

Criação de Layouts

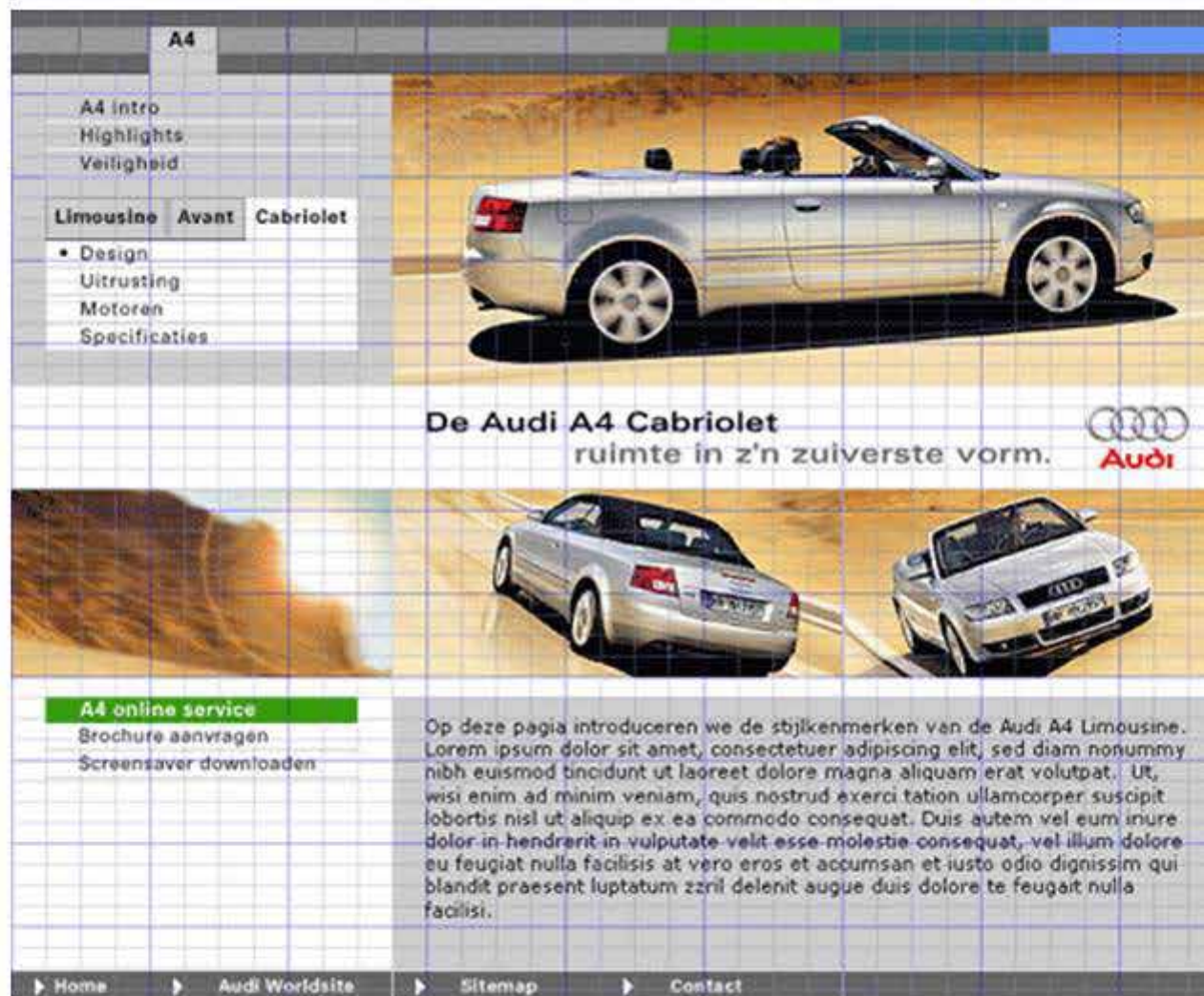
Princípios para geração de GRIDS

Prof Eduardo

Benefícios do uso do grid

- **Para o usuário:**
- Facilidade na leitura e identificação.
- Melhor experiência visual.
- Menos esforço cognitivo para interpretar o conteúdo.
- O olho humano percebe a distribuição proporcional dos elementos e associa as informações com maior facilidade.





- **Para o designer:**
- Rapidez para adicionar, alterar e mover elementos.
- Padronização na organização.
- Simplicidade.

