

Dibujo artístico aplicado al front





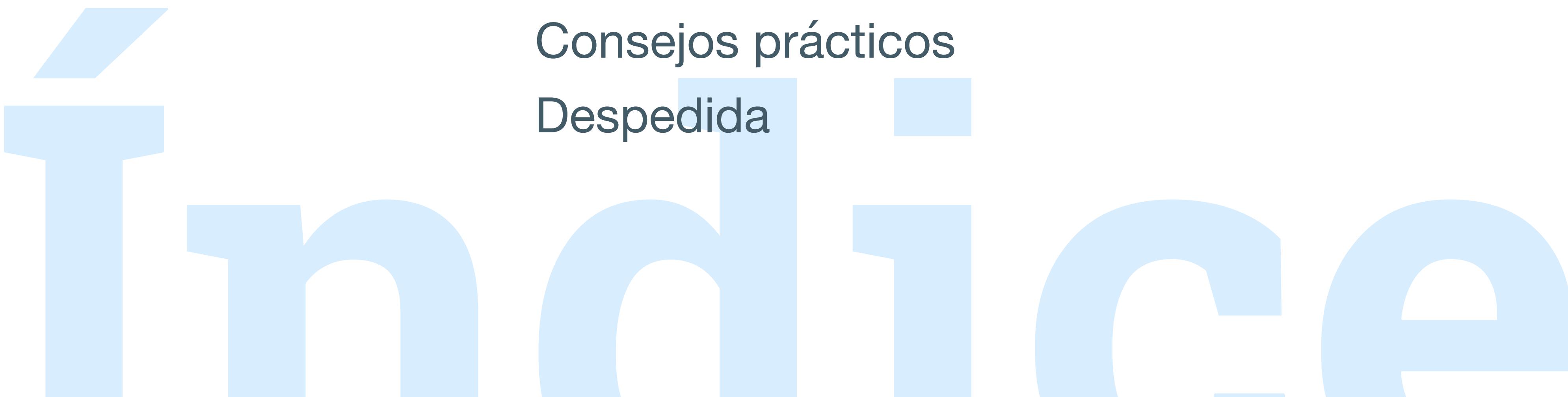
Hola, me llamo Carlos

Soy diseñador / maquetador en Space Nomads
y profe en Adalab

 @oneeyedman

 carlos@spacenomads.com

¿Por qué el título de la charla?



Los dibujos
Herramientas de diseño
Diccionario gráfico
Información del dibujo
Ejemplos paso a paso
Ventajas
Ejemplos de proyectos
Consejos prácticos
Despedida

¿Alguien no es front?

No pasa nada si no lo eres...

TL;DR

De qué va esto en 15 segundos, o más.

Los apuntes

Triodos Bank

Asunto
Alerta de Cargo Superior

Estimado cliente:

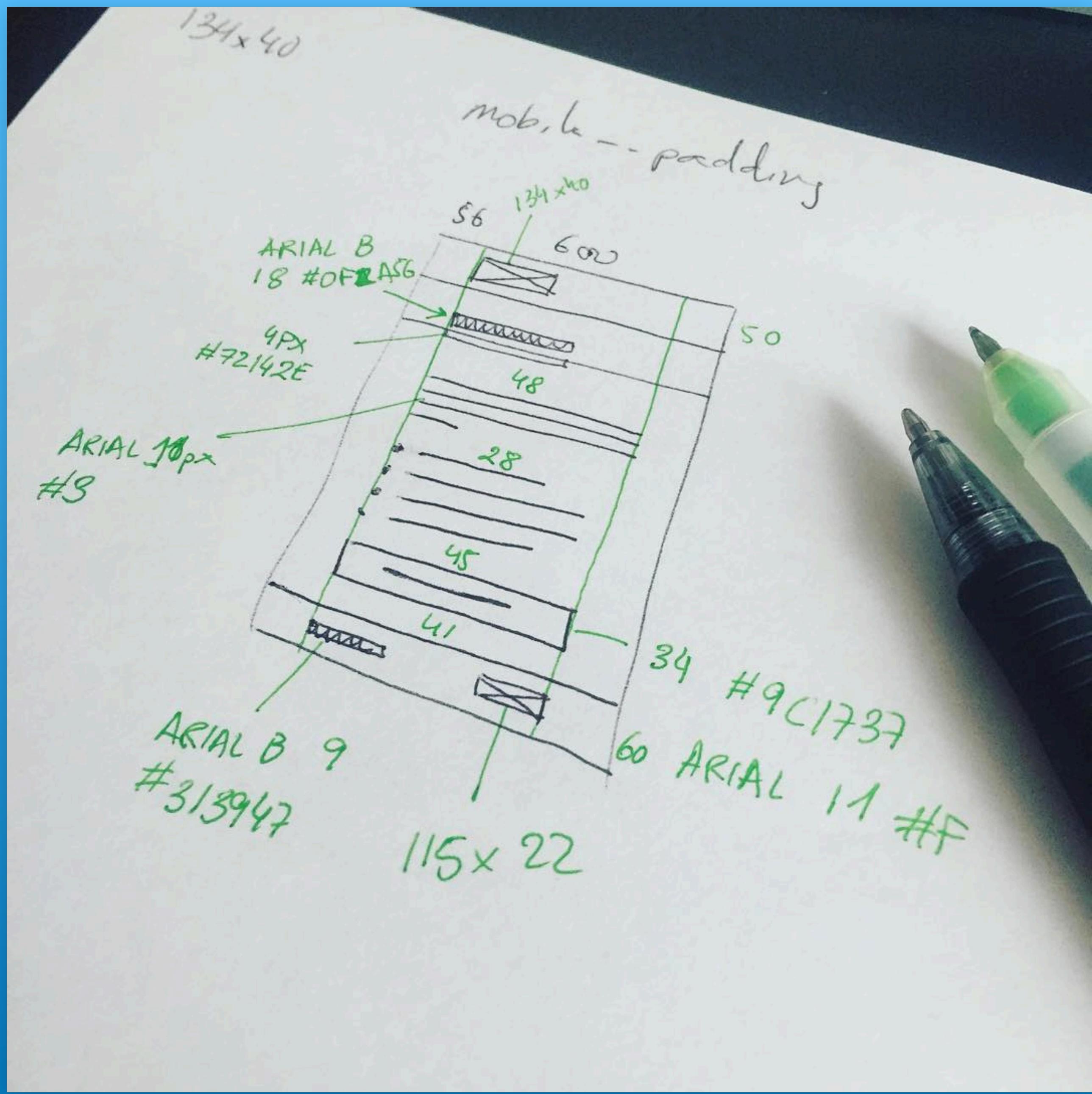
Atendiendo a su petición, e-Triodos le informa que el día 15-08-2015 se ha producido un cargo en su cuenta 1234/**5678 por importe de **12,34 EUR**. El saldo actual es de 1.234,56 EUR.

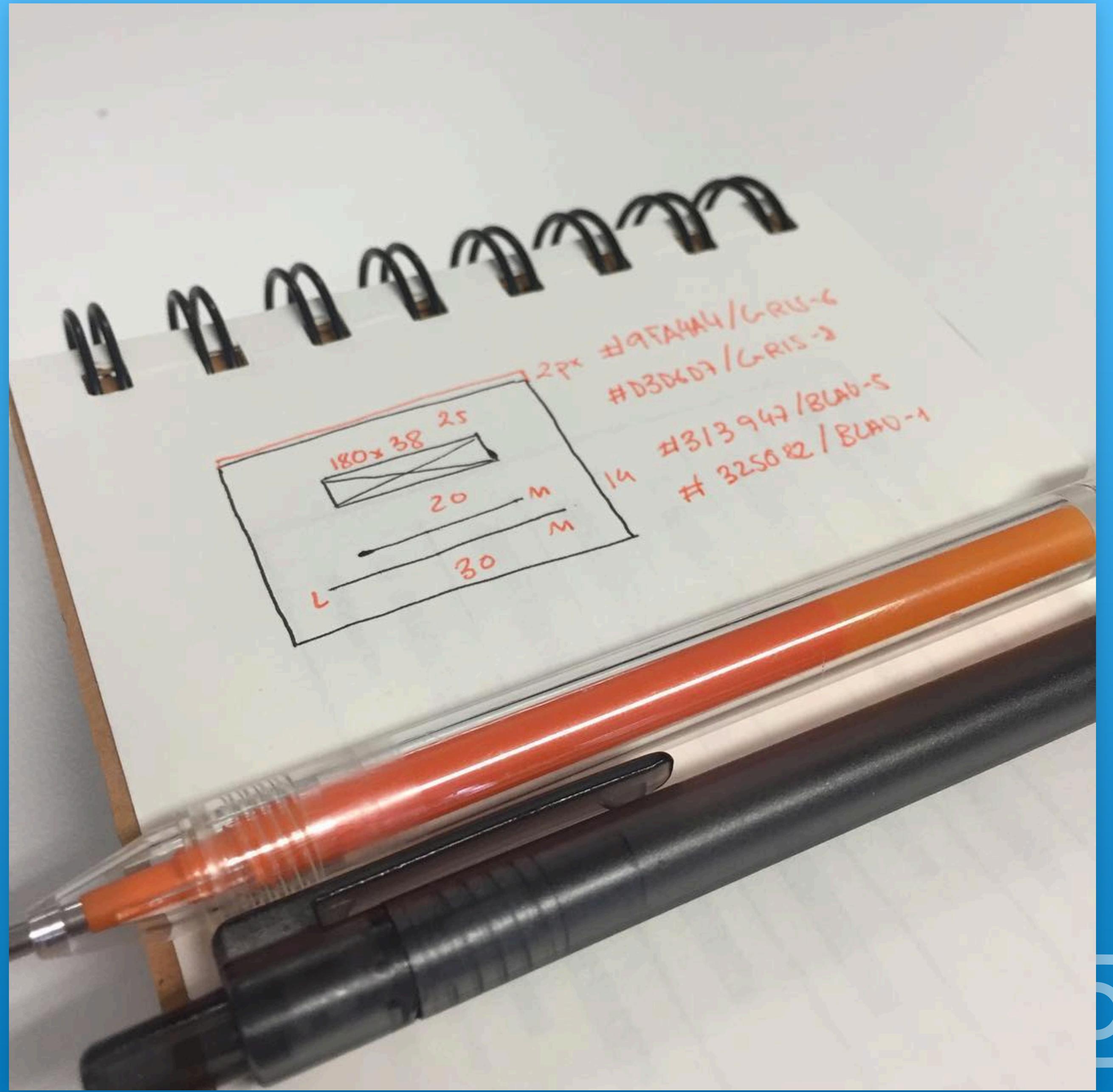
Quedamos a su disposición en clientes@triodos.es para cualquier aclaración o consulta que desee hacernos.

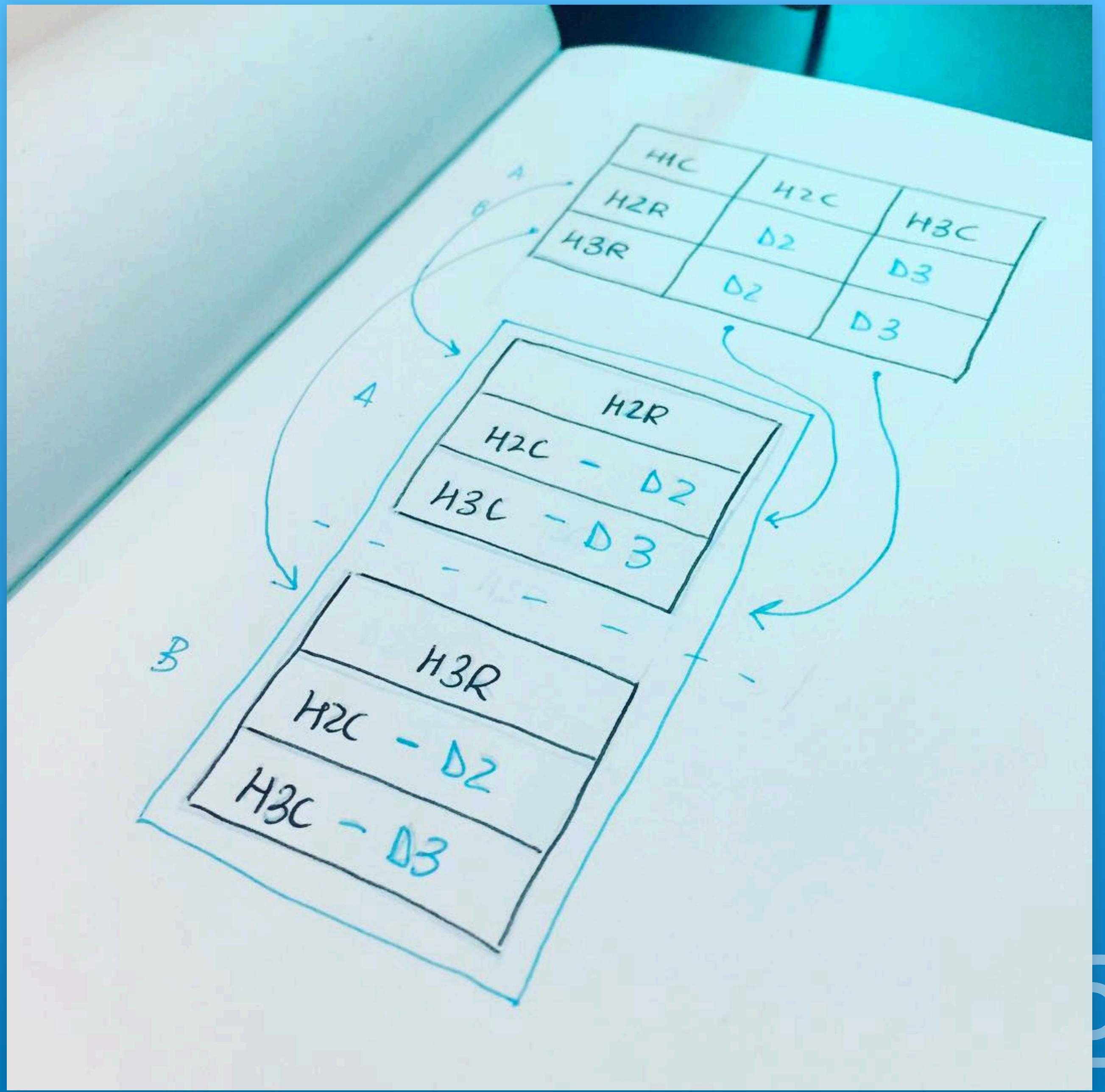
Atentamente, Triodos Bank.

