



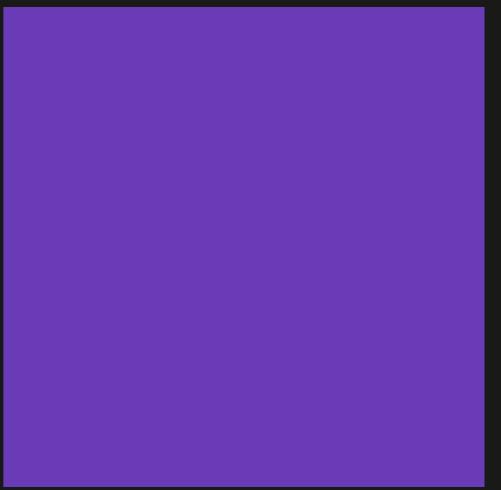
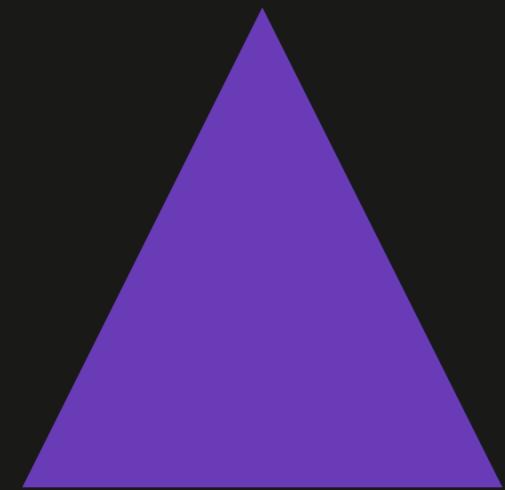
FUNDAMENTOS DO DESIGN

