



ihola!



sobre mi

Malu

Diseñadora Gráfica Publicitaria

1.53 cm

Craft Lover

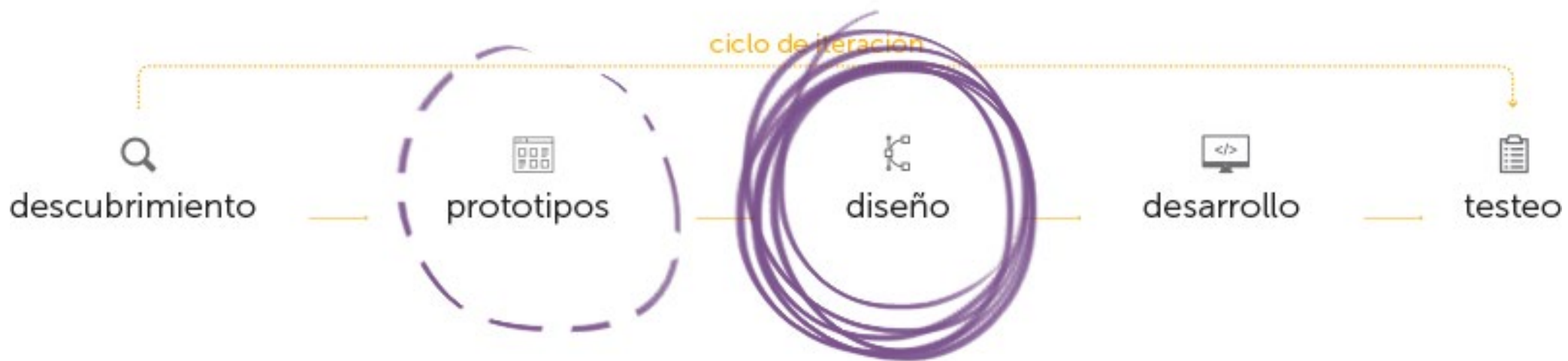
Ajedrecista (bien) amateur



Nivel 11

163 Capturados







diseño

- 
1. Referencias
 2. Brief
 3. Color
 4. Tipografía
 5. Jerarquía
 6. Fotografía
 7. Prototipado
 8. Entregable
 9. Recursos



REFERENCIAS

1. Es una búsqueda constante (10 min al día)
2. Conserve lo importante
pinterest, carpeta en la nube, etc.
3. son REFERENCIAS, no copias.

recursos



Product Hunt

Product Hunt

<https://www.producthunt.com/>



Site See

<https://sitesee.co/>



AWWWARDS

Awwwards

<http://www.awwwards.com/>



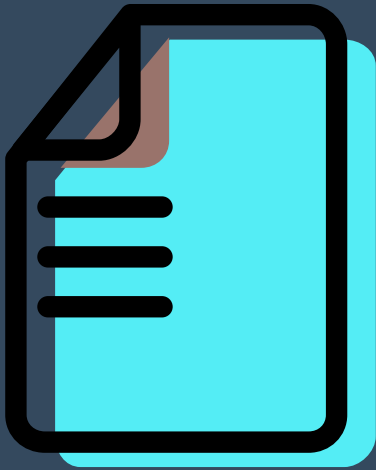
Pinterest

<https://www.pinterest.com/>

CALLTOIDEA

Call to Idea

<http://www.calltoidea.com/>



BRIEF

Es un documento informativo **breve, conciso, completo y detallado** del producto o servicio que da el cliente a la agencia.

A quién le hablamos,
para quién diseñamos y
quién usará el producto.

VAMO A DISEÑARLO

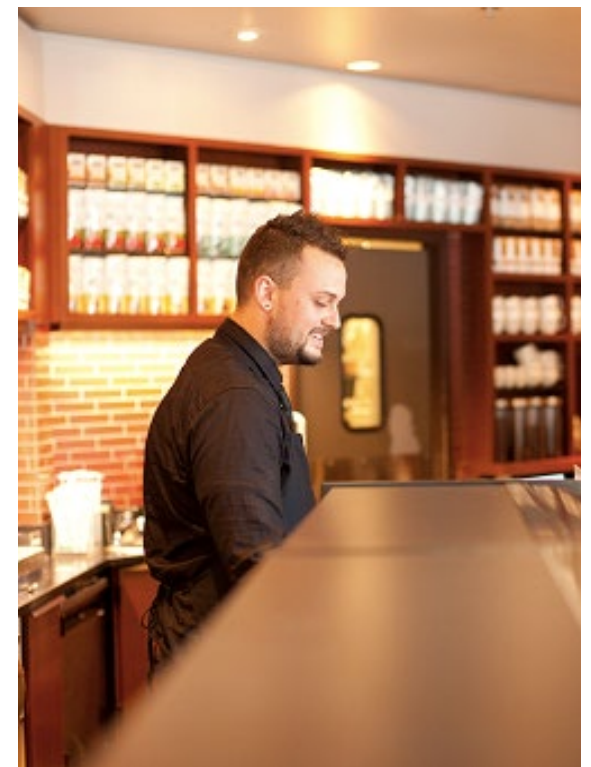




COLOR

Color makes design come alive















SICOLOGÍA DEL COLOR

COLOR

INSPIRA:

MARCAS QUE LO UTILIZAN

ROJO

Amor, calor, valor, pasión, poder, espontáneo, sexo, ira e incluso peligro



NARANJA

Transmite amabilidad, alegría, innovación, energía y diversión



AMARILLO

Optimismo, hospitalidad, tranquilidad, creatividad, atemporalidad.



