

Disseny web

Introducció



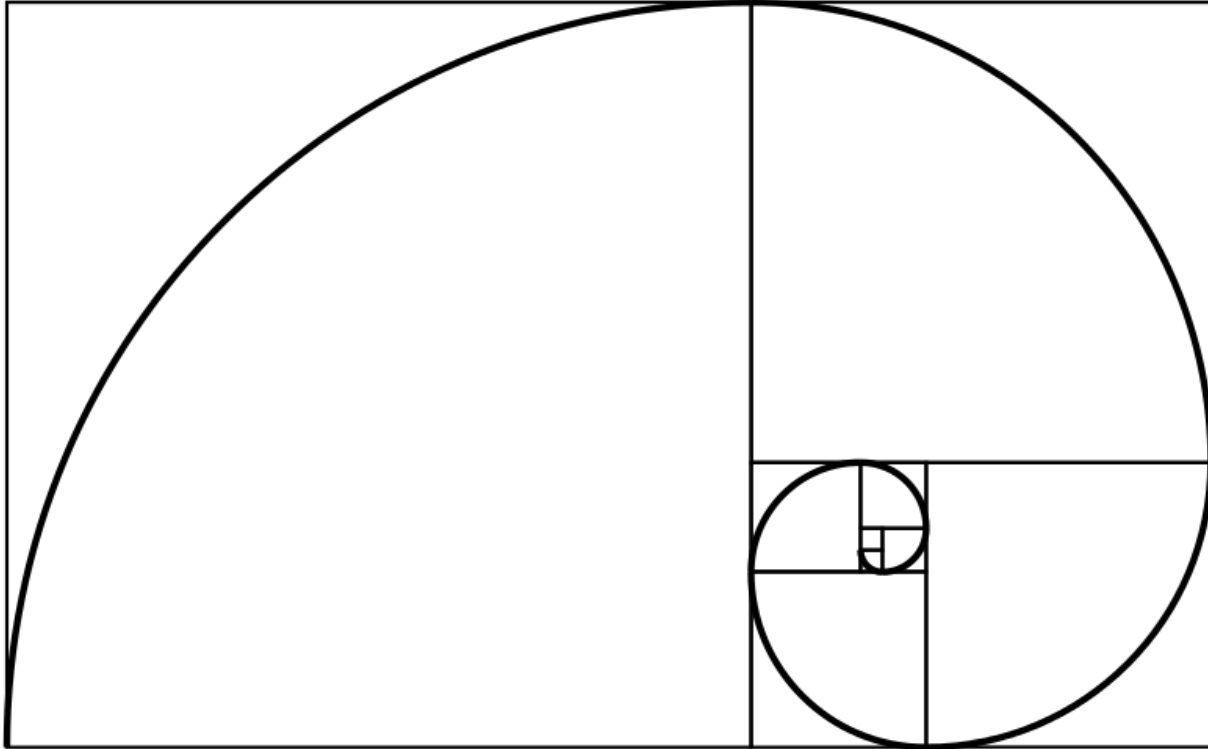
La bellesa

