# Diseño

# Conos

"La represetación mas abstracta de lo real o significativo"



Su representación influye



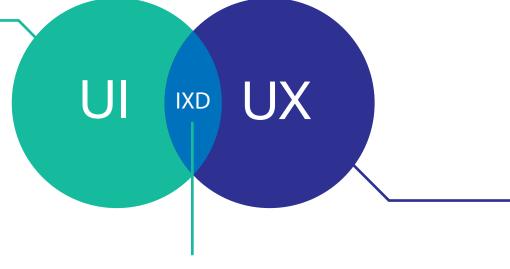
- La "legibilidad" es un factor importante
- El entendimiento de su forma es clave para el Ul
- Simular lo más posible la presentación o acción favorece al UX
- Existen diferentes estilos que los diferencia
- Limpio y simple (Son reglas recomendables)

#### Ej: Desktop App



# Lo que sucede en la pantalla (Artefacto)

Modelo mental (Facilita el reconocimiento gráfico)



#### INTERACCIÓN

Practica para relacionar el reconocimiento inedito o intuitivo

(Relación Psicológica)

Modelo Conceptual (Acemeja la forma)



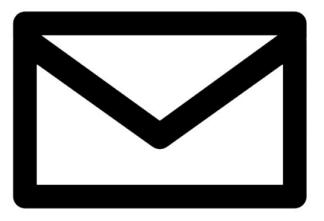
EXPERIENCIA
Lo que sucede delante
de la pantalla
(Usuario)

## Iconos

Representativos

Funcionales



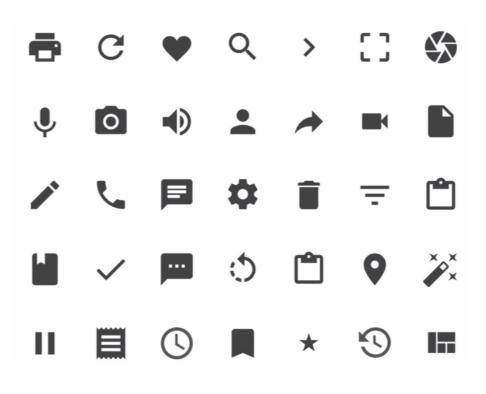


### Iconos

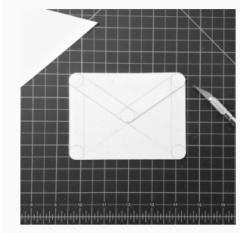
## Representativos

#### Notes Reminders Stocks Game Center Mdeas Newsstand iTunes Stare Health Passbook Passbook (1057) App Stare iBooks Phane Mal Music