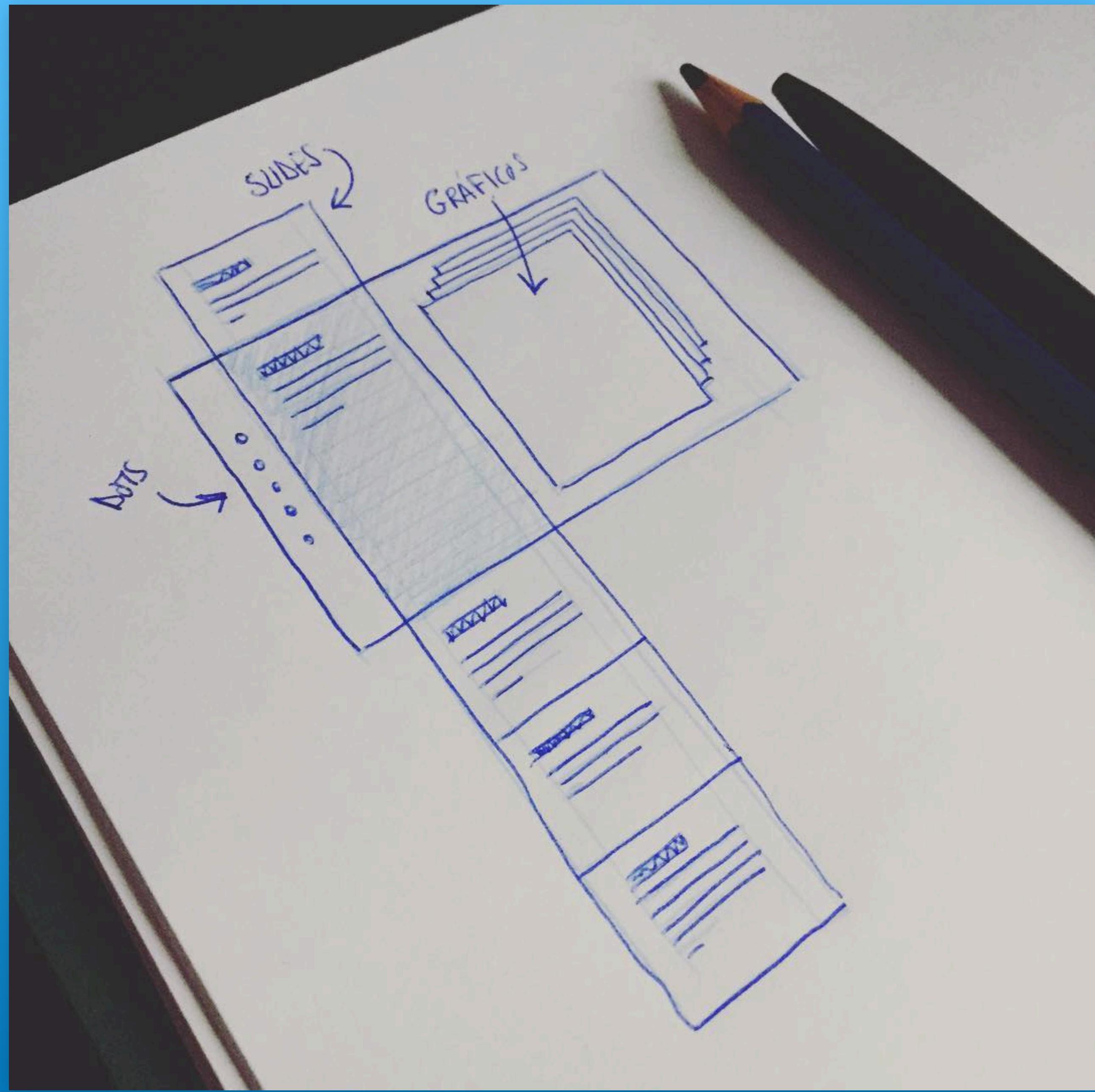
Para cualquier duda o sugerencia, póngase en contacto con nosotros a través del teléfono **902 360 940**.

```
1 <!DOCTYPE html>
2 <html lang="es">
3 <head>
4   <meta charset="UTF-8" />
5   <title>Alerta de cargo superior</title>
6 </head>
7 <body style="background:#ffffff;margin:0;mso-margin-alt:0;">
8   <table width="100% cellpadding="0" cellspacing="0" border="0" bgcolor="#ffffff">
9     <tr>
10    <td width="100%" valign="top" bgcolor="#ffffff">
11      <!-- Mail main container -->
12
13      <!-- Mail styles -->
14      <style>
15        @media all and (max-width:566px) {
16          .mobile_block {
17            display: block !important;
18            width: 100% !important;
19          }
20          .mobile_hidden {display: none !important;}
21          .triodos_padding_x {
22            mso-padding-alt:0 20px !important;
23            padding:0 20px !important;
24          }
25          .triodos_padding_y {
26            mso-padding-alt:20px 0 !important;
27            padding:20px 0 !important;
28          }
29          .triodos_footer {
30            mso-padding-alt:20px !important;
31            padding:20px !important;
32          }
33        }
34      </style>
35      <!-- End Mail styles -->
36
37      <!-- Mail contents -->
38      <table width="100%" cellpadding="0" cellspacing="0" border="0" align="center" bgcolor="#ffffff">
39        <tr>
40          <td valign="top" style="mso-padding-alt:30px 0;padding:30px 0;" class="triodos_padding_y">
41            <table width="566" cellpadding="0" cellspacing="0" border="0" align="center" bgcolor="#ffffff" class="mobile_block">
42              <tr>
43                <td height="" valign="top" style="" class="mobile_block">
44                  <table width="100%" cellpadding="0" cellspacing="0" border="0" align="center" bgcolor="#ffffff">
45                    <tr>
46                      <td valign="top" style="mso-padding-alt:0 30px;padding: 0 30px;" class="triodos_padding_x">
47                        <table cellpadding="0" cellspacing="0" border="0" bgcolor="#ffffff" style="color:#666666;font:16px/24px tahoma,
48                          sans-serif;">
49
50                        <tr>
51                          <td valign="top" style="mso-padding-alt:0 20px;padding:0 20px;text-align:right">
52                            
53                          </td>
54                        </tr>
55                        <tr>
56                          <td valign="top" style="font-size:12px;line-height:12px;mso-line-height-rule:exactly;-webkit-text-size-
57                            adjust:none;">Asunto</td>
58                        </tr>
59
60                        <tr>
61                          <td valign="top" style="color:#000000;"> <b>Alerta de Cargo Superior</b>
62                        </td>
63                        </tr>
64                        <tr>
65                          <td valign="top" style="mso-padding-alt:20px 0;padding: 20px 0;">
66                            Estimado cliente:
67                            <br />
68                            <br />
69                            Atendiendo a su petición, e-Triodos le informa que el día 15-08-2015 se ha producido un cargo en su
70                            cuenta 1234/**5678 por importe de <b>12,34 EUR</b>
71                            <br />
72                            Quedamos a su disposición en
73                            <a href="mailto:clientes@triodos.es" style="color:#009378">clientes@triodos.es</a>
74                            para cualquier aclaración o consulta que deseé hacernos.
75                            <br />
76                            <br />
77                            Atentamente, Triodos Bank.
78
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89      <td height="" valign="top" style="" class="mobile_block">
90        <table width="100%" cellpadding="0" cellspacing="0" border="0" align="center" bgcolor="#f1f1f1" class="mobile_block">
91          <tr>
92            <td height="" valign="top" style="" class="mobile_block">
93              <table width="100%" cellpadding="0" cellspacing="0" border="0" align="center" style="color:#666666;font:16px/24px tahoma,
94                sans-serif;">
95                <tr>
96                  <td valign="top" style="mso-padding-alt:30px;padding:30px;" class="triodos_footer">
97                    <table cellpadding="0" cellspacing="0" border="0" style="color:#666666;font:16px/24px tahoma, sans-serif;">
98                      <tr>
99                        <td valign="top" style="font-size:12px;line-height:18px;mso-line-height-rule:exactly;-webkit-text-size-
100                          adjust:none;">
101                          <span style="white-space nowrap;>902 360 940</span>
102                        </td>
103                      </tr>
104                    </table>
105
106
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124
125
126 </body>
127 </html>
```

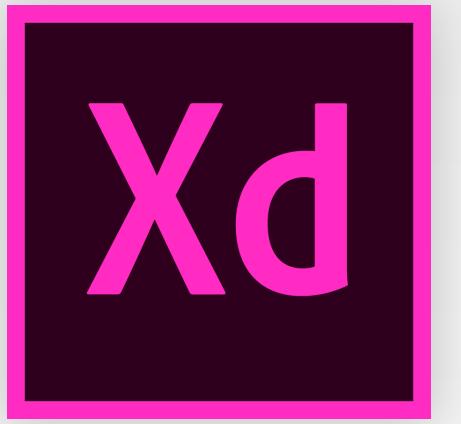
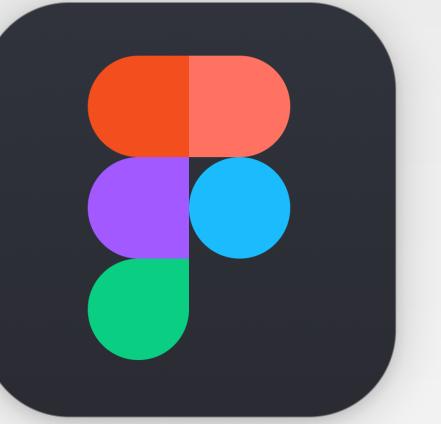


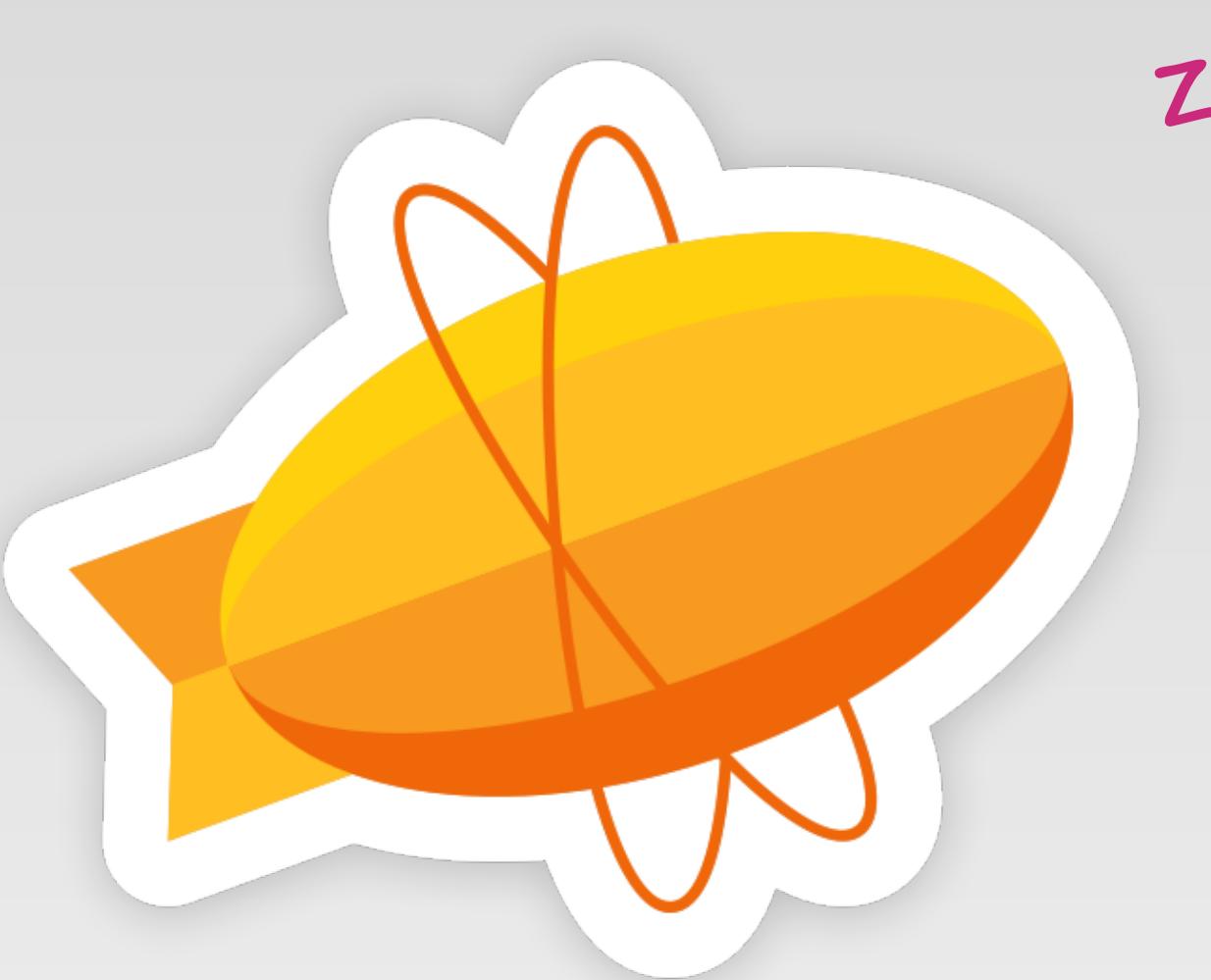




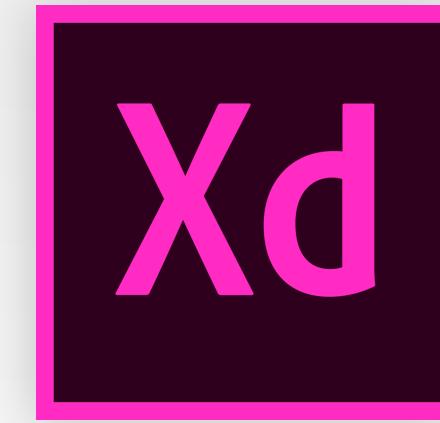
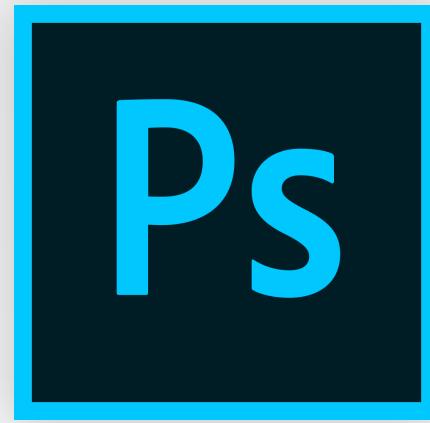