Proporcions metàl·liques

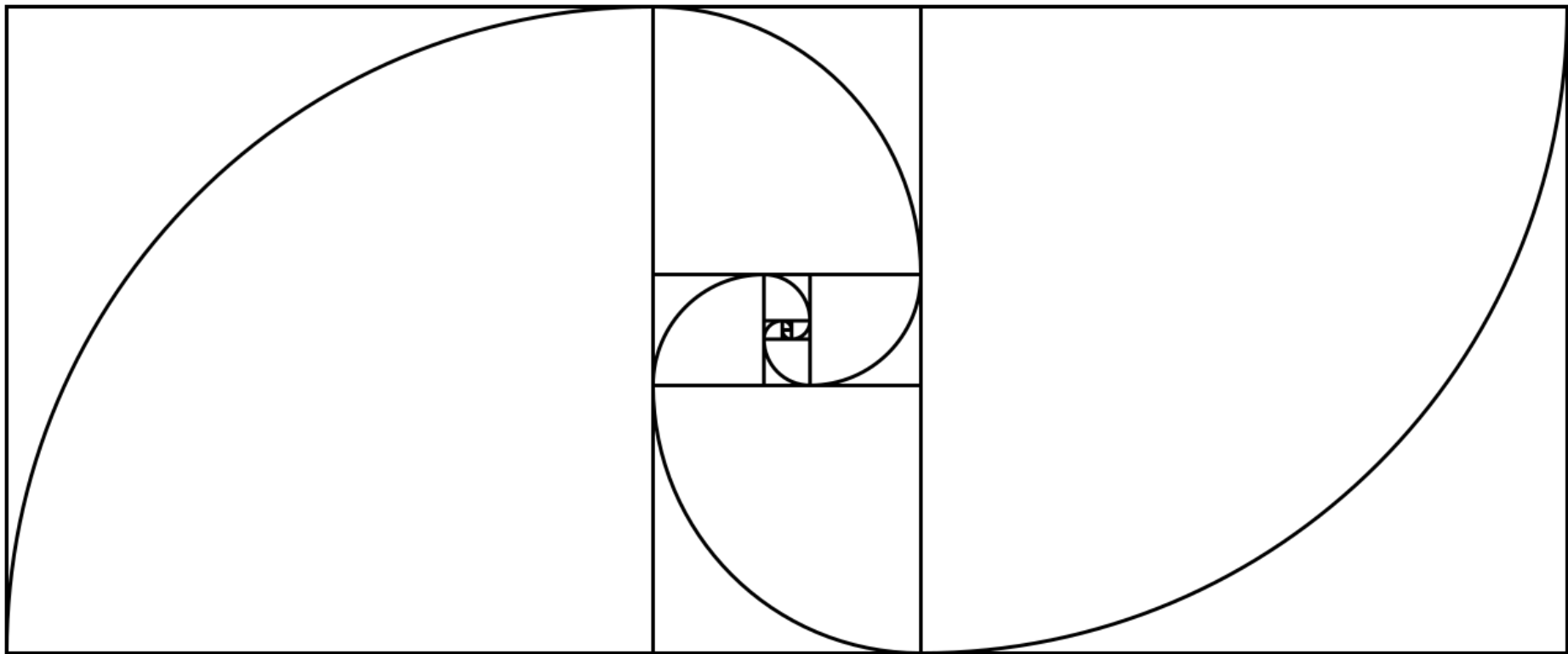
0 1 1 2 3 5 8 13 21 34 ...

