

Diseño web para programadores

¡Aprende a diseñar webs extraordinarias!

RODBEH

Objetivo del taller:

Presentar algunos de los fundamentos del diseño web.

¿Un programador
debería saber
diseñar webs?

Yo creo que sí, pues permite prototipar online interfaces, desarrollar proyectos personales, agiliza los trabajos en equipo y además, ayuda a entenderse mejor con los diseñadores.

La Pirámide del diseño web:



Atributos que influencian el diseño web:

Audiencia: Edad? Género? Nicho?

Tono: Casual? Formal? Cercano?

Propósito: Informativo? Conversión?

Elementos básicos del diseño web:

- 1. Tipografías**
- 2. Colores**
- 3. Composición**

1. Tipografías

Tipos Renacentistas

a b p f o e m i g s

Adobe Garamond, Centaur, Bembo...

Tipos Románticos

a b p f o e m i g s

Linotype Didot, Monotype Bulmer, Bauer Bodoni, Berthold Walbaum...

Tipos Industriales

a b p f o e m i g s

Helvetica, Futura, Gill Sans, Rockwell...

Tipos “web”

a b p f o e m i g s

Verdana, Lucida Grande, Roboto, Segoe UI...



Search Typekit...



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Choose sample text...

edit ▾

A



A



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Ag

Aktiv Grotesk Std

Dalton Maag



Ag

Expo Sans Pro

TypeCulture



Ag

Grafolita Script

Rui Abreu



Ag

Brandon Grotesque

HVD Fonts



Ag

Adobe Text Pro

Adobe



Ag

Lust Script

Positype



Ag

Adriane Text

Typefolio



Ag

Futura PT

ParaType



Ag

Chaparral Pro

Adobe



Ag

Jubilat

Darden Studio



Ag

Proxima Nova

Mark Simonson Studio



Ag

Museo Slab

exljbris Font Foundry



Classification ?

M

Sans Serif

M

Serif

M

Slab Serif

M

Script

m

Blackletter

M

Mono

M

Hand

M

Decorative

Available For ?



Web Use



Desktop Use

Recommended For ?

Design is an art
of situations

Paragraphs

Anthologies

Headings

Properties ?

G

G

G

A

A

A

Weight

Width

h

h

h

O

O

O

x-height

Contrast

Ab

AB

246

246

Standard or Caps Only

Default Figure Style

667 font families shown

Word Sentence Paragraph Poster

GO ▾

Preview Text: Grumpy wizards make toxic brew for the evi ▾



Size:

28 px



Sorting:

Popularity



Filters:

All categories

Thickness

Slant

Width

Script:

Latin

 Reset all filters/search

Styles:

 Show all styles

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Open Sans, 10 Styles by Steve Matteson



Add to Collection

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Slabo 27px, 1 Style by John Hudson



Add to Collection

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Roboto, 12 Styles by Christian Robertson



Add to Collection

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Oswald, 3 Styles by Vernon Adams



Add to Collection

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato, 10 Styles by Łukasz Dziedzic



Add to Collection

Siempre podemos probar:

Mezclando diferentes fuentes,
colores y proporciones.

Sectetur, adipisci velito

Blandit incorrupte quaerendum in quo, nibh impedit id vis, vel no nullam semper audiam. Ei populo graeci consulatu mei, has ea stet modus phaedrum. Inani oblique ne has, duo et veritus detraxit. Tota ludus oratio ea mel, offendit persequeris ei vim.



Sectetur, adipisci velito

*Blandit incorrupte quaerendum in quo, nibh impedit
id vis, vel no nullam semper audiam. Ei populo
graeci consulatu mei, has ea stet modus phaedrum.
Inani oblique ne has, duo et veritus detraxit. Tota
ludus oratio ea mel, offendit persequeris ei vim.*



Sectetur, adipisci velito

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impedit id vis, vel no nullam semper audiam.
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Ante la duda...

Verdana o Lucida Grande,
tamaños grandes: 16px o más,
y una buena entrelinea: 150%.

¿Necesitas un cambio para tu negocio?

► Inspírate con el folleto online
IKEA BUSINESS 2014

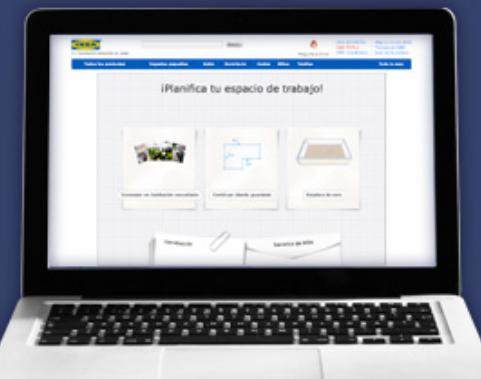


DESCARGA LA APP
DEL FOLLETO
IKEA BUSINESS 2014

- Descargar app para iPhone
- Descargar app para Android



► O planifica tu espacio
de trabajo aquí



ÚNETE A IKEA BUSINESS

y disfruta de todas sus ventajas para tu negocio



Múltiples
OPCIONES DE PAGO



Newsletters cargados de
INSPIRACIÓN



Te ayudamos a
PLANIFICAR
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Y mucho
MÁS...

➤ Infórmate aquí de todas las ventajas de IKEA BUSINESS



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DISTANCIA
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➤ ¿Cómo comprar con
IKEA BUSINESS?

➤ Inicia tu compra

ATENCIÓN AL CLIENTE

Puedes hacerlo todo tú mismo, pero no tienes por qué.

Como propietario, sabemos que estás acostumbrado a encargarte de muchas cosas tú mismo. Pero también sabemos lo importante que es aprovechar al máximo el tiempo y el dinero. Por eso te ofrecemos una gran variedad de servicios que te lo pondrán todo más fácil: desde la entrega de los muebles donde nos indiques hasta el montaje.

[Mira todos los servicios que ofrecemos](#)

Facebook te ayuda a comunicarte y compartir con las personas que forman parte de tu vida.



Registrarse

Es gratis y lo será siempre.