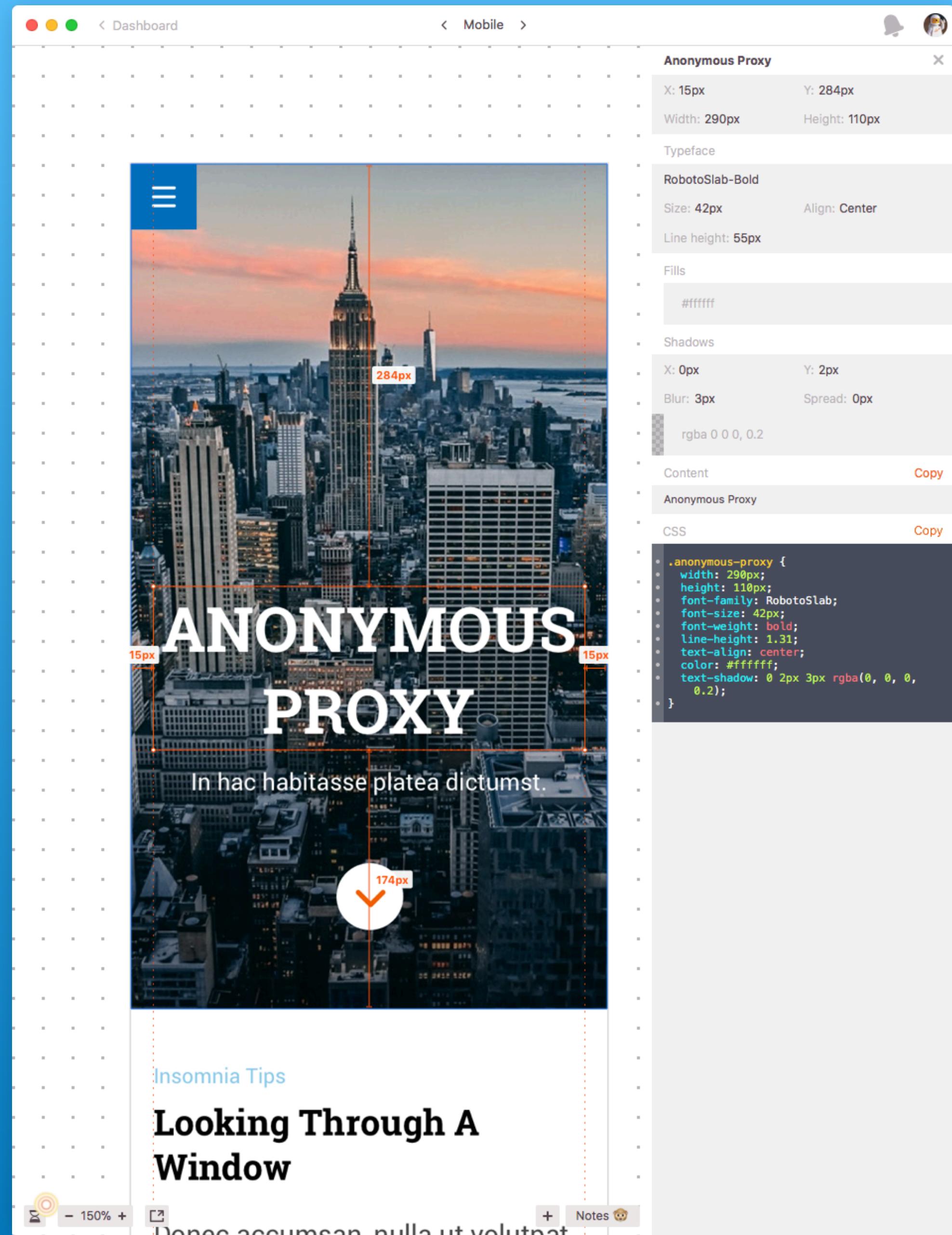
Herramientas que no son del front





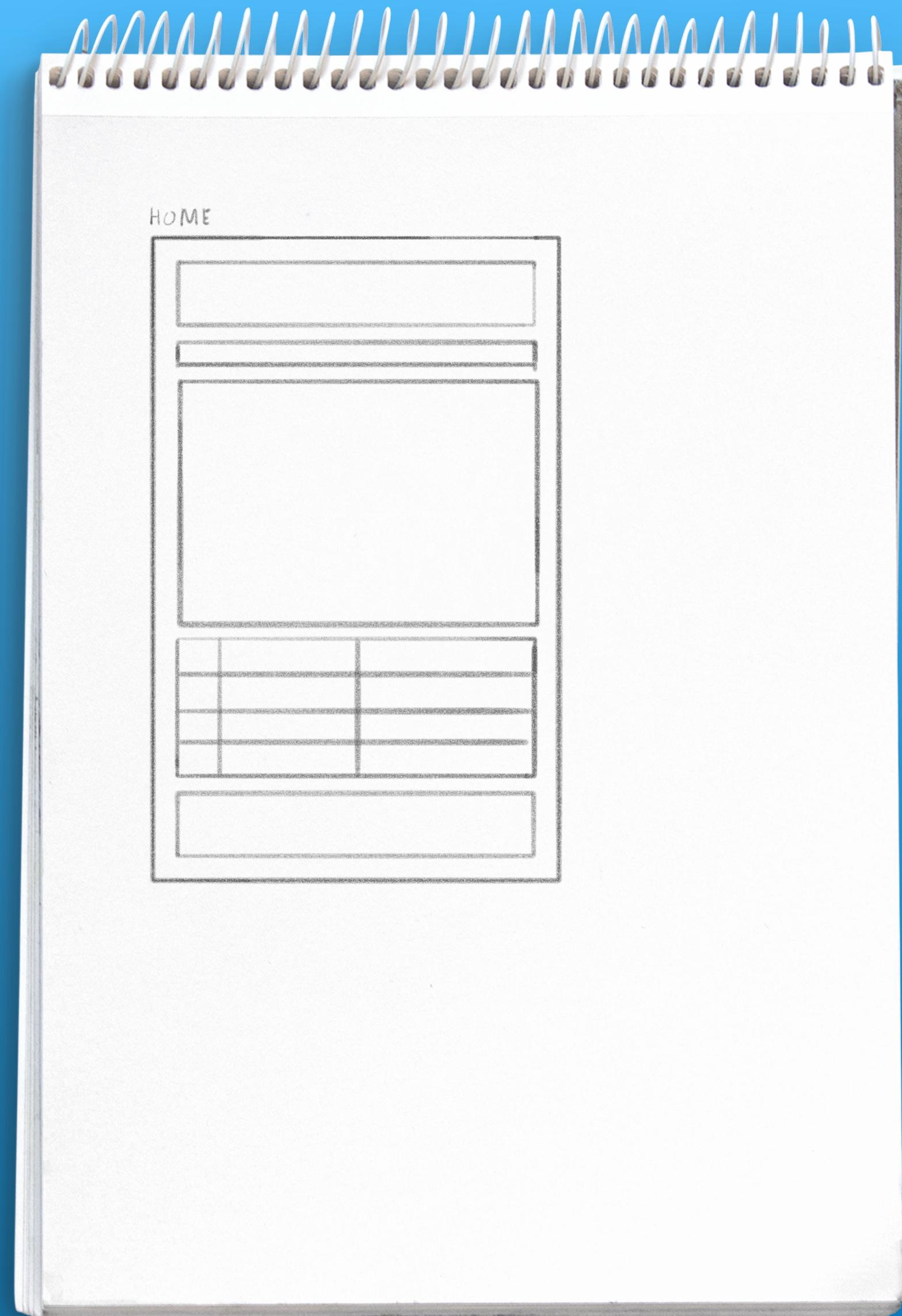
Zeplin.io





Diccionario visual

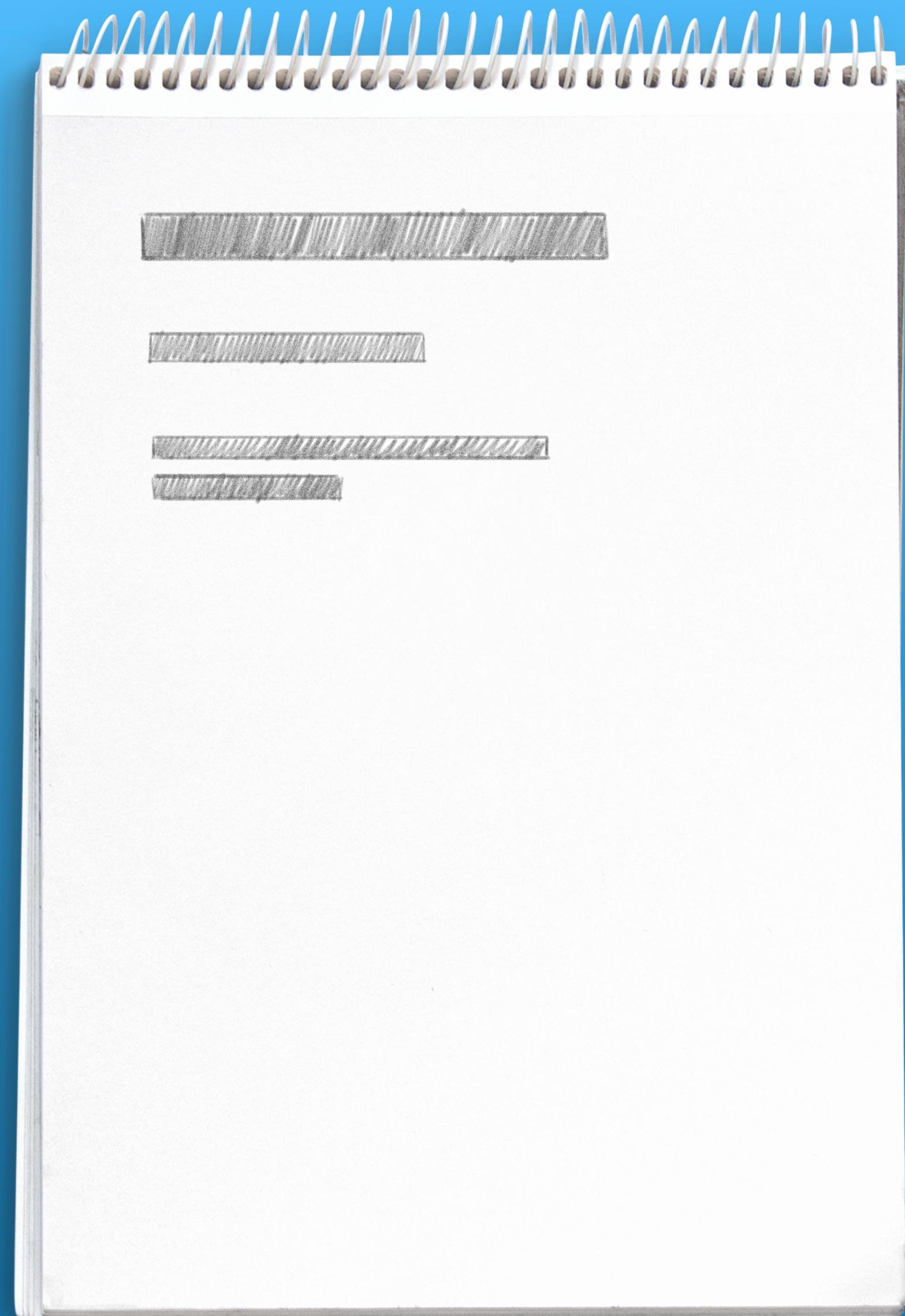
- Páginas
- Módulos
- Tablas
- Contenedores



^{h1} Encabezado 1

^{h2} Encabezado 2

^{h3} Encabezado 3 que se va a
dos líneas

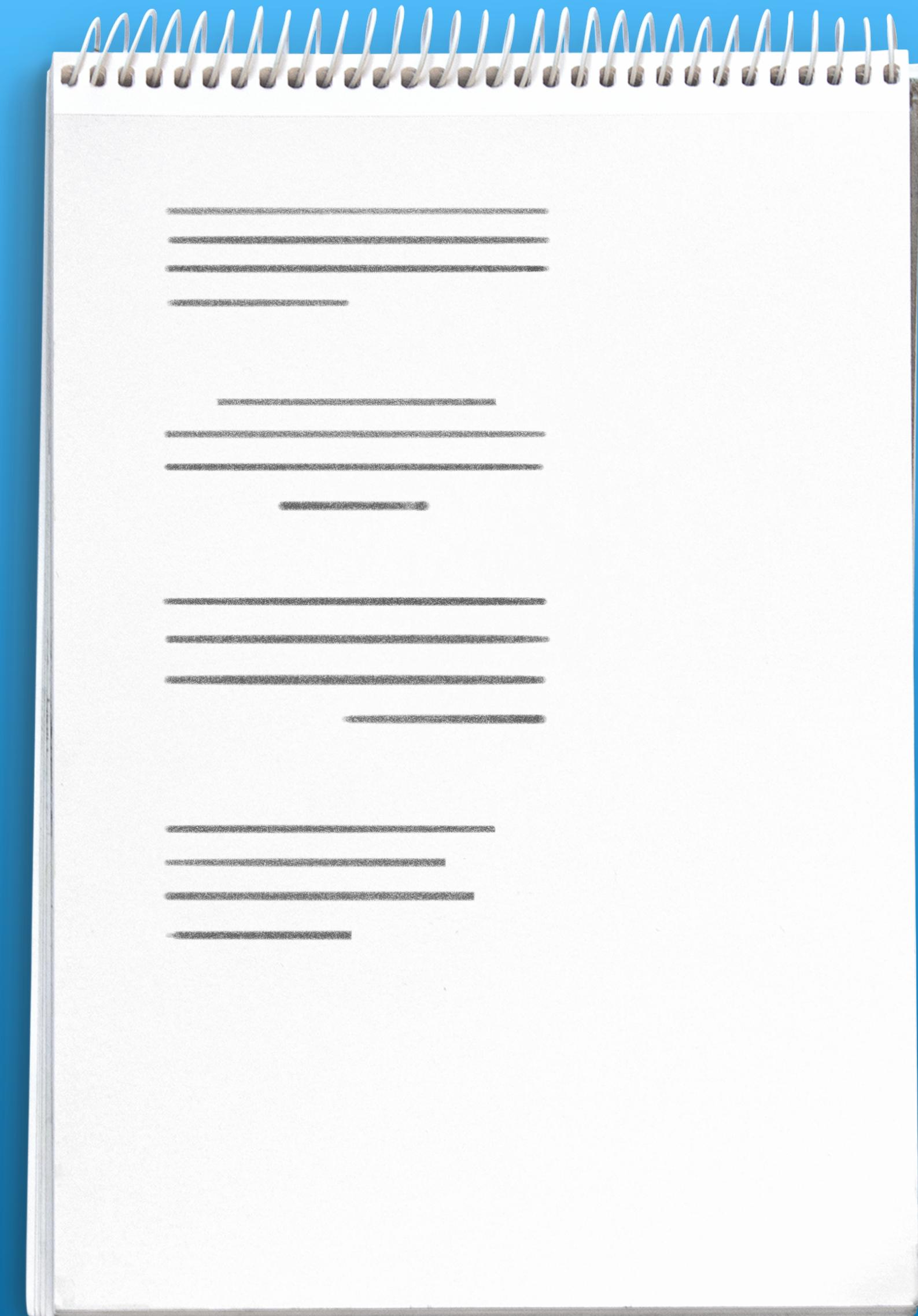


Stare at the wall, play with food and get confused by dust howl uncontrollably for no reason. Hit you unexpectedly.

Disturbing sleeping humans forever, stretch tongue and leave it slightly out, bleep for hack, and make muffins.

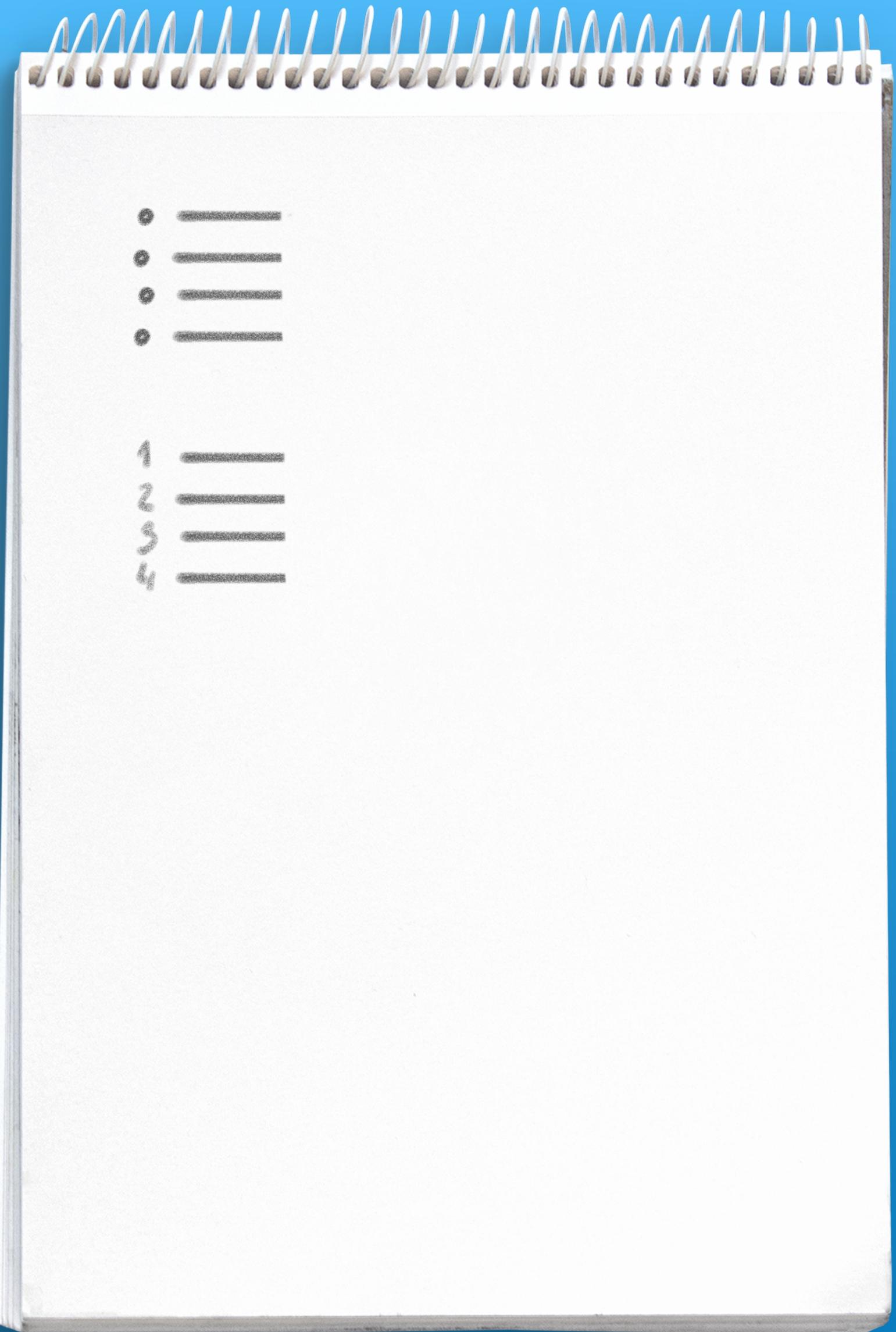
Meow go back to sleep owner brings food and water tries to pet on head, so scratch get sprayed by water.

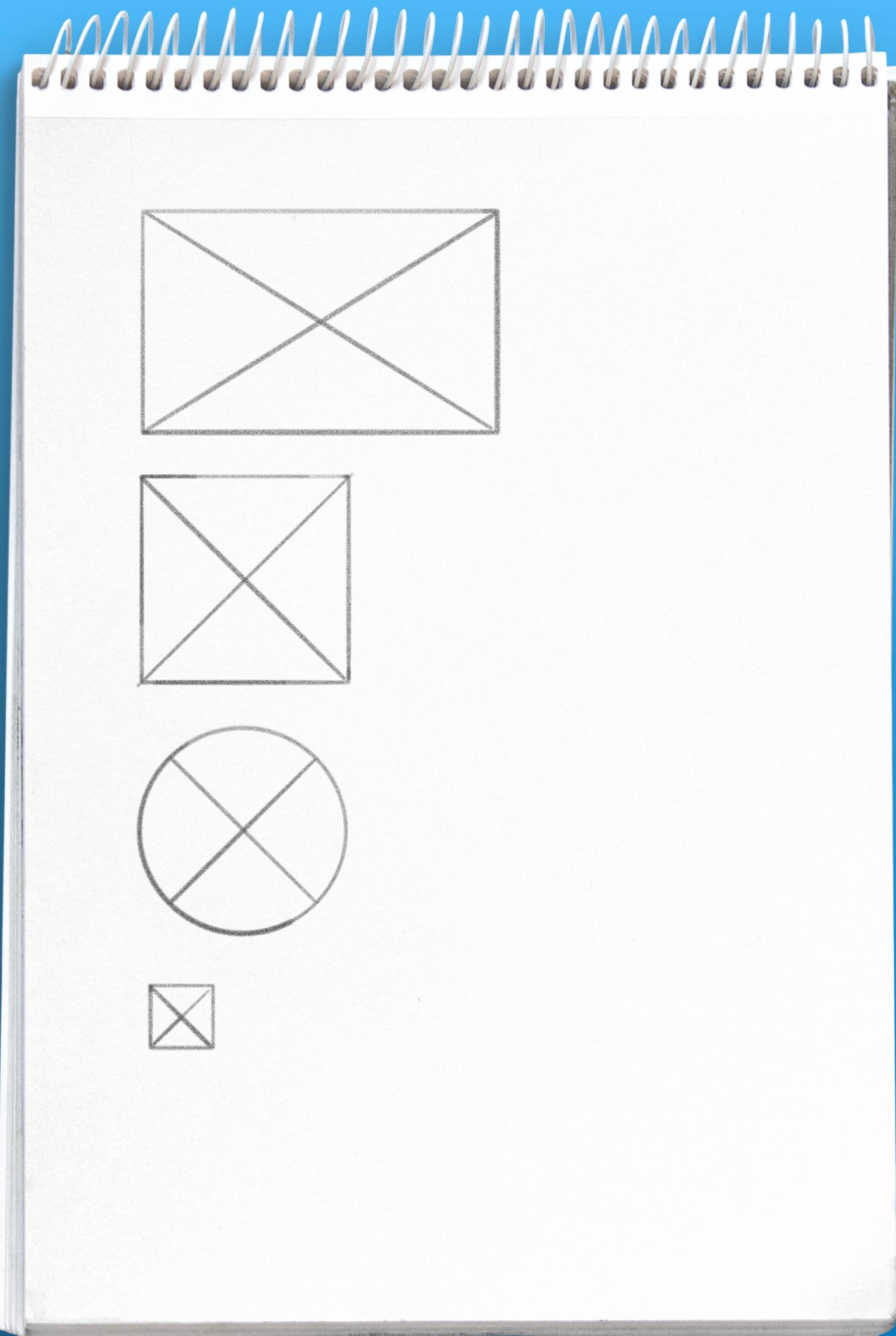
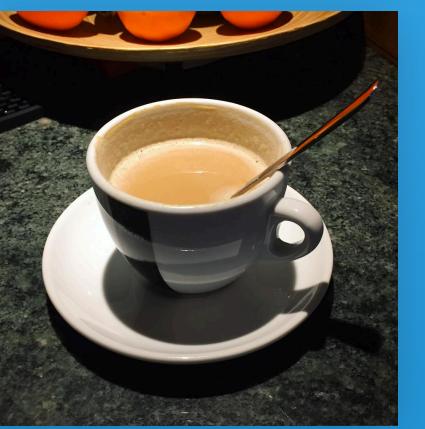
Be the most annoying cat that you can, and, knock everything off the table or vomit my furball really tie the room together .