diferencia: $(1 + \sqrt{5})/2 = 1.618$

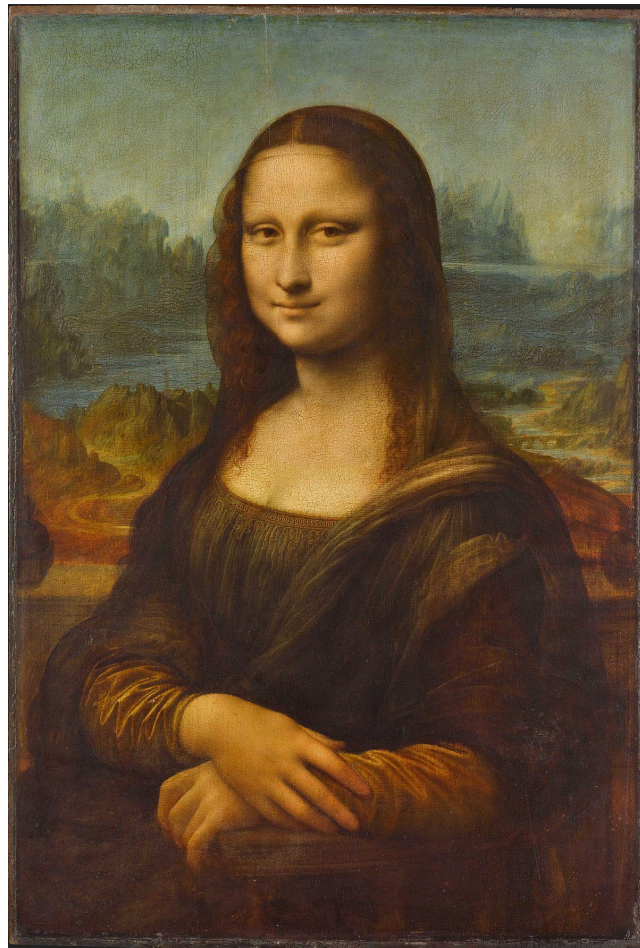
proporcions metàl·liques (n=1) golden



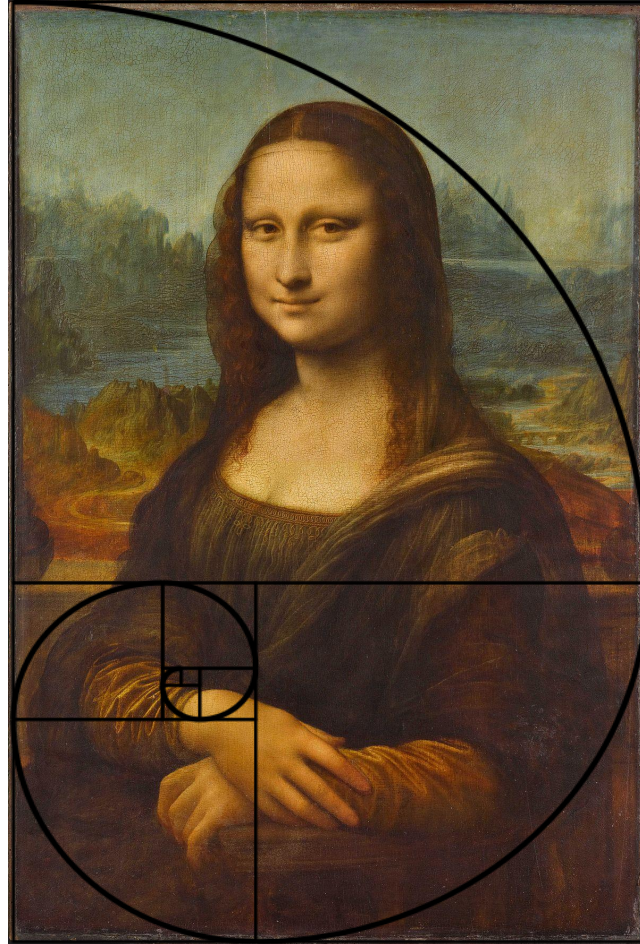
proporcions metàl·liques (n=2) silver



Golden ratio



Golden ratio



Golden ratio



Cameras

Bring Creative Dreams to Life With the Power of the Alpha 1



Gaming

See All the Ways the PS5™ Makes "Deathloop" More Immersive



Audio

All the Benefits of Vinyl, Without the Wires