 Nombre Apellidos Correo electrónico o número de móvil Vuelve a introducir el correo electrónico ... Contraseña nueva

Fecha de nacimiento

 Día Mes Año

[¿Por qué tengo que dar mi fecha de nacimiento?](#)

Mujer Hombre

Al hacer clic en Terminado, aceptas las [Condiciones](#) y que has leído la [Política de uso de datos](#), incluido el [Uso de cookies](#).

[Crea una página para un personaje público, un grupo de música o un negocio.](#)



CONTENT

CHOREOGRAPHY

The concept of permanently placing content on a web page for a single browsing width or resolution is becoming a thing of the past.

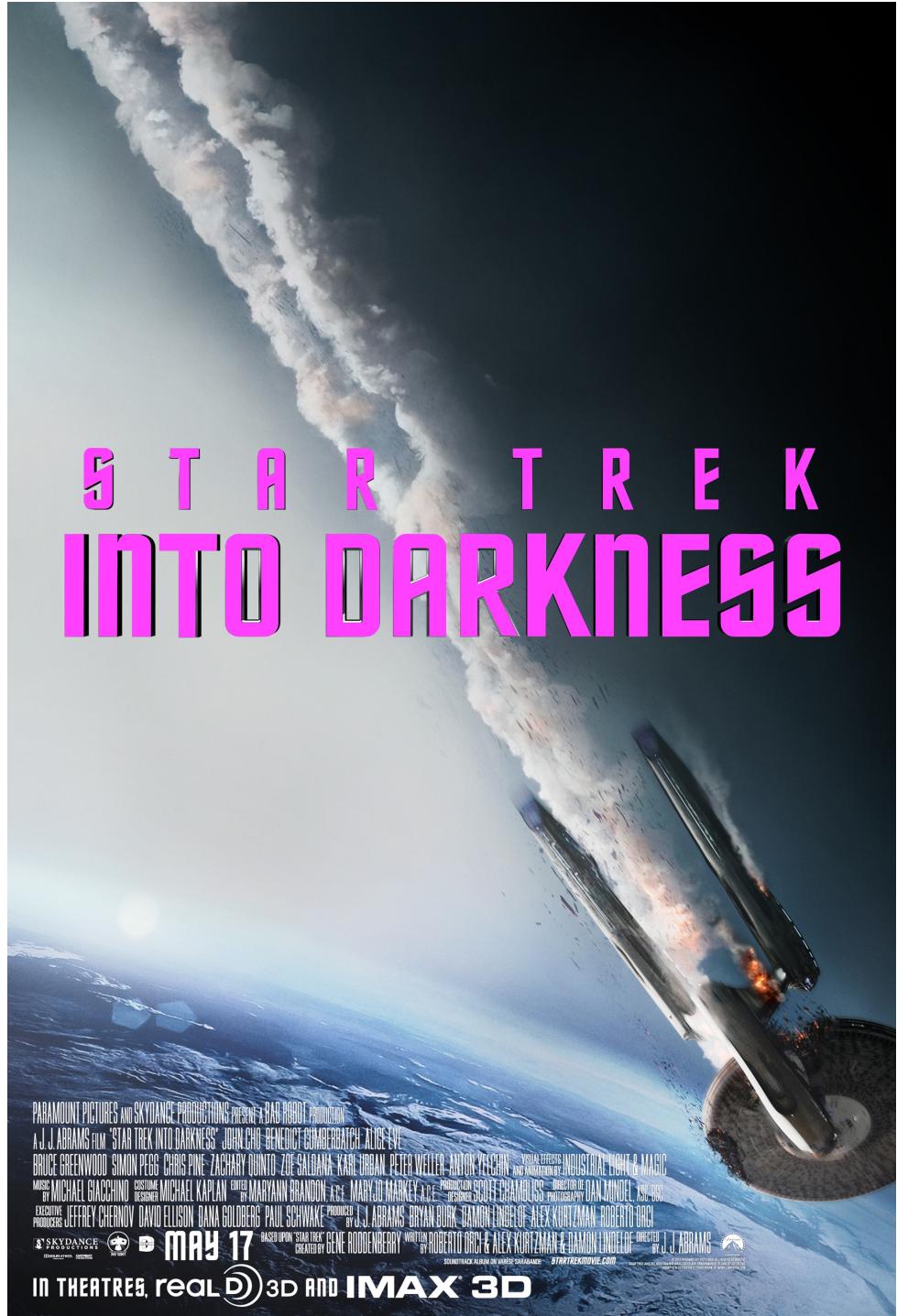
Media-queried responsive & adaptive sites afford us the ability to re-architect content on a page to fit its container, but with this exciting new potential come equally exciting challenges. Web designers will have to look beyond the layout in front of them to envision how its elements will reflow & lockup at various widths while maintaining form & hierarchy. Media queries can be used to