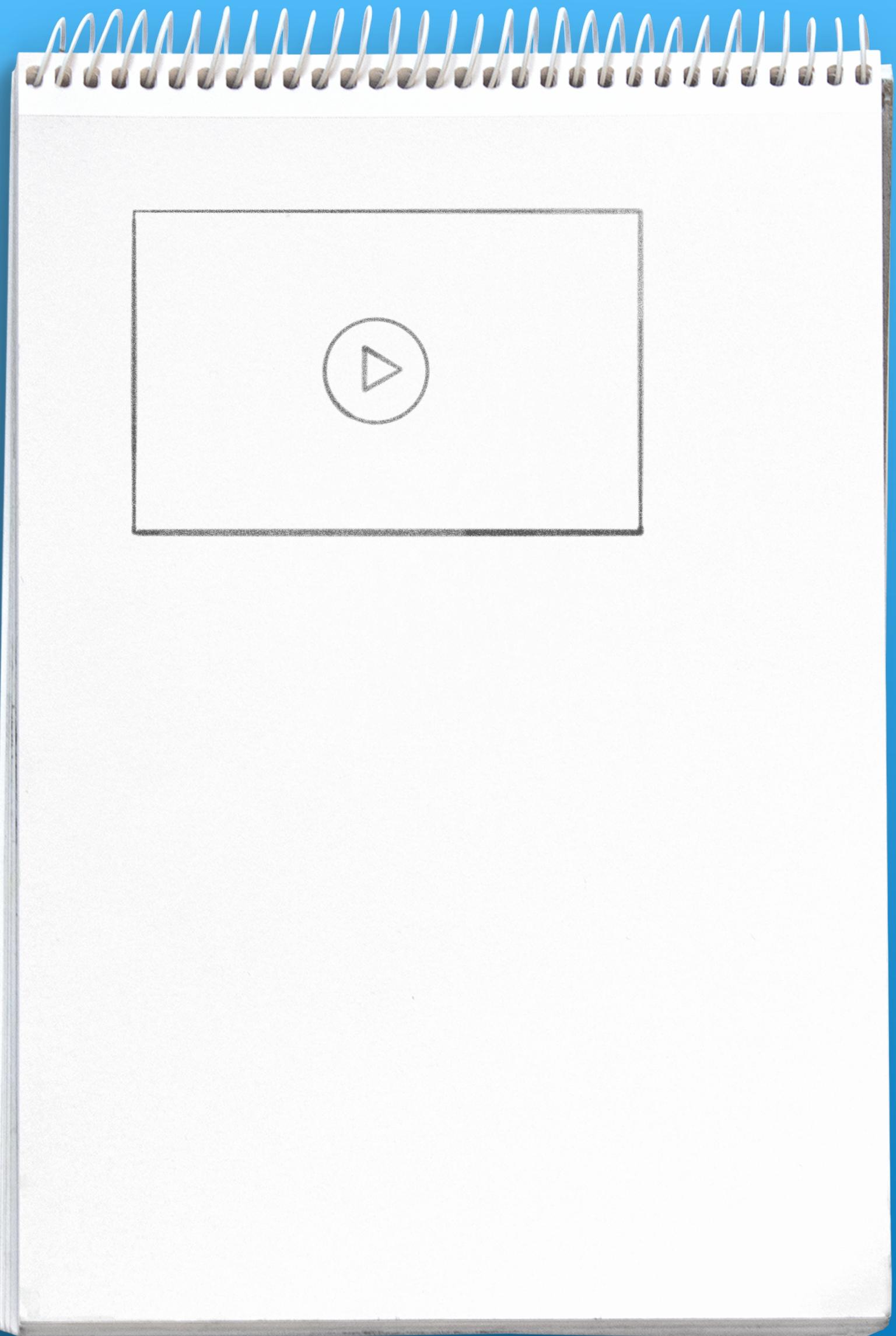


- Item
- Item
- Item
- Item

1. Item
2. Item
3. Item
4. Item







Full name

Dropdown ▾

Button

At vero eos et accusamus et iusto
odio dignissimos ducimus qui
blanditiis praesentium.

Item

Item

Item

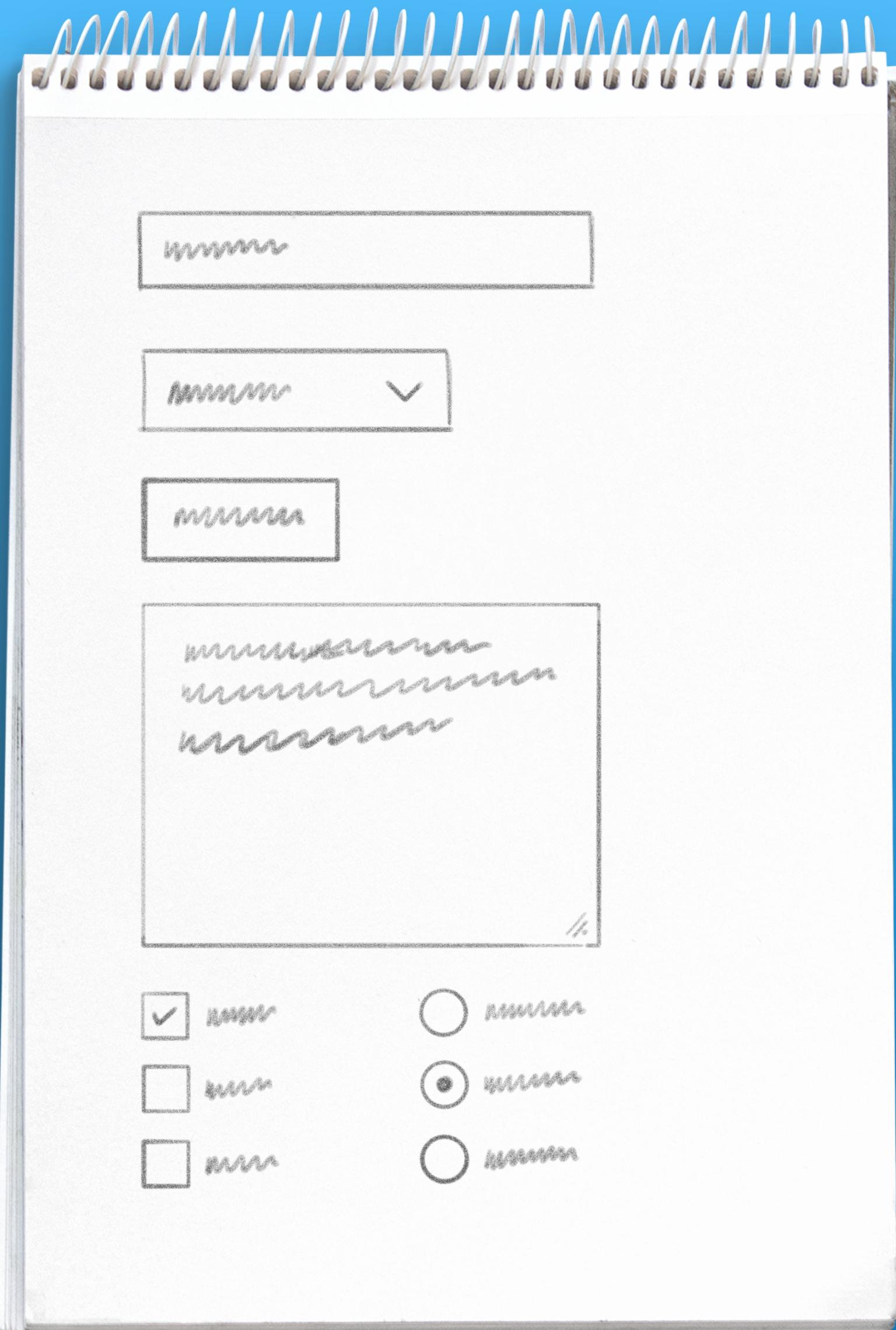
Item

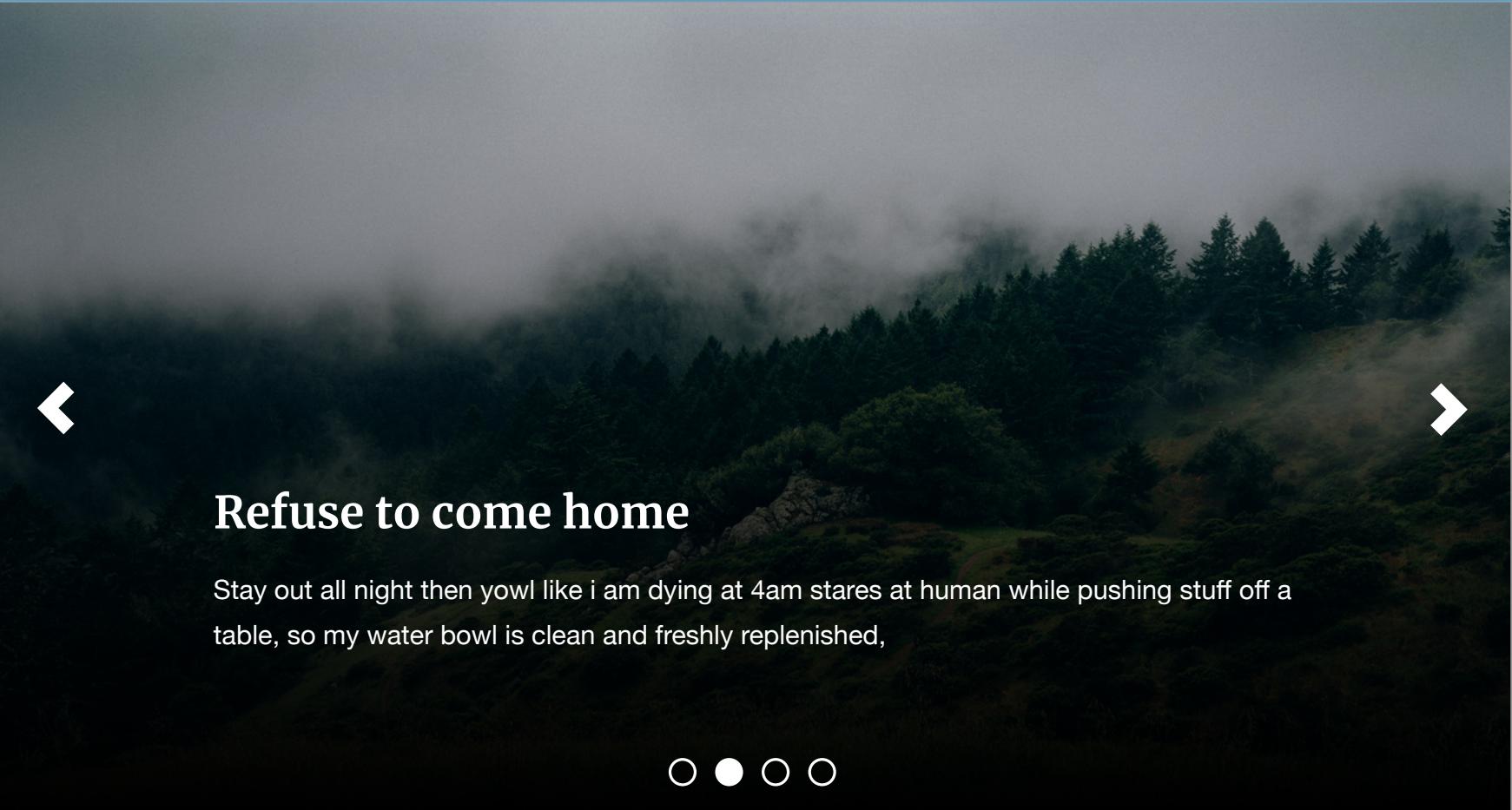
Item

Item

Item

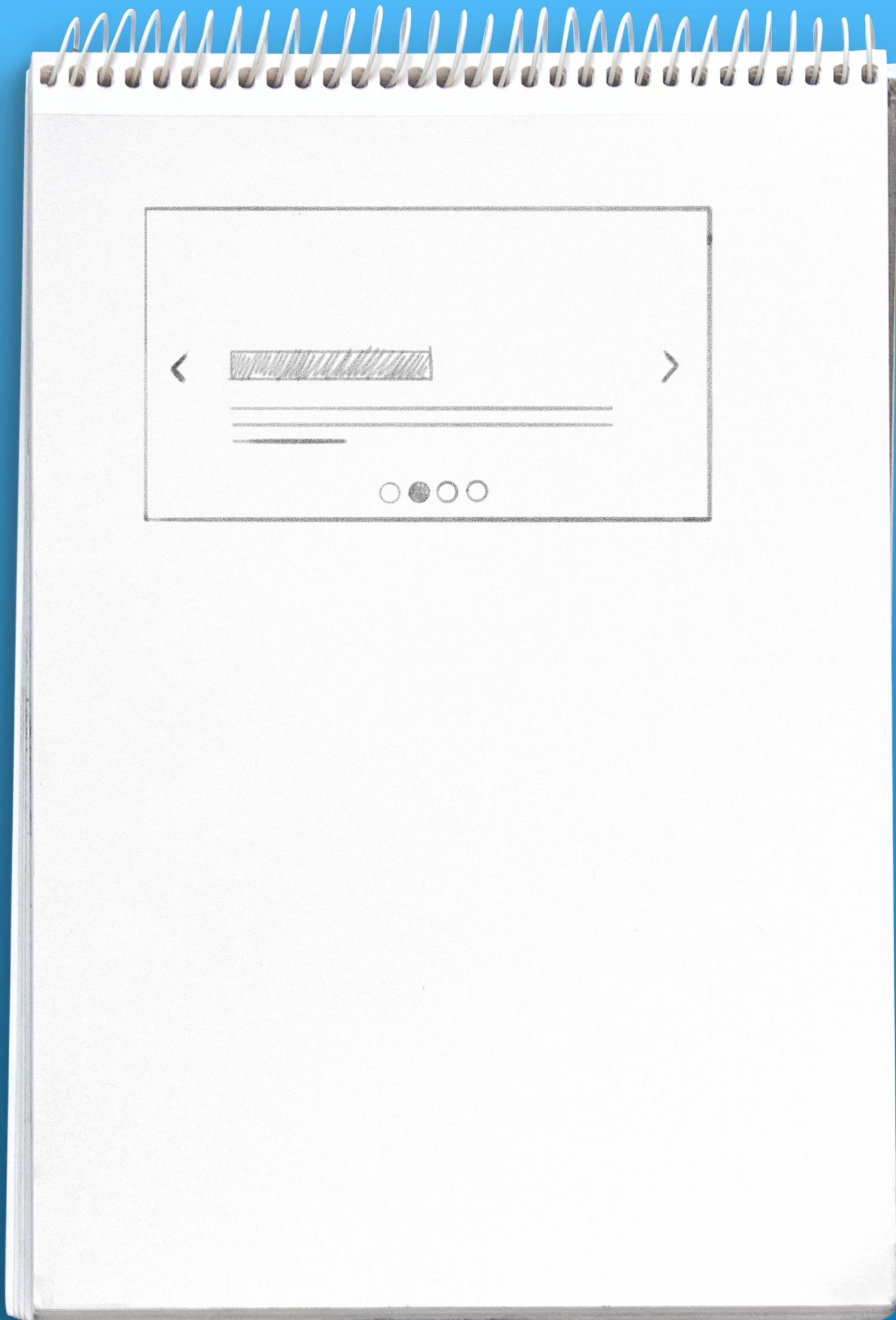
Item





Refuse to come home

Stay out all night then yowl like i am dying at 4am stares at human while pushing stuff off a table, so my water bowl is clean and freshly replenished,



¿Qué información apunto?

1. Contenedores
2. Tamaños, márgenes y paddings
3. Tipografía, color, interlineado...
4. Imágenes
5. Posicionamiento

Vamos a ver un ejemplo

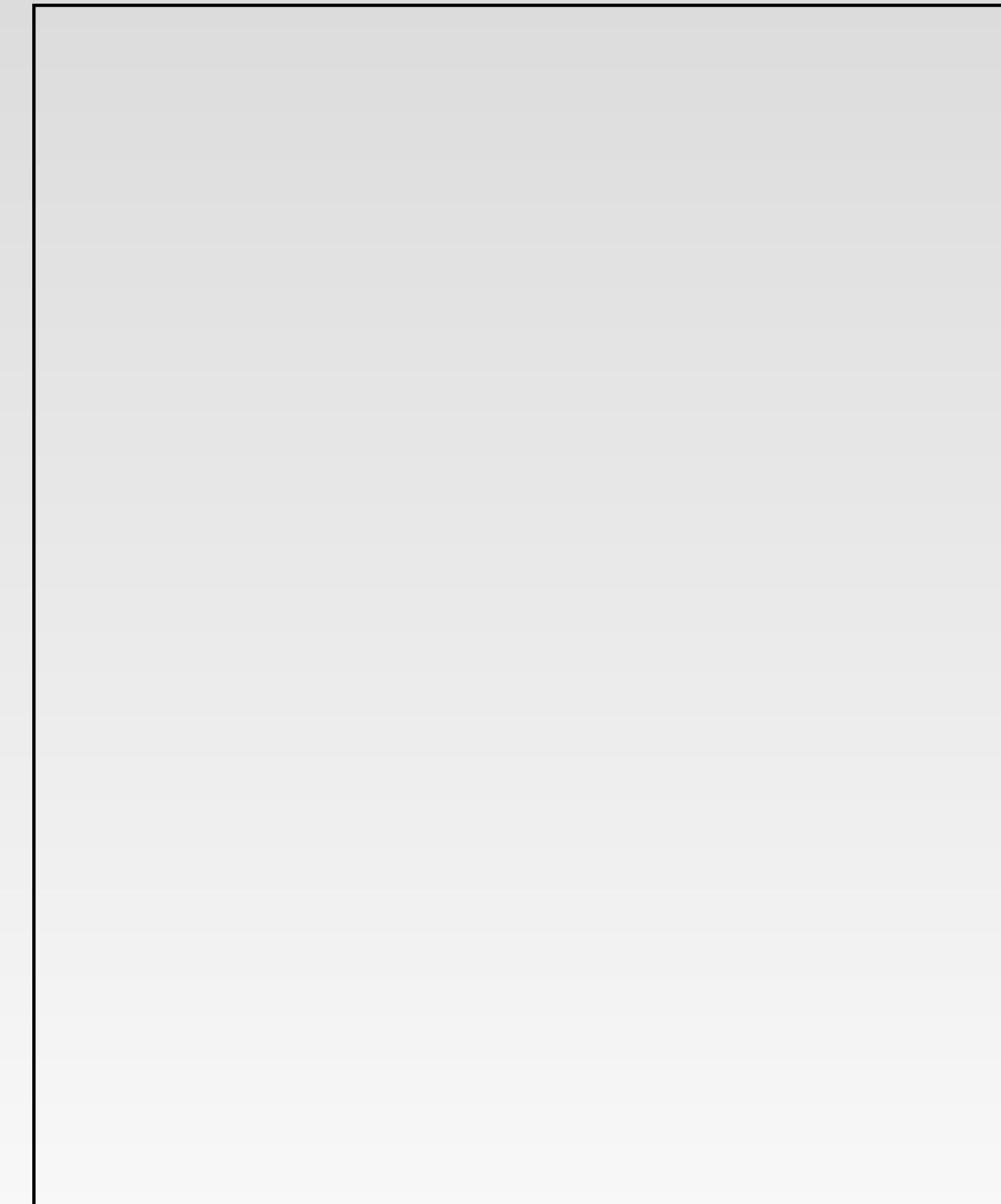
Paso a paso...