VERDE

Crecimiento, renovación, relajación, juventud, orgánico, seguridad



AZUL

Fuerza, frío/fresco, calma serenidad, descanso, confianza, inteligencia



MORADO

Misterio, sofisticación, eternidad, excentricidad, lujo, moda, frívolo, exótico



ROSA

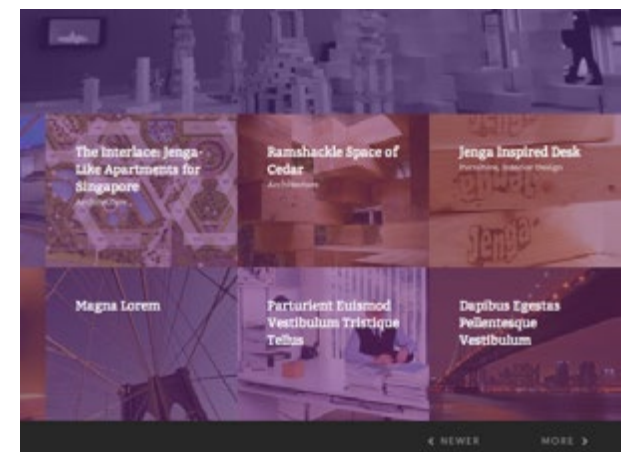
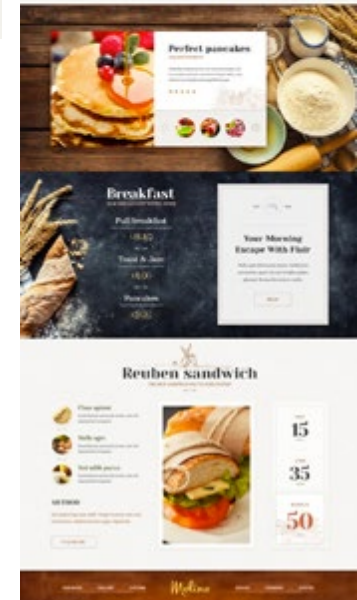
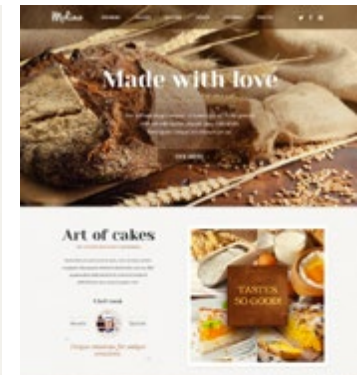
Ilusión, ensueño, infancia, tierno, delicadeza, cortesía, erotismo, dulce, encanto