Design

The UI Designer Behind the BRAVIA TV & Alpha Camera Line Shares Our Philosophy

Golden ratio



Cameras

Bring Creative Dreams to Life With the Power of the Alpha 1



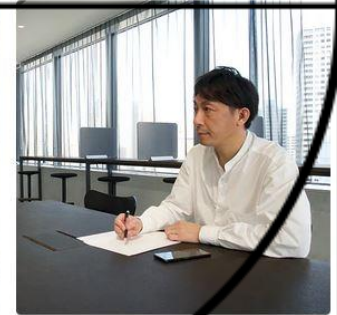
Gaming

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Audio

All the Benefits of Vinyl, Without the Wires

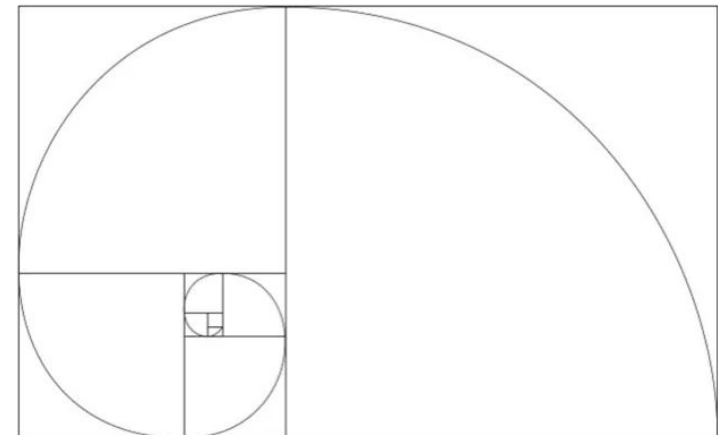
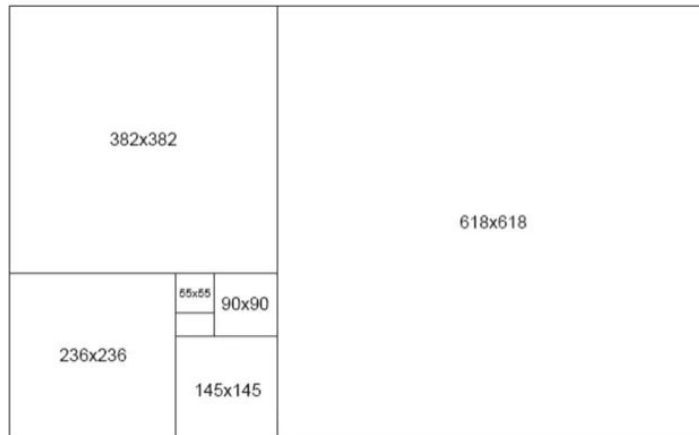