Pieza azul

Sed lacinia porttitor turpis, eget
vehicula est.

Comprar

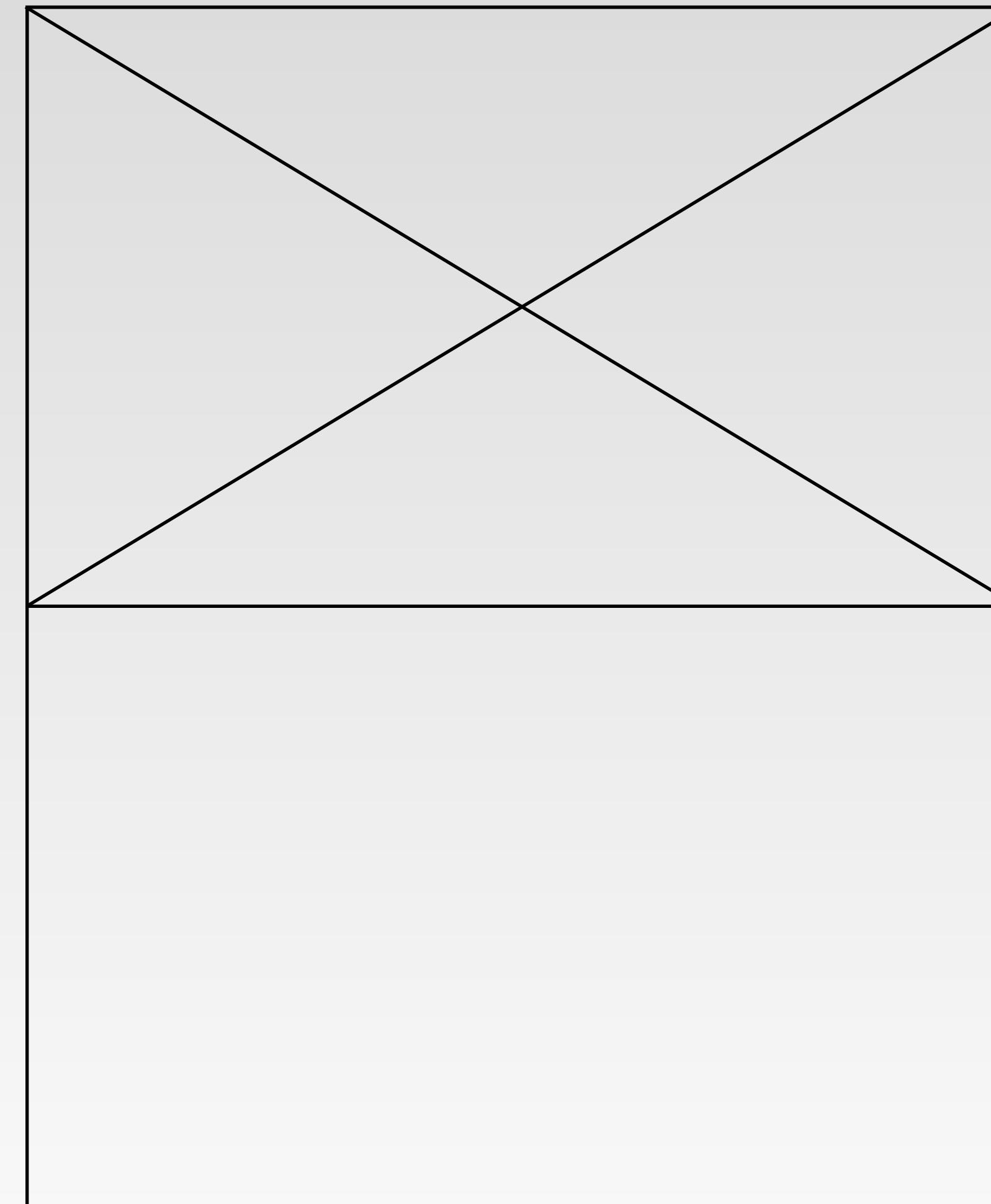




Pieza azul

Sed lacinia porttitor turpis, eget vehicula est.