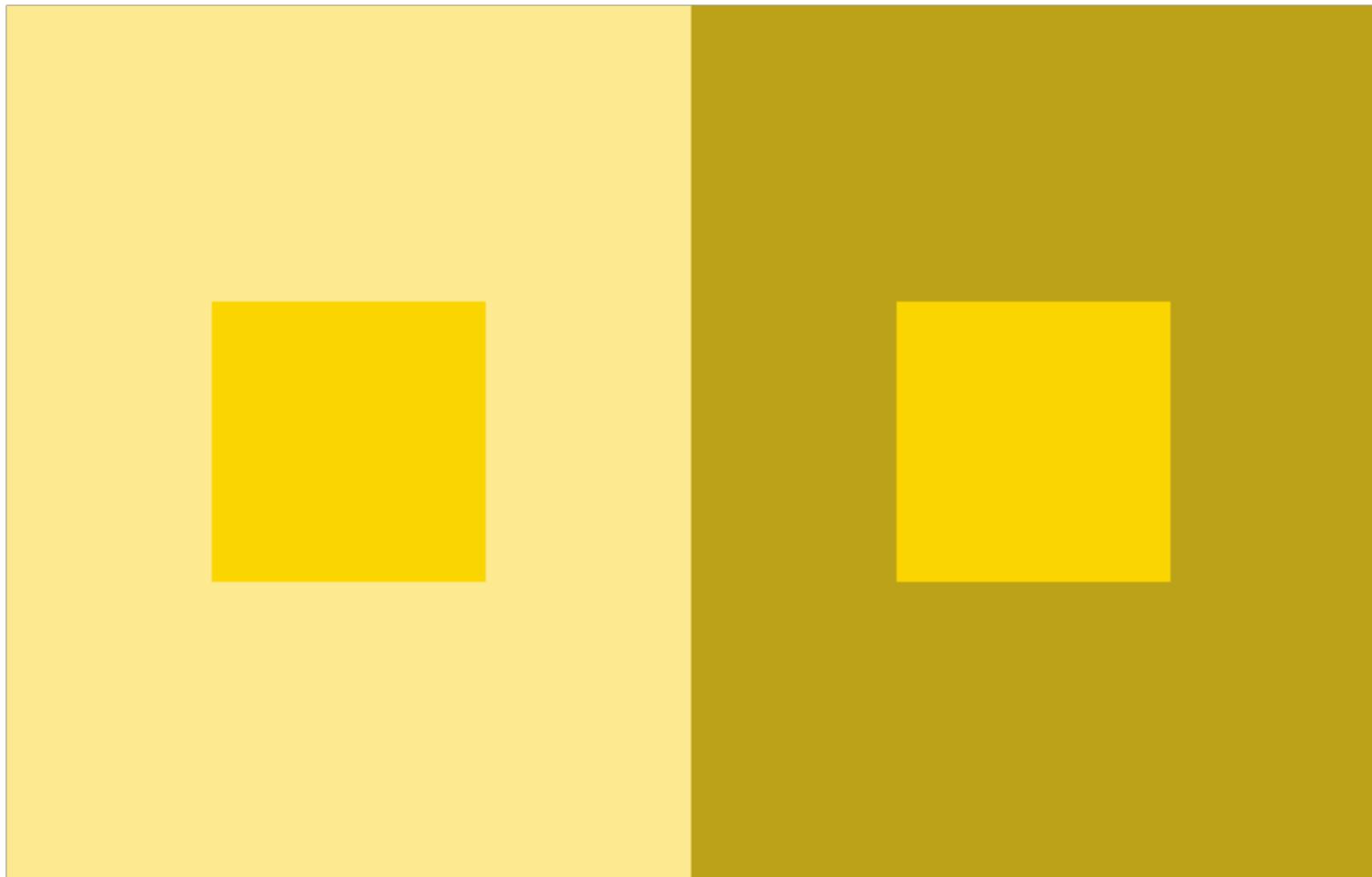
2. Colores

Los colores tienen significado.

Los colores son relativos.

**Hay colores armónicos y
colores que no combinan bien.**





Abcde

Abcde

Abcde

Abcde



Abcde

Abcde

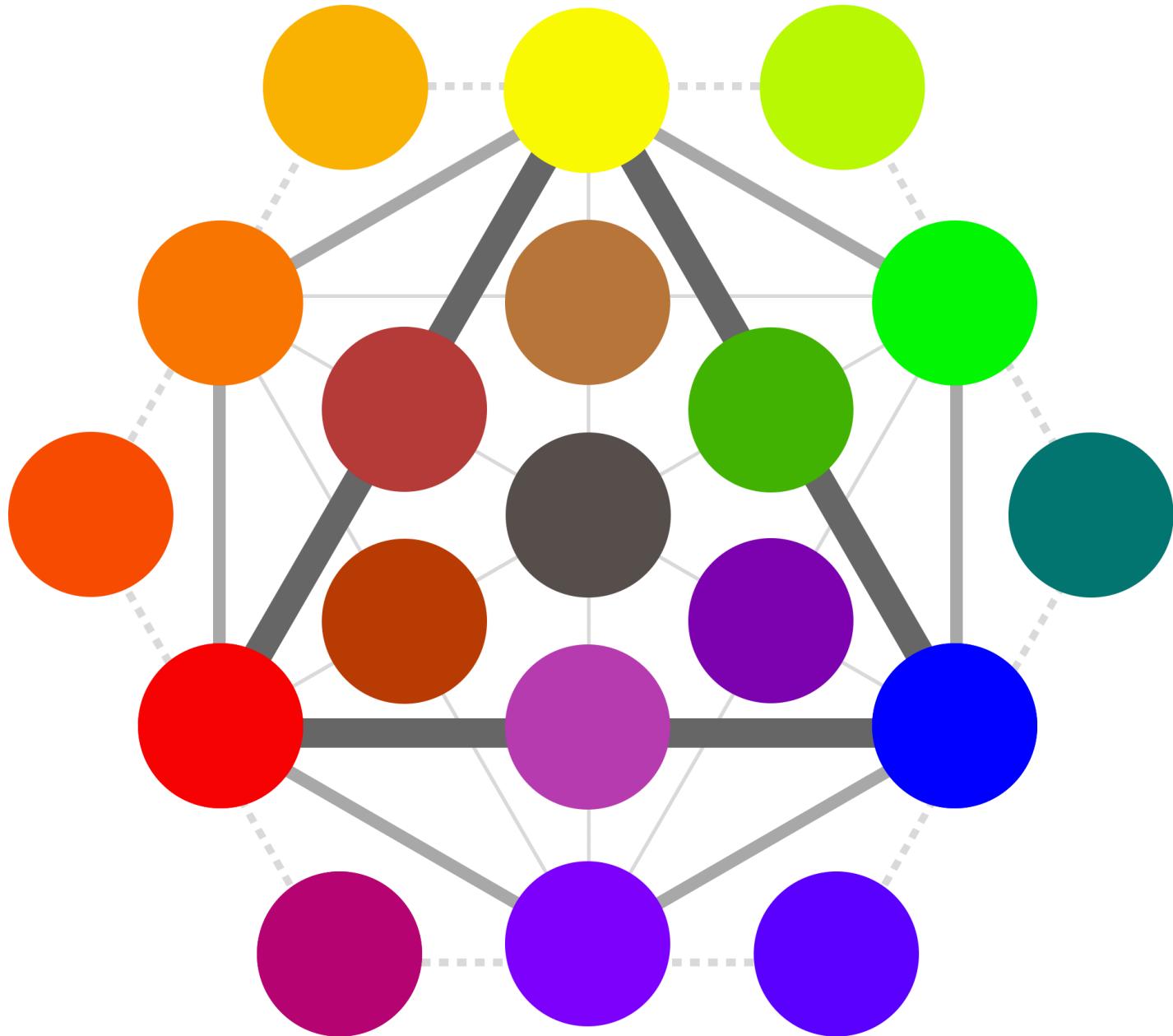
Abcde

Abcde



Los colores se mezclan:

Creando nuevos colores
en complejas asociaciones.