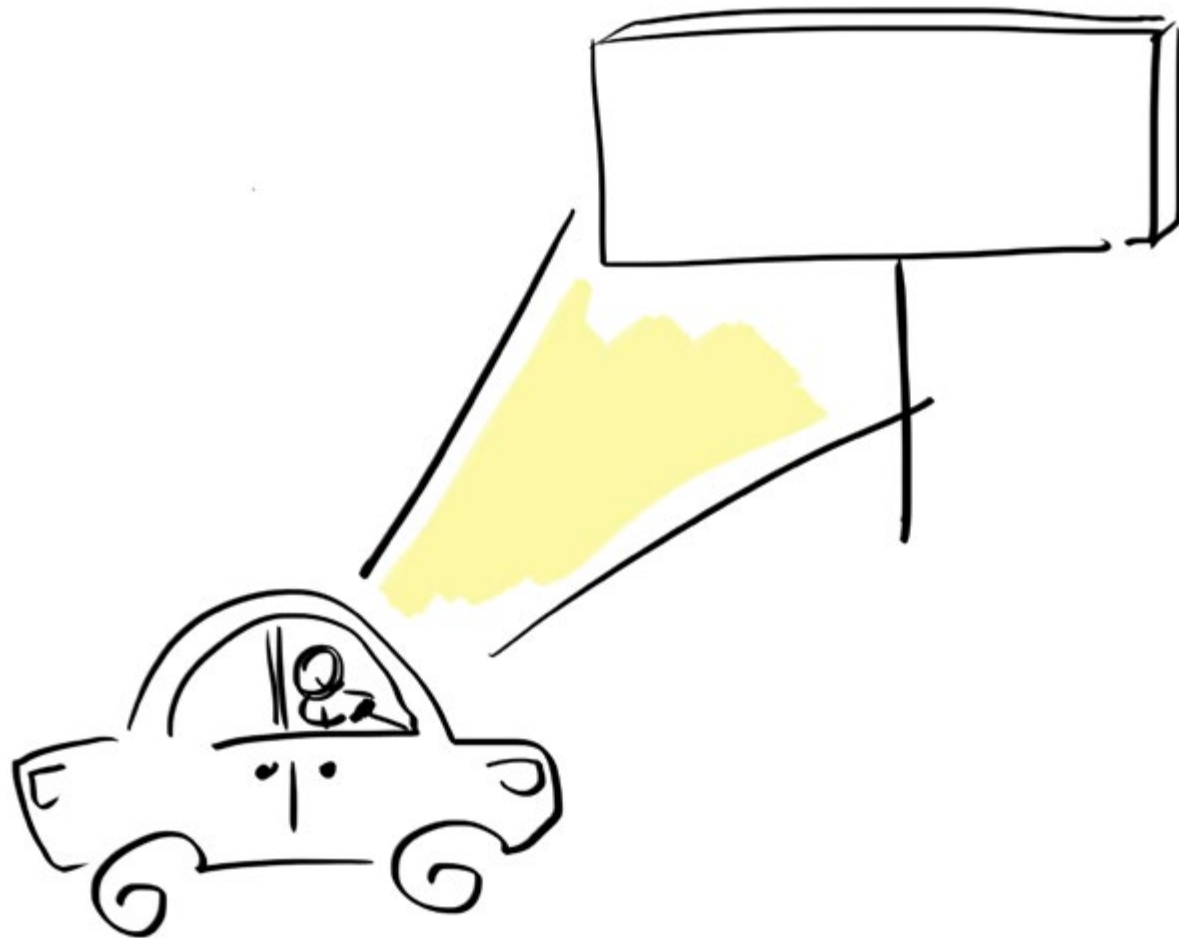
CAFÉ

Acogedor, estabilidad, confort, amargo, cálido, corriente, rústico

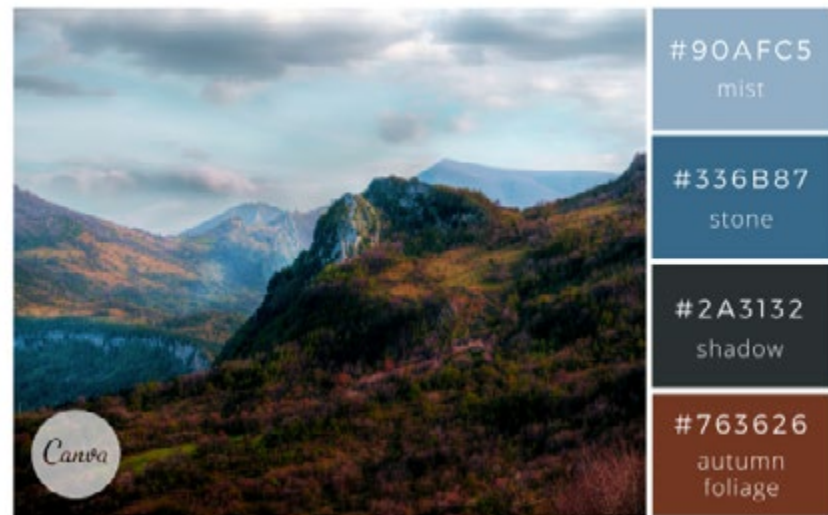




6 - 8 seg aprox



peeeero,
EN WEB



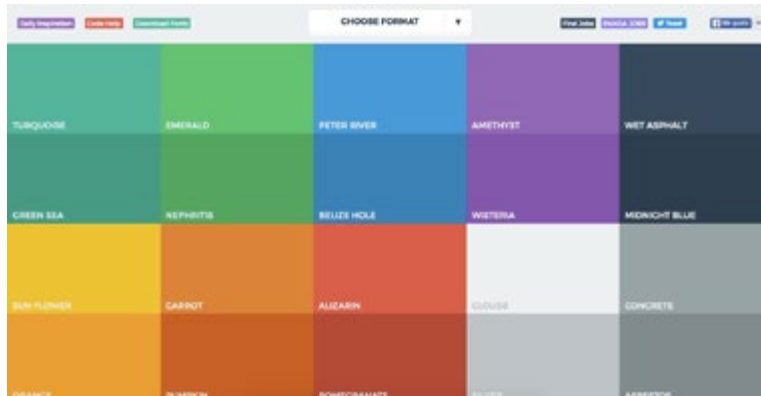
otra
cosa



Referencias de Paletas de Colores con colores monocromáticos



recursos de colores



Flat UI Colors

<https://flatuicolors.com/>



Lol Colors

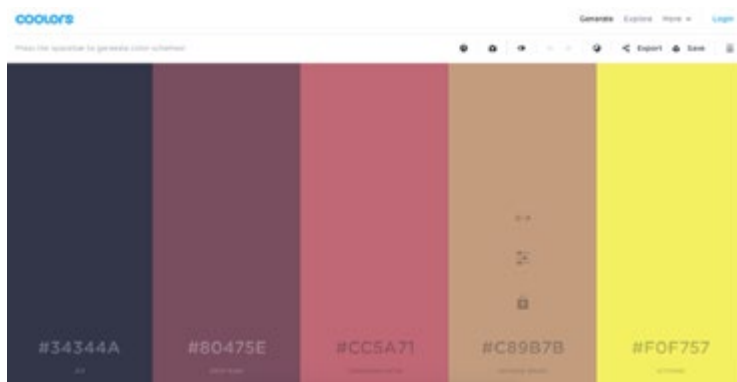
<http://www.lolcolors.com/>

recursos de colores



Colicious

<http://colicious.ga/>



Coolers.co

<https://coolers.co/>

CONTRASTE DE COLOR

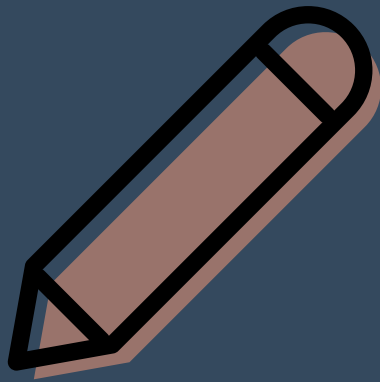
Comparación de dos o más figuras
con formas diferentes.

Gracias al contraste puedes leer esto
y te cuesta leer esto

recursos

JxBlk

[http://jxnblk.com/colorable/
demos/text/?ref=sansfrancis.
co](http://jxnblk.com/colorable/demos/text/?ref=sansfrancis.co)



TIPOGRAFÍA

Las tipografías varían dependiendo de lo que se quiere comunicar y cómo quiere ser percibido por el usuario final

Existen 4 grandes grupos: Serif, Sans Serif , Script y Slab Serif

Check out my sweet serifs!



