · Dropbox ...

Create new file

- Upload files
- Upload folder
- New shared folder
- Create Paper doc

# Prominent Button



Book unique places to stay and things to do.

WHERE

Anywhere

CHECK-IN

Sat, Jun 29

CHECKOUT

Sat, Jul 6

GUESTS

2 guests

Search

KAYAK

Flights Hotels Cars Packages Cruises Deals More

Trips Sign in

Search hundreds of travel sites at once.

Round-trip 1 Adult Economy 0 Bags

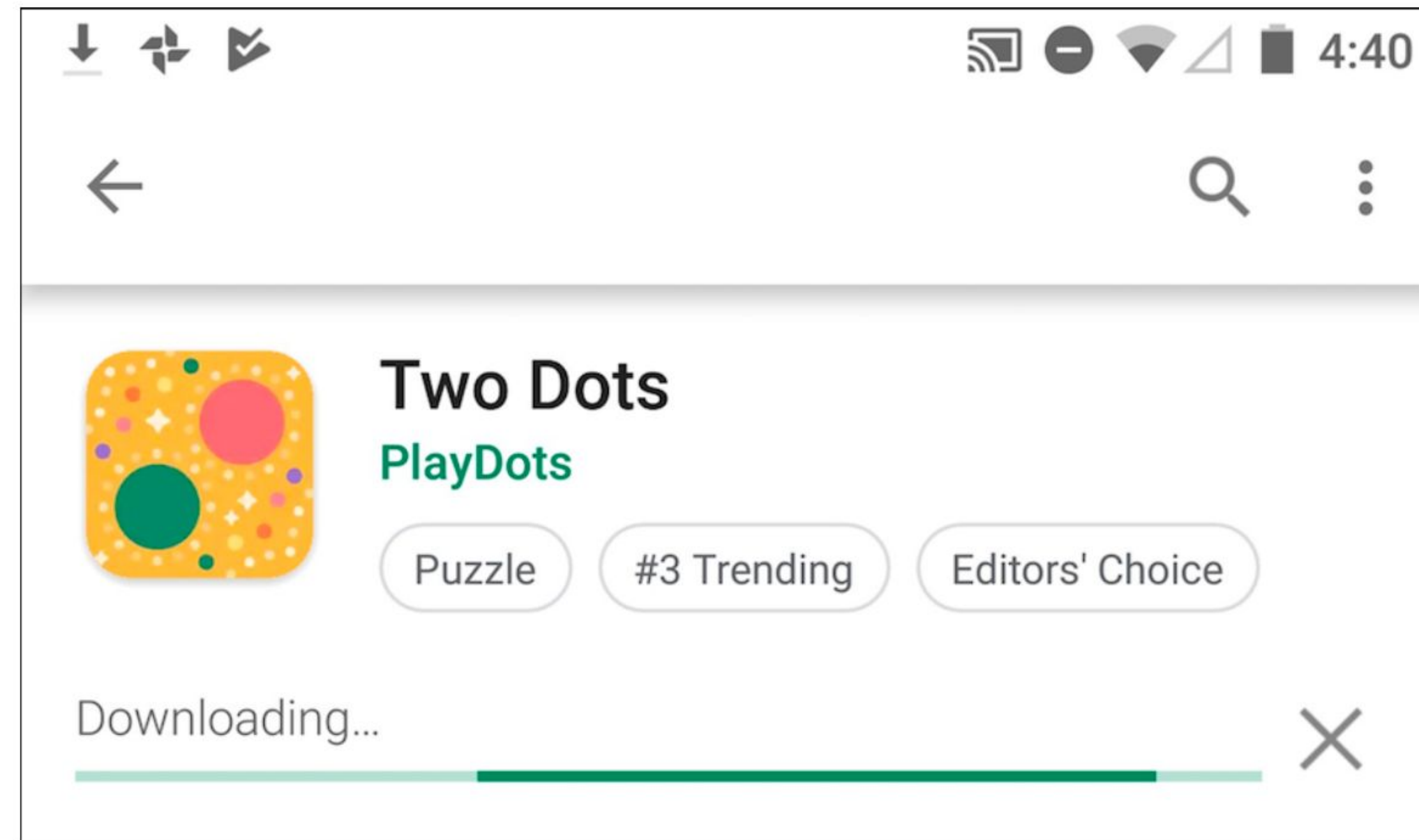
San Francisco (SFO) New York (JFK) Fri 7/26 Fri 8/2

Show Advanced Options +

Compare vs. KAYAK all | none ☒ Priceline ☐ Best Airfares ☐ Delta ☐ Expedia ☐ JustFly



# Cancelability



# Dialog box

Evitar interrupções

Discard draft?