Adobe Kuler es ahora Adobe Color CC. [Más info.](#)

Guardar

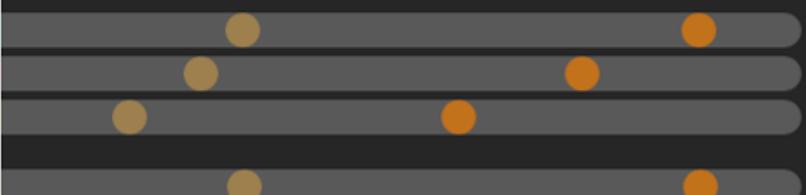
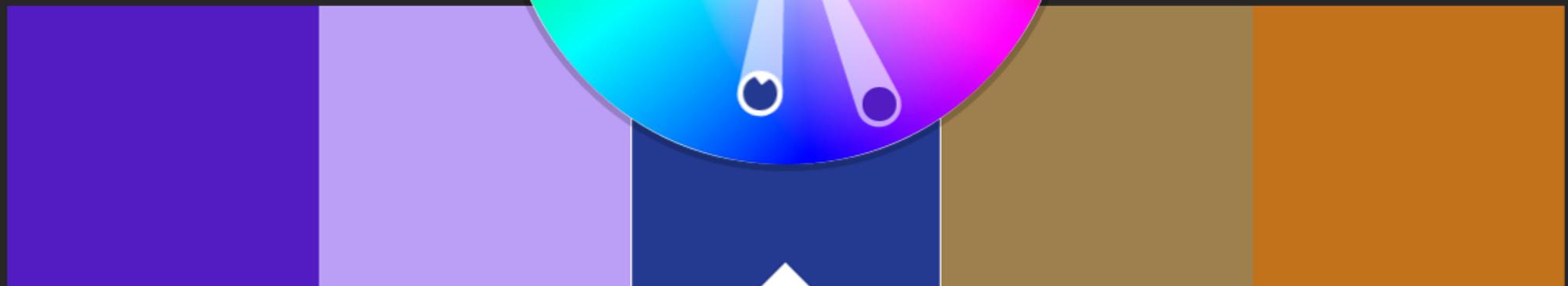
Mi tema de Color



Regla cromática



- Análogos
- Monocromáticos
- Tríada
- Complementarios
- Compuestos
- Tones
- Personalizados



RGB 83 28 195

HEX 531CC3

RGB 187 159 246

HEX BB9FF6

RGB 35 58 144

HEX 233A90

RGB 157 128 78

HEX 9D804E

RGB 195 114 28

HEX C3721C

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theguardian.com has a new look coming soon

[preview it now →](#)[find out more →](#)**Breaking news:** Perth bushfire puts lives and homes in danger

Ed Miliband: future of the NHS is at stake in election



Labour promises 36,000 more staff for health service and repeal of privatisation laws

[804 comments](#)**LATEST**

"Here's Frances O'Grady, the TUC general secretary, on the growth figures. This is the slowest recovery in modern history. George Osborne has..."

[Politics live blog: all the day's developments](#)

- Cameron: include NI parties in TV debates
- Lib Dems to block any bid to revive snooper's charter

Greek coalition heads for EU clash



Alexis Tsipras carries electoral mandate to take on country's paymasters in Brussels

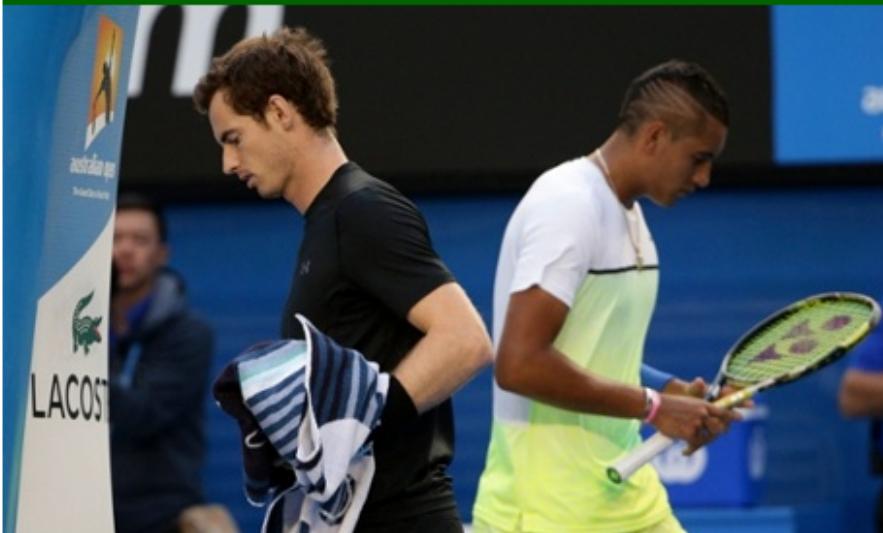
[1459 comments](#)**LATEST**

"Yanis Varoufakis has pledged to keep blogging his views on the Greek economy once he becomes finance minister (later today). In a new post, called..."