Comprar

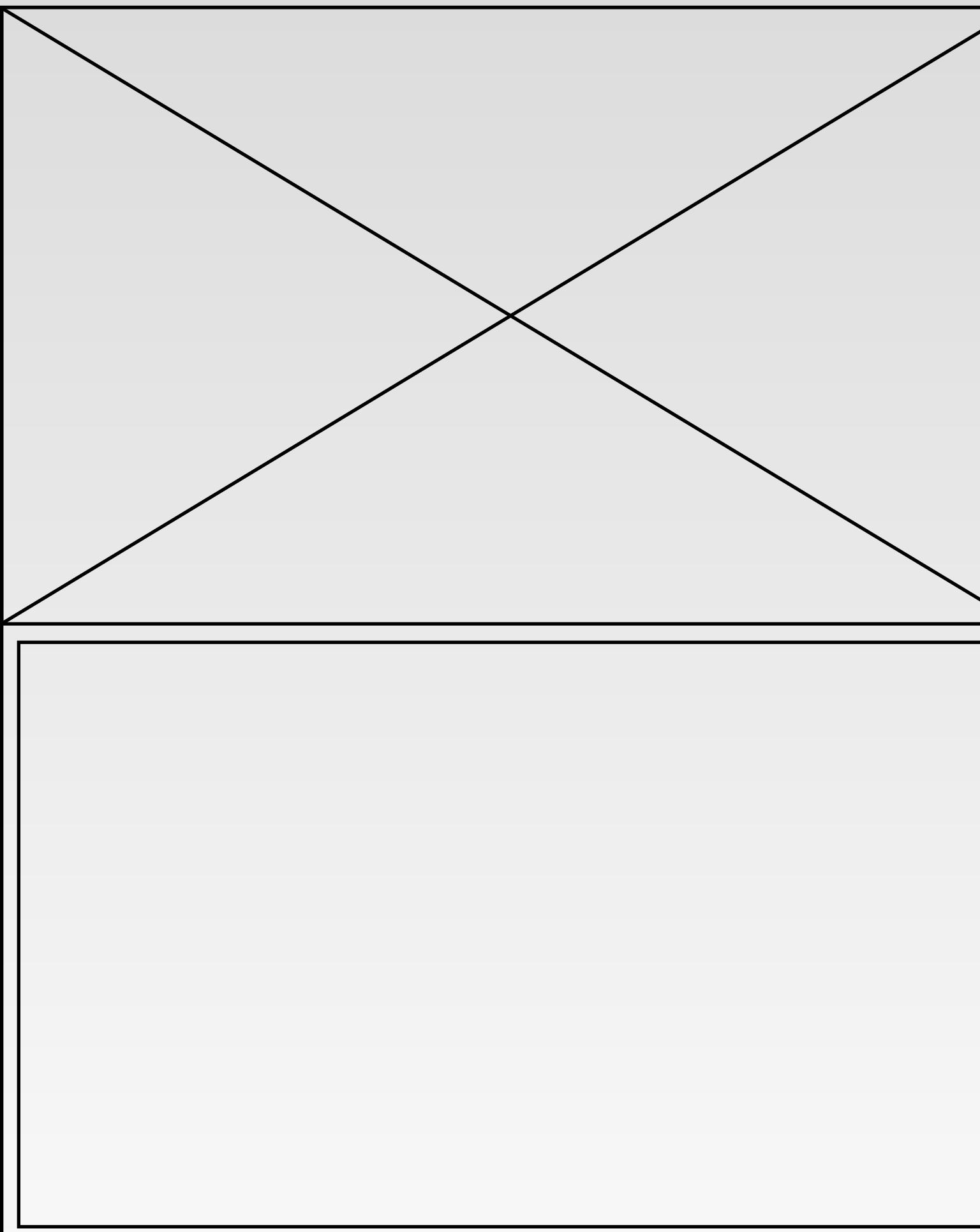




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Comprar

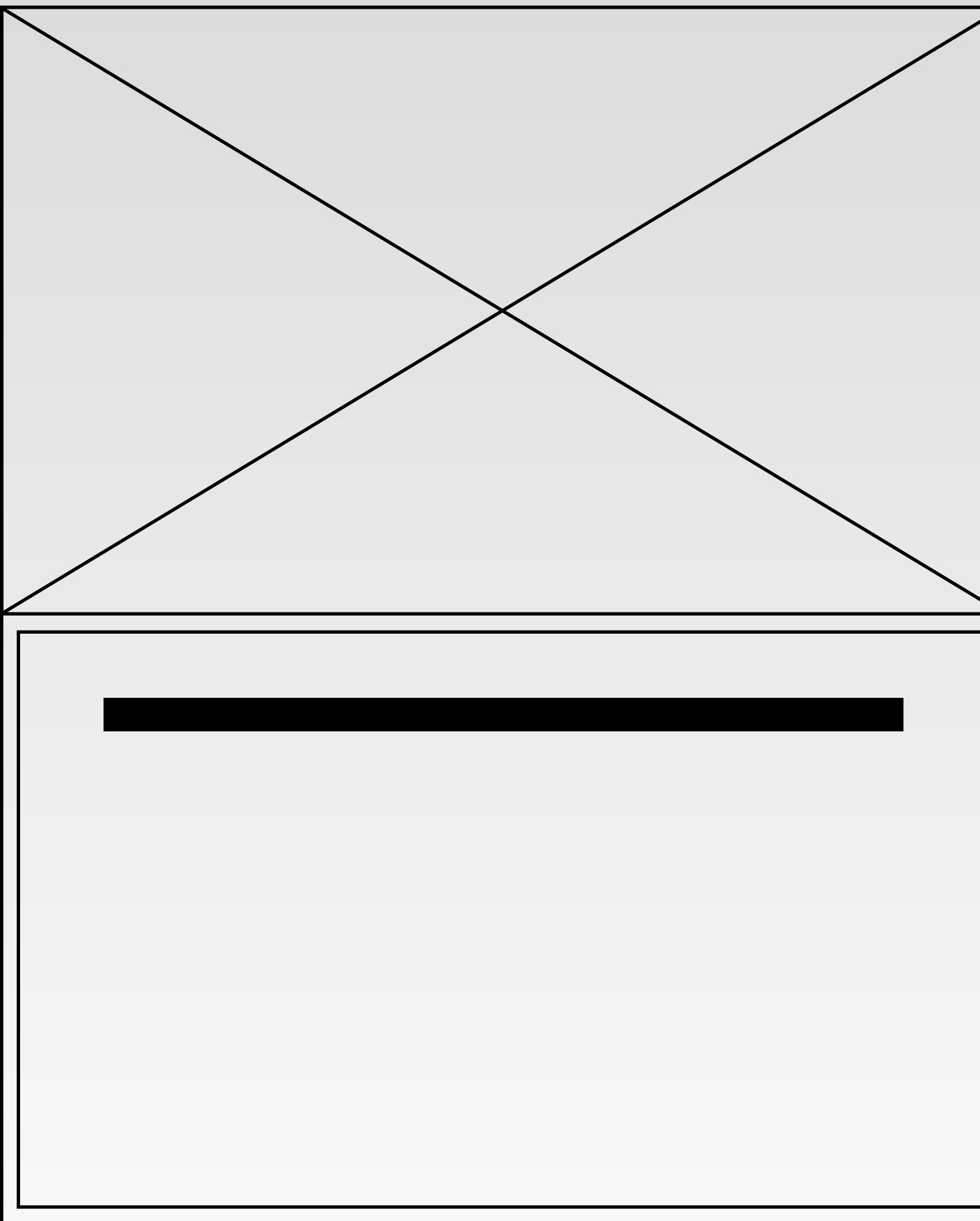




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Comprar

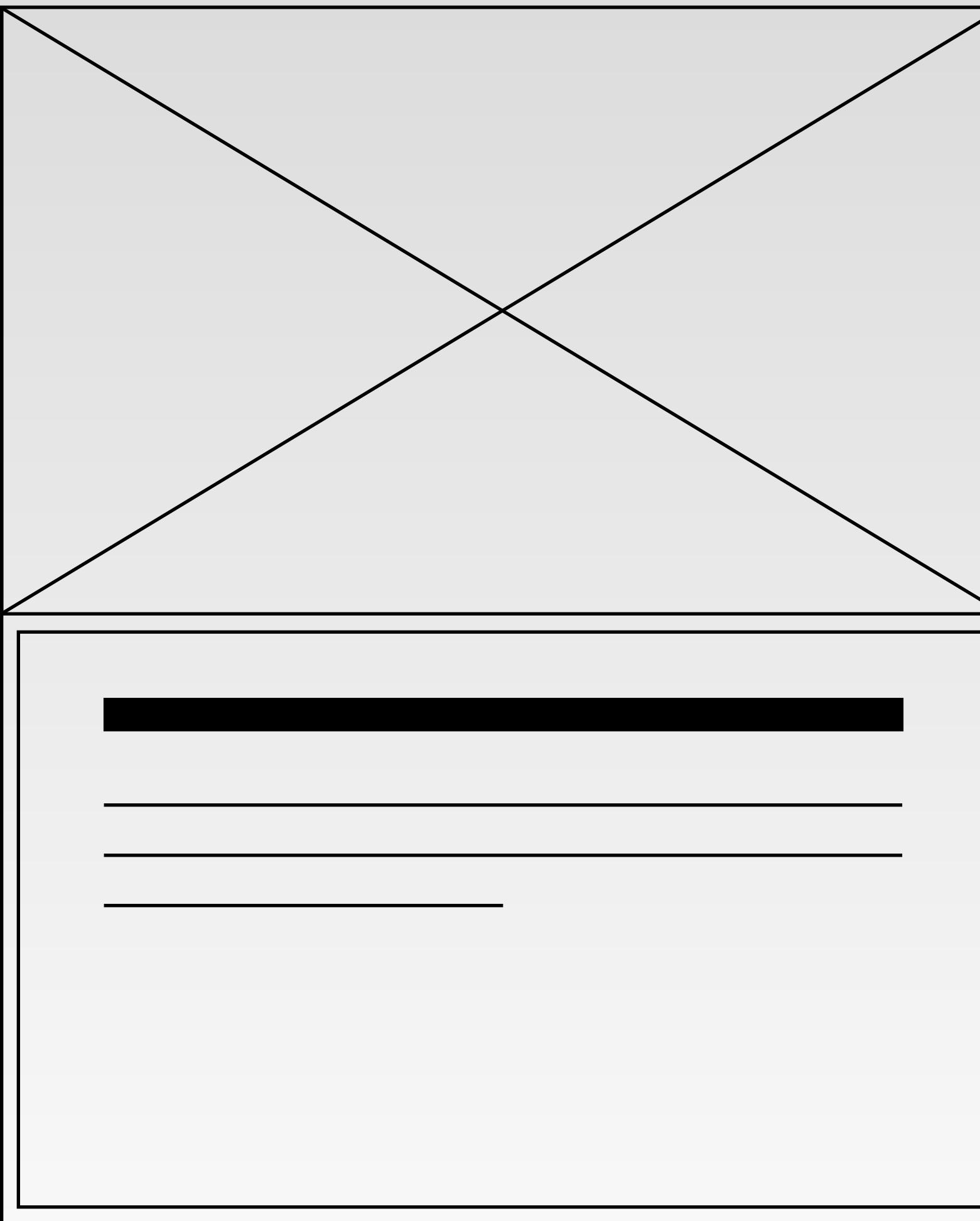




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Comprar

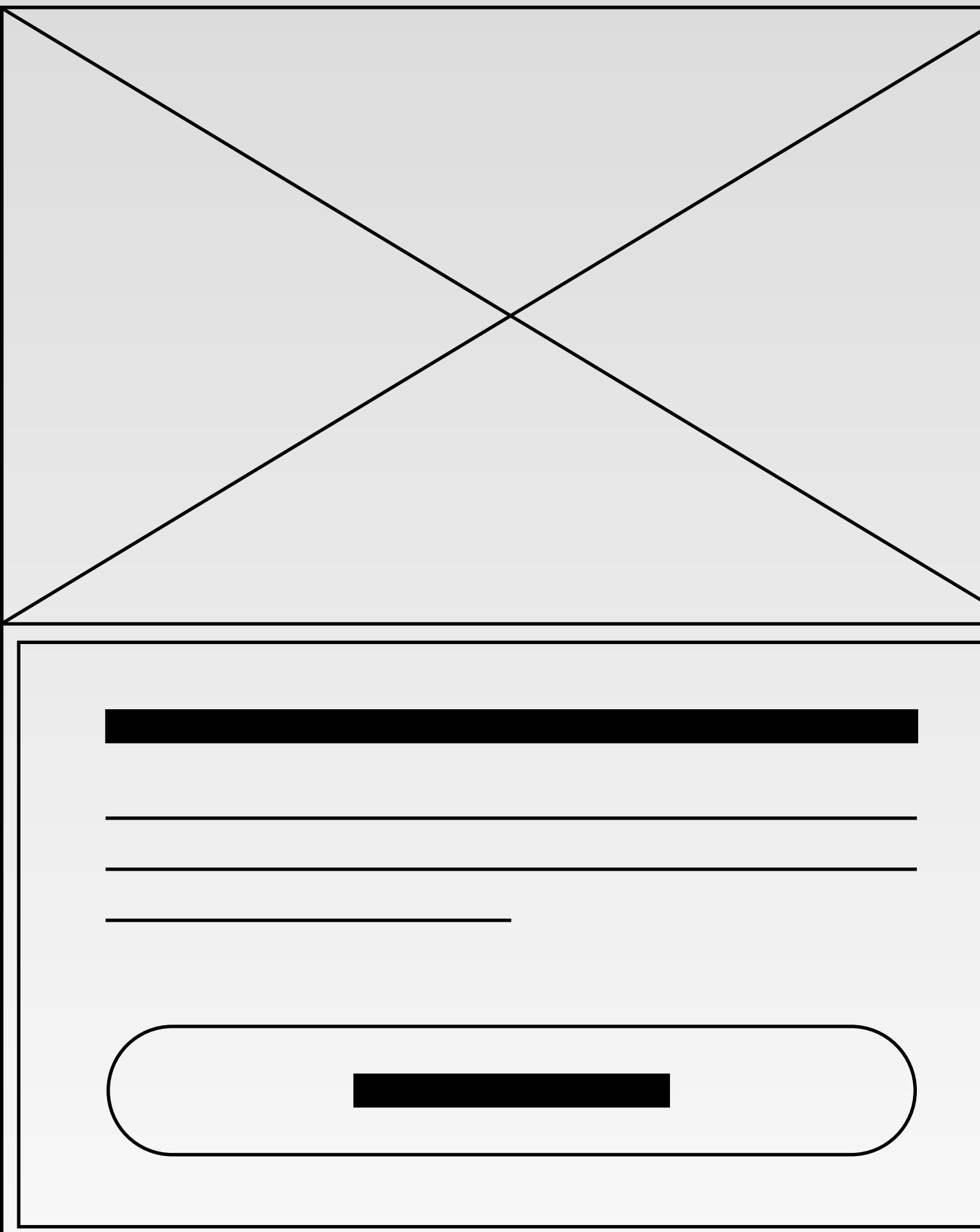




Pieza azul

Sed lacinia porttitor turpis, eget vehicula est.

Comprar



210

140



Pieza azul

Sed lacinia porttitor turpis, eget vehicula est.

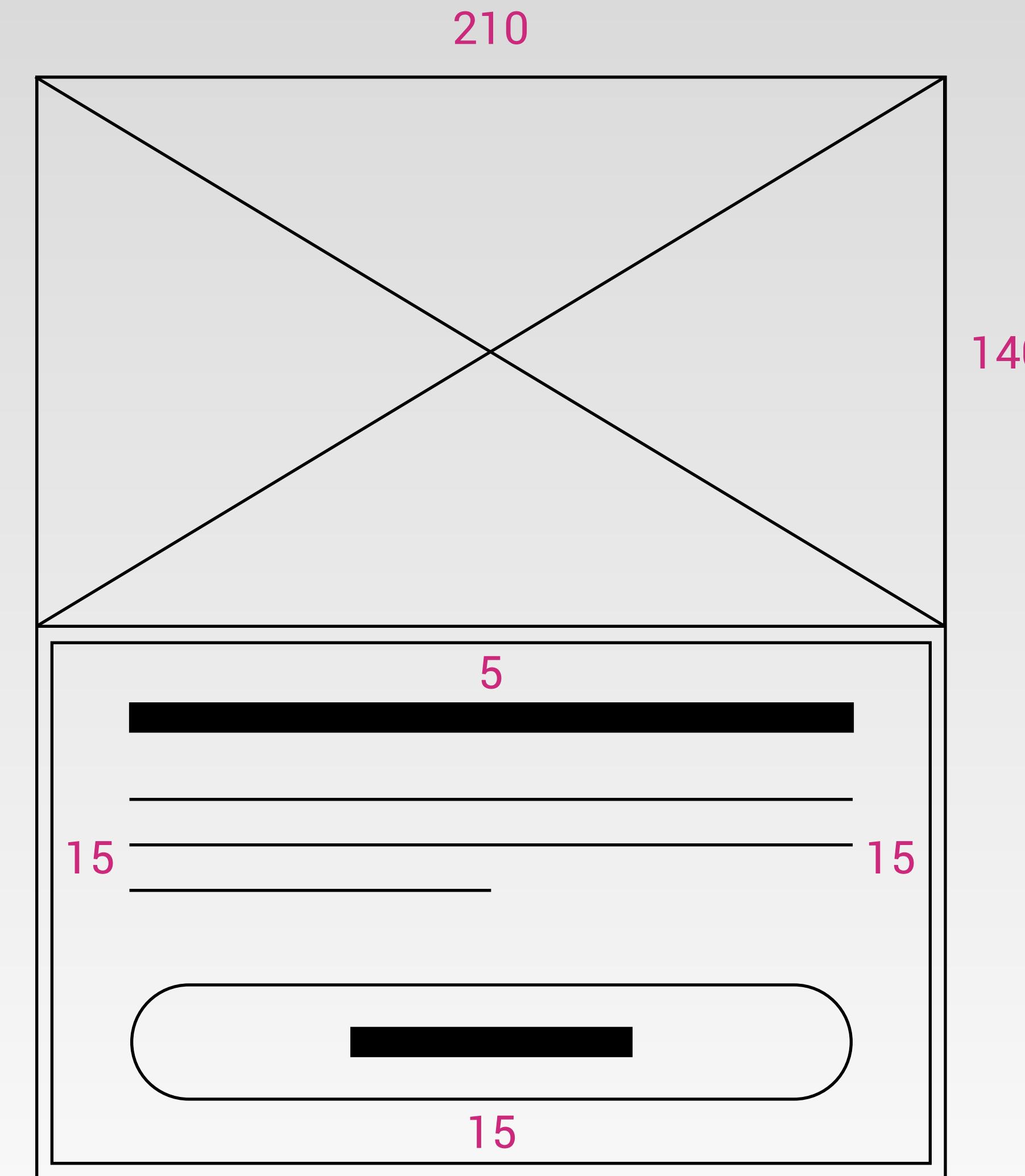
Comprar



Pieza azul

Sed lacinia porttitor turpis, eget vehicula est.

Comprar

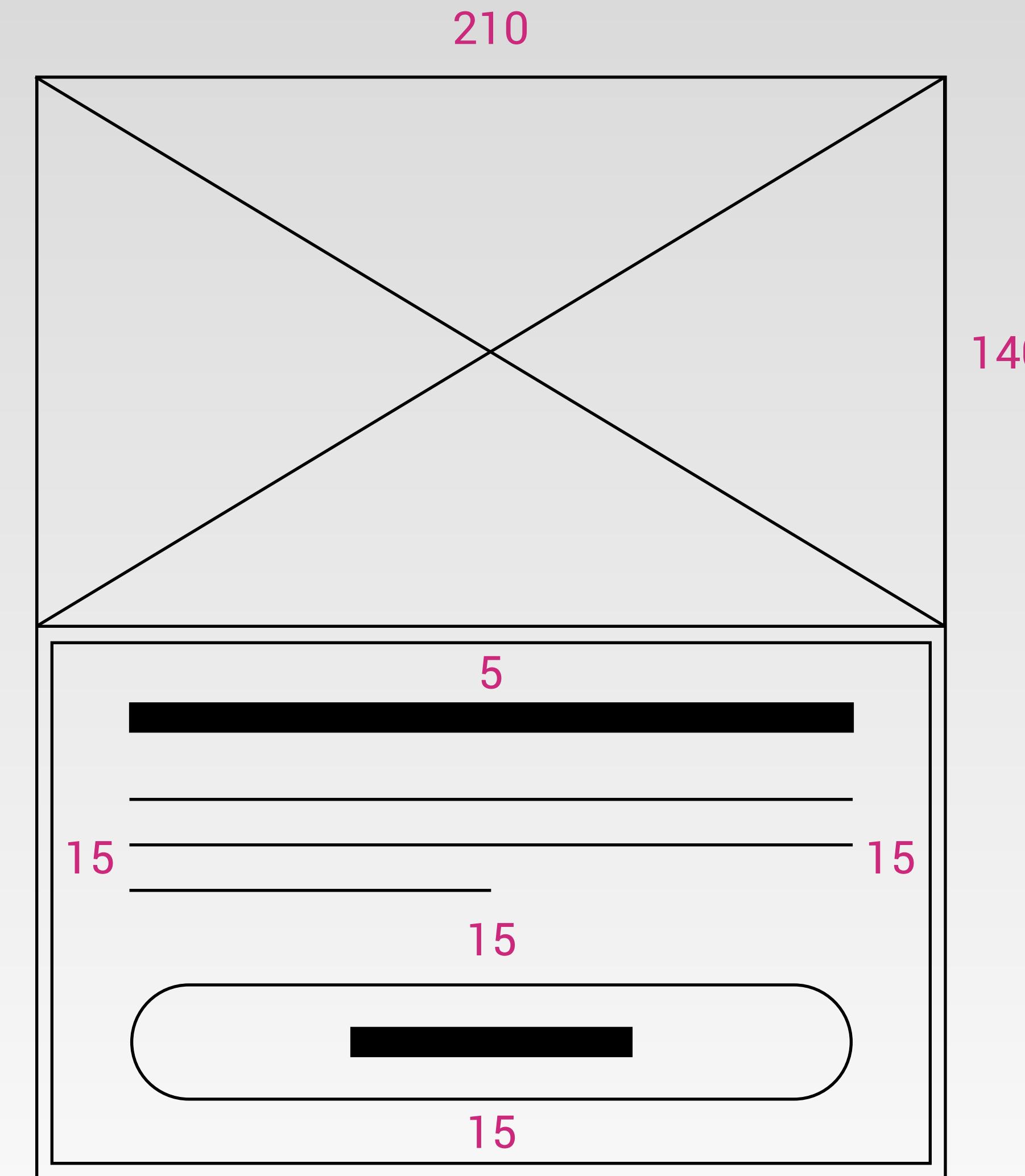




Pieza azul

Sed lacinia porttitor turpis, eget vehicula est.