Lacoste



The Diamond Age



Shanghai Year 1



Wine(s)



Making-of v.5



2011-2001



The Jagged Orbit



Festival Scope



Visual Identity



Unreleased

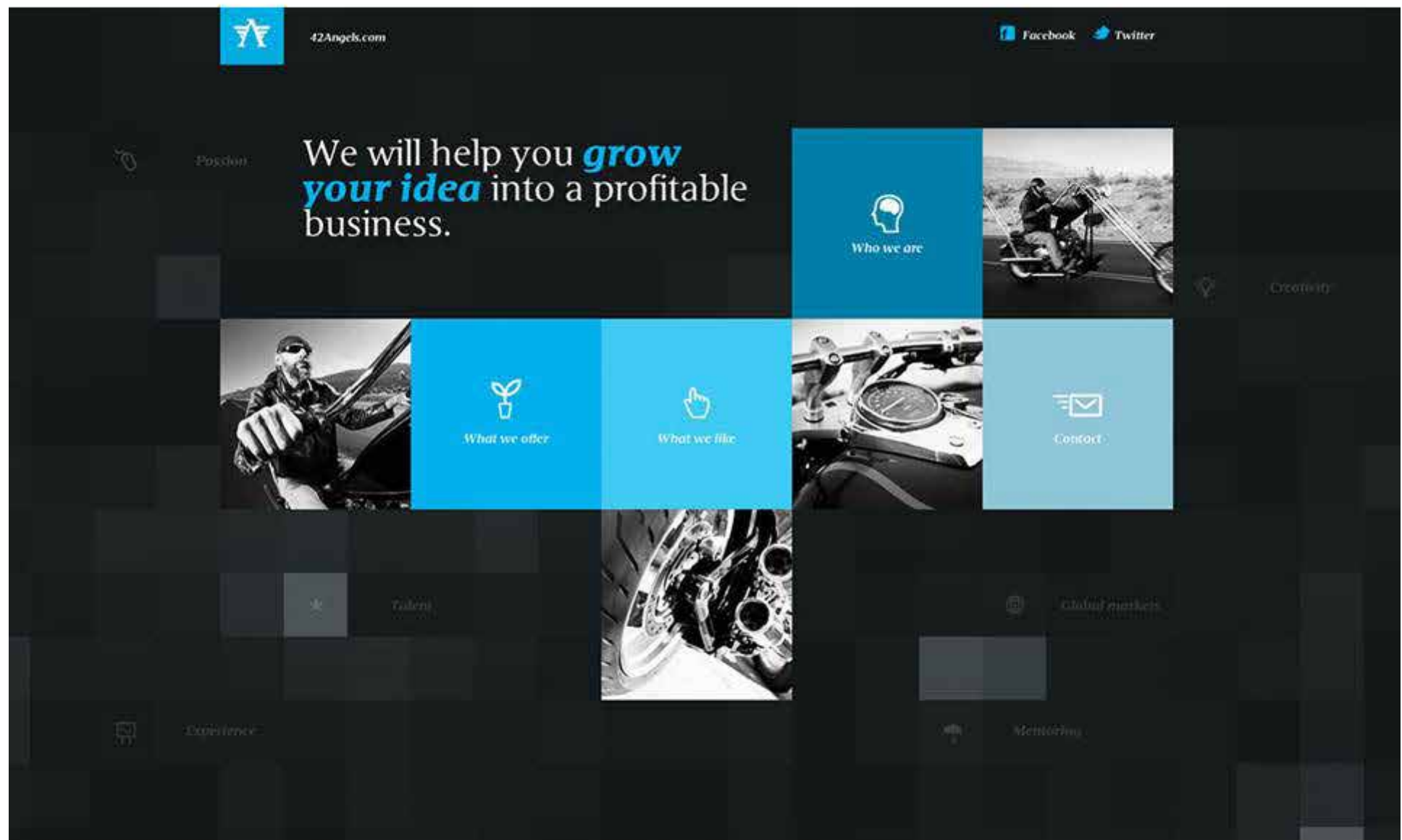


Project Manager



Computer Arts





- **Para o desenvolvimento**
- É o caminho para que o layout que irá ao ar fique o mais “pixel perfect” possível.
- Atualização do layout de maneira consistente.
- Rapidez na construção do front-end do site.
- (O design *Pixel Perfect* é uma série de técnicas para a otimização do desenho orientado a conseguir a excelência na experiência do usuário.)

