

DIGITAL

**BY
ECC**

PRODUCT

DESIGN

**CURSO ONLINE
COORDENADO POR
THIAGO BARCELOS**

MÓDULO 2

MÓDULO 2

AULA 1

Introdução ao design de telas

Agenda

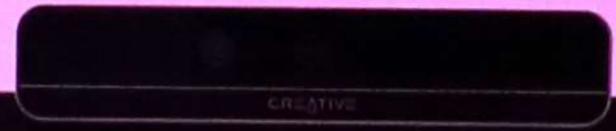
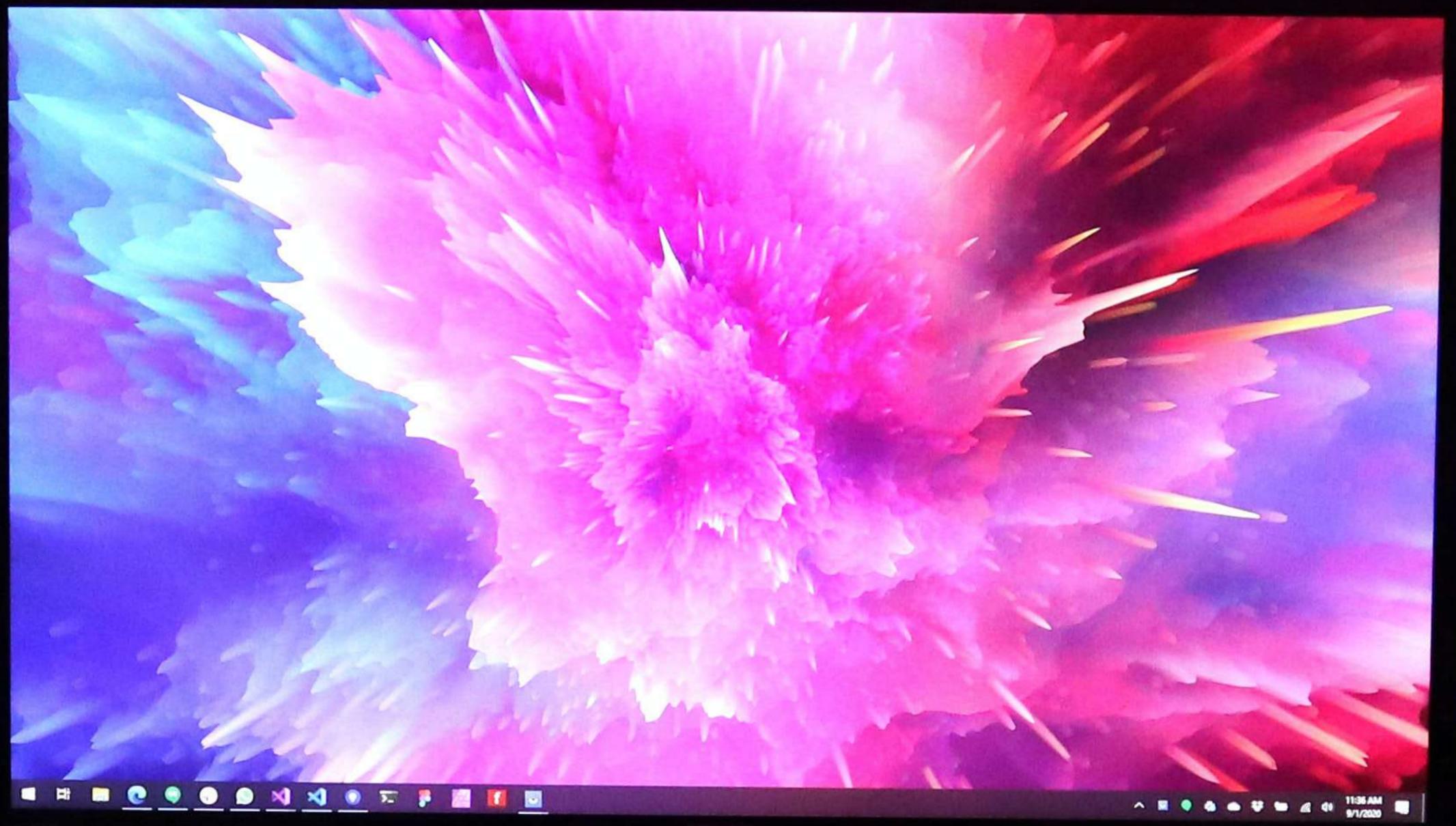
- Evolução do design e do suporte visual (telas)
- Diferentes tipos de suporte
- Softwares gráficos para design de telas



DESIGN

PARA TELAS







PIXEL



PIXEL

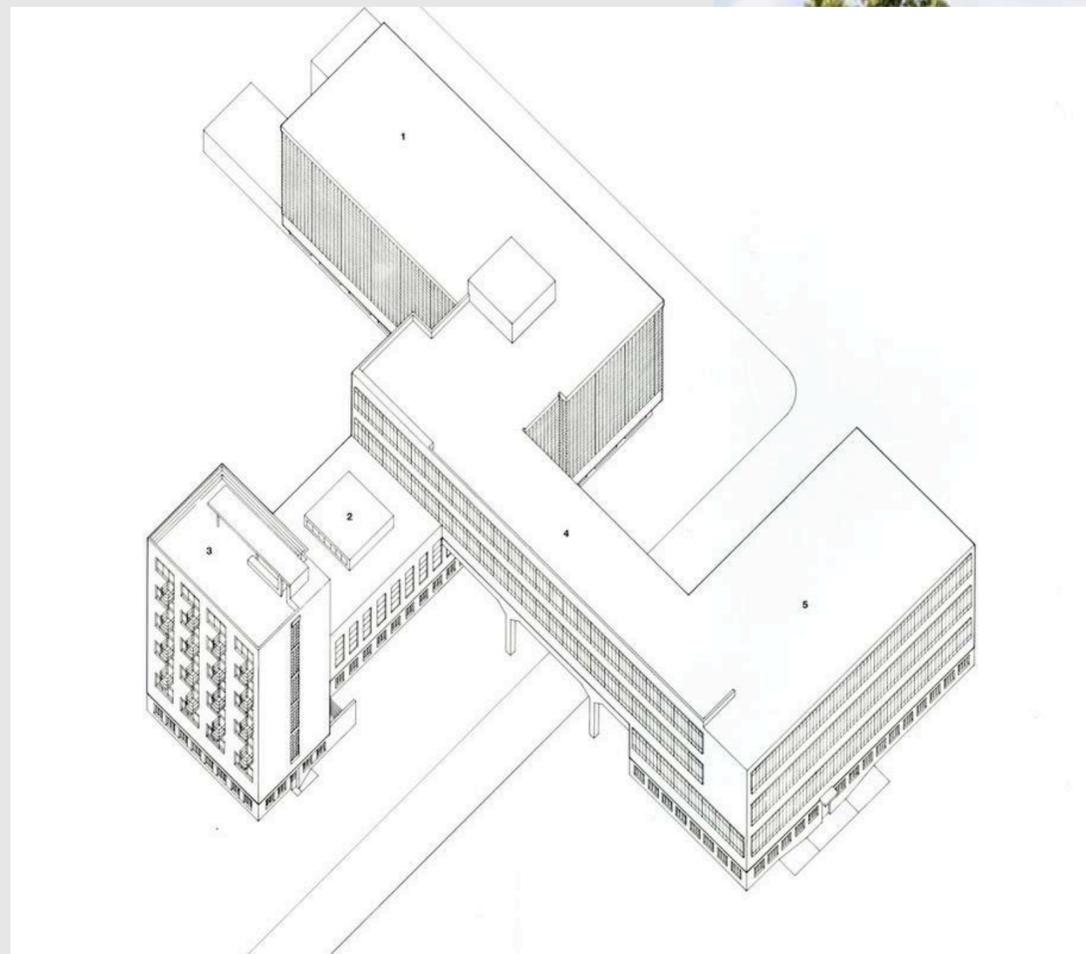
PERFECT

HISTÓRIA DO DESIGN

Da revolução
industrial à era
exponencial...