[Greece: all the day's developments](#)

Australian Open

Murray v Kyrgios: British No1 takes first two sets



Auschwitz 70 years on



Auschwitz: 70 years on

Survivors' stories



Today is the 70th anniversary of Auschwitz's liberation. Six survivors, some of whom will be returning for the last time, tell their stories

● [Ephraim Mirvis: In 70 years, what have we learned?](#)

● [Survivors: 'We felt a responsibility for each one'](#)

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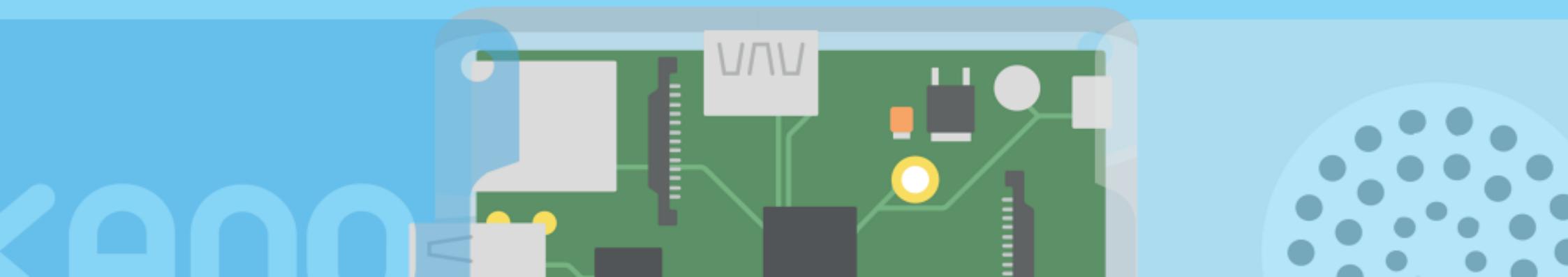


Burner (OSX)

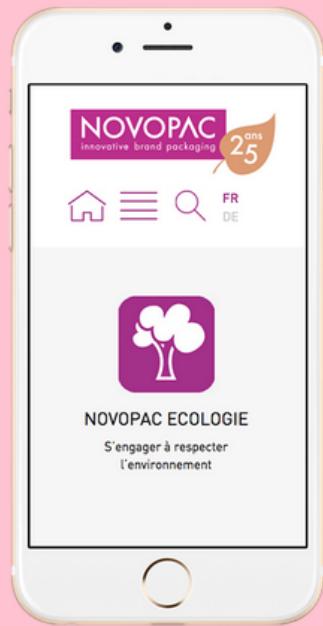
A magic tool to download and burn the latest version of our OS to your SD card.

[DOWNLOAD](#)

Build a speaker



n un échantillon de travaux réalisés avec amour.



novopac

WEBDESIGN

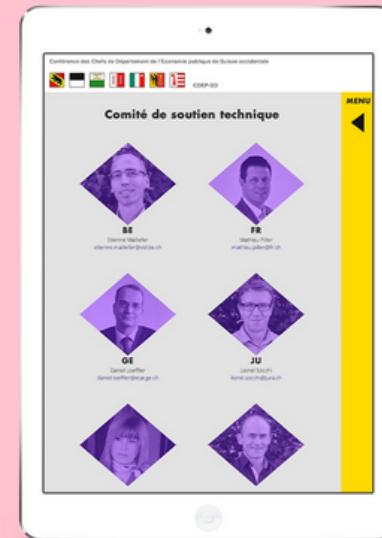
[VOIR LE PROJET](#)



be:architecture

IDENTITÉ VISUELLE

[VOIR LE PROJET](#)



cdep-so

IDENTITÉ VISUELLE

[VOIR LE PROJET](#)



ÉDITION 2014

« BRATZIO DE NOËL DE JOHANN SEBASTIEN BACH »

avec les artistes : ... et ...

édition 2014

... et ...

... et ...

VIEILLE ET SON CLASSISME

... et ...

... et ...

... et ...

... et ...



3. Composición

**La proximidad
y los espacios
crean relaciones
entre los elementos.**



SUMMER



Maps & Directions

Trail maps, Village map and directions to Snowbird.

[MORE >](#)

Mountain Biking

The new Big Mountain Trail is closed for the season.

[MORE >](#)

Summer Activities

Mountain Coaster, Alpine Slide, Mountain Flyer, Vertical Drop, Bungee Trampoline, Climbing Wall and Kid's Inflatables.

CURRENTLY



32°

24hr

48hr

Depth

YTD

2"

2"

71"

187"



CAMS



MAP

MTN REPORT

BUY ONLINE

- ▼ Lodging
- ▼ Lift Tickets
- ▼ Mountain School
- ▼ Season Passes
- ▼ The Cliff Spa
- ▼ Ground Transport
- ▼ Apparel & Gifts
- ▼ Gift Cards

1-800-232-9542

SPECIALS

- ▼ Mountain Vacation
- ▼ Early Week Stay & Ski
- ▼ Cliff 7-Night Stay
- ▼ All Specials

EMAIL ALERTS

SIGN UP



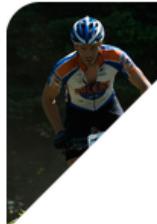
SUMMER



Maps & Directions

Trail maps, Village map and directions to Snowbird.

MORE ➤



Mountain Biking

The new Big Mountain Trail is closed for the season.

MORE ➤



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- ▼ Gift Cards

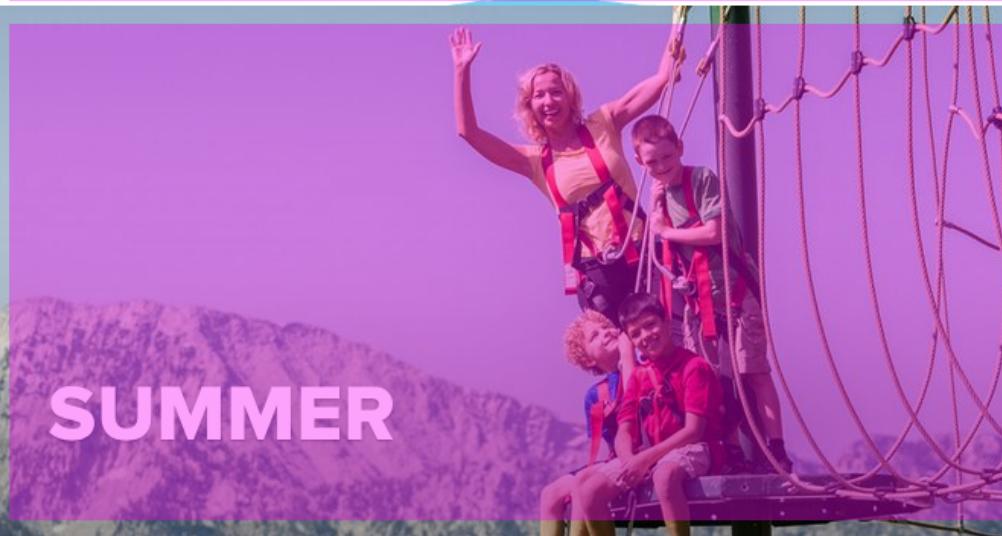
1-800-232-9542

SPECIALS

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- ▼ Early Week Stay & Ski
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- ▼ All Specials