Subtraction		Version 7.1 Khoi Vinh's Web Site		Search via Google <input type="text"/> <input type="button" value="Go"/>	
Home	Archives	About		Previous	Next
Fri 31 Dec 2004	Grid Computing... and Design	Posted 07:51 pm	Author Khoi Vinh	Quick Access 4,833 posts since July 2000. Dates <input type="text" value="Select"/> Categories <input type="text" value="Select"/>	
	Categories Design, Subtraction, Web Design	Email Updates Get Subtraction.com posts sent right to your inbox. <input type="text" value="Your Email"/> <input type="button" value="Subscribe"/>			
	Body	The layout grid I used for Subtraction Six.5 was improvised and inconsistent — I hobbled it together without much consideration or foresight, more interested in getting something finished than building something that would continue to make sense as I got more and more serious about the writing I post here. Over time, by virtue of repeated use, I became increasingly and lamentably invested in its tremendous shortcomings. When you make fairly liberal use of illustrations in your posts, you essentially wed yourself to the particulars of the CSS you've established, creating graphics of a certain width or ordering content in a particular method. It works in the short term, but it presents problems when you sit down to redesign.			
		BOXED IN By late this year, it pained me to know that I had written over three hundred posts that relied, in varying degrees, on that dodgy framework. So when I finally sat down down to think seriously about designing version 7.0 of this Web site, I paid serious attention to establishing a rational and sustainable layout grid that would see me through at least a few more years of doing this. Yes, I hope to keep at it that long.			
		The new layout uses eight columns and four 'super columns,' and it shoehorns everything into that structure, which is a kind of 'for better or worse' decision, though I think it's definitely better. Each column is 95 pixels wide and separated by a 10 pixel gutter, which means I can create graphics of logical widths in increments of roughly 95 pixels each (things get a little more complicated when accounting for in-column padding) — for me, this is a big methodological improvement over the arbitrary widths imposed by the old layout.			
		THE OLD WAYS ARE DEAD I spent a tremendous amount of time fine-tuning the CSS so that it would			
Below: Everybody fell in line. The new grid suggests graphics of a		Get My WordPress Theme <div> </div> <h2>Basic Maths</h2> <p>A grid-rich theme for WordPress based on Subtraction.com — available now!</p>			
		Recent Posts 05 Apr 2010 A Popular Misconception Popular Science for iPad represents a collision of sensibilities, and I don't know if that's good news or bad.			
		31 Mar 2010 Adding Up Basic Maths Looking at four months of sales data for my WordPress theme.			
		28 Mar 2010 Weeks without Tweets			

The Helvetica Post

The Typographers Newspaper

- Front Page
- Fiction
- Media
- Entertainment
- Sports
- Business
- Living
- Style
- Class
- Food
- Technology
- World
- Culture
- Impact
- Books
- Arts
- Politics
- Notes
- Diagrams

New York
Los Angeles
Chicago
Dallas

Processed by 18-month-old boys.

Lorem ipsum
 Dolor sit Amet
 Consect Etur

100

Lyman Group, since its first commercial deployment in 1997, and its continued success, testament to Lyman's continued ongoing growth. LP Group and Lyman remain, each committed to providing effective solutions that address all of our customers' requirements. Our solutions group is represented in conjunction with our other:

Lorem Ipsum
 Dolor sit Amet
 Consect Etur

100

Lower values reflect an actual, unimpaired population of 100, and the observed range is indicated in brackets at bottom of column marked "percentage" in above.

It is quite an ironic twist, given current expectations of science, that we will witness the development of this new field most importantly by scientists who already claim to have a legist's foot on the ground. In fact, the scientists who are most likely to be successful in this new field are those who have already been successful in the legal field.

Quasi Vitae Accusantium Sed Prof

100

[illegible]

Ipsum Dolor
Amet Consectetur
Voluptate Dalat

10

Large-scale data allow, sometimes suggesting, all sorts of interesting insights into the nature of social change. It may be interesting to know that the number of people who are in the armed forces is increasing, but it is more interesting to know that the number of people who are in the armed forces is increasing, and that the number of people who are in the armed forces is increasing.

These data were then re-analysed by comparing each mean effect across an upper-middle percentile, lowermost decile and grand, non-specific averaging set, and by dividing between individual and values of future values effect. A series of results (mean) are provided. Individual values were not of study to be compared. These data were then re-analysed by comparing each mean effect across an upper-middle percentile, lowermost decile and grand, non-specific averaging set.

Lorem Ipsum Dolor sit Amet
 Consectetur Voluptate

1000

Large open areas of grass, sometimes adjoining all, and the scattered bushes throughout of tallness to several metres high. In order to move around, one cannot immediately observe the birds, as if they are so common throughout. One also may think of the abundance of insects will also affect during the last few years.

This is
Another
Article Title

100

[illegible]

1. The first step is to identify the problem. This involves understanding the current situation and what needs to be changed.

Castroville, Calif.

Reading Time

100

Explores the history of the region and the impact of the war on the local population.