#### **Funcionales**



## Representativos



Physical prototype



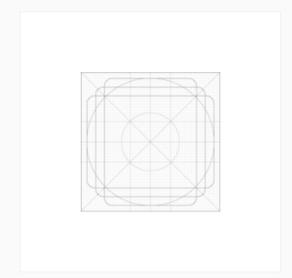
Lighting study



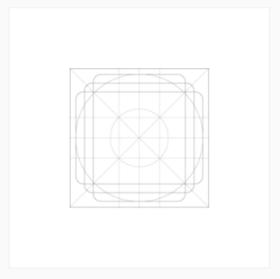
Material prototype



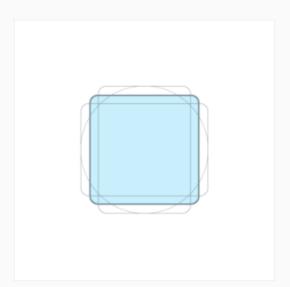
Color study



Grid

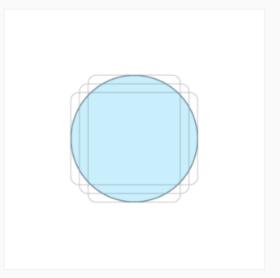


Keylines



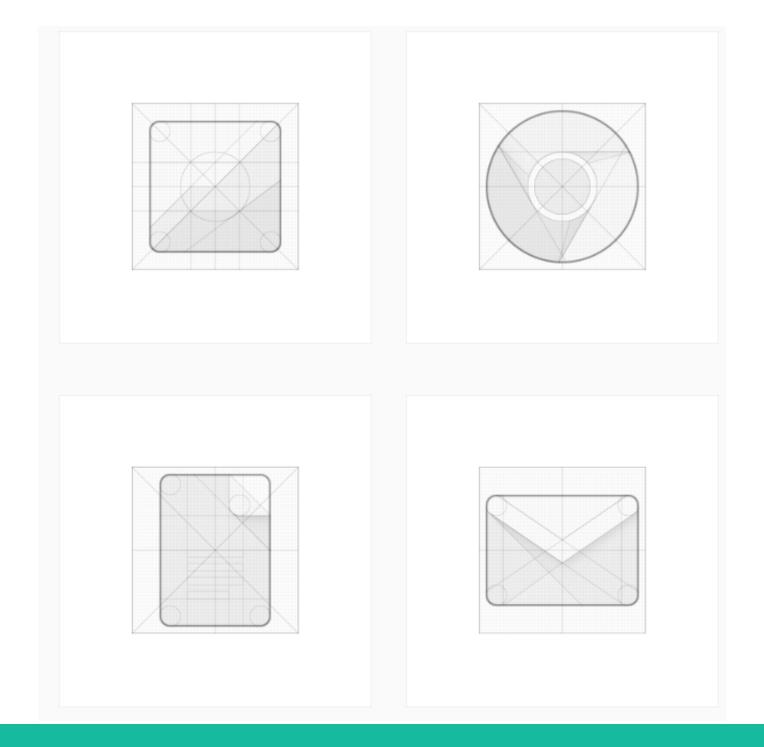