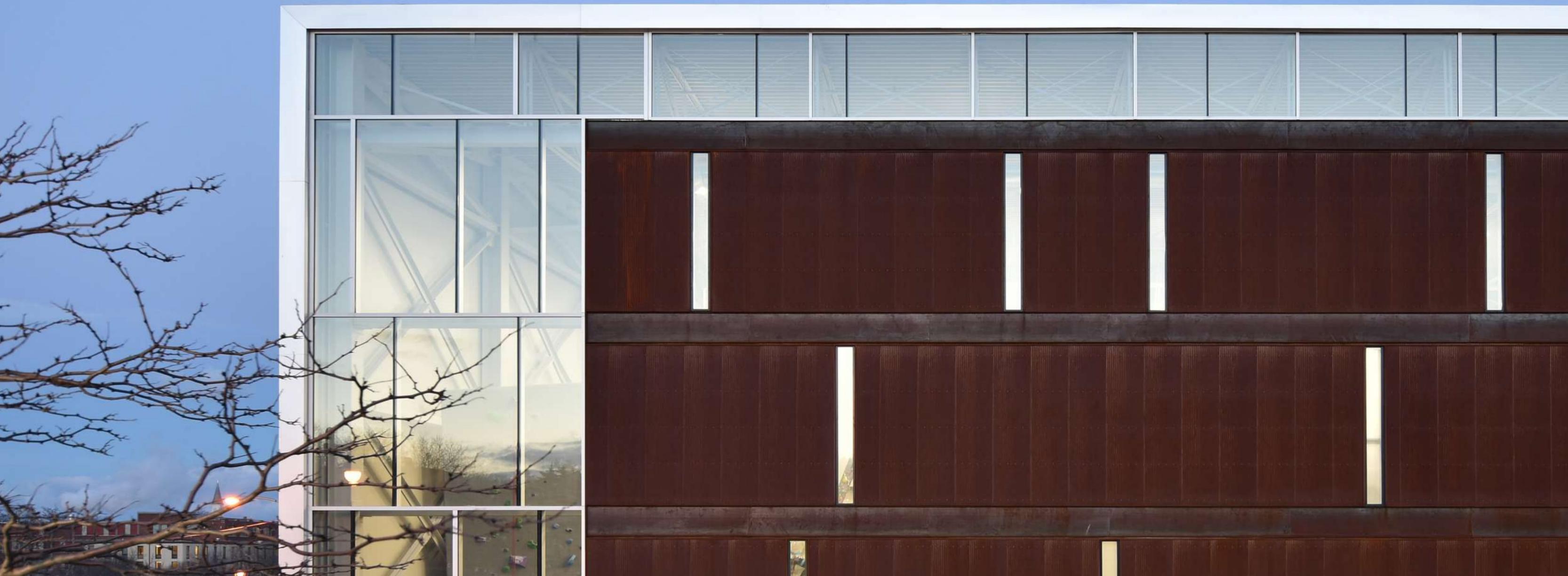
...ou era da
Experiência

Prática projetual e arquitetura



“Forma segue a função.”