EMAIL ALERTS

SIGN UP



CURRENTLY



32°

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CAM'S



MAP

MTN REPORT



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SPECIALS

- ▼ Mountain Vacation
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- ▼ Cliff 7-Night Stay
- ▼ All Specials

EMAIL ALERTS

[SIGN UP](#)

Se puede crear relaciones entre los elementos visuales controlando los espacios, alineando los elementos y **utilizando una grid.**

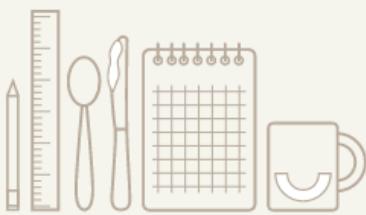


We help companies provide **good** online experiences that drive strategic business outcomes.

• • • • WHY NOT GREAT?

We thought we'd spare you the superlatives and just make it damn good.

Learn more



Our services

Good design is about solving problems. See how our services combine to create an elegant solution.



Our approach

Our approach starts with your business objectives and ends with a satisfied user. See how we do it.

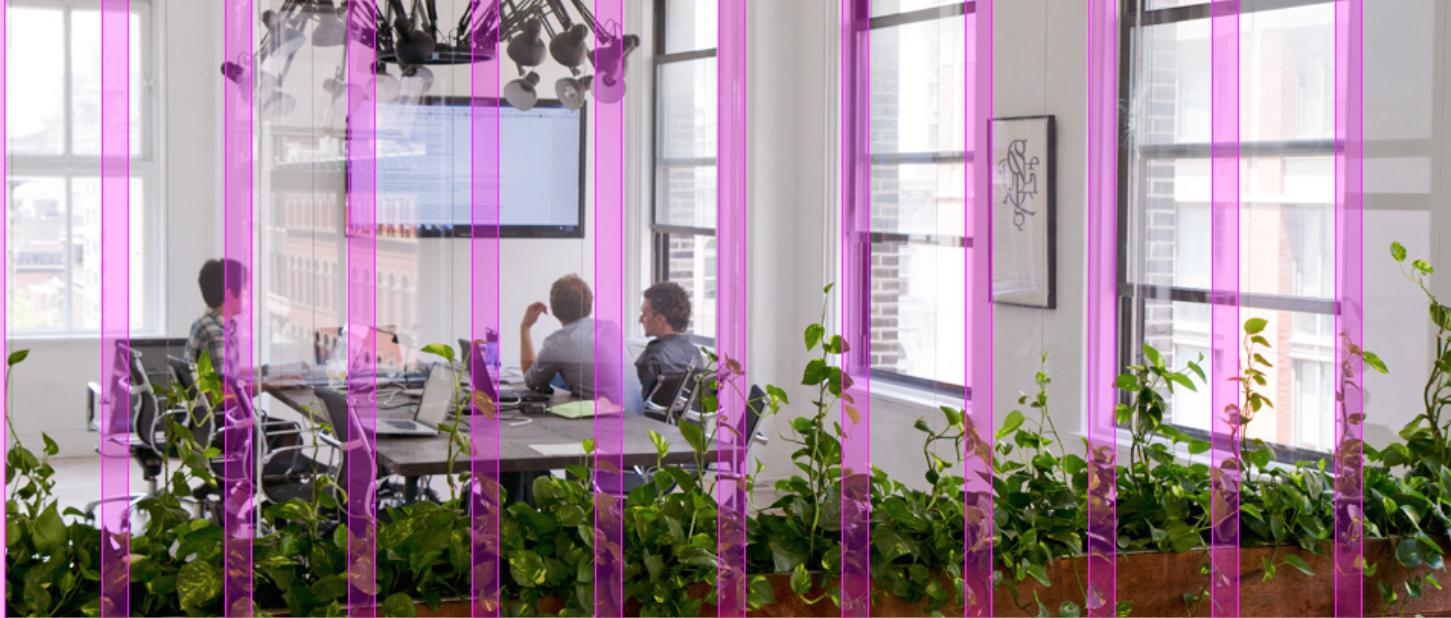


"A good experience when conducting a complicated transaction online is completing it faster and more easily than expected. Cloudberry makes the complex simple."

— Sandy Williams

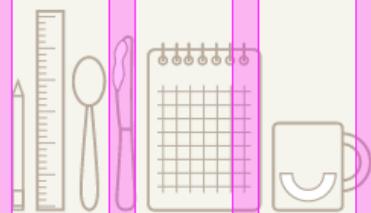
Get to know us

Good work begins with good people. Take a minute to meet the Cloudberrrians.



We help companies provide **good** online experiences that drive strategic business outcomes.

Learn more 



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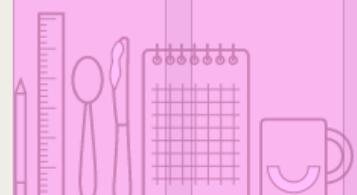
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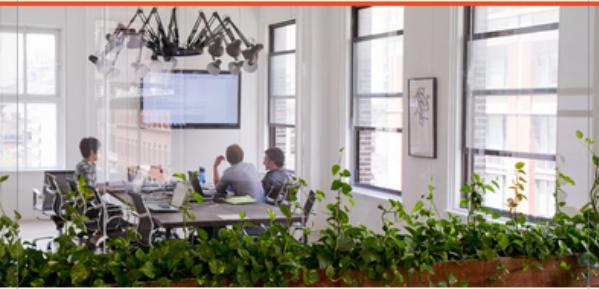


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Simetría y asimetría:

Un buen diseño
es un diseño equilibrado.

2.0.5

A faster, more flexible GitHub Enterprise.

New features make it easier for you and your team to take on code review, issue tracking, and software deployment, all with the added benefit of a number of security and performance improvements.