SERIF

Modern, Minimal, Magnificent, I am Sans



SANS SERIF

40% SERIF 60% SANS

HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ante dolor, fringilla ac euismod et, hendrerit sed ipsum. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Curabitur tincidunt ligula eget ligula convallis a mollis nibh luctus. Vestibulum vehicula erat vel risus pretium eget ultrices elit aliquam. Praesent sem nisi, ornare sit amet auctor id, facilisis in enim. Maecenas libero neque, placerat vel ullamcorper vitae, congue vel purus. Pellentesque tortor diam, consequat cursus sollicitudin sodales, venenatis quis dui. Nulla feugiat, nisl quis vehicula ultrices, nulla risus scelerisque odio, sit amet condimentum justo lorem condimentum nibh. Maecenas id erat non orci congue iaculis. Duis nec justo lacus, nec iaculis metus. Nunc faucibus sapien id eros porttitor tincidunt. Proin euismod lacinia nec tellus suscipit sit amet pellentesque sapien pharetra. Vestibulum justo tortor, dapibus in vestibulum quis, varius eget magna. In ullamcorper lorem eu diam fermentum quis luctus felis pretium. Donec eu auctor dui. Nullam faucibus pulvinar dolor vitae tempus. Suspendisse potenti. Nam id lectus dolor. Integer auctor, tortor eu fringilla bibendum, dolor felis varius neque, quis vulputate enim diam et enim. Nam et nisl nunc, sit amet tempor justo. Integer eget augue diam.

34% SERIF

66% SANS

LUCIDA GRANDE OTHER

MOST POPULAR TYPEFACES



30 BEAUTIFUL Brush Fonts

Hello There
STONESTICK

Darlings
NINA

Mountains
AIDAN

Tiny Houses
GYPSY BRUSH

Awakening
JUSTIN ROAD

Sweetie
PAUNCHY

Wild Light
ARNETALIA

VENICE BEACH
MARKFREER

Adventure
HARLOTT

dandy lion
NEARHENTS

Hearth Stone
BAKERY

Heart & Soul
SUNBREATH

lovenotes
LOVETIME SCRIPT

bouquet of daisies
BRALYN SCRIPT

reborn
CUTIE STAR

meditative
DK GARDEN BED

fresh flowers
SUELTA

Painted Elephant
SHELLAHERA

surf shop
WORTHWHILE

Sailing
SHINTHIA

Espresso
HOURADILLA

Tea & Cocoa
LUNA

daydream
ASPHALTS

Shining Smiling
BROMELLO

sacred sounds
ANGELLIFE

SURFBOARDS
RECKLESS

Sweetness
GODFEEN

Wonderful
NIGHTMARE

Sunshine
SELIMA

BEAUTIFUL
THE SKINNY

ARVO

Cady

ST. MARIE

Gretchen

JOSEFIN SLAB

kevin

SLABO

AARON

DEMING

REGINA

NILLAND

Karen

MUSEO SLAB

JANIS

SANCHEZ

Damian

BLOGZILLA STUDIO

8 FREE FONTS

SLAB-SERIFS

TYPOGRAPHY GLOSSARY

Words to guide you through your typographic awakening.

serif

A serif is a typeface with a small projection at the end of letter strokes.

sans serif

A sans serif is a typeface without any stroke embellishments or detail.

Script

A script typeface links together letter-to-letter, they are best saved for headings and display.

slab serif

A slab serif is a typeface that's identified by its thick, block-like serifs.

¡combinaciones!

FASHION RETAIL

BEBAS NEUE BOLD

MONTERRAT

Montserrat Light. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

INVITATION + EVENTS

Playfair Display Black

Playfair Display Italic

Lora. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

INDUSTRIAL

OSWALD BOLD

MONTERRAT LIGHT

Cooper Hewitt. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

ANNUAL REPORT

Cooper Hewitt Thin

ROBOTO CONDENSED

Alderson Thin. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

COCKTAIL BAR

MONTERRAT HAIRLINE

MONTERRAT LIGHT

Montserrat Light. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



SOME SMART TIPS BEFORE

Starting your brand journey

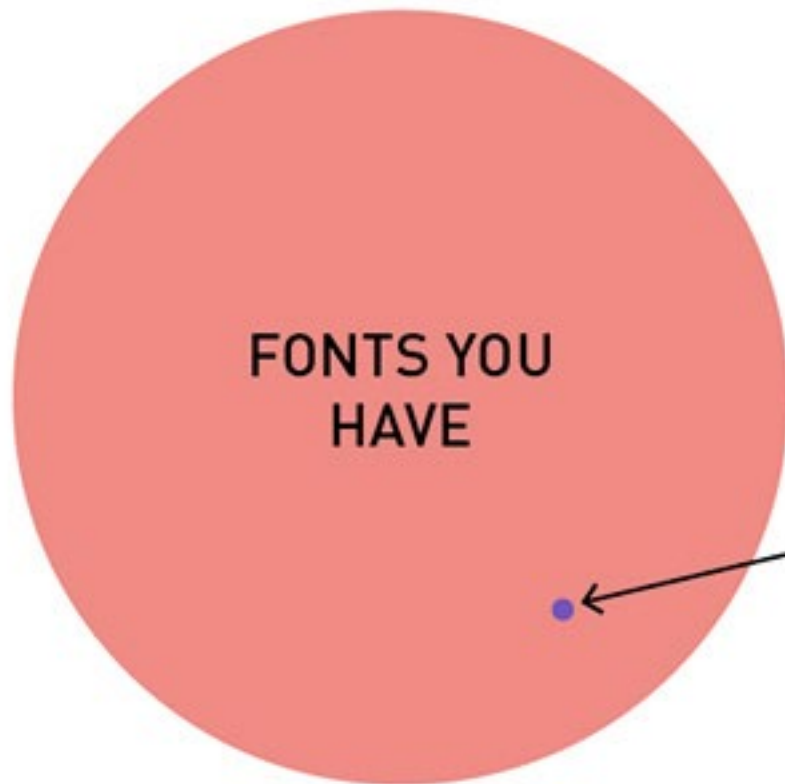
- 1 Choose contrasting fonts that create hierarchy.
- 2 Your logo is NOT your brand.
- 3 Your logo is a stamp that represents your brand.
- 4 Brand typefaces don't have to be the same as your logo.
- 5 Choose colors that represent your product or service.
- 6 Limit your color palette. Quality over quantity.