Louis Sullivan



Design industrial



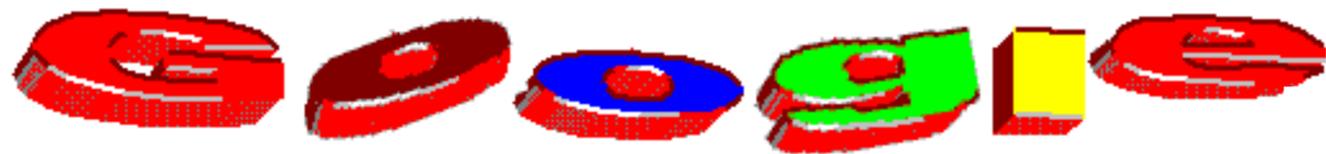
Produção em larga escala



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



Massificação do computador pessoal e a Web



Search Stanford

10 results ▾ clustering on ▾ Search

Search The Web

10 results ▾ clustering on ▾ Search



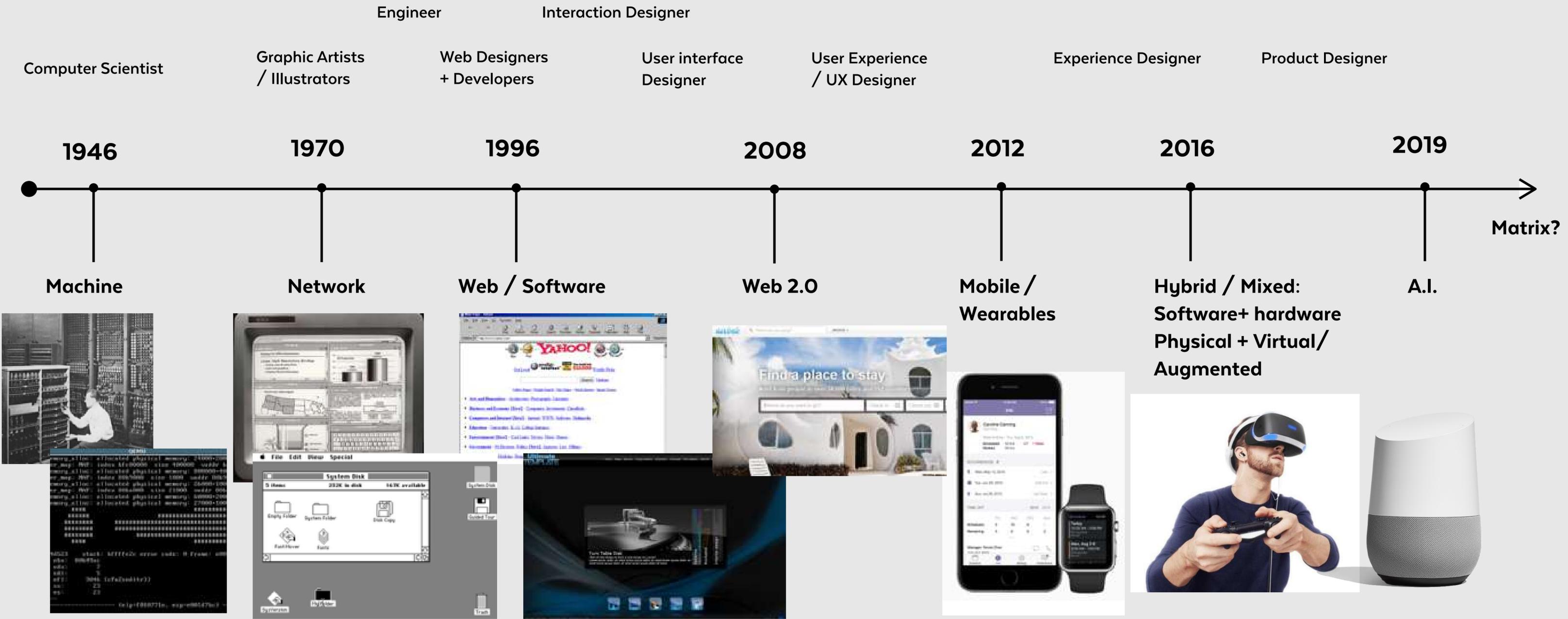
Internet móvel



Asistentes cognitivos



Breve história do design e tecnologia



Computer Scientist

Graphic Artists / Illustrators

Engineer

Web Designers + Developers

Interaction Designer

User interface Designer

User Experience / UX Designer

Experience Designer

Product Designer

1946

1970

1996

2008

2012

2016

2019

Matrix?

Machine

Network

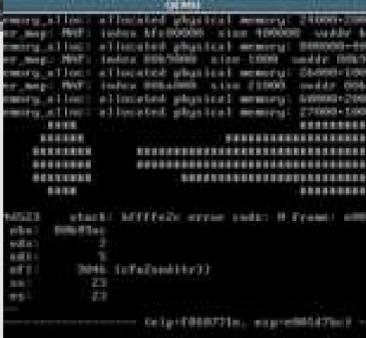
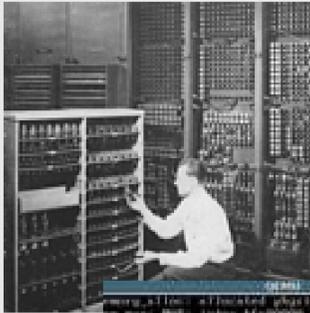
Web / Software

Web 2.0

Mobile / Wearables

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

A.I.





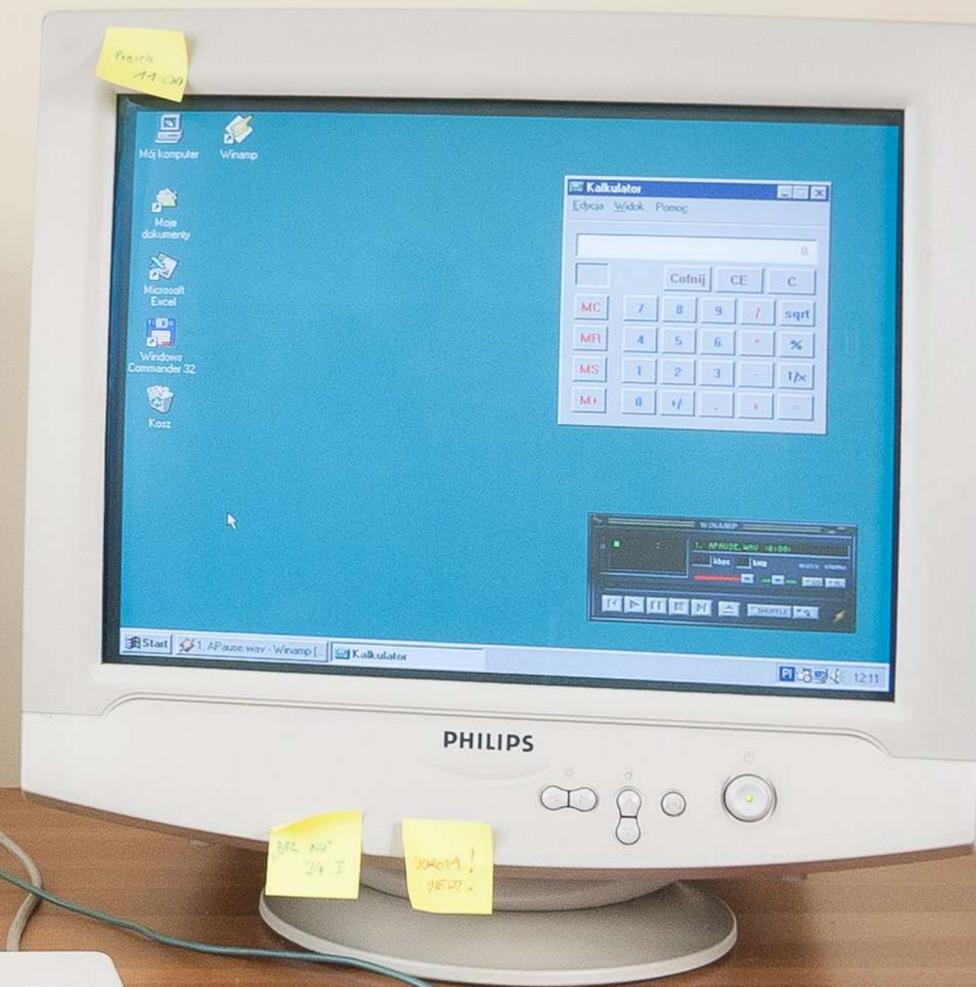
```
A:\
dir
Volume in drive B has no label
Directory of B:\

DIRDIS  DIR      12960  12-26-83  7:52
MDIS    DIR      18880  12-26-83  7:52
CONVNO  DIR      15480  12-26-83  7:52
DUPM    DIR       360  12-26-83  7:52
UPNICH  DIR      34200  12-26-83  7:52
WFC     DIR      11760  12-26-83  7:52
DEBUC   DIR      6960  12-26-83  7:52
VTE     DIR      29720  12-26-83  7:52
VSPICE  DIR      21270  12-26-83  7:52
VSHAL7  DIR      4224  12-26-83  7:52
BMP     DIR       112  12-26-83  7:52
12 Files(s)  127920 bytes free
```

AMPEX
8500







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.



Skeuomorfismo

vs.