Comprar

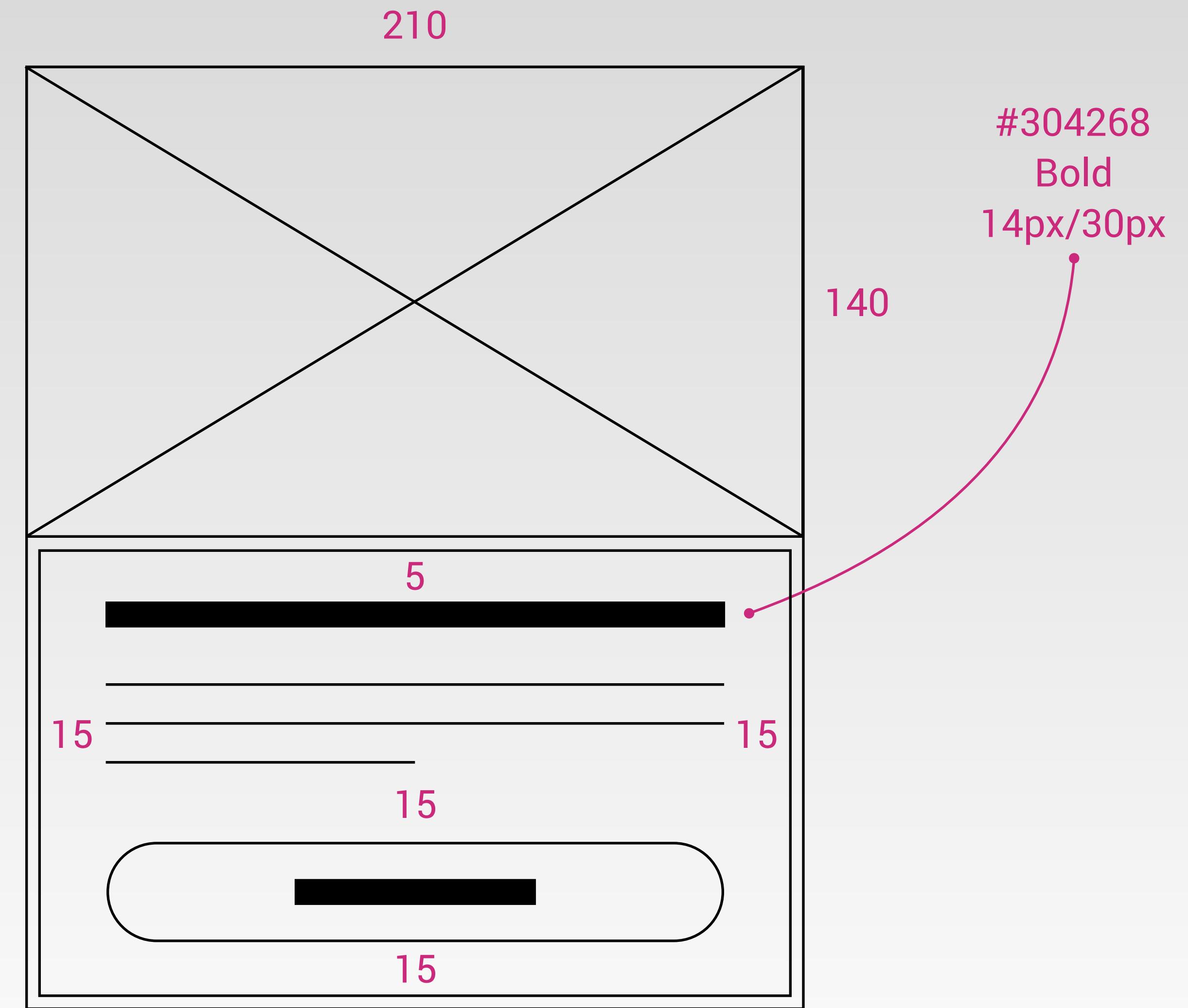




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Comprar

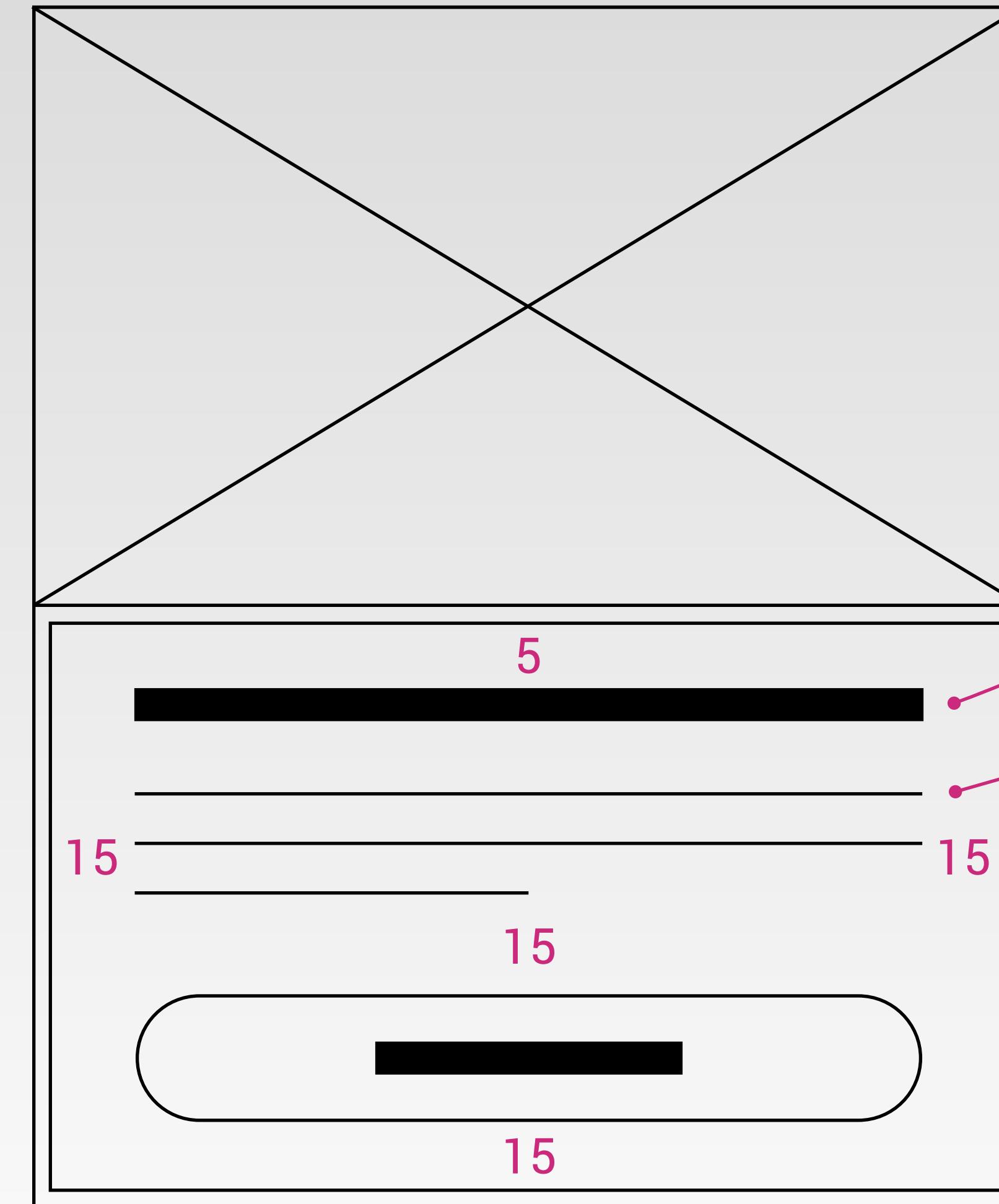


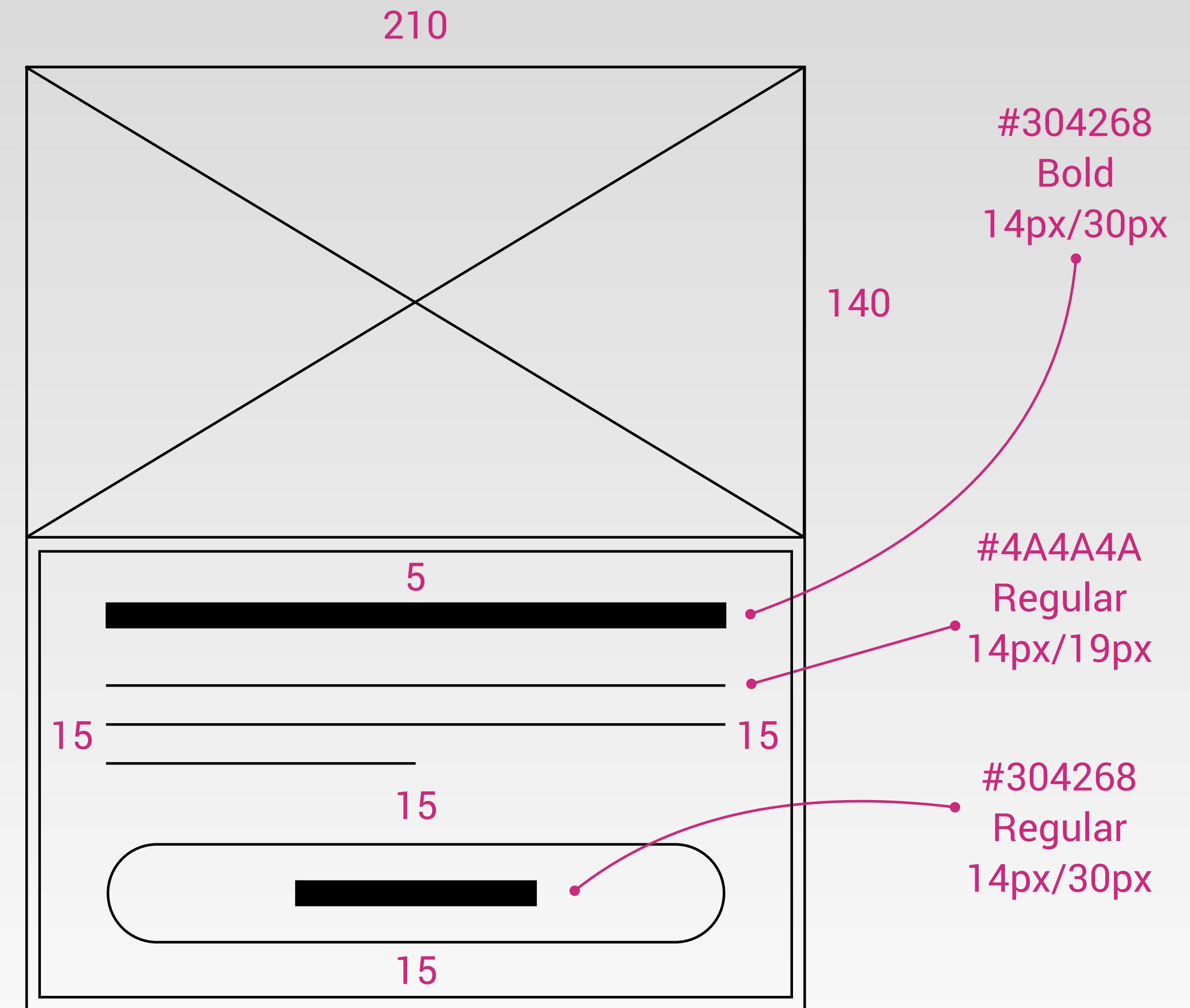


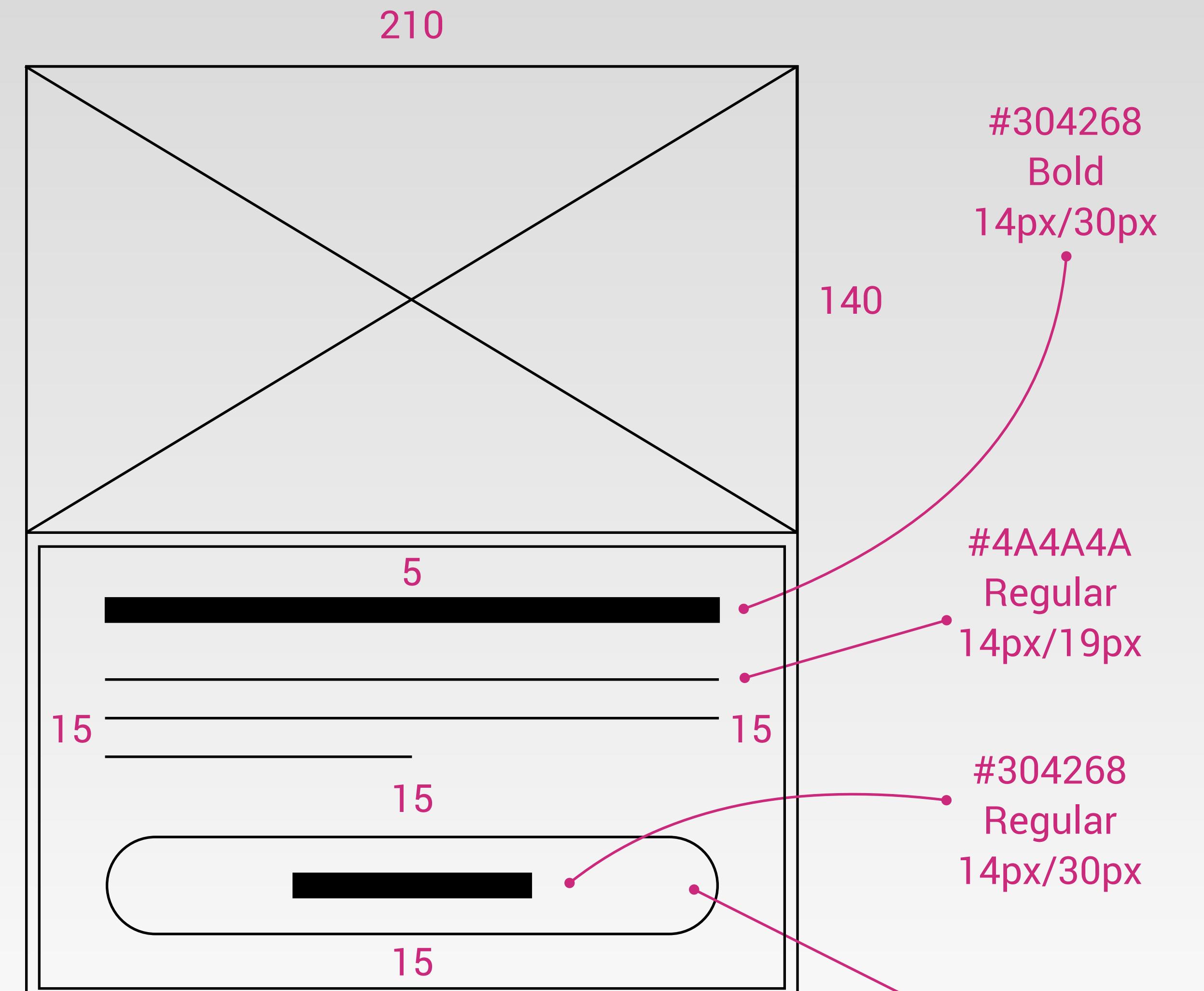
Pieza azul

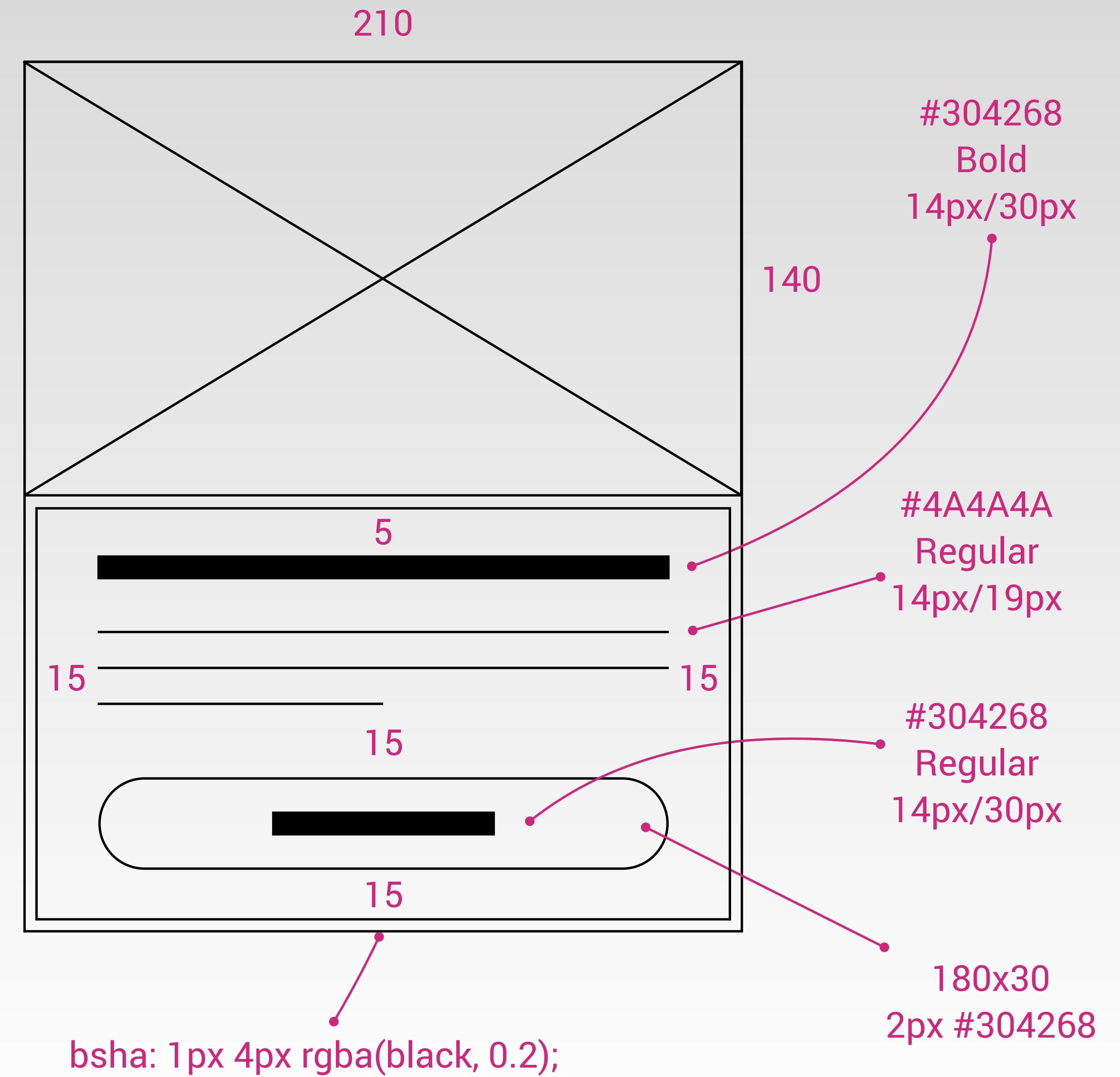
Sed lacinia porttitor turpis, eget vehicula est.

Comprar











Insomnia Tips

Looking Through A Window

Donec accumsan, nulla ut volutpat porttitor, quam odio tempus felis, at luctus ex diam nec lectus. Vivamus semper sodales rutrum.

Go

3 Reasons To Purchase

Ut sed metus

Lorem ipsum dolor sit amet, consectetur.

Curabitur ac erat

Mauris mattis urna quis lorem molestie.

Morbi dictum

Aliquam in dolor et dolor tincidunt.

More reasons



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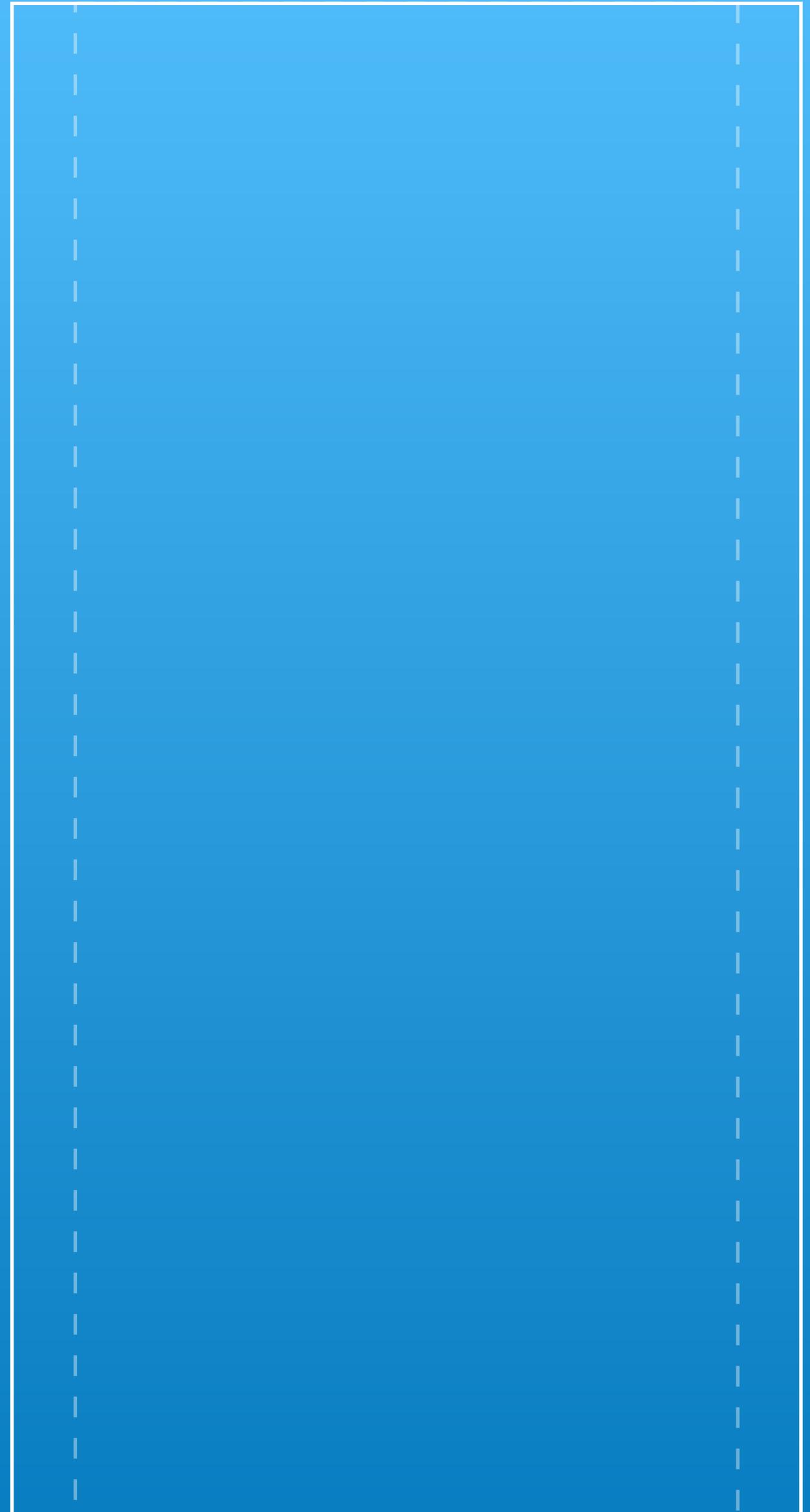
Curabitur ac erat

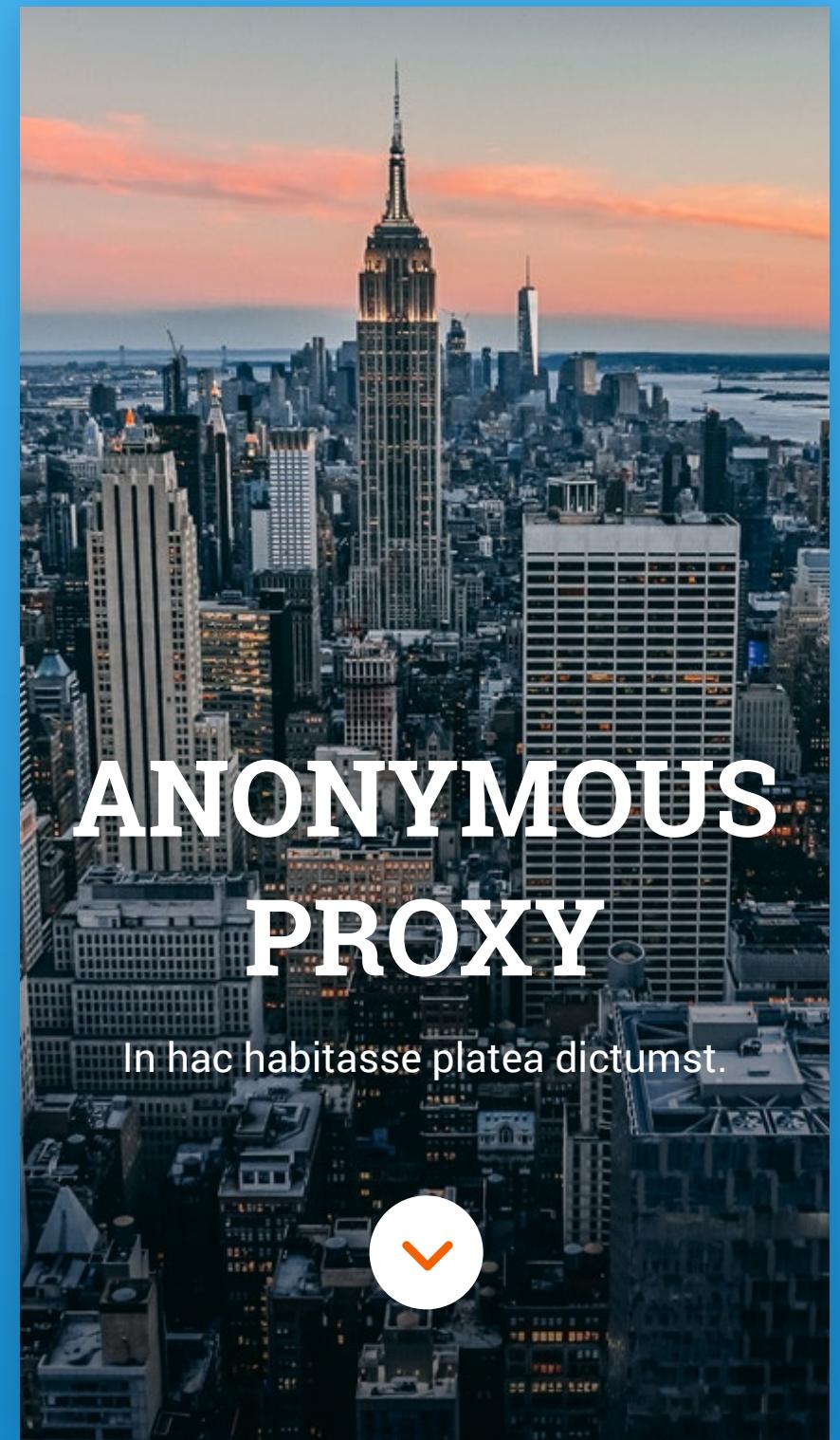
Mauris mattis urna quis lorem molestie.