Design

The UI Designers Behind the BRAVIA TV & Alpha Camera Line Shares Our Philosophy

Gold numbers

1:1.618

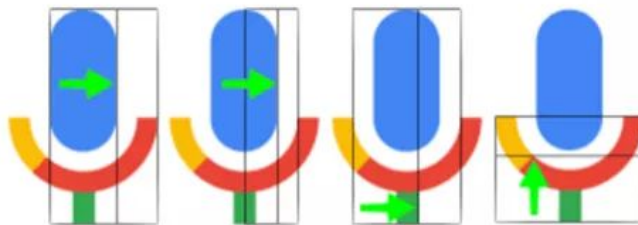


Gold numbers

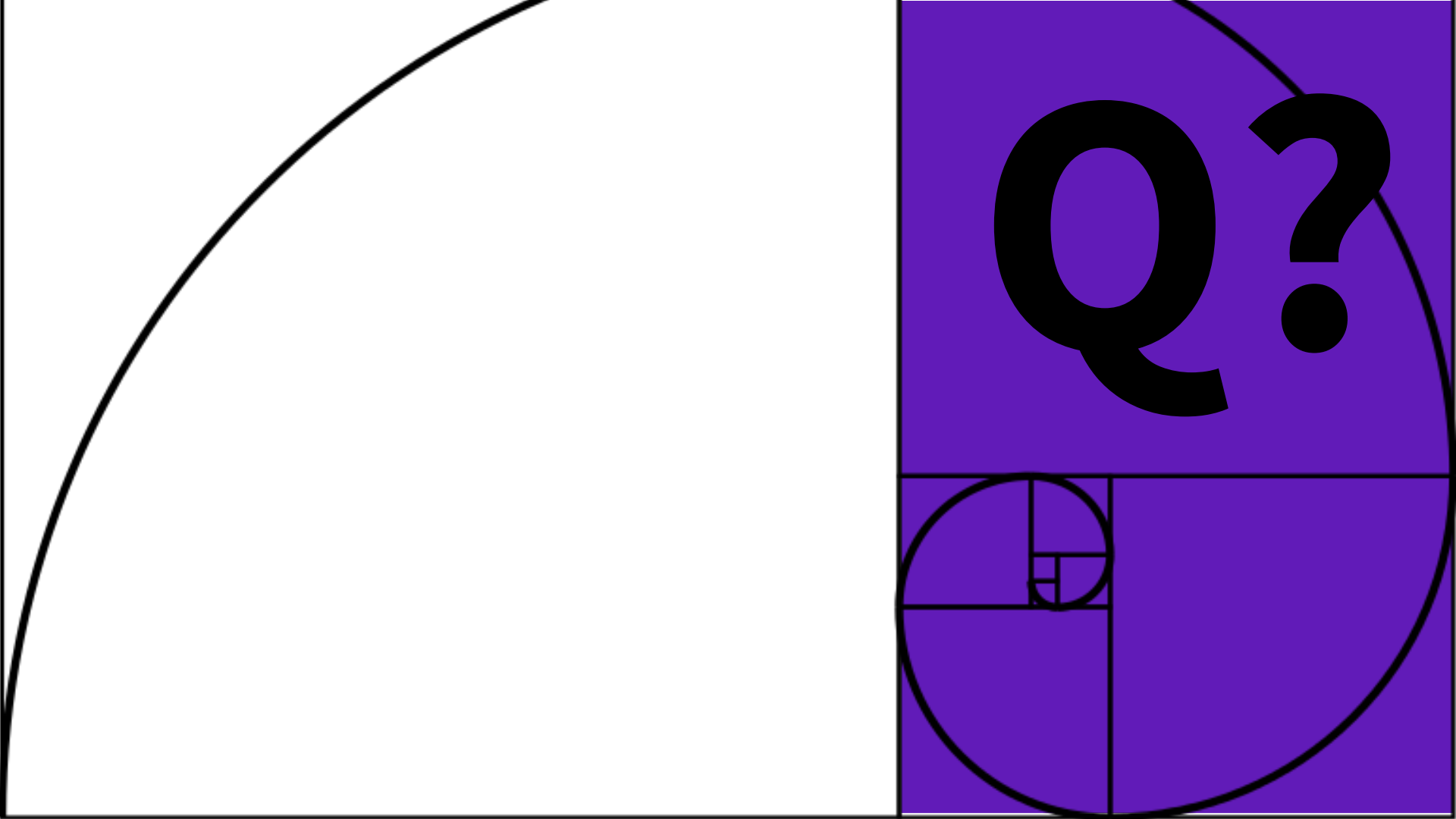
From the four sides of the new G:



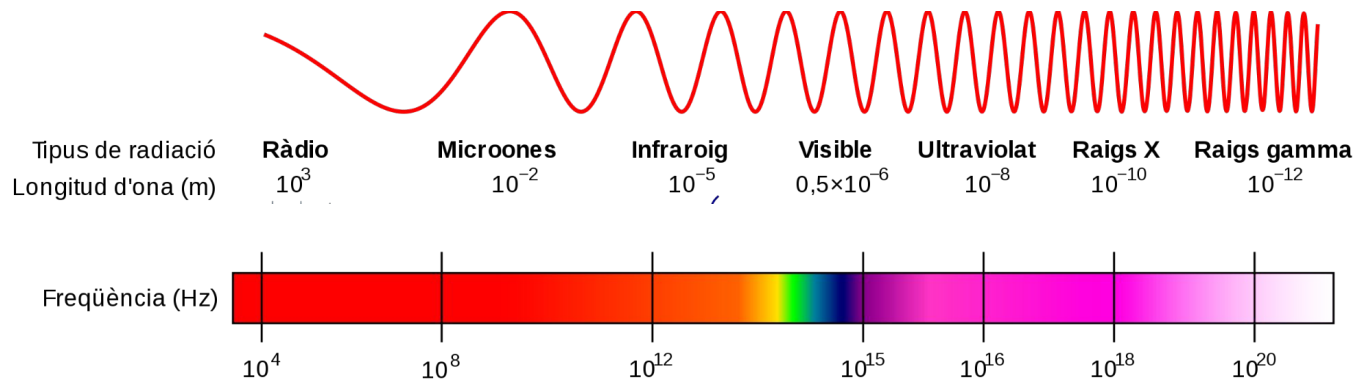
Even the dimensions of the microphone!