Flat design

23.42

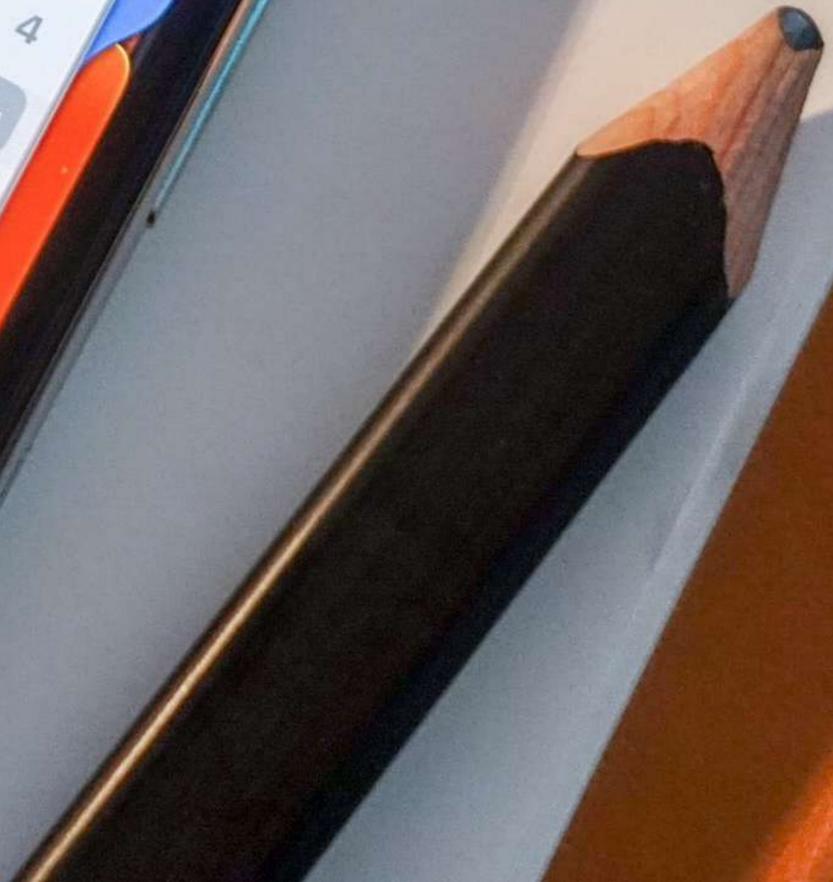


Tasks

- A1 This is an A priority task in bold  Bugs
- A1 ~~A~~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 Go Swimming
 - 11 Weekly M...
 - 12
 - 01