Made in 



HOW TO CREATE A **BRAND** STYLE GUIDE





FONTS YOU
HAVE



FONTS YOU USE

recursos de tipografías

Google Fonts

<https://www.google.com/fonts>

Behance (Free Fonts)

<https://www.behance.net/>

Type Anything

<https://typeanything.io>

recursos de tipografías

Type Anything

<https://typeanything.io/>

Font Pair

<http://fontpair.co/>

What the Font

<https://www.myfonts.com/WhatTheFont/>

Typ.io

<http://typ.io/>



PRO TIP!

Usen un máximo de 3 fonts.

Bajen fonts con familia y pesos

(a menos que sean solo para titulares)



JERARQUÍA

La jerarquía sirve para dar la importancia debida a cada uno de los componentes de la página

Algo así como un periódico

Opinion

STATE UNIVERSITY

A disabilities act, long in planning, is finally law

BORRILLATING BY CHINESE MEDICINE, President Obama signed a law that allows people with disabilities to start two debt-avalanche accounts to pay for care, while life insurance

That's a big deal. Uniforms, people with the same mission, are what the rest of us see — at least they did, only from the 1950s, for certain purposes. Before this time, money wasn't made a great secret like publicized those with doubt, the from blooded hand beneath and bent the world.

The Actuating a Better Life experience is "AOL's Ad-Remarkably changed first, and Representative Andrew Schneider, the Florida Republican who fought for it, is now celebrating passage in the House and Senate shows some voters' dramatically daily priorities."

By offering people with disabilities an opportunity for future needs, "we are reaching the core of a lot of information," said Johnson. "We can save society by going to college or to prison, but they wouldn't even attempt to use their disabling opportunities... It was a hard message."

The signs of the ARLA are also encouraging: governments can achieve change – but it can take years to happen. The doublet community is easy to overlook and remain invisible without technical lobbying and the right sort of political support.

According to the Washington Post, such studies of Arlington, Virginia, came up with the idea eight years ago, as a way to encourage citizens to saving money by a long-term with Toyota syndrome. He brought him the Toyota Syndrome Association of Northern Virginia. At the time, the author's neighbor was John A. Allen, then

As the Post also reported, Dave Deak of Thibodaux, who also had a daughter with cancer, learned, on the same day the treatment was specifically brought to him that the bill was

Ray Wilson may have helped plant the seed, according to James Bevel, president and CEO of the New England Council and member of the President's Committee for the People with Disabilities.

the President's Committee on Employment of Indians (Conecilho Indígena). In 2000, said Dool, members of the Government's Commission on Indigenous Affairs - including John Nhamitwe, a Brazilian scholar (and friend of mine) Orlan Wari - Gribon, (ex-branch and ex-burn) finally worked on a free springs plan (Conecilho Indígena, 2000).

Representatives from the Down Syndrome Association of Northern Va. participated in a roundtable in which Korte played a role, recalled Markle-Welch, who also served on the Foundation's Committee. "I've met people much older than me, and

Hardly this way. The concept became law. "It was that people were opposed," said Wood, in his initial briefing for it. "You need champions!" The Project Freedom Association in Northern Virginia had more than a hundred in its network. It had a champion in Congress. That plan

This was a rare case, said Crookham, of

Unconscious and hypnosis, he claims, are "tools of coming together," better as to origins. Consider hypnotherapist Ronald Siegan: "There's no deal with what you can accomplish. As long as you don't care about who gets the credit?" Concerning the dark side, he adds you can make changes in behavior, but "it's messy."

The ADLH Act has no limitations, if a religious account believes outside information, for example, there will be an offset for all information on the check. It usually costs people who have more information, for example, to get a financial statement.

That said, it accomplishes an important goal: it allows people with disabilities to earn money to achieve the best life possible, not the typical one.

Joan Thompson can be reached at jthompson@glbc.com. Follow her on Twitter @Joan_Thompson.



800-828-6882

Rise of the urban farmer

Farms in the city are very different from the massive fields in the heartland. And so are the people who tend them.



TAKE AN INTEREST in my work prior to college, I traveled to Alaska with a group of friends to work at a outdoor painting job. I was hired as one of a team, working 10-hour shifts, outdoors putting fish, somewhere along the chain of Alaskan islands that get cut from the south-west corner of the state.

The trip was more adventurous than it was culture shock, so by the end of my three-month sojourn, I was quite ready to return to my part of a country that would hopefully land me a nice steady desk job one day soon.

With Smith, who today owns some parts in Kaffery, also set out to work the agency before the winter was in collect. There, however, the circulation and the job working that have there is discussed, a little more reports.

When people think of America, they think of Ronald Reagan, says well-known Mr. R. will

working his tractor, doing the same constant family farm he grew up on and without the rest of his entire life. But even at more than 100 acres, his farm is small by our national standards. Elsewhere, history farms blanket the



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Journal compilation © 2008 Blackwell Publishing Ltd

Opinion

JOAN VERNON

A disabilities act, long in planning, is finally law

BY THE LATE AFTERNOON OF CONGRESS, President Obama signed a law that allows people with disabilities to seek the same services as everyone else for the first time.

That's a big deal. Until now, people with disabilities couldn't do what the rest of us can — get into houses and most of the way, get around. Before this law, many people couldn't even get the public transit with the disabled. Some had no way to get to school or to work.