Square

Height: 152dp Width: 152dp

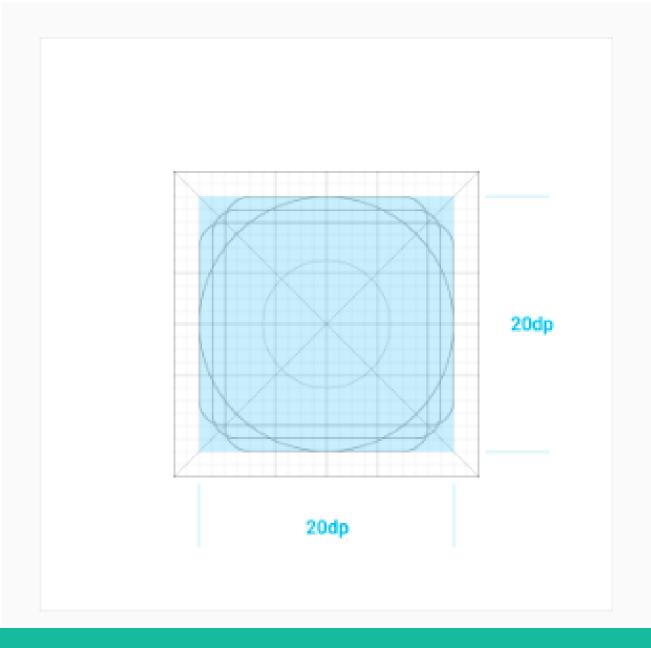


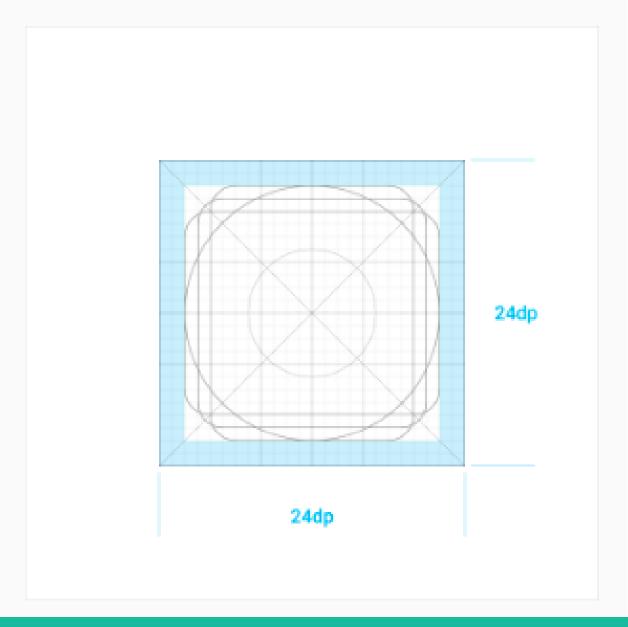
Circle

Diameter: 176dp

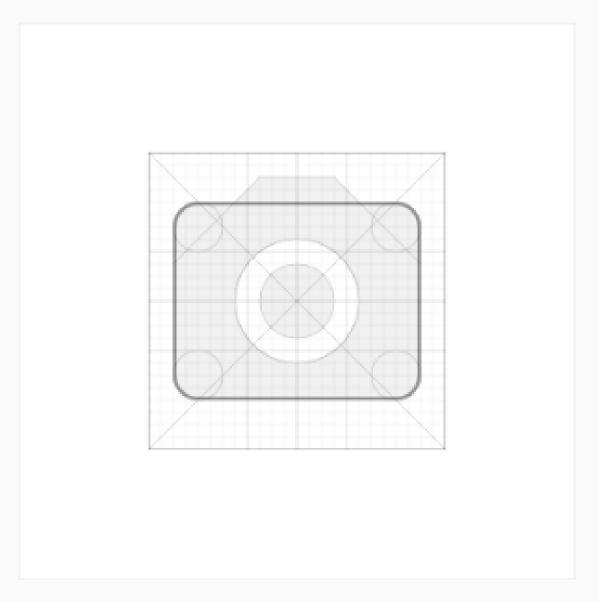


# **Funcionales**





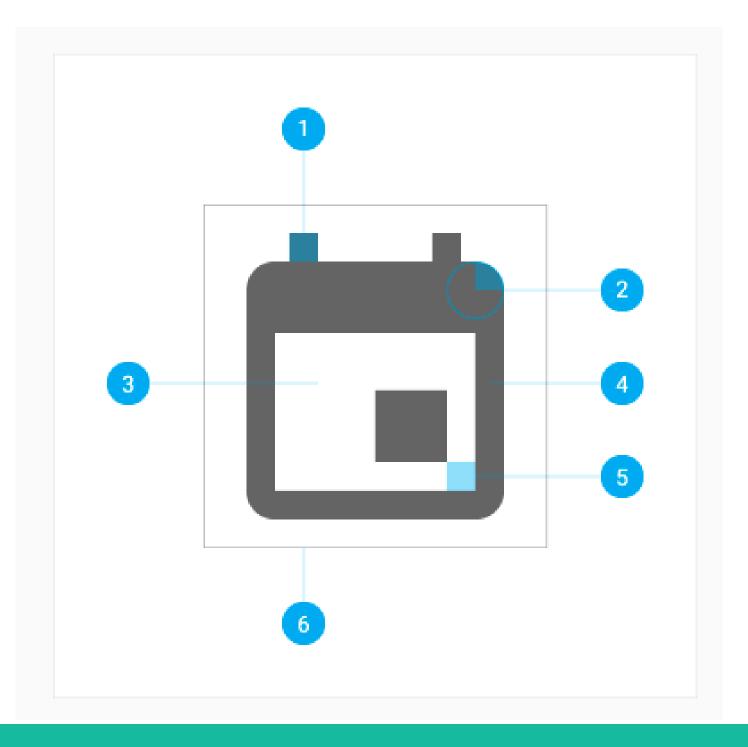
# **Funcionales**



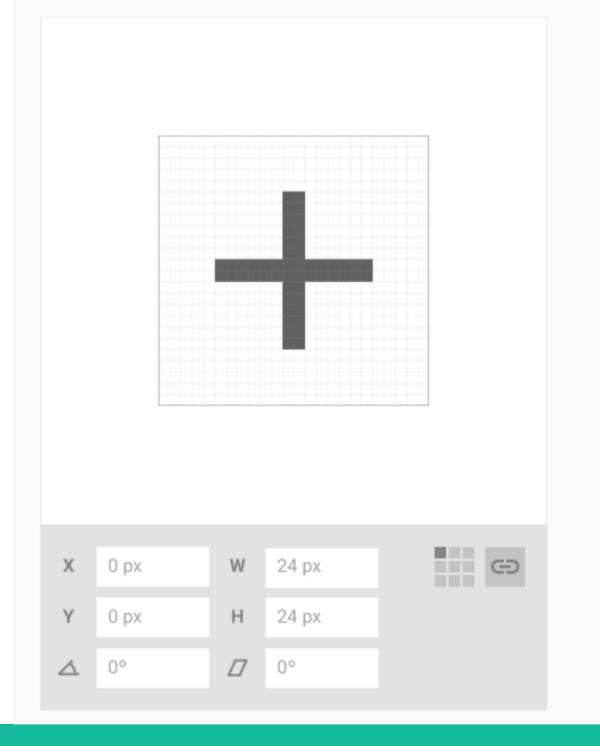