T-Mobile V



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





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

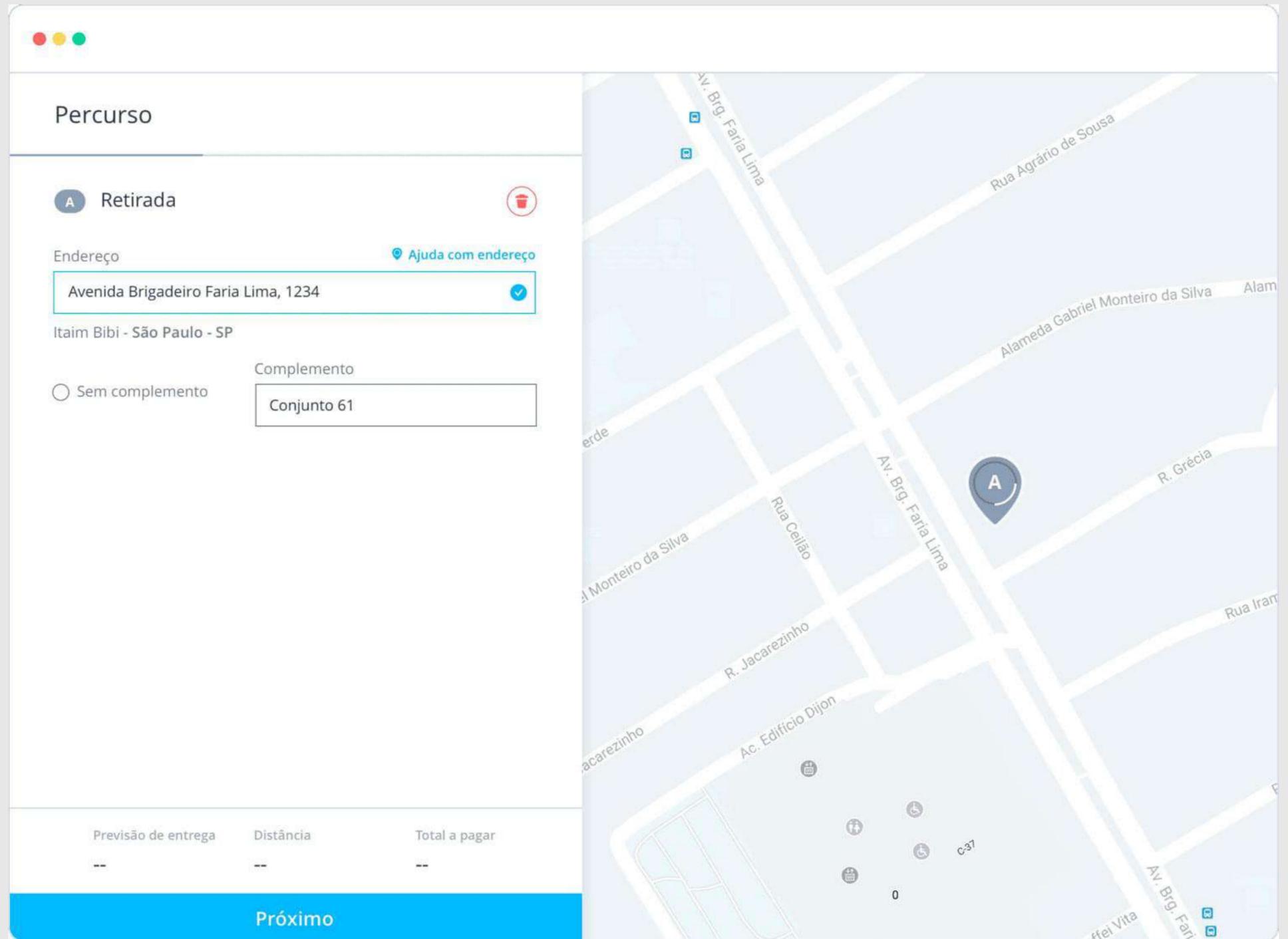
@2x, @3x

SUPORTE

Suporte

Desktop

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



Loggi

Suporte

Mobile App

Tablet / Smartphone

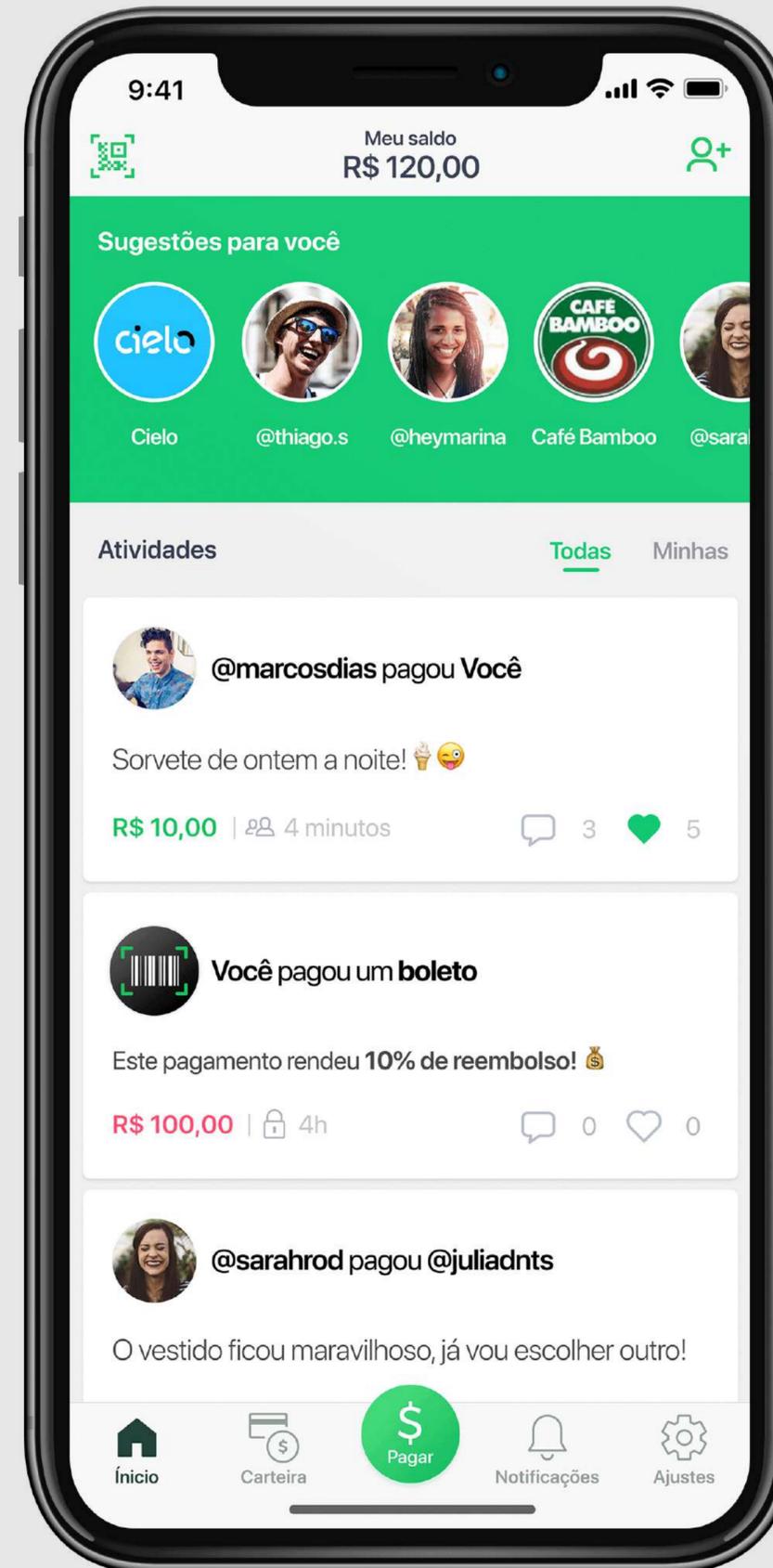
Nativo

- iOS
- Android

Híbrido

- Flutter
- Xamarin

PicPay



Suporte

Chatbots, URA

- IBM Watson Assistant
- Amazon Alexa
- Nama
- Blip

Poupinha

The screenshot shows the website saopaulo.sp.gov.br with a virtual assistant chat window titled "Assistente Virtual Poupatempo". The chat window displays a greeting "Olá, Boa tarde." and asks "Qual serviço você gostaria de agendar?". Below the question, there are several service options presented as buttons: RG, CNH, Veículos, Carteira de Trabalho, Cadastro de Emprego, Seguro Desemprego, Sabesp, PROCON, Serviços Eleitorais, and Antecedentes Criminais. At the bottom of the chat window, there is a text input field with the placeholder "Escreva aqui..." and a red arrow button to the right. The background of the website shows the Poupatempo logo and a list of services under the heading "Serviços".

saopaulo.sp.gov.br

poupa tempo

Assistente Virtual Poupatempo

Olá, Boa tarde.

Qual serviço você gostaria de agendar?

RG CNH

Veículos Carteira de Trabalho Cadastro de Emprego

Seguro Desemprego Sabesp PROCON

Serviços Eleitorais Antecedentes Criminais

Escreva aqui...

1 Carteira de Id

2 Carteira Naci

3 Primeira Hab

4 Licenciament

5 Atestado de Antecedentes **On-line**

6 Reconhecimento de Paternidade **On-line**

Suporte

VR

- Microsoft HoloLens
- Facebook AR/VR



Hololens

Suporte

Outros formatos



SOFTWARES GRÁFICOS

Softwares gráficos

- **Visão geral das ferramentas mais populares do mercado**
- **Em que contexto elas podem ser melhor utilizadas**
- **Anatomia dos softwares e exemplos**

**FERRAMENTAS
CLÁSSICAS DE
DESIGN GRÁFICO**



Photoshop



Illustrator

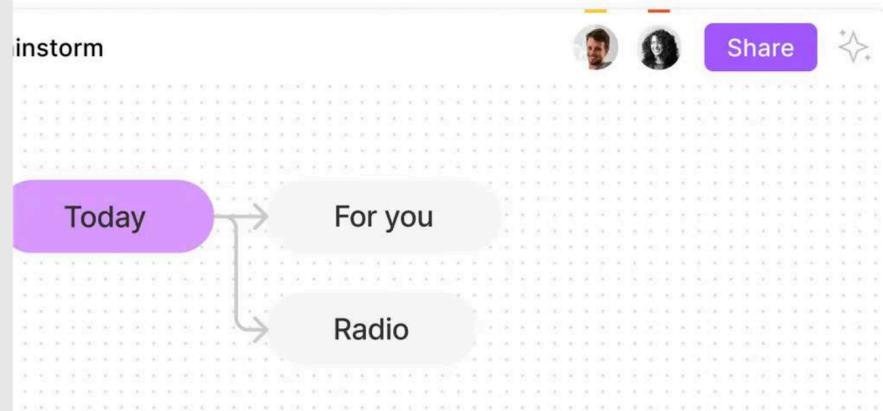
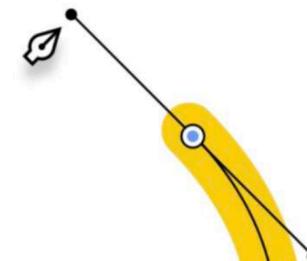
**FERRAMENTAS
PARA CRIAÇÃO
DE UI**



Nothing great is made alone.

Figma connects everyone in the design process so teams can deliver better products, faster.

[Get started](#)





Product ▾

Learn ▾

Apps

Pricing

Support ▾

Sign In

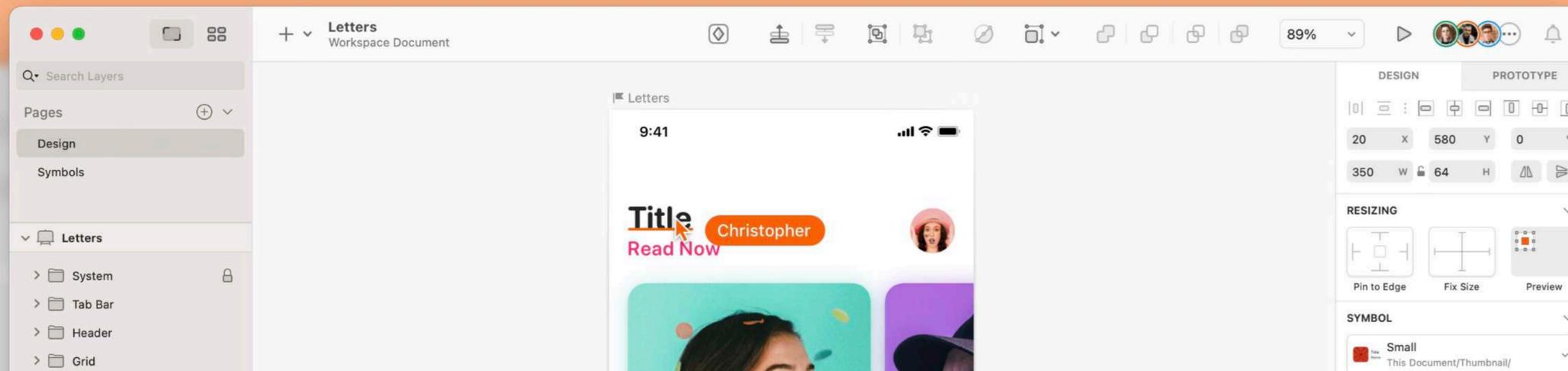
Get started for free

Everything you need to collaborate

Sketch gives you all the tools you need for a truly collaborative design process. From early ideas to pixel-perfect artwork, playable prototypes and developer handoff. It all starts here.