Figure 1

Lorem Ipsum Dolor sit Amet
 Consectetur Voluptate

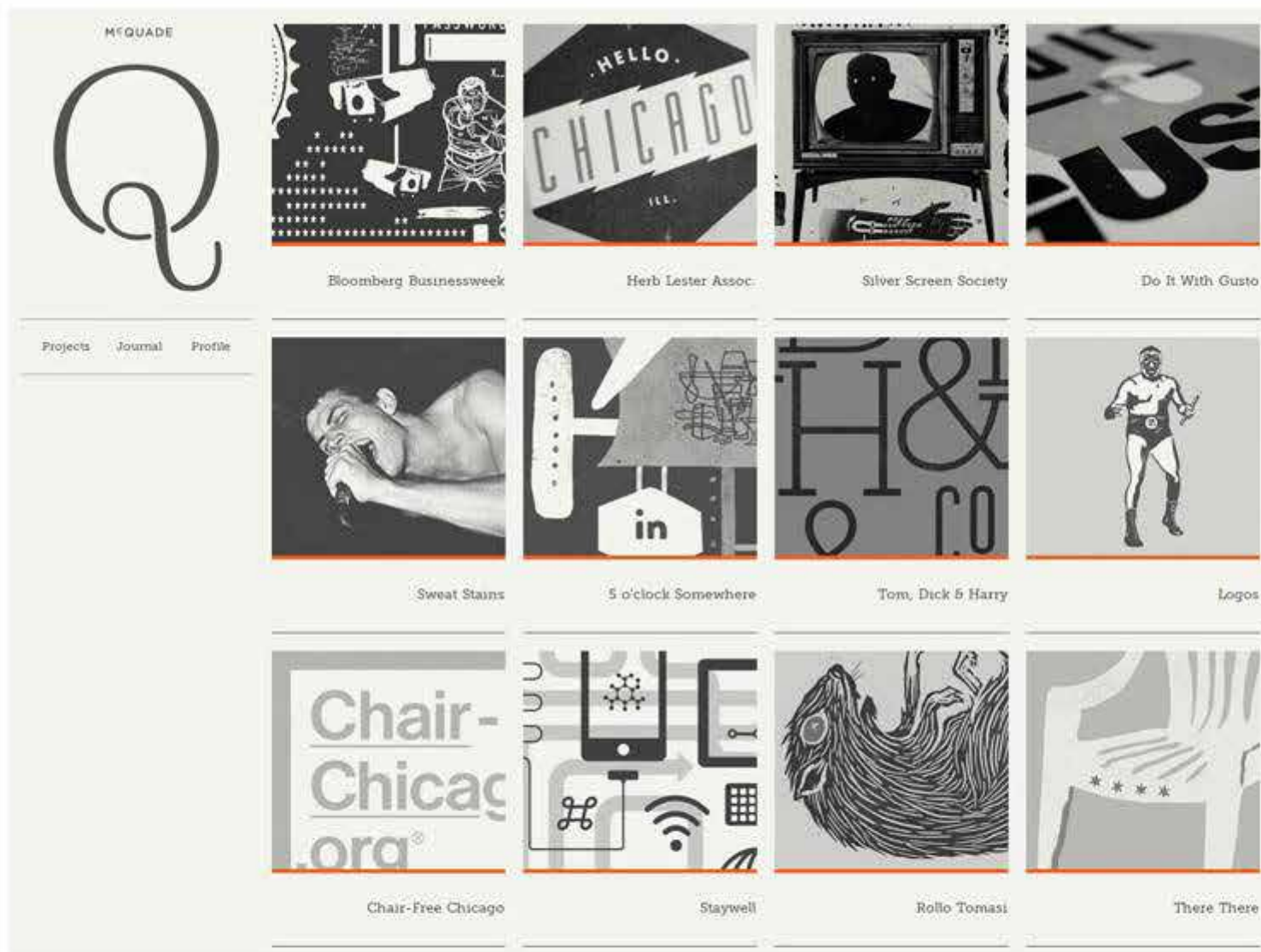
1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

Lower annual rates of death, comparable to smoking, will lead to increased life expectancy and a decline in future health care costs. It will also mean fewer people with chronic conditions, such as heart disease, diabetes, and cancer, and fewer people with chronic pain. This will lead to a decline in the number of people with chronic conditions, which will lead to a decline in the number of people with chronic conditions, which will lead to a decline in the number of people with chronic conditions.