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iPhone 6

Explorar

Comprar

Pantalla Retina HD

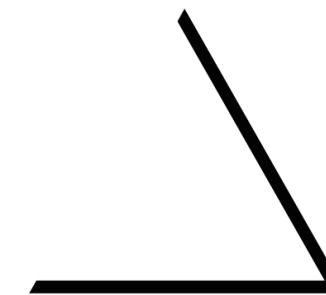
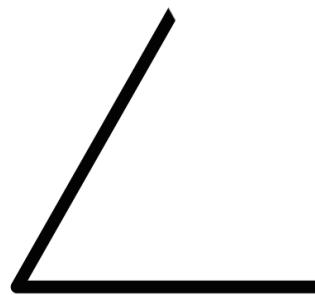
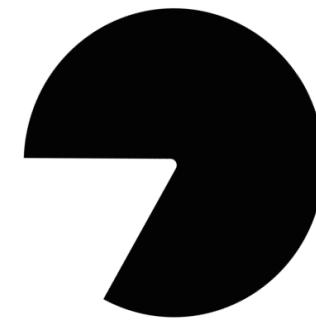
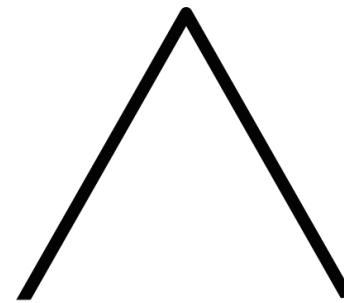
No solo es más grande.
Es mejor.

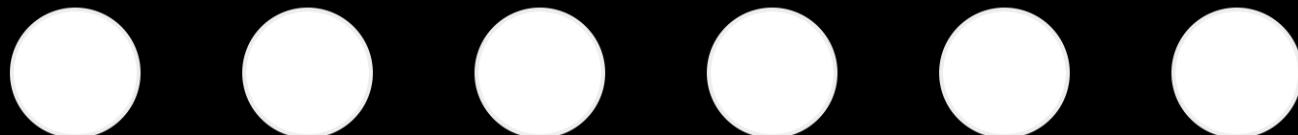
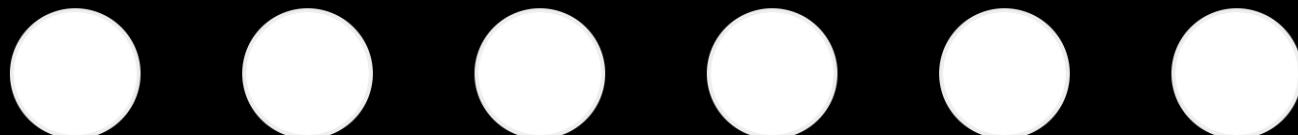
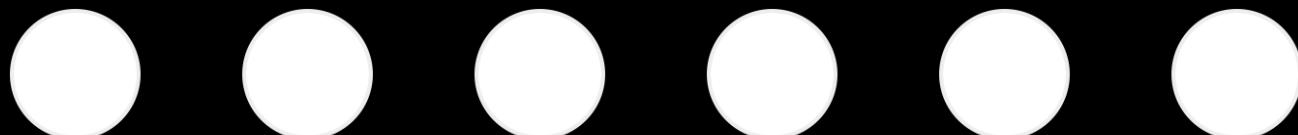
Sí, las nuevas pantallas Retina HD del iPhone 6 y el iPhone 6 Plus son más grandes. Y no, eso no es todo. Las hemos rediseñado para que ofrezcan mayor resolución, mayor contraste, una polarización mejorada y píxeles de doble dominio que consiguen colores más precisos desde más ángulos. Son las pantallas más finas y avanzadas que hemos creado nunca.



Cuando instintivamente
se percibe un diseño como bueno,
lo más probable es que
se estén aplicando
las Leyes de la Gestalt.









No se trata de
ser creativo o no.

Se trata de experimentar.

La primera solución
raramente es la mejor.

Es cómo todo lo demás:

Hay que mirar cómo se hace
y controlar las herramientas.

Destacados

En cursos

Más valorados

Más comentados

Más vistos

Recientes

Todos ▾

Todas las disciplinas ▾



diaz-faes



pabloserrano



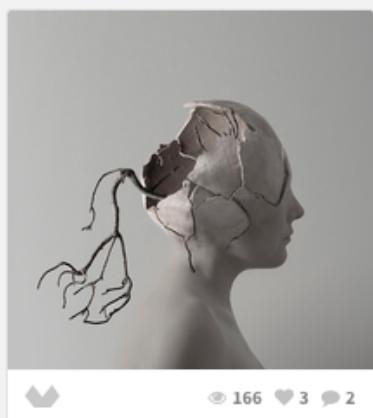
isacasi



Dani Blázquez



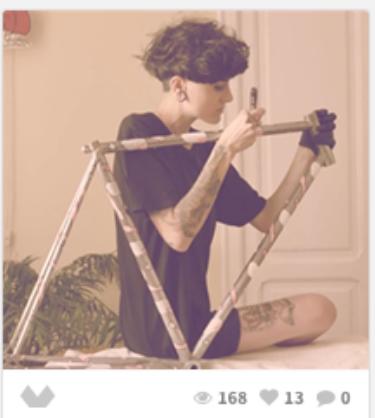
conspiracystudio



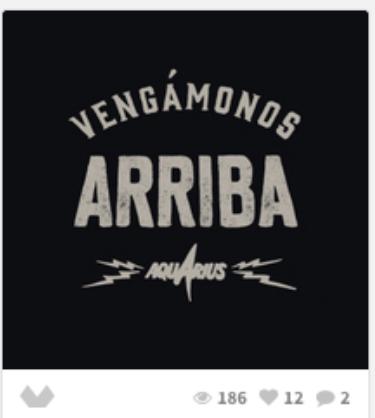
Lenafotografia



errordesign



gracegarciasalcedo



happyending



David Sierra



What are you working on? Dribbble is show and tell for designers.