Get started for free

See what's new ▾



Adobe XD



Creativity & Design ▾

Adobe XD

Features ▾

Pricing

Learn & Support ▾

Free trial

Buy now



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Home / Adobe Creative Cloud / Adobe XD

Design the incredible.

Lifelike in every sense. Create stunningly real UI/UX designs and stand out from the rest.

Free trial

Buy now



PROTOTIPAGEM

DE ALTA

FIDELIDADE

Framer

[Framer](#) [Templates](#) [Learn](#) [Plugins](#) [Gallery](#) [Use cases](#) [Resources](#) [Support](#) [Pricing](#) [Start for free](#)

Meet Whisper: Crisp, Clear Sound Powered by AI

On building a home on the web

Consistent icons and illustrations sets, for busy creators.

Making recipes easier to find

Conversations with investment managers

Designing for security

Senior Digital Designer from Austria, who enjoys solving gnarly UX problems just as much as designing highly detailed interfaces that make people happy.

Every problem is a leadership problem.

Supercharge your community with NFTs

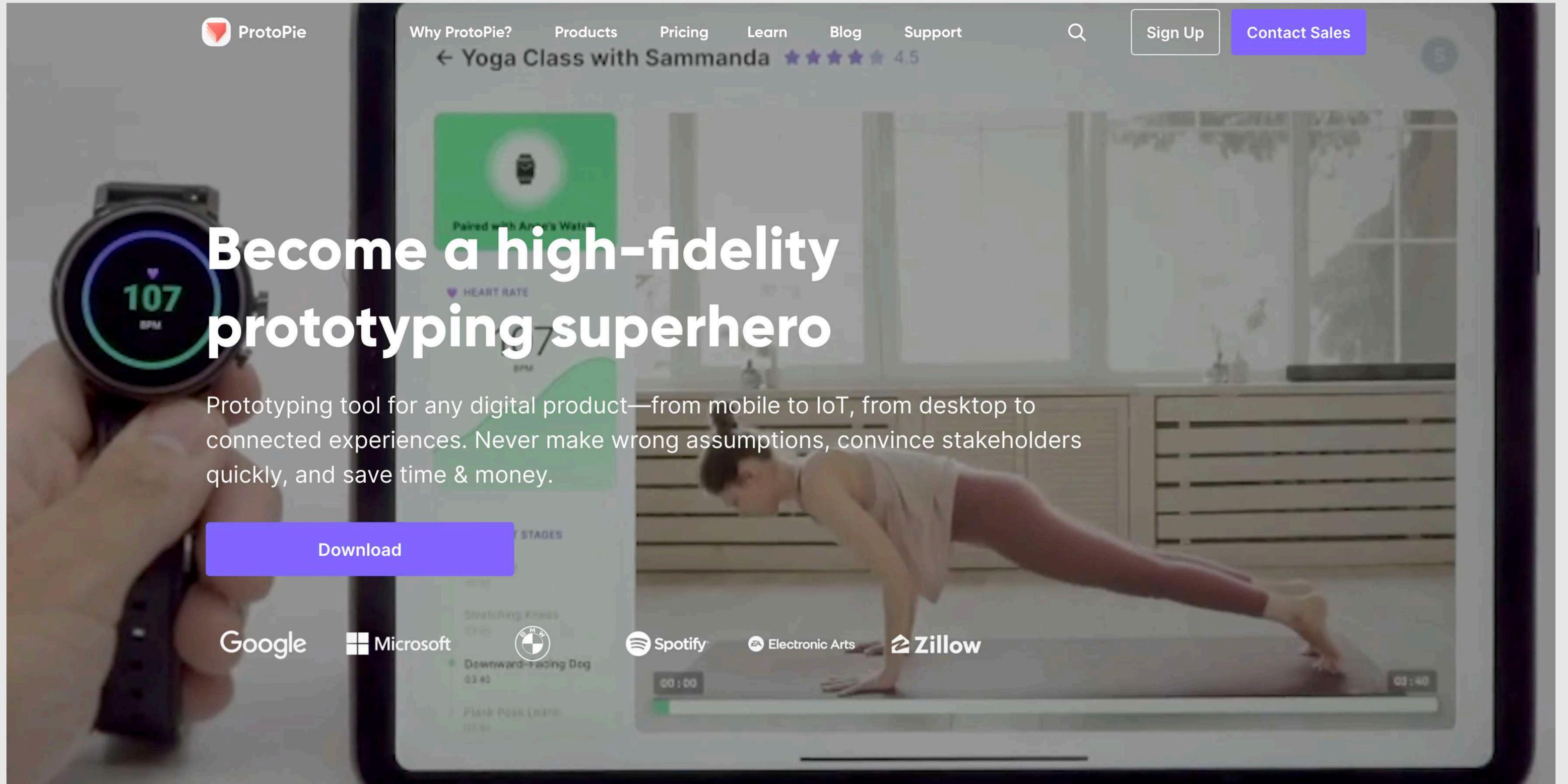
Abstract Stunning 3D Shapes for your Next Project

I'm Patrick, A maker of stuff

Scale Chicago Event Branding

[Start for free](#) [Browse sites](#)

ProtoPie



Become a high-fidelity prototyping superhero

Prototyping tool for any digital product—from mobile to IoT, from desktop to connected experiences. Never make wrong assumptions, convince stakeholders quickly, and save time & money.