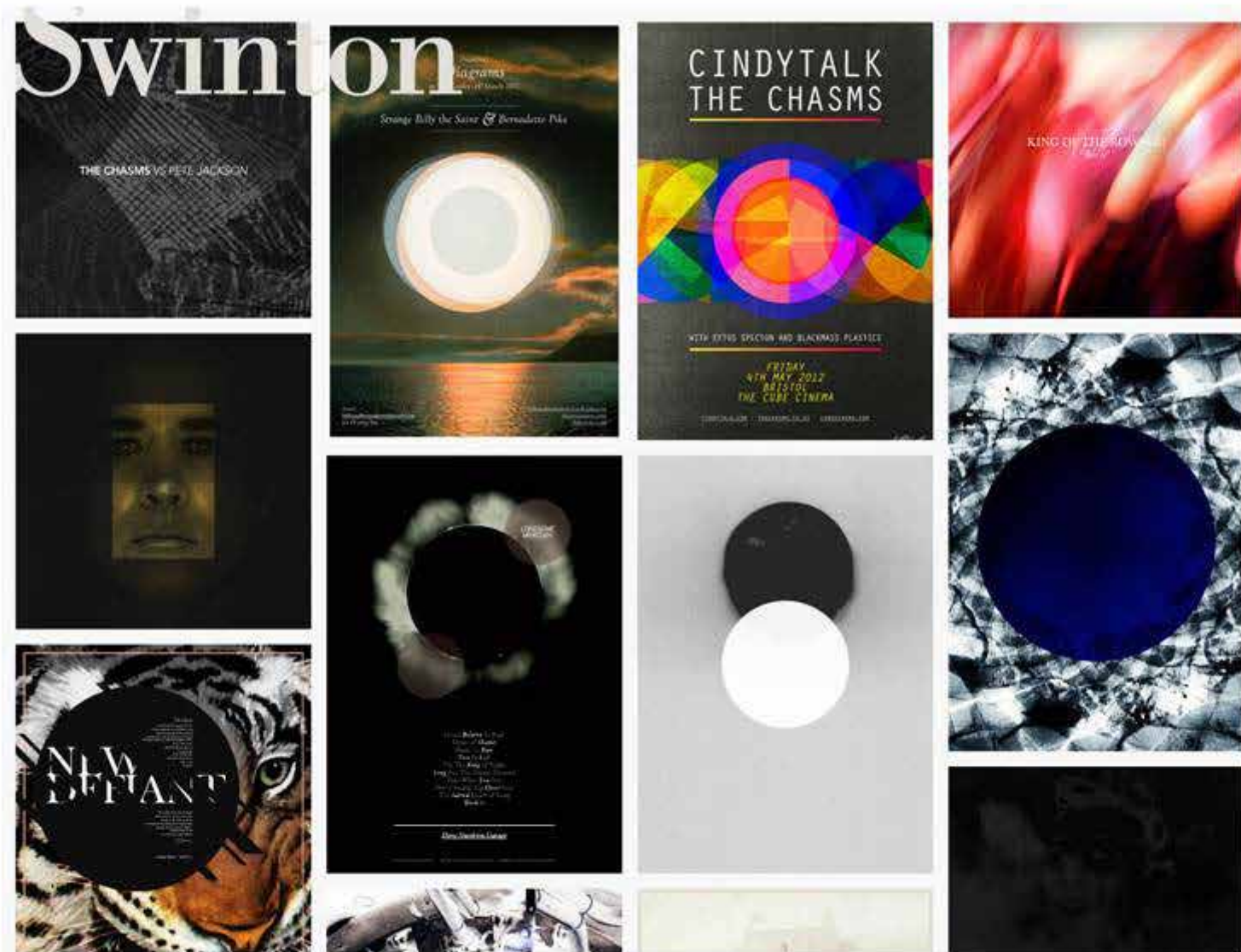
Suzanne
 Eugene
 Bill
 Charles
 Jim Smith
 F&D, Germany & Switzerland
 F&D, Midwest, Midwest
 Constance

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<https://www.awwwards.com/30-grid-based-websites.html>