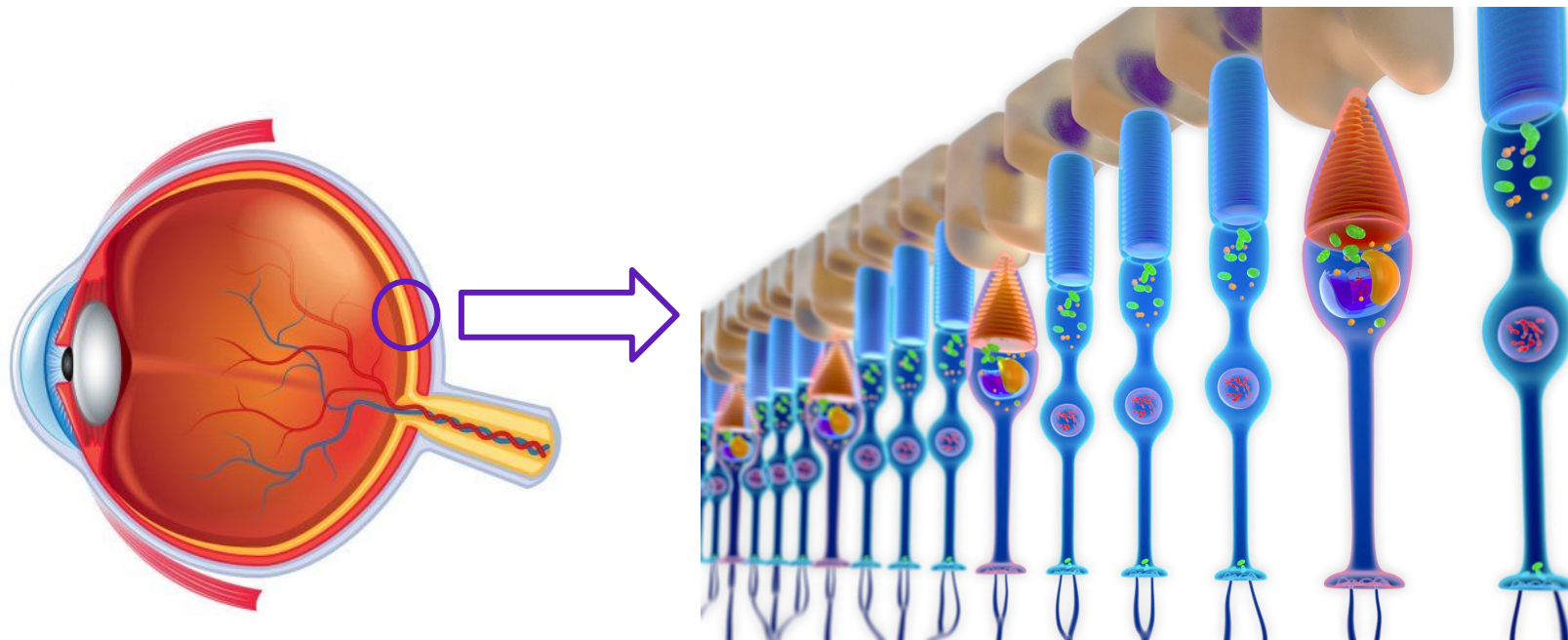
Q?