Download

Google

Microsoft



Spotify

Electronic Arts

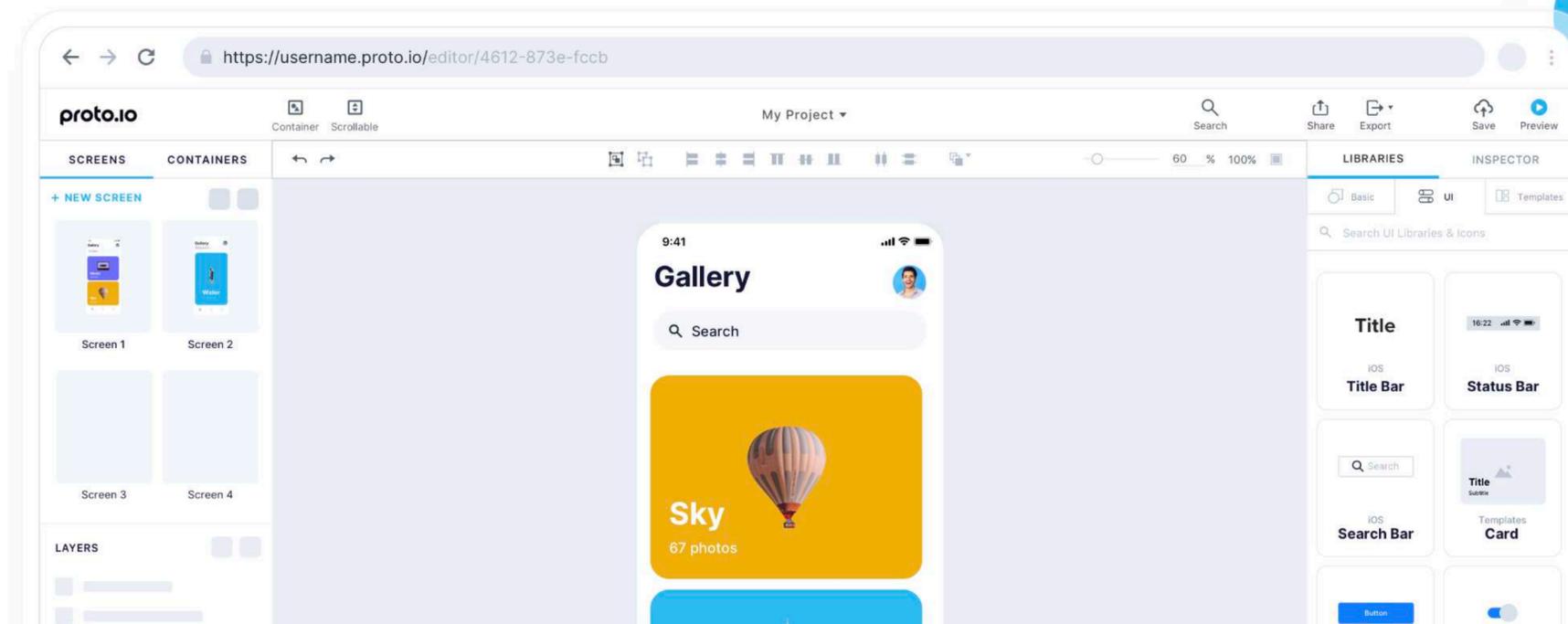
Zillow

Prototyping for all.

Bring your idea to life in no time. The prototyping solution for all your needs. For UX designers, entrepreneurs, product managers, marketers, and anyone with a great idea.

START FOR FREE

WATCH VIDEO



The screenshot displays the Webflow editor interface with a live preview of the Lattice website. The website content includes:

- Navigation:** Lattice logo, Products ▾, Customers ▾, Resources for Humans ▾, Pricing, About ▾, Sign In, Request a demo
- Hero Section:**
 - Badge: **RATED #1 ON G2**
 - Headline: **People Strategy is Business Strategy**
 - Text: Lattice is the complete people management platform that employees love to use
 - CTA: **See Lattice**
- Testimonials:**
 - CHRISTOPHER YEH CLIO**: With Lattice, Clío accelerated peer feedback by 10x
 - OLIVIA BAIR TURO**: With Lattice Goals, Turo has the right tools to manage growth
- Logos:** 3,250+ ORGANIZATIONS TRUST LATTICE, reddit, asana, monzo, IMPERFECT FOODS, VENTION, slack
- Footer:** The leading people management platform, Performance > (Performance management employees love.), Goals > (Activate every employee with transparent goals and...)

Overlaid design tool panels include:

- Card Scroll:** Card Scroll, Scroll Actions, 24%
- Selector:** Large Heading
- CHOOSE PUBLISH DESTINATION:** lattice-product.webflow.io (Published 5 minutes ago), www.lattice.com (Published 5 minutes ago), Publish to Selected Domains
- Color Picker:** 0e0e29, 240, 66, 16, 100, HEX, H, S, B, A, Contrast ratio AAA 12.63
- Dynamic Style Set:** Get text from, Header Text
- Bottom Panel:** Send data to leads database

**PROTOTIPACÃO
SIMPLES COM
TELAS ESTÁTICAS**

Invision App

The screenshot displays the Invision App interface. At the top left is the 'invision' logo. The navigation menu includes 'Product', 'Customers', 'Resources', and 'Enterprise'. On the top right, there are 'Sign in' and 'Sign up free' buttons, along with a search icon. The main workspace features a Kanban board with columns labeled 'Backlog', 'Doing', and 'Done'. Tasks are represented as cards with titles like 'Collect hi-res headshots' and 'Coordinate with marketing for public facing announcement'. A sidebar on the left shows a 'Space overview' and a list of documents under 'Key documents' and 'Unpinned documents'. Overlaid on the workspace is a large white text headline: 'Online whiteboard meets productivity platform'. Below this is a sub-headline: 'A real-time workspace for teams to collaborate better, align faster, and move forward together.' Two call-to-action buttons are present: a pink 'Try InVision — Free' button and a white 'Request a demo' button. A 'Watch video' button with a play icon is also visible. The background of the workspace shows a blurred office setting with a whiteboard and a person's name 'Darius' visible on a sticky note.