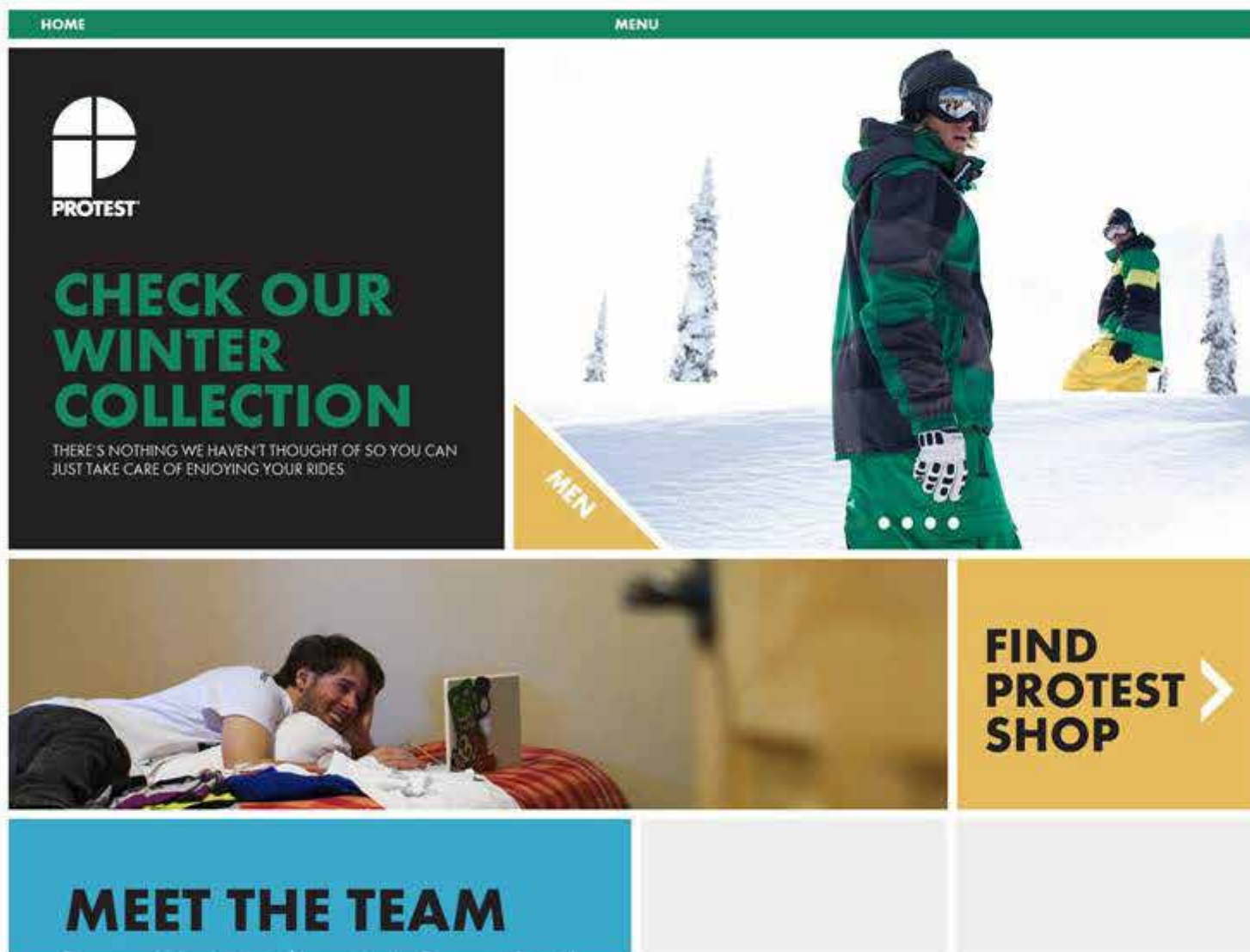


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Componente Ferramentas de Edição e Criação de Layouts