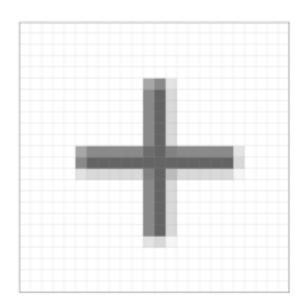
Construction

Composition

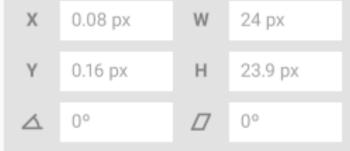


Por que es tan importante una grilla?



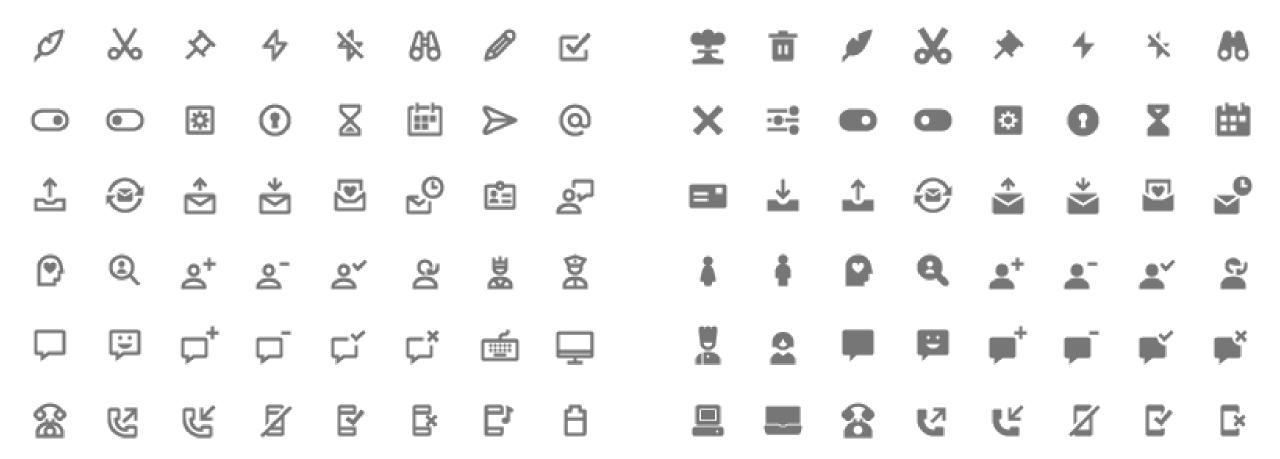


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# Estilos de CONOS

# Estilos de ICONOS



Formatos Recomendaciones y

Ejercicios