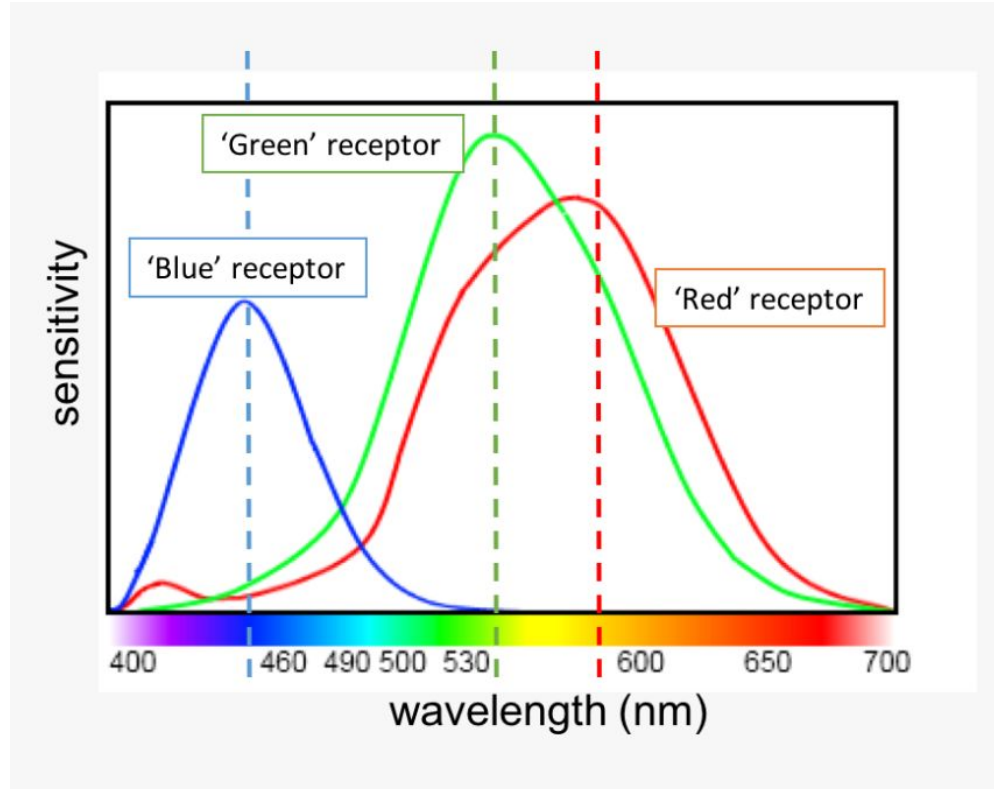
Color



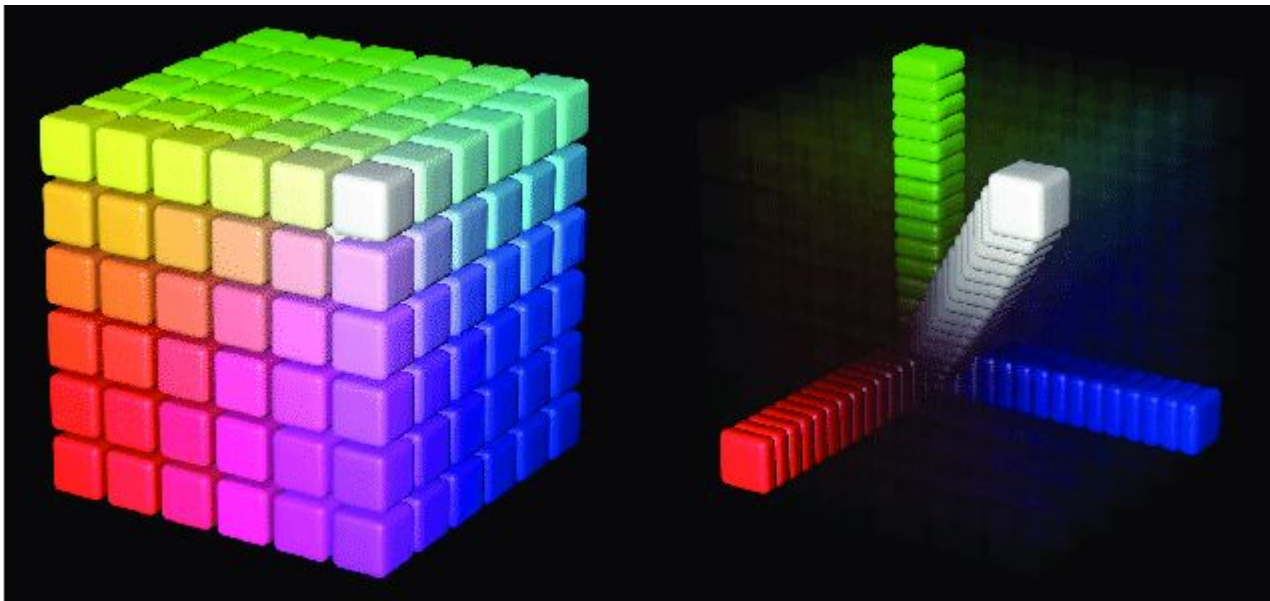
Color (Ull)