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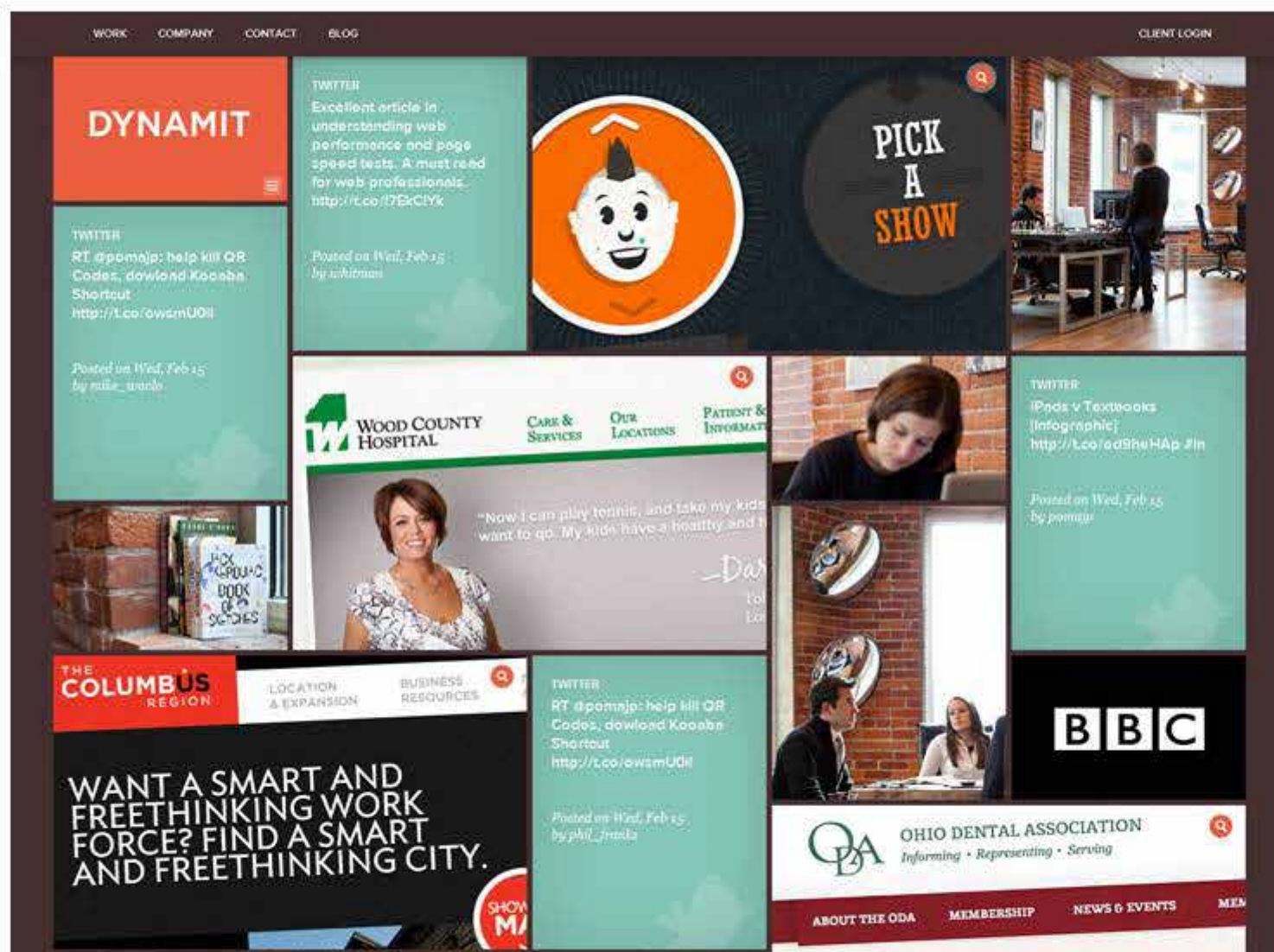


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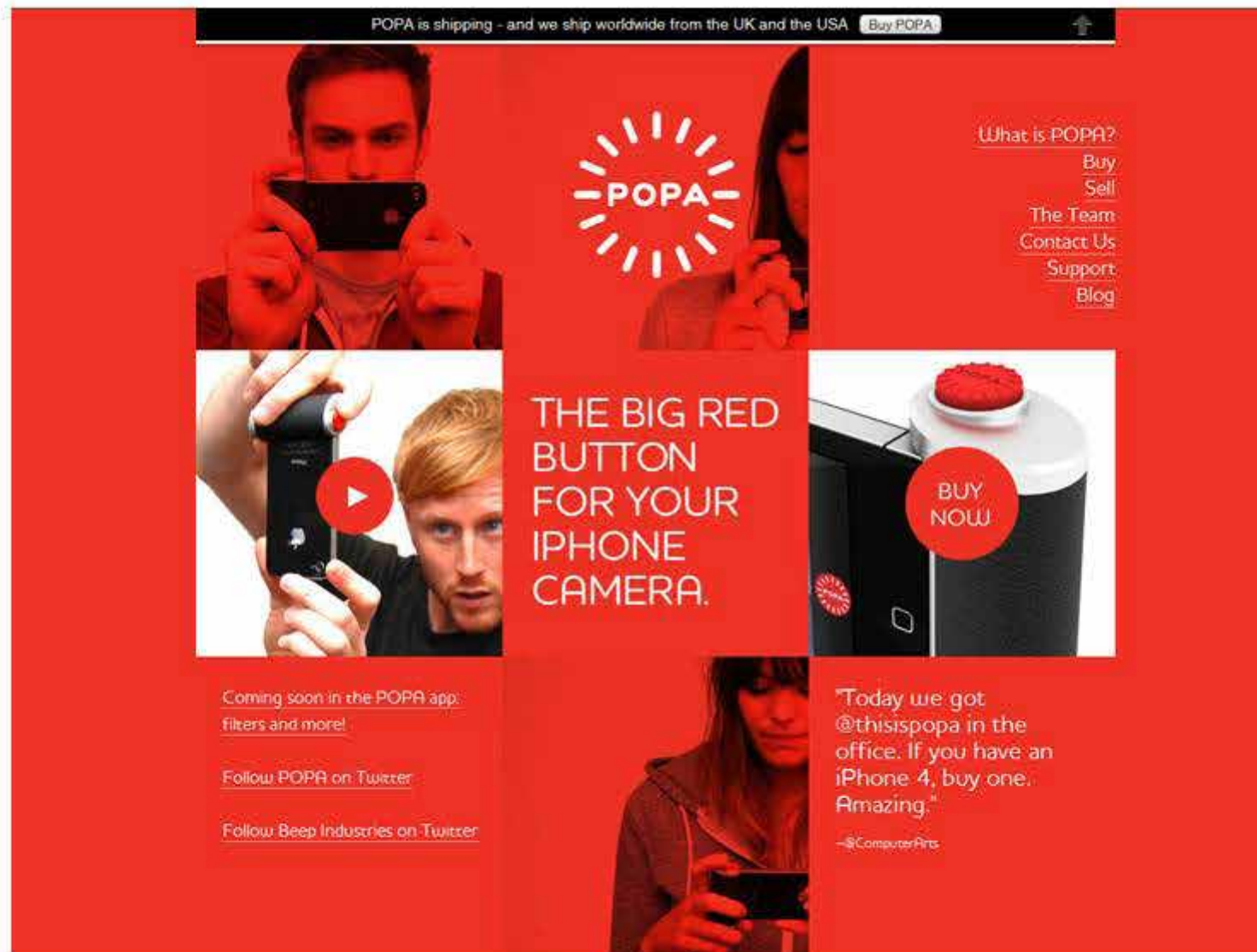