FORMA E ESPAÇO

FORMA GEOMÉTRICA

- Angulosas

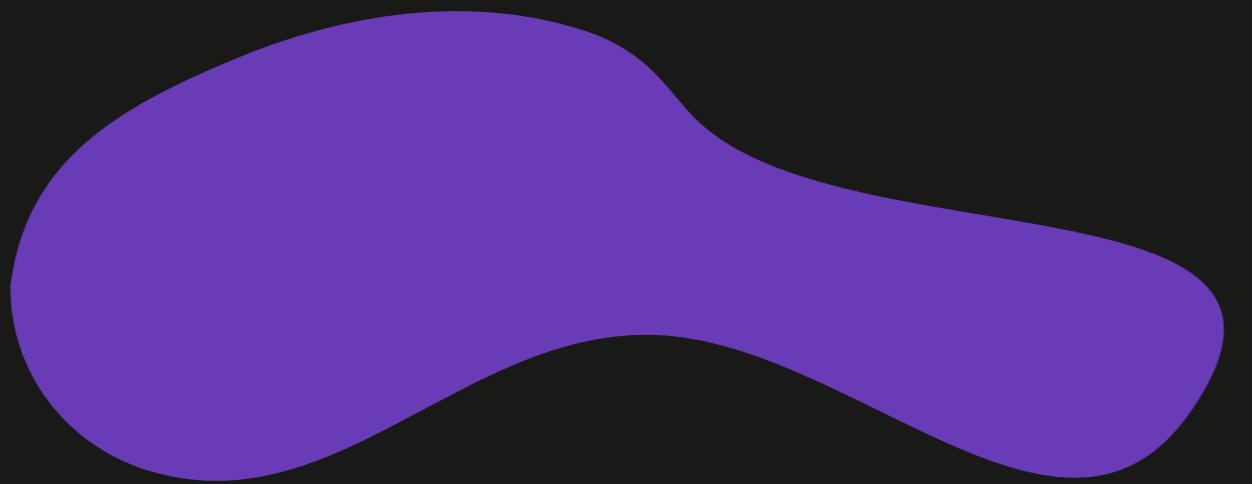
- Artificiais



FORMA ORGÂNICA

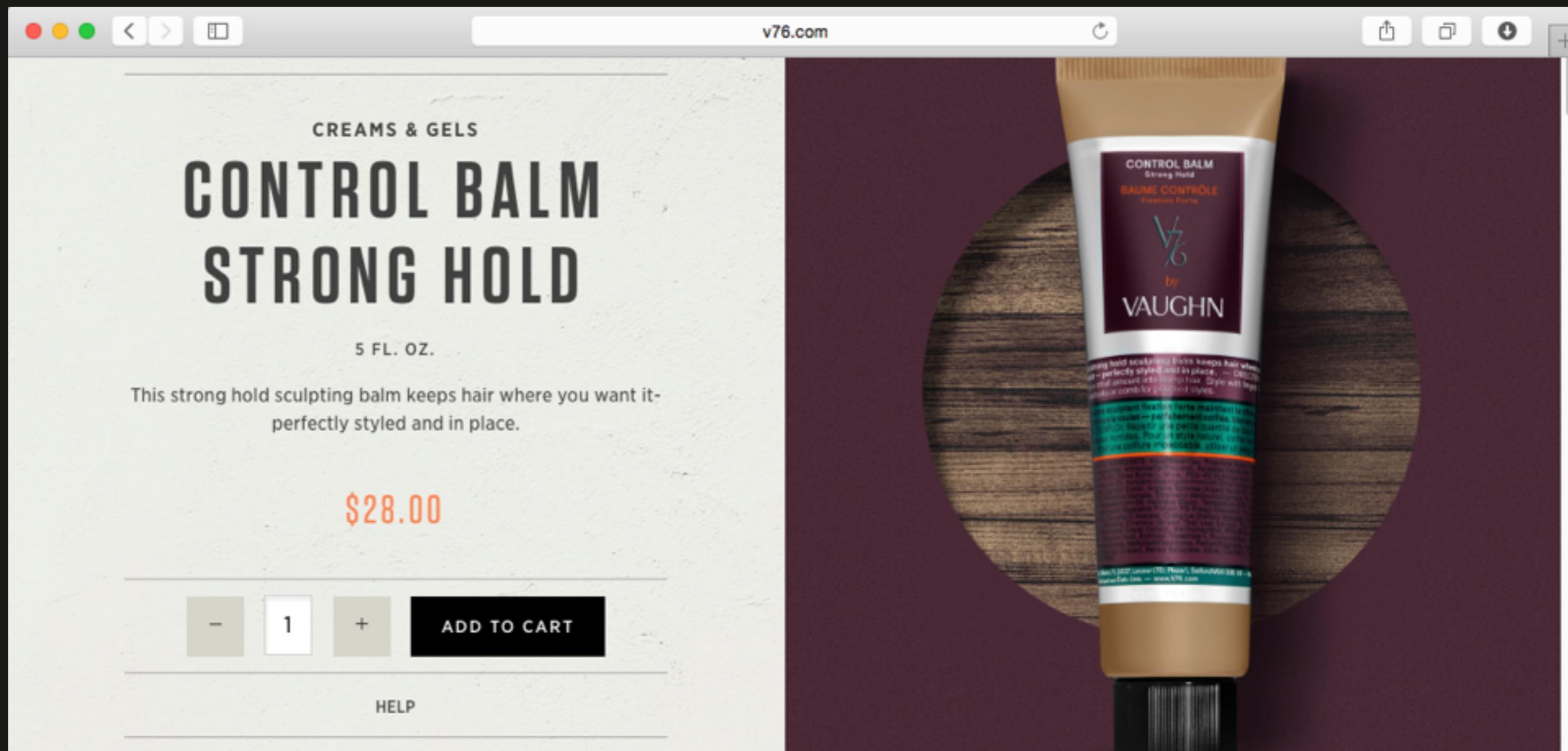
- Curvilíneas

- Gestuais



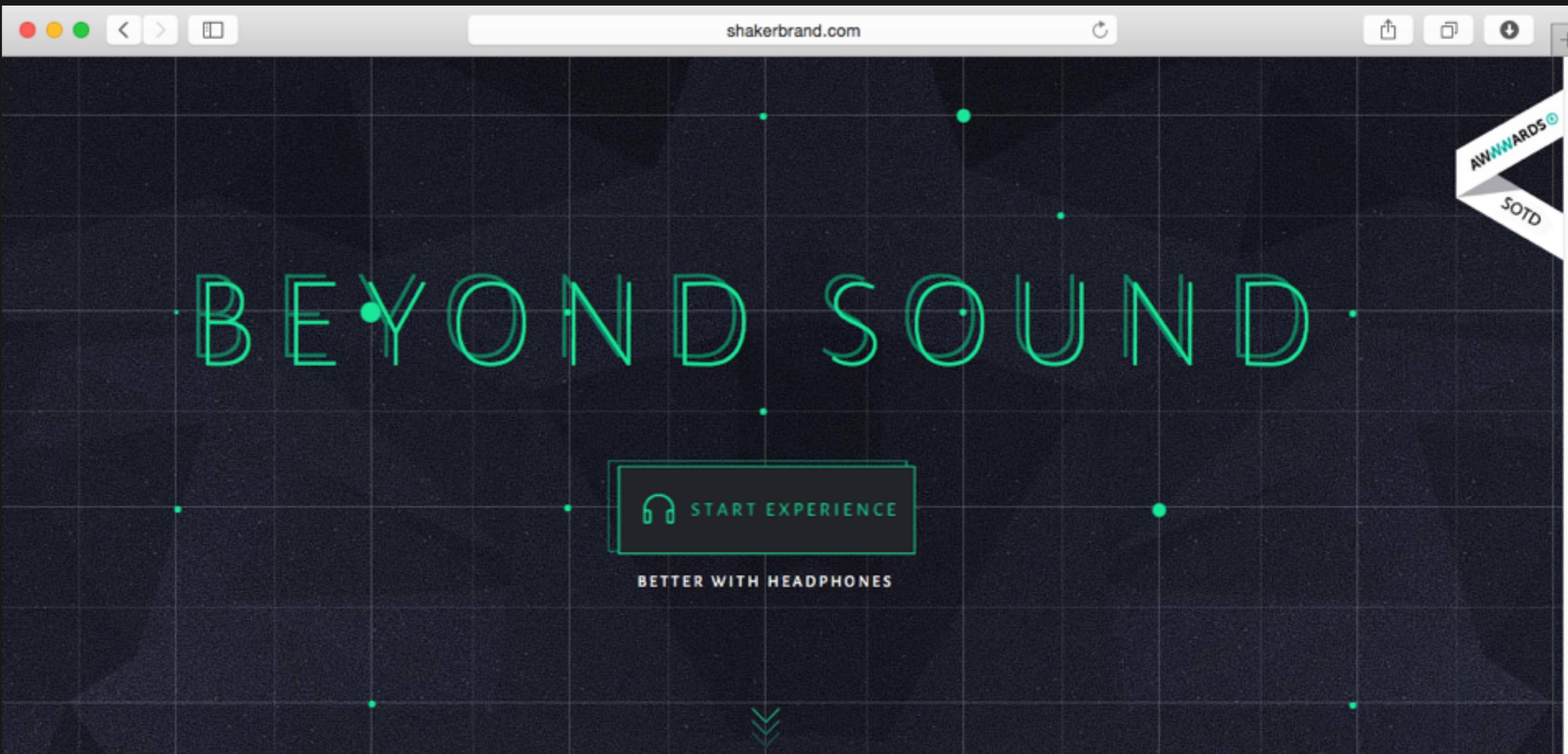
4

EX: FORMA GEOMÉTRICA



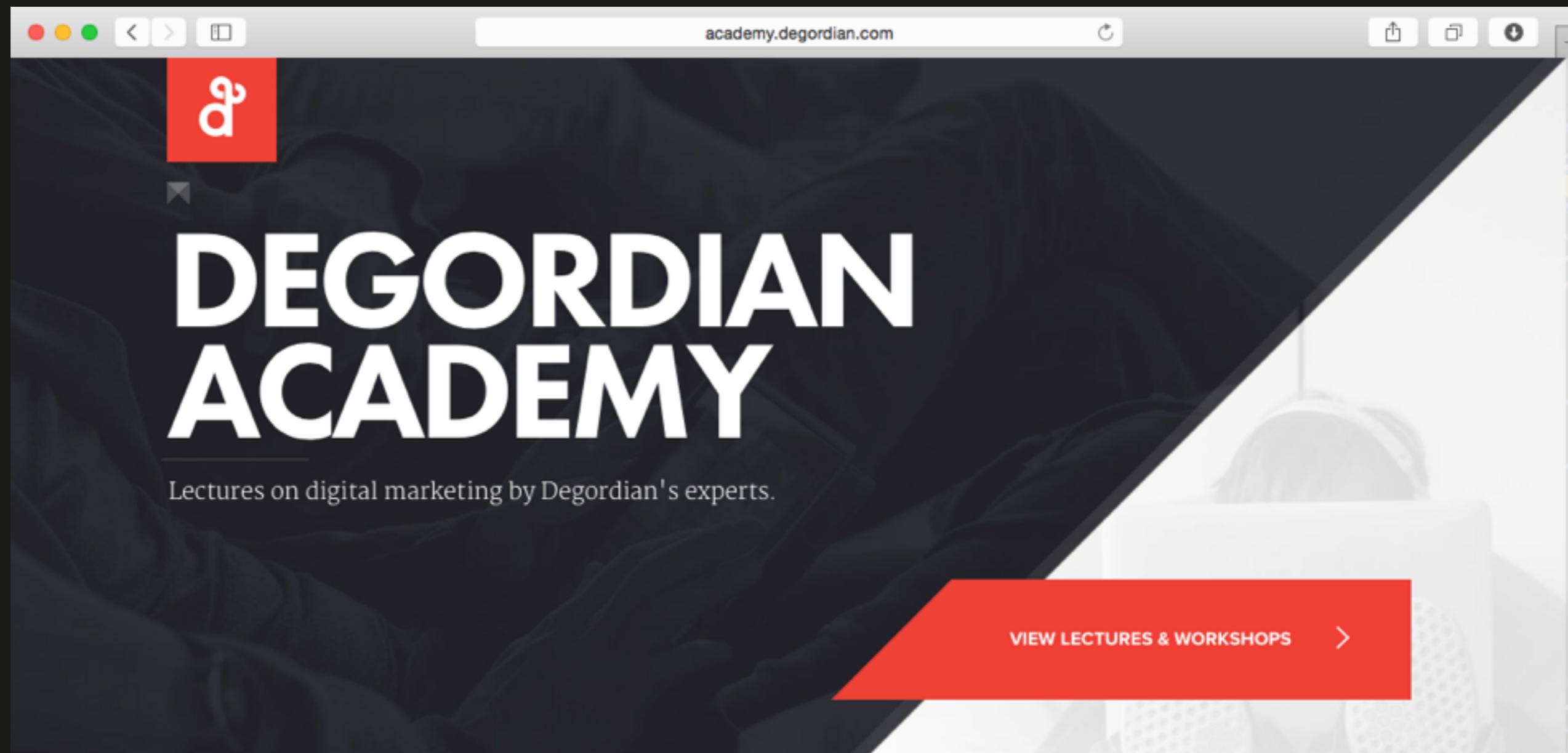
v76.com

EX: FORMA GEOMÉTRICA



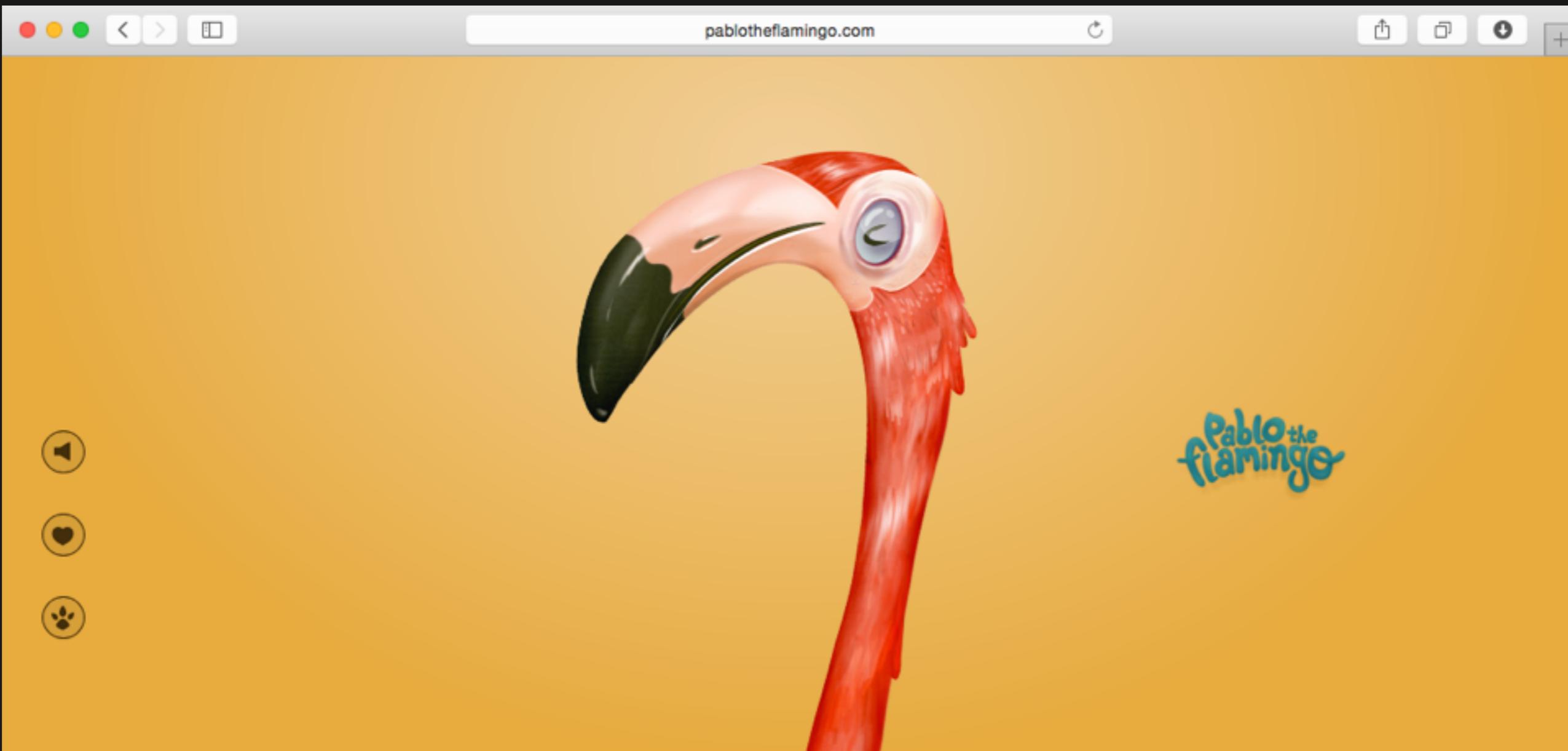
shakerbrand.com

EX: FORMA GEOMÉTRICA