CANCEL

Post a Comment

Your comment was published.

Enter your comment...

*Subscribe Us*

*Subscribe to our mailing list to get the updates to your email inbox... We can't wait more to have your email in our subscribers email list. Just put your nice email in below box:*

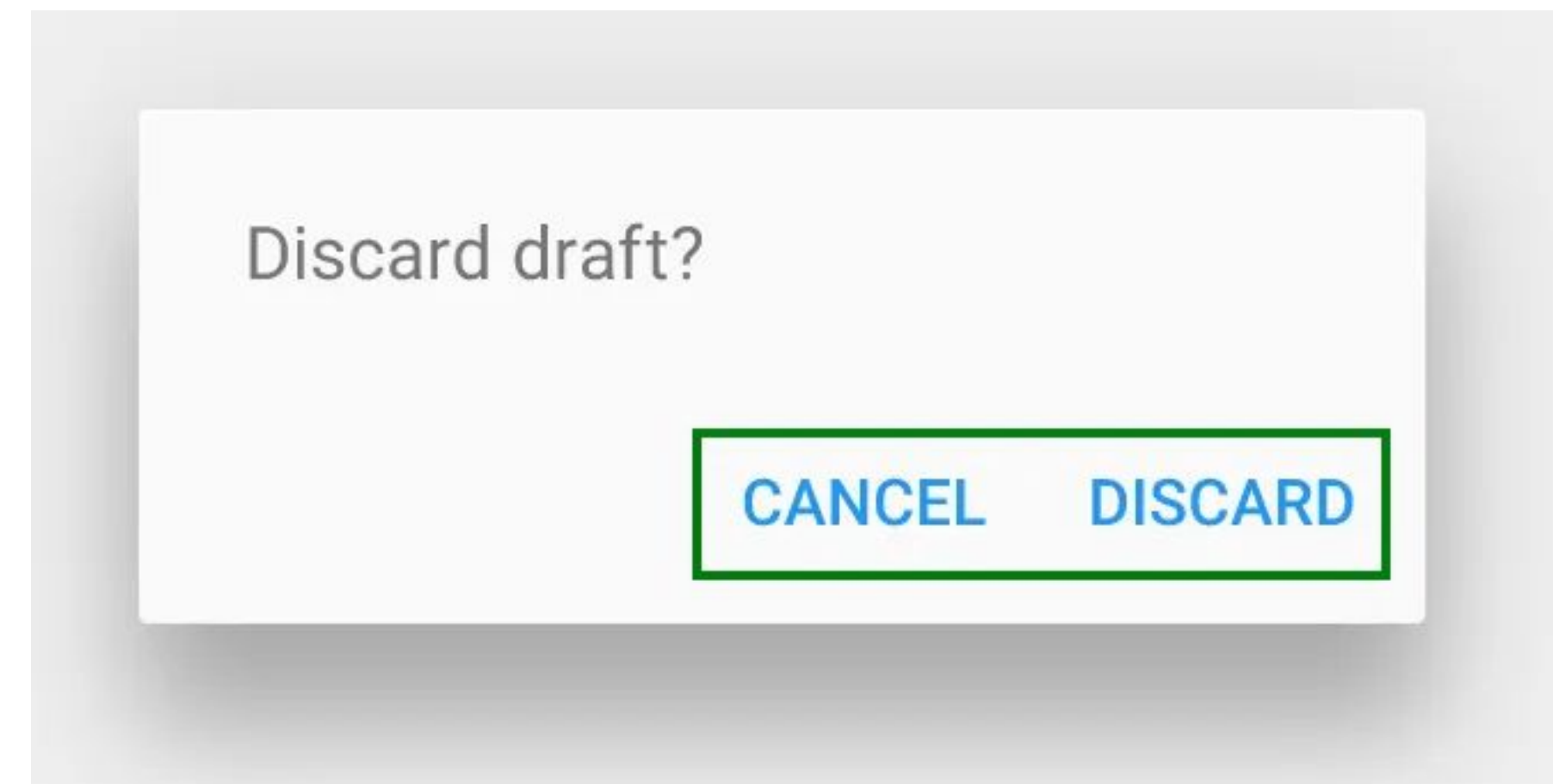
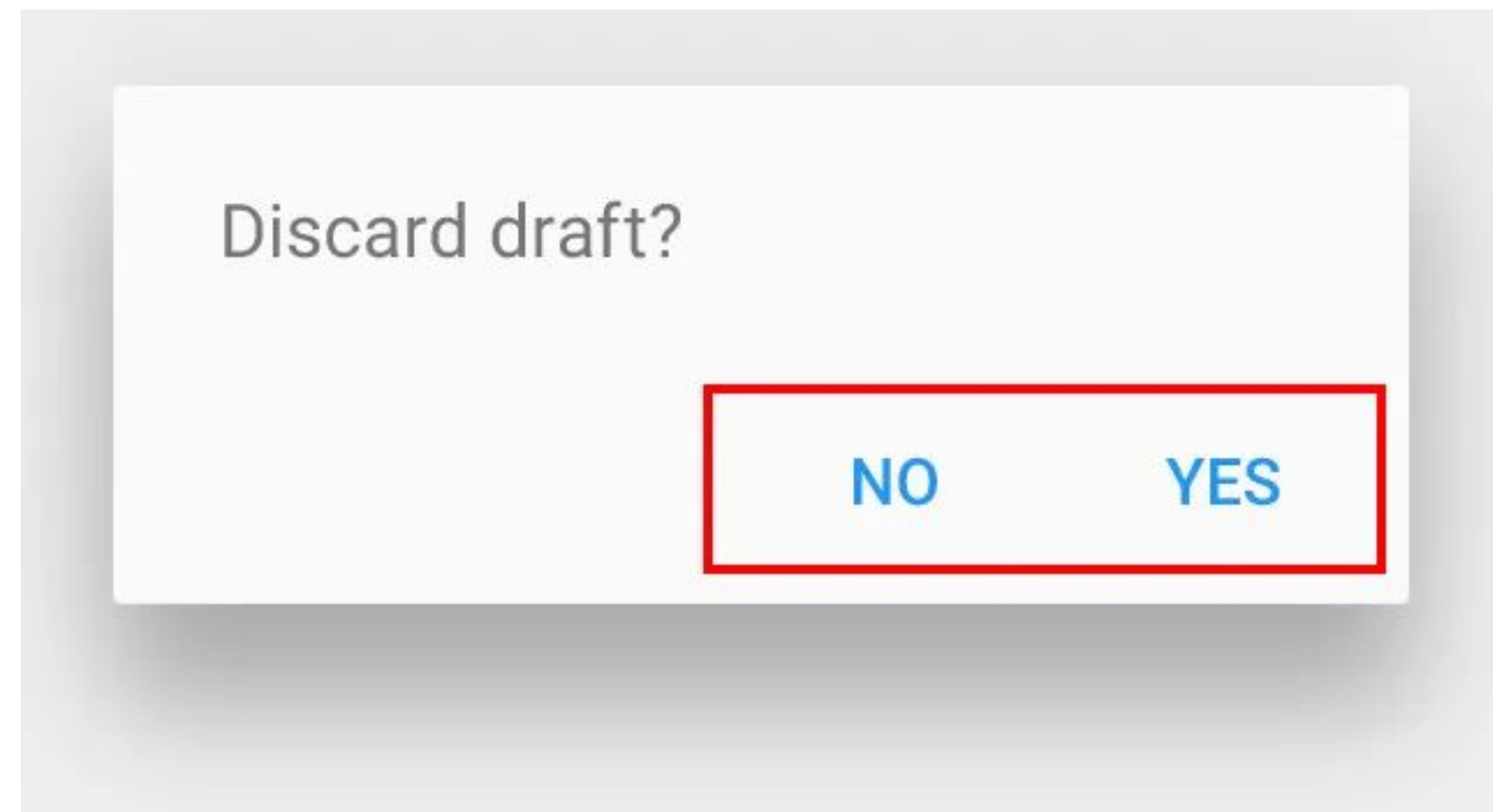


Enter Your Email...