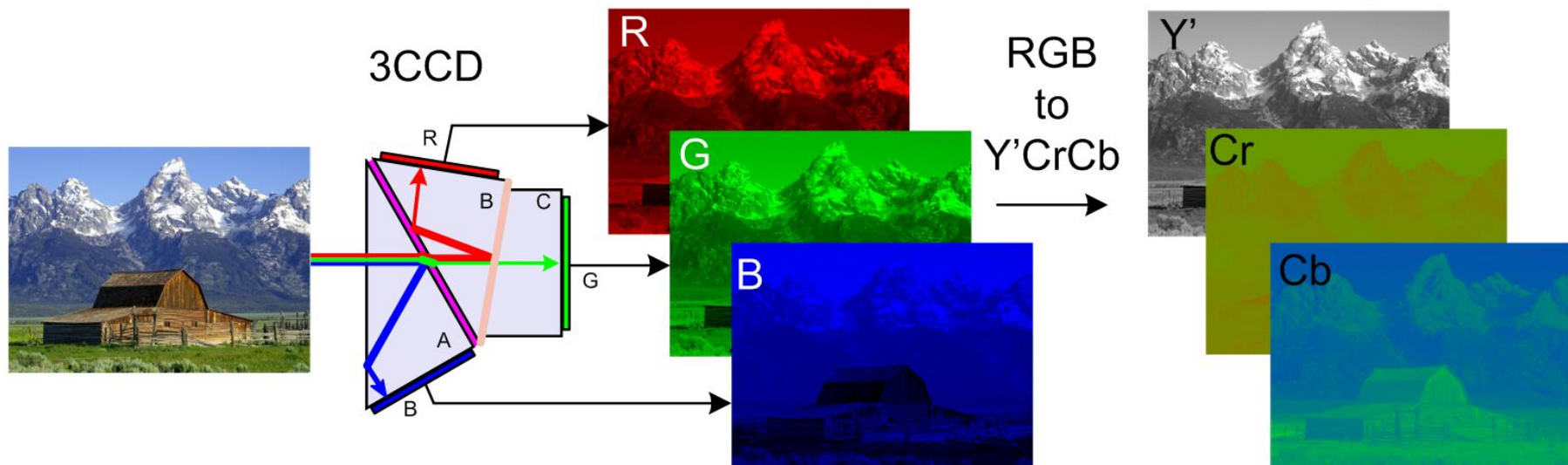
Color (ULL)



Color



Color Y Cr Cb



$$\begin{aligned}
 Y' &= 0 + (0.299 \cdot R'_D) + (0.587 \cdot G'_D) + (0.114 \cdot B'_D) \\
 C_B &= 128 - (0.168736 \cdot R'_D) - (0.331264 \cdot G'_D) + (0.5 \cdot B'_D) \\
 C_R &= 128 + (0.5 \cdot R'_D) - (0.418688 \cdot G'_D) - (0.081312 \cdot B'_D)
 \end{aligned}$$

Llista de colors/sentiments

<https://thenextweb.com/news/how-to-create-the-right-emotions-with-color-in-web-design>

Utilització de colors a nivell empresarial

<http://brandcolors.net/>

Esbós pagina web