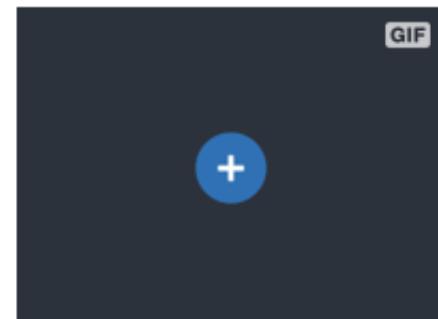
[Learn more](#)[Sign up](#)

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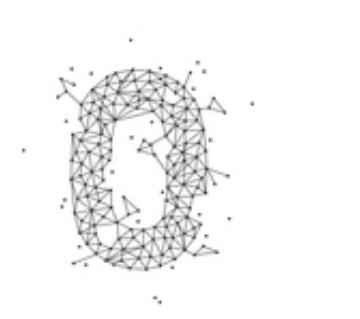
1,520 22 303

Nick Slater



4,007 14 342

InVision



1,317 8 174

Dropbox



2,159 13 184

Focus Lab



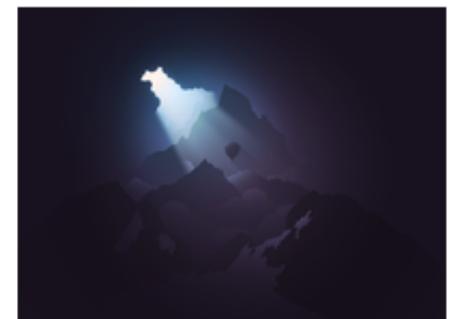
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MailChimp



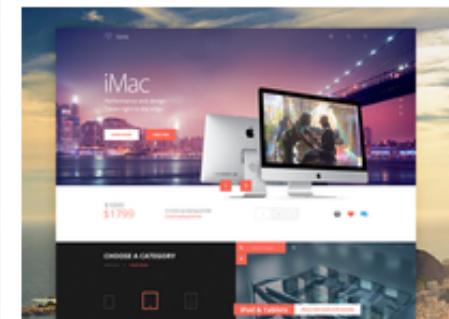
822 8 135

shawna x



999 9 131

MRusta



2,479 13 144

Malte Westedt





design



Español (América)

Iniciar sesión

DONT
Graphic
moods

Interior

Home

Bureau

Website

Industrial

Typography

Handbags

Inspiration

Packaging

Seeds

Shoes >

Todos los Pines

Pineadores

Tableros

Mostrar:

Todos los Pines

Solo mis Pines



The Psychology of Colors in MARKETING

How colors INFLUENCE PEOPLE

Red: Encourages action, often used for Christmas sales.

Blue: Associated with the sky, water, and reliability.

Green: Associated with health, nature, and safety.

Purple: Associated with wealth and respect.

Orange: Associated with energy and warmth.

Black: Associated with authority, power, and strength.

Grey: Symbolic of practicality, neutrality, and stability.

White: Associated with purity, clarity, and innocence.

Properly USING COLOR THEORY

Choosing Contrast

One-Stop Fashion

Expandir pin

desde Digital Information World

How Colors Influence People: The Psychology Of Color In Business Marketing

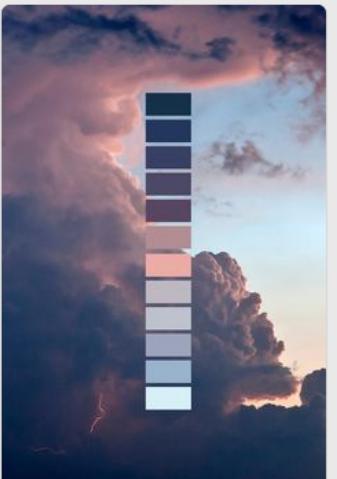
Affascinante e realistico | How Colors Influence People: The Psychology Of Color In Business Marketing



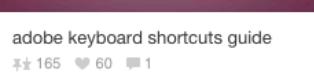
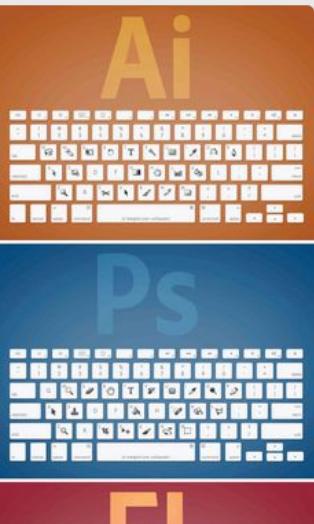
Concept Branding and Packaging:
'Beehive Honey Squares'

6594 1335 7

holy boards
holy packaging



The colourscape is a great idea to help set a cohesive colour palette for my works



165 60 1

huibin cai
Smart things



30 Brilliant Packaging Design examples for your inspiration | Read full article: webneel.com/... | more webneel.com/... | Follow us www.pinterest.com...

782 128 2

Deirdre O Mahony
DIY & Crafts that I love



Expandir pin

desde Packaging of the World - C...
Trident Gum (Concept)

Trident Gum (Concept) is so great and so popular however it does remind us of HappyDent another very popular pin PD

443 103 1

RESUMEN:

- Verdana o Lucida Grande.
- Texto grande: 16px o más.
- Una buena entrelinea: 150%.
- Esquema de colores: Adobe Color CC.
 - Legibilidad y Contraste.
- Estructura: espacios, proximidad, grid...
- Buscar encontrarse con el “buen diseño”.
- Experimentar, probar, y ser creativo.

Lectura recomendada:

es.wikipedia.org/wiki/Pirámide_de_Maslow

unostiposduros.com/clasificacion-de-los-tipos

wikipedia.org/wiki/Clasificación_tipográfica

wikipedia.org/wiki/Teoría_del_color

wikipedia.org/wiki/Leyes_de_la_Gestalt

smashingmagazine.com/2014/03/28/design-principles-visual-perception-and-the-principles-of-gestalt

graphicdesign.spokanefalls.edu/tutorials/process/gestaltprinciples/gestaltprinc.htm

webstyleguide.com/wsg3/7-page-design/4-visual-design-principles.html

somerandomduke.com/2012/01/10/transition-from-development-to-design

howdesign.com/parse/destroy-designers-block-with-contrast

bootstrappingdesign.com/pdf/sample.pdf

color.adobe.com

¡Gracias!

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Twitter: **@rodbeh**