academy.degordian.com

EX: FORMA ORGÂNICA



pablotheflamingo.com



EX: FORMA ORGÂNICA

The screenshot displays the Richards website homepage with a clean, modern design. At the top, there's a navigation bar with links for 'frete grátis acima de R\$400', 'troca grátis', 'até 5x sem juros', 'para presente', 'entrar | cadastrar', and 'sacola (0)'. Below the navigation is the Richards logo and a main menu with categories: MASCULINO, FEMININO, KIDS, CASA, SELARIA, OFF, and MUNDO RICHARDS. A search bar with the placeholder 'buscar' and a magnifying glass icon is also present.

A prominent feature is a sidebar on the left containing promotional sections: 'RICHARDS MAR' (with a link to 'Confira nosso especial de sh'), 'ESPECIAIS' (listing 'LIQUIDAÇÃO', 'shorts', 'lookbook', 'birkenstock'), and 'CATEGORIAS' (listing various men's apparel items like bermudas, polo, sungas, shorts, balneário, batas, calçados, camisas sociais, suéter, acessórios, camisas casuais, jaquetas, íntimo, t-shirt, and calças). To the right of the sidebar, there's a large image of a man in a striped shirt and shorts, and another image showing men's swimwear. A yellow banner in the center of the page advertises a 'LIGAÇÃO' sale with up to 60% off selected items.