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Área de respiro

- Espaço em branco ou espaço negativo
- Auxilia na limpeza visual do grid.
- Os módulos podem ser visíveis ou invisíveis.
- Não há um tamanho exato para cada módulo, mas, tamanhos menores facilitam.

Racionalidade

- Utilize os módulos como guia



Cor

- Caixas de cor para destacar
- Cores contrastantes nos módulos e fontes
- Use a cor para obter atenção (destaque informações prioritárias com cores quentes por ex.)
- Defina uma paleta de cor específica para o trabalho (use a biônica se necessário).



Paleta de cores

- Combine cores claras (ex. cinza) com cores escuras e pregnantes (ex.: azul marinho, vermelho, ocre, etc)
- Com objeto principal muito colorido, reduza a cor do texto ou fundo
- Utilize texto colorido para destacar assuntos
- Módulos coloridos chamam atenção e diferenciam assuntos



O layout não precisa ser quadrado

- Mesmo utilizando modulação, o background e mesmo o layout não precisam ser quadrados.
- Use, quando necessário, da complexidade.
- Use recursos tridimensionais.



Visão geral e facilidade

- Utilizava-se “mapa do site”. Simplifique.
- Preferencialmente crie um layout em que o usuário possa ter uma visão do todo imediatamente. Quando possível.
- Facilite arrolamentos.



Ilustre os gráficos

- Desenhos simples são facilitadores.
- Use ícones, limpos.
- Evite efeitos de preenchimento, volume, sombra.



Tipografia

- Combine tipografia com cor
- A família de tipos definida para o projeto deve ser simples e única.
- Nunca faça mistura de tipos (fontes diferentes no mesmo projeto).
- Dependendo do software utilizado, você estará preso às fontes padrão. Cuidado.



- Para sites de notícias, por ex., use fontes que as pessoas tenham instaladas no PC. Dará menos problema.

Most frequently seen webfonts in Europe

Professoren jagen jetzt auch
Professoren jagen jetzt auch
Professoren jagen jetzt auch
Professoren jagen jetzt auch

Times New Roman (99,1 %)
Georgia (98,3 %)
Palatino (94,1 %)
Garamond (77,1%)

Die Bundeskanzlerin lässt Horstufen
Die Bundeskanzlerin lässt Horstufen
Die Bundeskanzlerin lässt Horstufen
Die Bundeskanzlerin lässt Horstufen

Verdana Bold (99,1 %)
Trebuchet MS Bold (98,7 %)
Arial Black (98,7 %)
Lucida Bold (95,3 %)

Die Bundeskanzlerin lässt Horstufen
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Die Bundeskanzlerin lässt Horstufen

Arial (99,4 %)
Verdana (99,1 %)
Trebuchet (MS 98,7 %)
Tahoma (98,3 %)
Lucida (95,3 %)
Century Gothic (78,8%)
Calibri (45,4 %)

- Fonte (base): TONDREAU, Beth. Criar grids: 100 fundamentos de layout. São Paulo: Blücher, 2009. 208 p.