The signing is a major step toward the "REAL" Act, which changes the way that people with disabilities are treated. It's a big step, but it's not the end. There's still a lot of work to do.

By allowing people with disabilities to get the same services as everyone else, the law is a big step toward the "REAL" Act. It's a big step, but it's not the end. There's still a lot of work to do.

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Farms in the city in the heartland

The city is a place where people live and work. It's a place where people can find everything they need. It's a place where people can find everything they need.

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Esto es lo más importante

Esto es complementario

Este es el contenido por si quieres saber más del tema, pero ya leíste el titular así que algo te llevas

TITULAR

SUBTITULAR

Xerferore min nima nos pro quiaacepuda volum as et maionse quidebis inctae. Onectur, sument laborem pelegaeribus doluptate volum cori volorro tessitian-dit experia voluptates nis incit, sequam faciae. Ugitio officae. Ut excepud icaborrhur rero occae dolupta ex ex et landit omnit aut occum fuga. Nequia consed eiusciae exerferrum volupti occab idus simus et que mil enihit latusape providene voluptat quatum quo isi reiusciis ulpario volora nimintis et et aliqui to doluptate doluptatem verumquiae abor alitaqui adi quodit evendelent volorum verum quae. Tate ipsum imus aut endiscimusam acia acepreptur aperuptat.

LEADING

NORMAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit efficitur hendrerit. Donec at leo nibh. Pellentesque eleifend lacus ut leo varius pulvinar. Phasellus eu elit tempor, blandit turpis vitae, auctor metus. Nam pharetra, est in molestie phareza felis. Pellentesque scelerisque condimentum magna. Nunc mattis lorem ac magna euismod, eget porta nisl viverra.

TOO TIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit efficitur hendrerit. Donec at leo nibh. Pellentesque eleifend lacus ut leo varius pulvinar. Phasellus eu elit tempor, blandit turpis vitae, auctor metus. Nam pharetra, est in molestie phareza felis. Pellentesque scelerisque condimentum magna. Nunc mattis lorem ac magna euismod, eget porta nisl viverra.

TOO LOOSE

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FOTOGRAFÍA

La jerarquía sirve para dar la importancia debida a cada uno de los componentes de la página

Algo así como un periódico



GIF

- Animaciones básicas

.GIF reduce el trabajo a 256 colores, así logra pesar mucho menos.



PDF

- Imprimir documentos
- Enviar propuestas.
- Almacena mesas de trabajo diferentes en un mismo documento.



PNG

- Es transparente
- Ideal para íconos
- Mantiene su calidad al comprimirse.



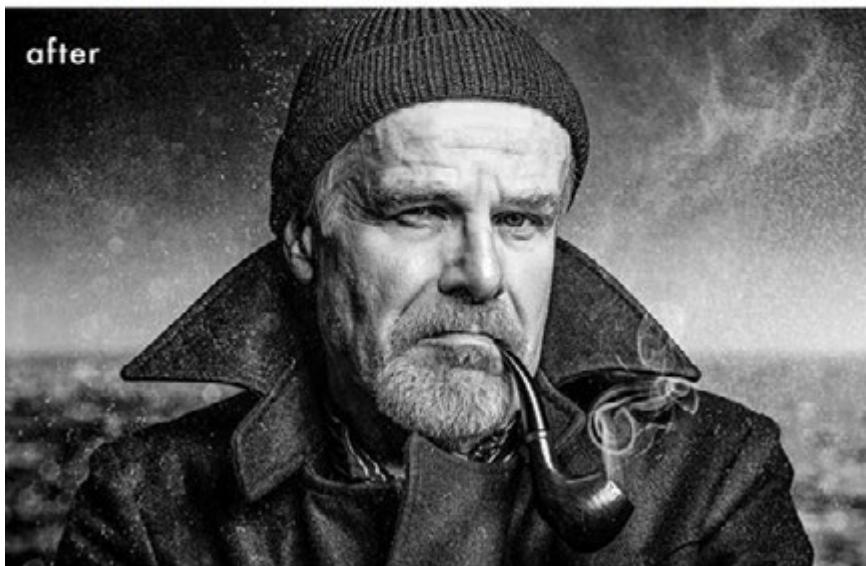
JPG

- Imágenes Web
- Formato rápido para enviar un avance.
- No puede ser transparente

before



after



**LEARN HOW TO CREATE
AMAZING B&W PHOTOS IN LIGHTROOM**

WWW.BEART-PRESETS.COM

BEFORE

AFTER



BEFORE

AFTER





PRO TIP!

- Cualquier imagen que usen debe pesar como máximo 300 kb. Sino disminuye la rapidez de la carga de la página.
- Nombren bien sus recursos