richards.com.br

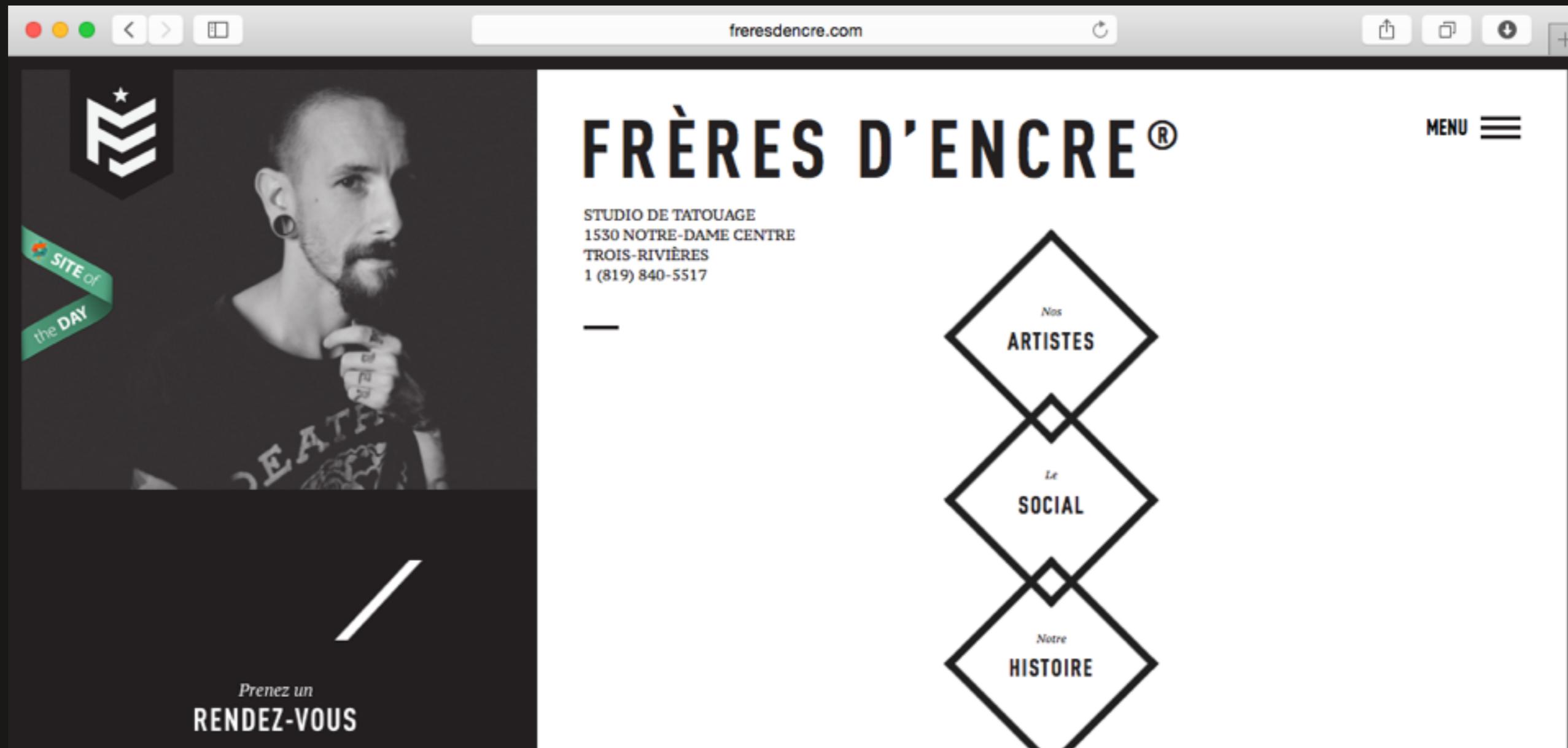


"O espaço é definido e adquire significado no instante em que uma forma aparece dentro dele."