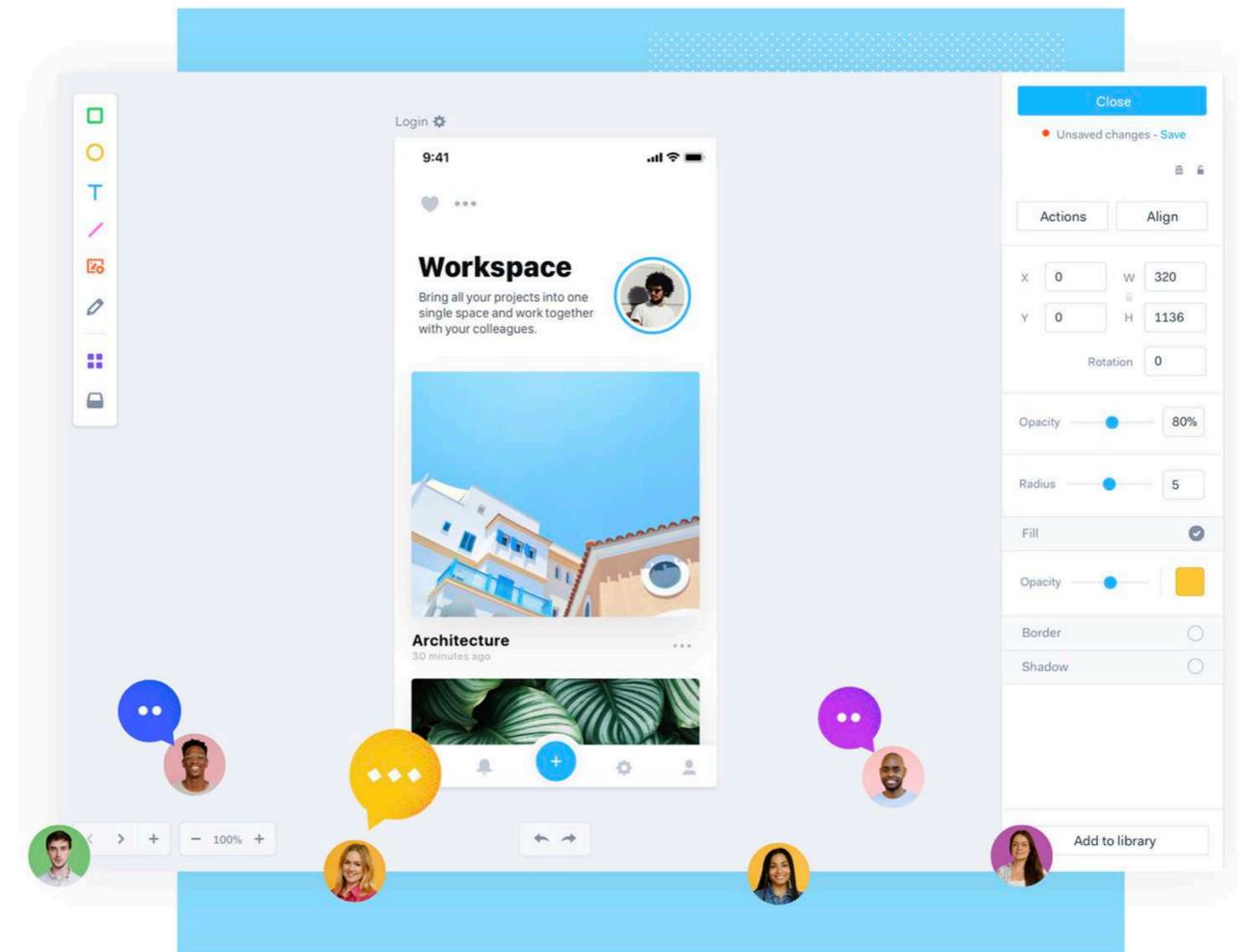


Marvel App

[Features](#) ▾[Examples](#)[Blog and more](#) ▾[Enterprise](#)[Pricing](#)[Sign in](#)[Sign up free](#)

Rapid prototyping, testing and handoff for modern design teams

Marvel has everything you need to bring ideas to life and transform how you create digital products with your team. Placing the power of design in everyone's hands.

[Sign up free with email](#)[Sign up free with Google](#)

ANATOMIA DO

SOFTWARE

GRÁFICO

Softwares gráficos

- **Área de trabalho (telas)**
- **Camadas de elementos**
- **Ferramentas de edição**

- **Componentes**
- **Protótipos**

Se você domina
uma, é fácil migrar
para outra

ATÉ A
PRÓXIMA
AULA!

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artes criativas
& tecnologia

MÓDULO 2

AULA 2

Figma e o design para telas – P.1

Agenda

- Criar uma conta no Figma
- Ferramentas disponíveis na versão grátis
- Anatomia do Figma
- Frames e os formatos de tela
- Shape & Pen
- Tipografia e cores
- Trabalhando com imagens
- Figma Community

**CRIAR UMA
CONTA NO
FIGMA**

**FERRAMENTAS
DISPONÍVEIS NA
VERSÃO GRATIS**

ANATOMIA DO FIGMA

**FRAMES E OS
FORMATOS DE
TELA**

SHAPE & PEN

TIPOGRAFIA E CORES

**TRABALHANDO
COM IMAGENS**

FIGMA

COMMUNITY

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MÓDULO 2

AULA 3

Figma e o design para telas – P.2

Agenda

- Estilos e componentes
- Construindo sua primeira tela
- Organizando fluxos
- Plugins: Auto flow, Material Icons
- Construindo um primeiro protótipo
- Testando um protótipo (Figma app)
- Comentários e colaboração simultânea
- Um ótimo exercício para praticar

ESTILOS E COMPONENTES

**CONSTRUINDO
SUA PRIMEIRA
TELA**

ORGANIZANDO FLUXOS

**PLUGINS: AUTO
FLOW, MATERIAL
ICONS**

**CONSTRUINDO
UM PRIMEIRO
PROTÓTIPO**

**TESTANDO UM
PROTÓTIPO
(FIGMA APP)**

COMENTÁRIOS E
COLABORAÇÃO
SIMULTÂNEA

**UM ÓTIMO
EXERCÍCIO
PARA PRATICAR**

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MÓDULO 2

AULA 4

Ferramentas e frameworks de inovação

Agenda

- O que são essas ferramentas
- Exemplos
- Boas práticas

O QUE SÃO

Ferramentas e frameworks

São guias práticos para criar soluções, estruturar aprendizados ou gerar um plano estratégico para um produto, adaptando-se à necessidade e ao contexto do problema a ser resolvido.

Ferramentas e frameworks

- **Matriz CSD**
- **Mapa de empatia**
- **Mapeamento de cenários**
- **Stakeholder mapping**
- **Análise SWOT**
- **Canvas de proposta de valor**
- **Canvas de modelo de negócio**
- **Canvas de visão de produto**

EXEMPLO:

PAD

Product Alignment Document

Opportunity/Problem Framing

Problem Statement: What problem are we trying to solve? What is the opportunity that we're addressing?



Success Metrics
How do we know if we solved this problem?



Competitive Research
How did others capture this opportunity / solve this problem?



Potential Solution Directions
What are some high-level solution directions we explore for capturing this opportunity / solving this problem? Describe potential solutions through short descriptions or high-level sketches / low-fi prototypes (no implementation details at this stage). Compare the high-level solution directions through impact vs complexity (e.g. using high-level t-shirt sizing estimation).

Audience
For whom are we solving this problem?



Why
How do we know this is the right problem to solve? Why this opportunity and not others?



Solution Framing

Proposed Solution:
What is the scope of the proposed solution? What are the key features? (Provide job stories, main flows, or mock-ups) How complex is it to realize the solution?



Out of Scope
What is not in the scope of the proposed solution?

Rejected Solutions and Why
Provide some context on why this solution was picked and the rest of the proposed high-level solution directions were not pursued. Any links to user research, customer data, etc.



Dependencies, Risks and Mitigations
What are the dependencies? What are the risks associated with the solution (e.g. compliance, legal, privacy, security, strategic risk, operational, infrastructure stability/scaling risk, etc.) and potential mitigations?



GTM Strategy
What is the release plan? List the key milestones e.g. dev complete, alpha, beta, general accessibility. What are the marketing and operational supports needed for this launch? What's the pricing and packaging strategy?



Post-launch Recap

Success Reflection
How successful we were in achieving our goals according to success metrics and the actual results?



Learnings
What are the learnings that we can take to improve further?



**NÃO É RECEITA
DE BOLO**

**ADAPTE,
HACKEIE,
CUSTOMIZE**

Boas práticas

- **Foco na resolução do problema**
- **Divergir para convergir**
- **Quantidade mais que qualidade**
- **Sem julgamento**
- **Multidisciplinaridade**

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MÓDULO 2

AULA 5

Figma Jam e Miro nas dinâmicas de cocriação

Agenda

- Criar uma conta no Miro
- Ferramentas disponíveis na versão grátis
- Anatomia do Miro
- Figma Jam
- Atividades e artefatos

**CRIAR UMA
CONTA NO
MIRO**

**FERRAMENTAS
DISPONÍVEIS NA
VERSÃO GRATIS**

ANATOMIA DO MIRO

FIGMA JAM

**ATIVIDADES E
ARTEFATOS**

Atividades e artefatos

- Workshops e dinâmicas de cocriação
- Brainstorming / Brainwriting
- Síntese de pesquisa e diagramas de afinidade
- Mapa mental
- Documentação de processos
- Benchmarking
- Mapeamento de jornada e wireframing
- Exercícios de priorização

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