recursos de fotografía

Stocks gratuitos

The Stocks

<http://thestocks.im/>

PicJumbo

<https://picjumbo.com>

Dismunuir Peso

TinyPNG

<https://tinypng.com/>

Small PDF

<https://smallpdf.com/>

recursos de fotografía

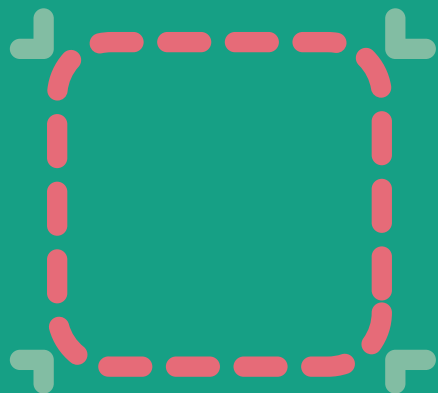
Retoque Fotográfico

Picmonkey

<https://www.picmonkey.com/>

Canva

<https://www.canva.com/>



PROTOTIPADO

recursos de prototipado



Flinto

<https://www.flinto.com>



Invision

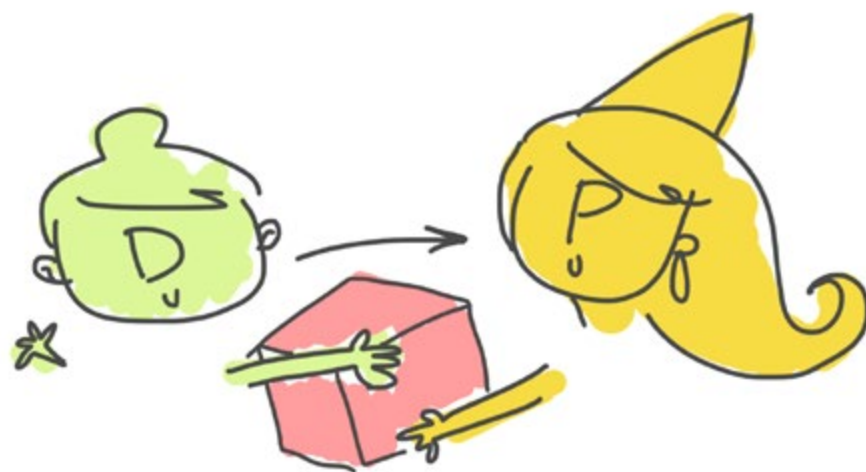
<https://www.invisionapp.com/>



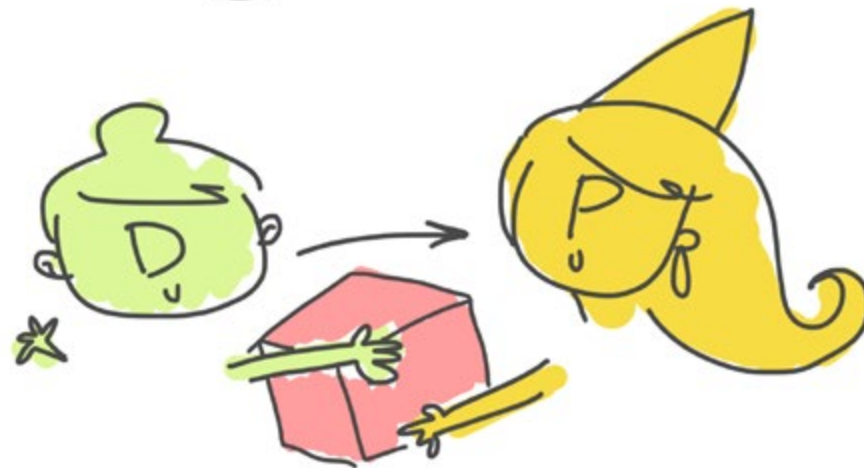
Marvel

<https://marvelapp.com/>

RECURSOS

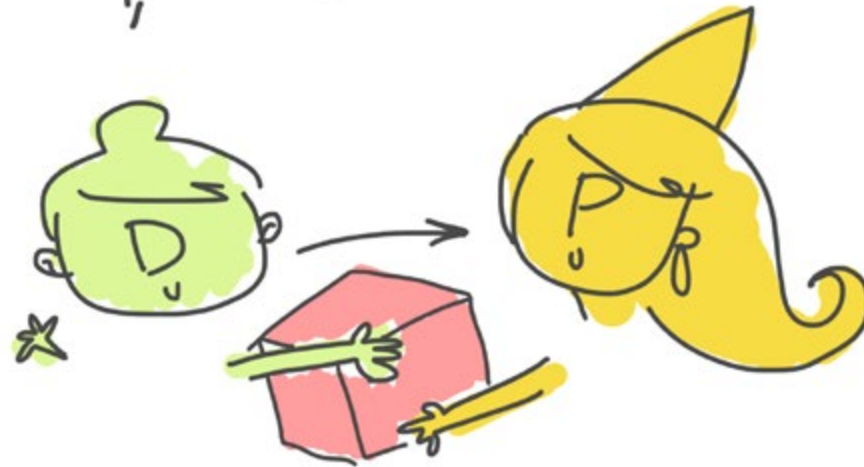


①
Diseno APROBADO
① Desktop
② responsive.