Timothy Samara



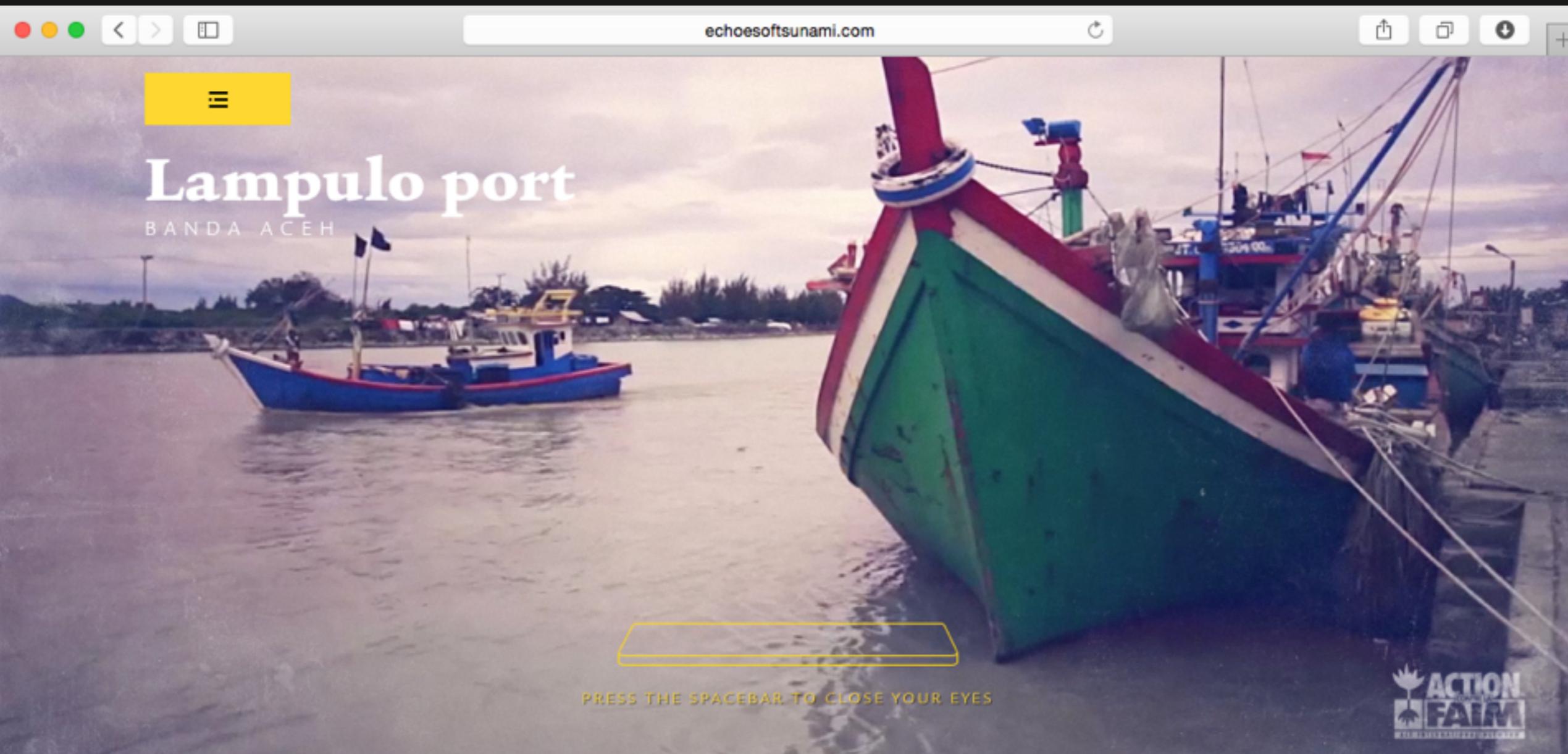
EX: ESPAÇO



freresdencre.com



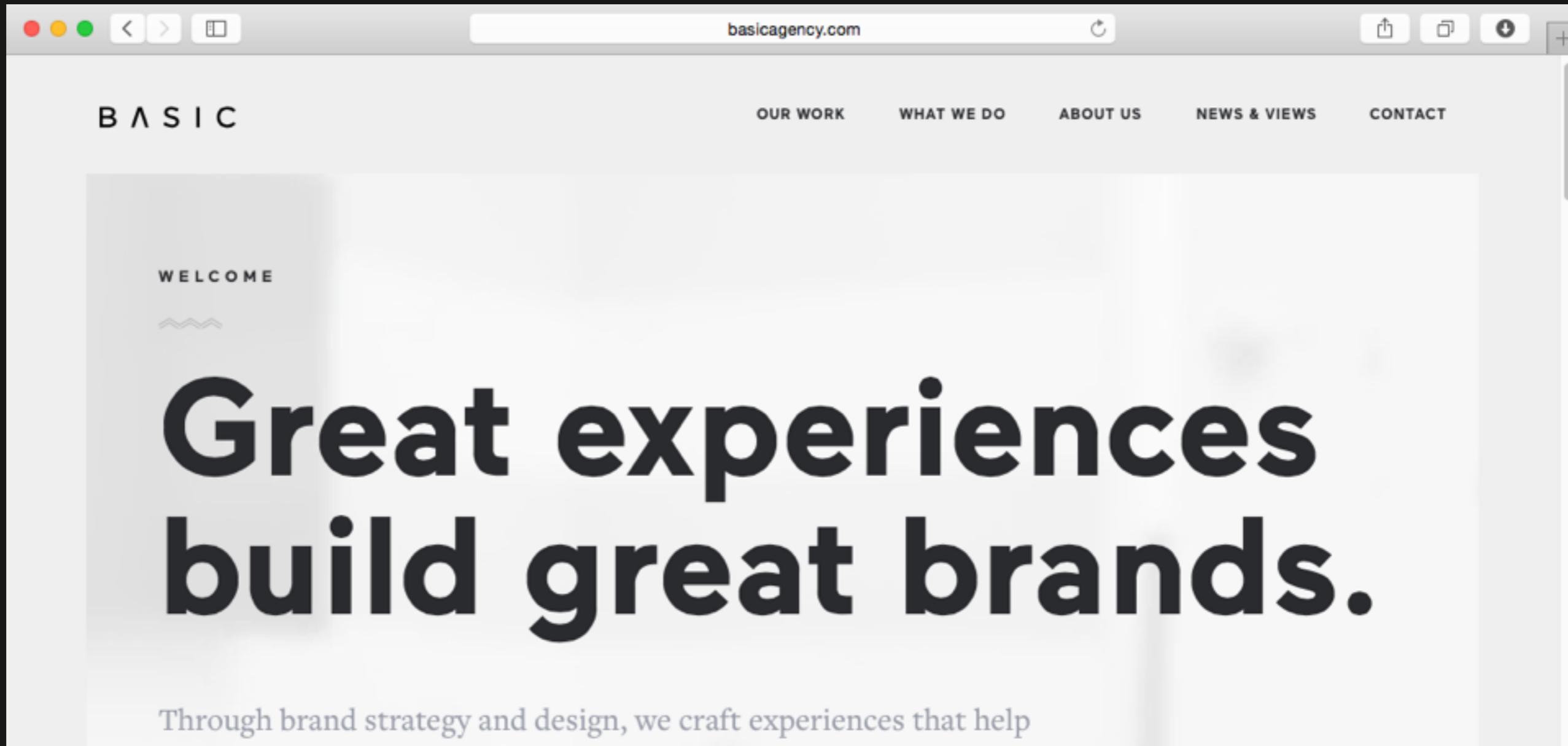
EX: ESPAÇO



echoesoftsunami.com



EX: ESPAÇO

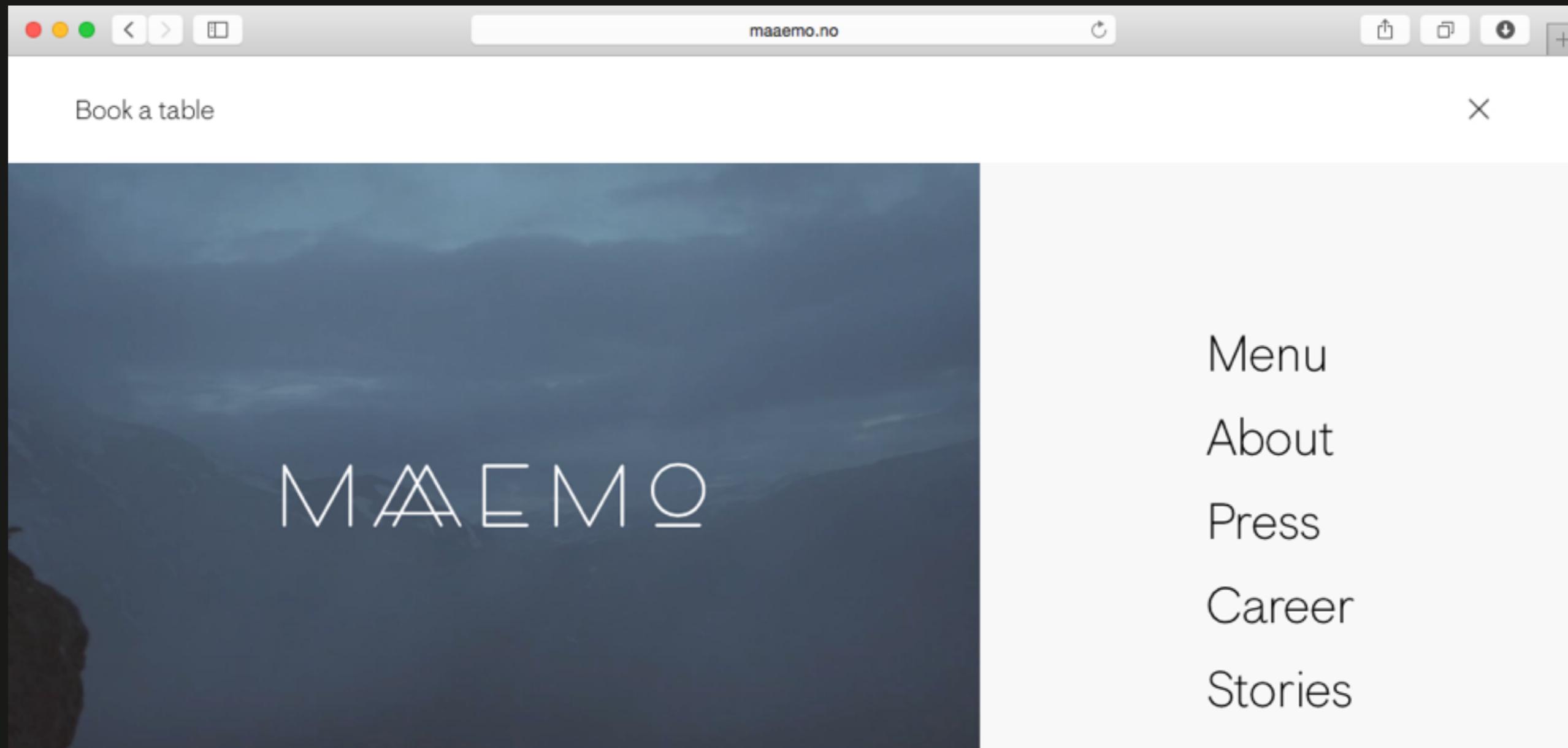


The screenshot shows a web browser window with the URL 'basicagency.com' in the address bar. The page has a clean, minimalist design with a white background. At the top, there's a navigation bar with the word 'BASIC' on the left and links for 'OUR WORK', 'WHAT WE DO', 'ABOUT US', 'NEWS & VIEWS', and 'CONTACT' on the right. Below the navigation is a large, semi-transparent rectangular overlay containing the word 'WELCOME' at the top left and a decorative wavy line. The main headline 'Great experiences build great brands.' is displayed in a large, bold, dark font. A smaller subtext below it reads: 'Through brand strategy and design, we craft experiences that help'. The overall aesthetic is professional and modern.



basicagency.com

EX: ESPAÇO



maaemo.no

EX: ESPAÇO (COMO NÃO FAZER)

The image is a screenshot of a website dedicated to remote-controlled (RC) products. The layout is cluttered with numerous product images and descriptive text boxes. At the top left, there's a portrait of a man and a small airplane. A red box highlights the text "Name has been omitted to protect the unfathomably guilty." In the top right corner, there's a Mercedes-Benz AMG car advertisement. The main content area is filled with categories like "Fjernstyrte Produkter" (Remote Control Products), "Forbruker Elektronikk" (Consumer Electronics), and "Batterier & Ladere, etc." (Batteries & Chargers, etc.). Each category contains several sub-products with their names, prices, and small images. The website uses a mix of English and Norwegian text throughout.



REFERÊNCIAS

- awwwards.com
- awwwards.com/what-to-do-with-whitespace.html
- Elementos do design
Timothy Samara