Subscribe



# Clear options



Não usar mais de duas opções

Sempre usar janela completa

## Use Google's location service?

Let Google help apps determine location. This means sending anonymous location data to Google, even when no apps are running.

LEARN MORE

DISAGREE

AGREE

Mobile site Barclays.com Important info Privacy policy Security Contact us Accessibility Glossary Cookies

Mr Testing Tfapremoff Log out

Rewards and Offers

Need help?

Service centre

> Send money abroad

Send money to an account in another country, quickly, easily and securely.

> Go paperless with your statements

Electronic copies of your statements that you can view and download whenever you want.

> Manage payments

Look after your payments, transfers, standing orders and Direct Debits, all from 1 place.

View all online services

Make a payment

Close

1. Payment details 2. Confirm details Receipt

Step 1: Payment details

Your payment will arrive within 1 working day. For more information, see our payments guide.

Amount

£1,033.61

From

MR PREMOFF

20-70-46 70294209

£1,033.61

To

Someone new Someone on my payee list

Name of payee

Account or company name

18 characters left

Sort code

- -

Account number

Reference

18 characters left

Add these details to my payee list so I don't need to authorise this payee next time.

Make payment

You'll need to use a PINsentry device to authorise payment to an individual or a company not appearing on the list. What if I don't have a PINsentry device to hand?



# Para terminar, conjuntos de padrões

## UI Systems

Microsoft's Fluent Design System

Apple's User Interface Guidelines

Google's Material Design

# Apple Design Resources

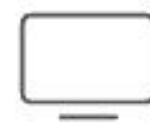
Design apps quickly and accurately by using Sketch, Photoshop, XD templates, guides, and other resources.



iOS & iPadOS



macOS



tvOS



watchOS



visionOS



Technologies



Fonts



SF Symbols



Product Bezels



## iOS and iPadOS

### iOS 17 and iPadOS 17

#### Sketch Library



#### Sketch

Note: Sketch must be installed to download  
July 12, 2023  
46.8 MB

#### Design Templates



#### Sketch

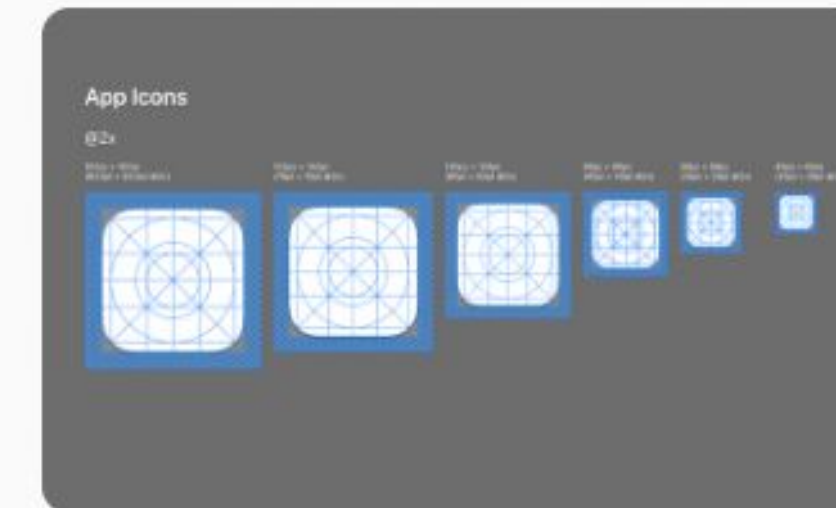
July 12, 2023  
43 MB

#### Figma

June 7, 2023

### iOS 16 and iPadOS 16

#### Production Templates



#### Sketch

March 21, 2023  
2 MB

#### XD

March 21, 2023  
2.8 MB



**Material** is a design system created by Google to help teams build high-quality digital experiences for Android, iOS, Flutter, and the web.