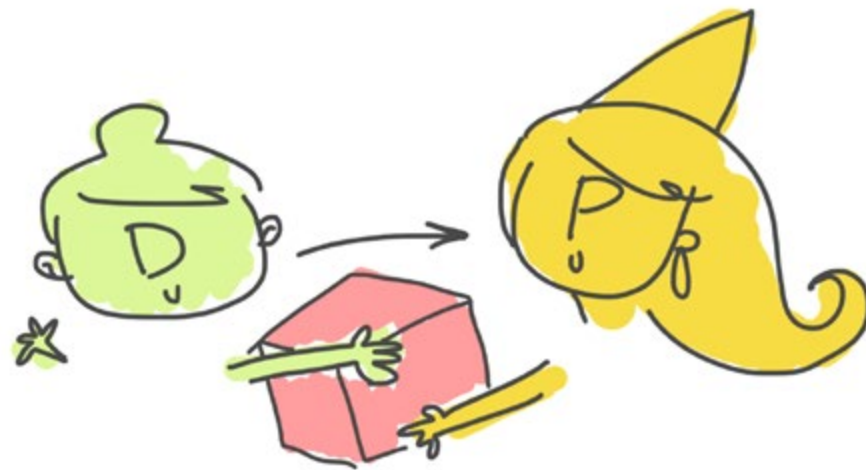


②

· RECURSOS !
· IMG, ICONOS =

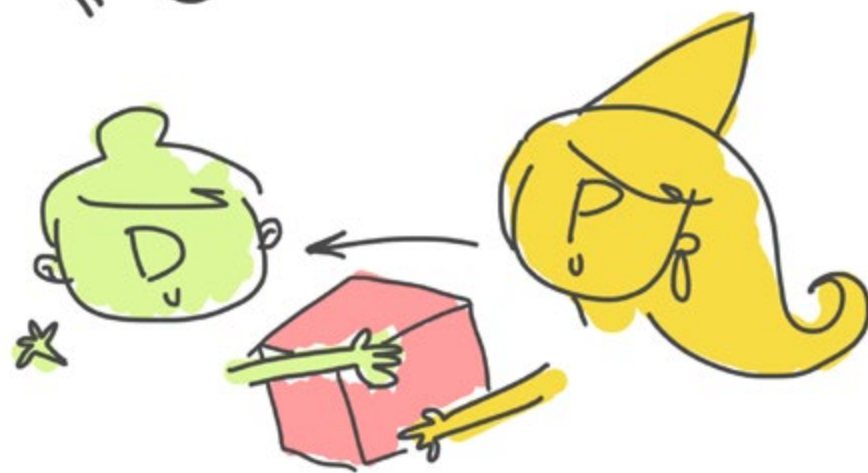


③
Fonts utilizadas



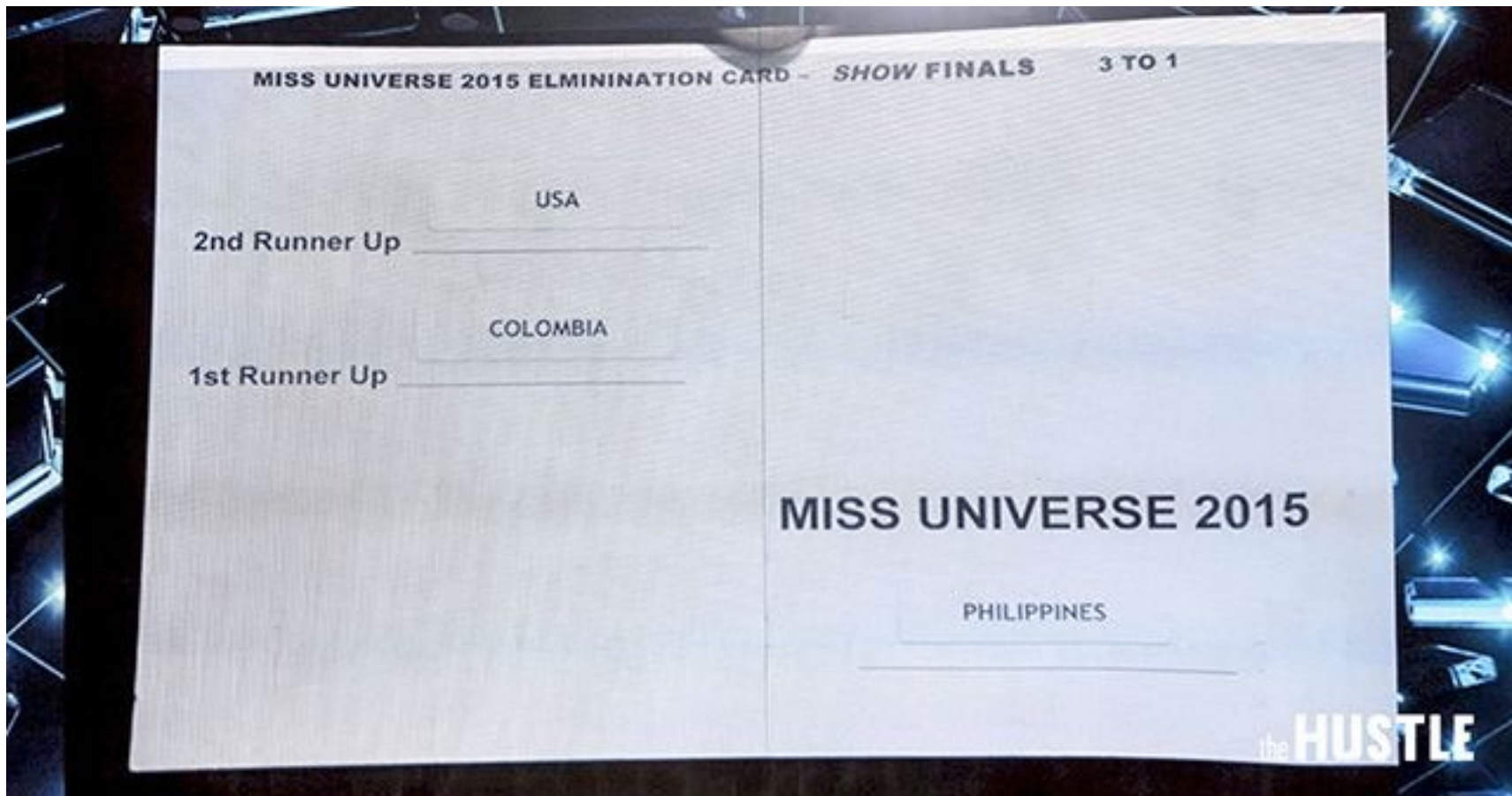


Respetar
el diseño !!



El cliente paga, pero el trabajo es para el usuario.

El diseño está en todos lados.
El buen diseño, no tanto.



MENOS

ES

MÁS

**NO HAY QUE ENAMORARSE
DEL PRIMER DISEÑO**

es importante
MANTENER LA UNIDAD
DE ELEMENTOS

"LEARN THE
RULES LIKE
A PRO SO
YOU CAN
BREAK THEM
LIKE AN
ARTIST"

~ Pablo Picasso



gracias