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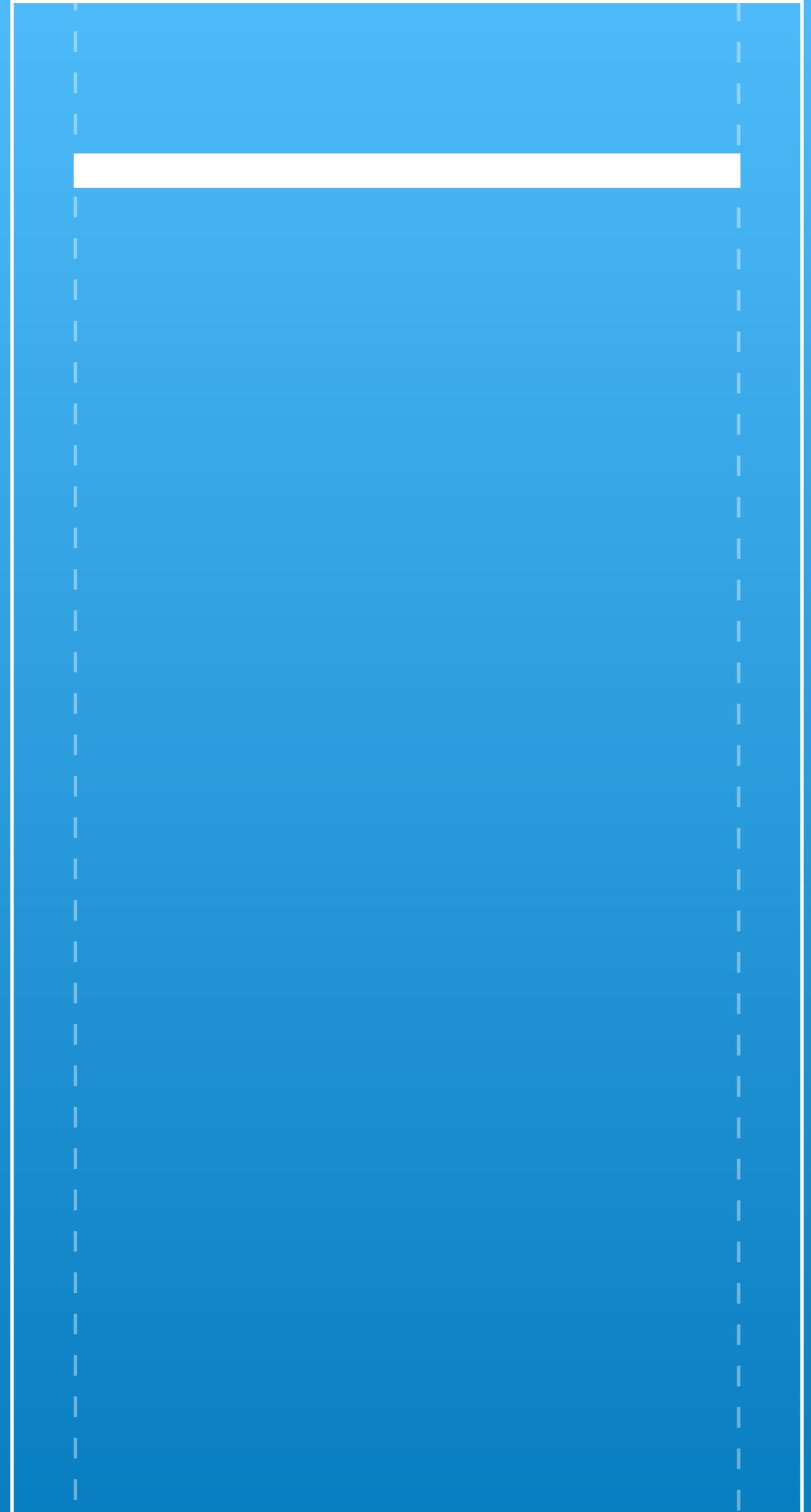
Curabitur ac erat

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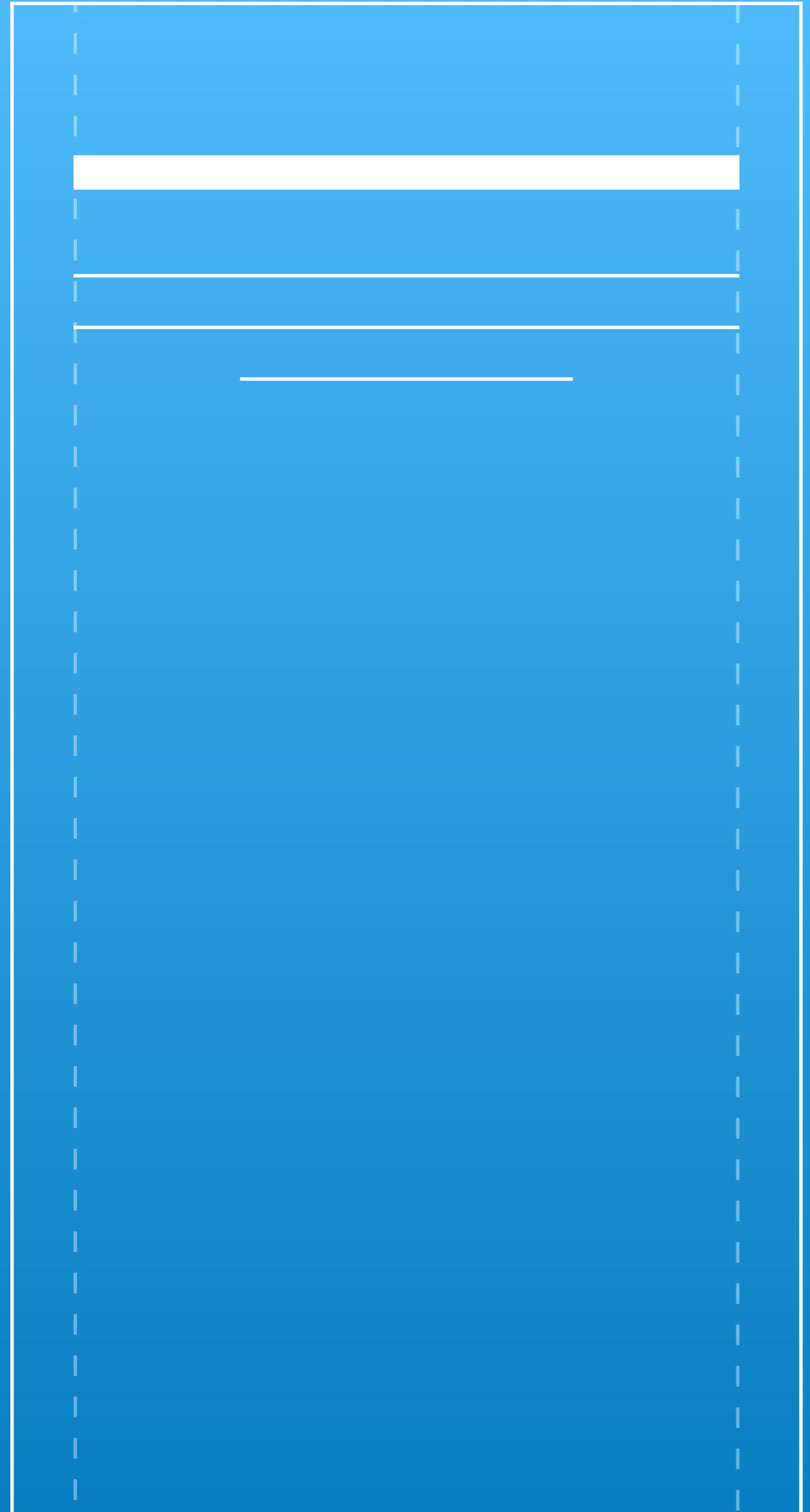
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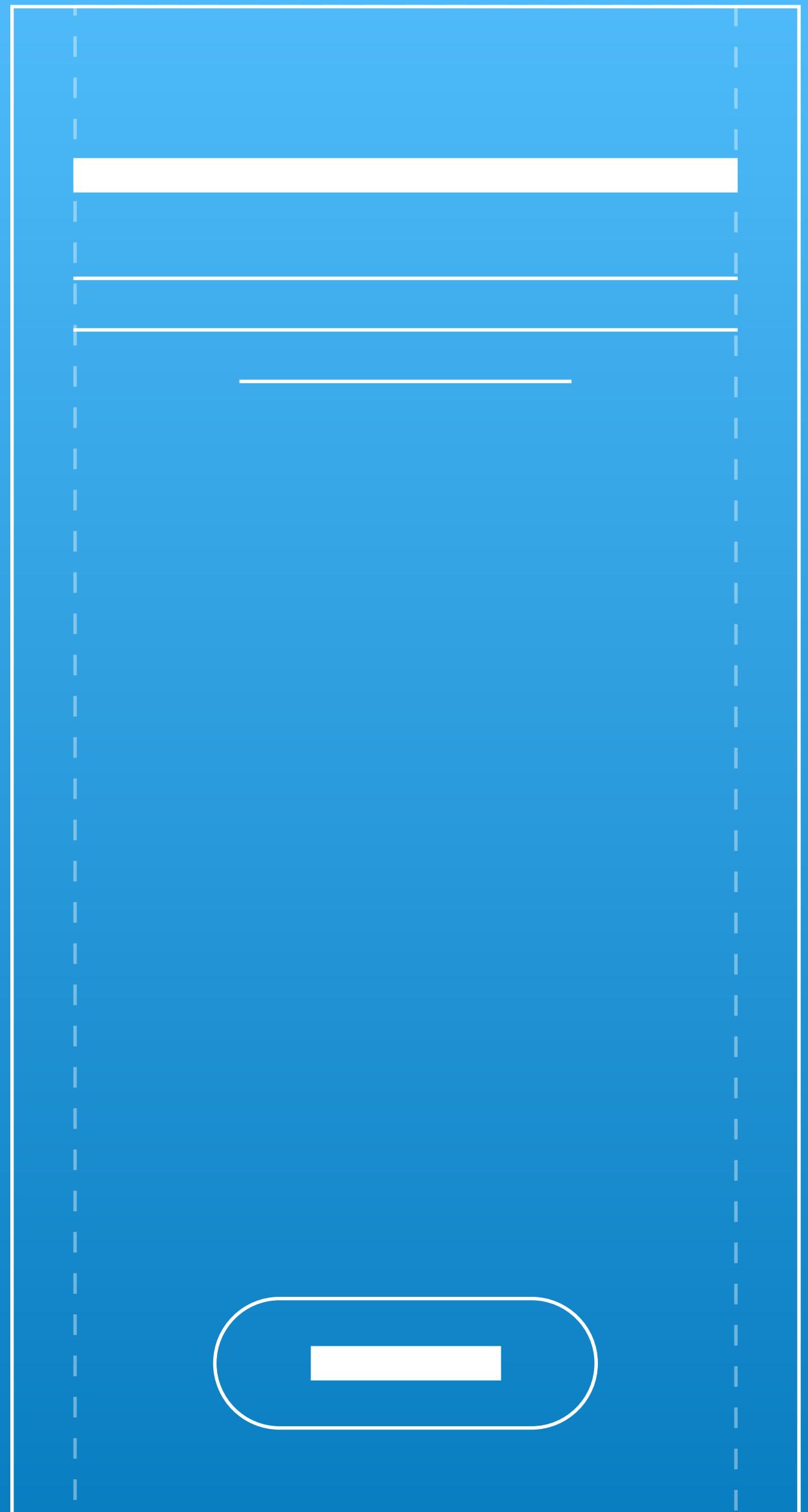
Curabitur ac erat

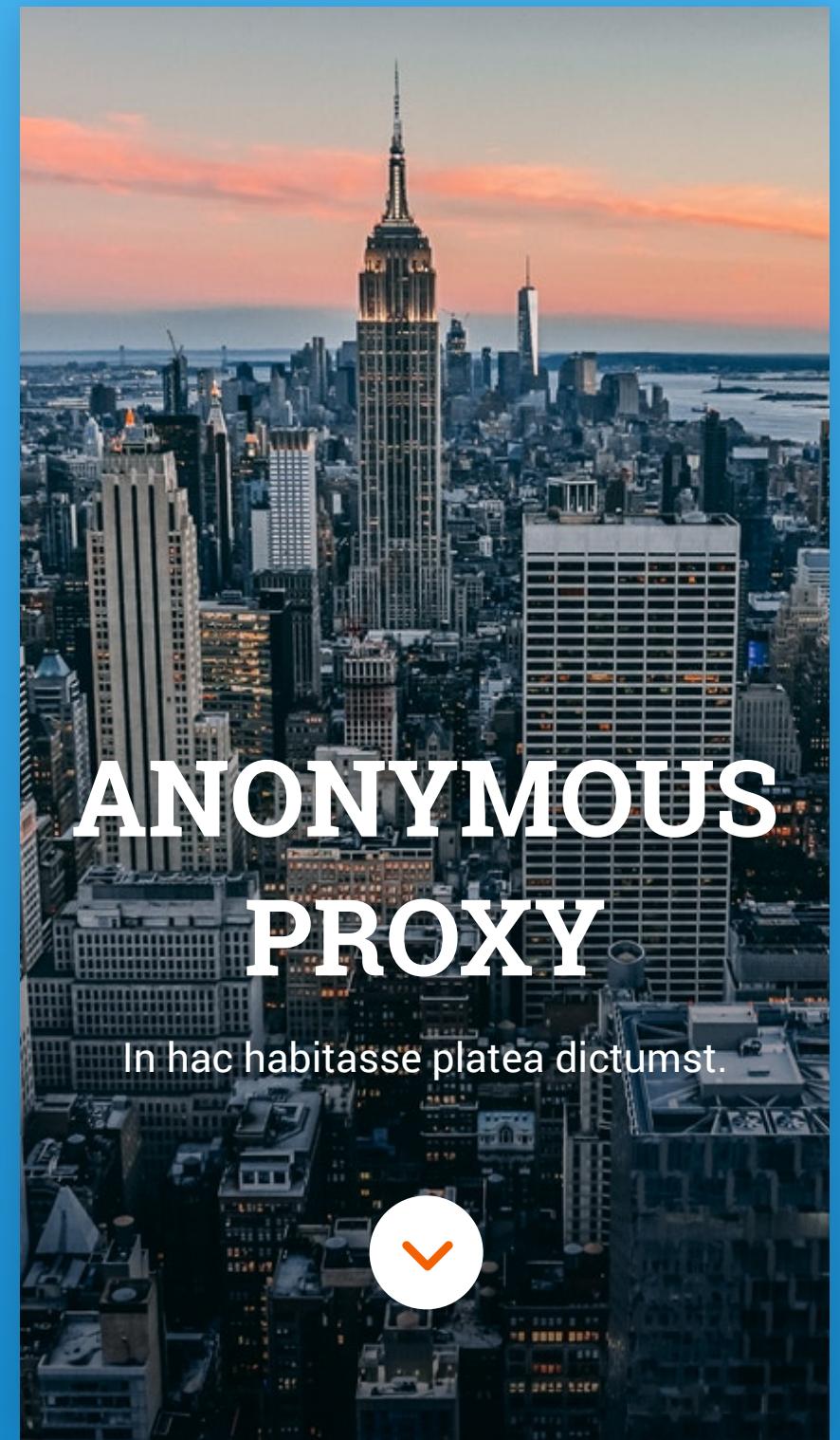
Mauris mattis urna quis lorem molestie.

Morbi dictum

Aliquam in dolor et dolor tincidunt.

[More reasons](#)





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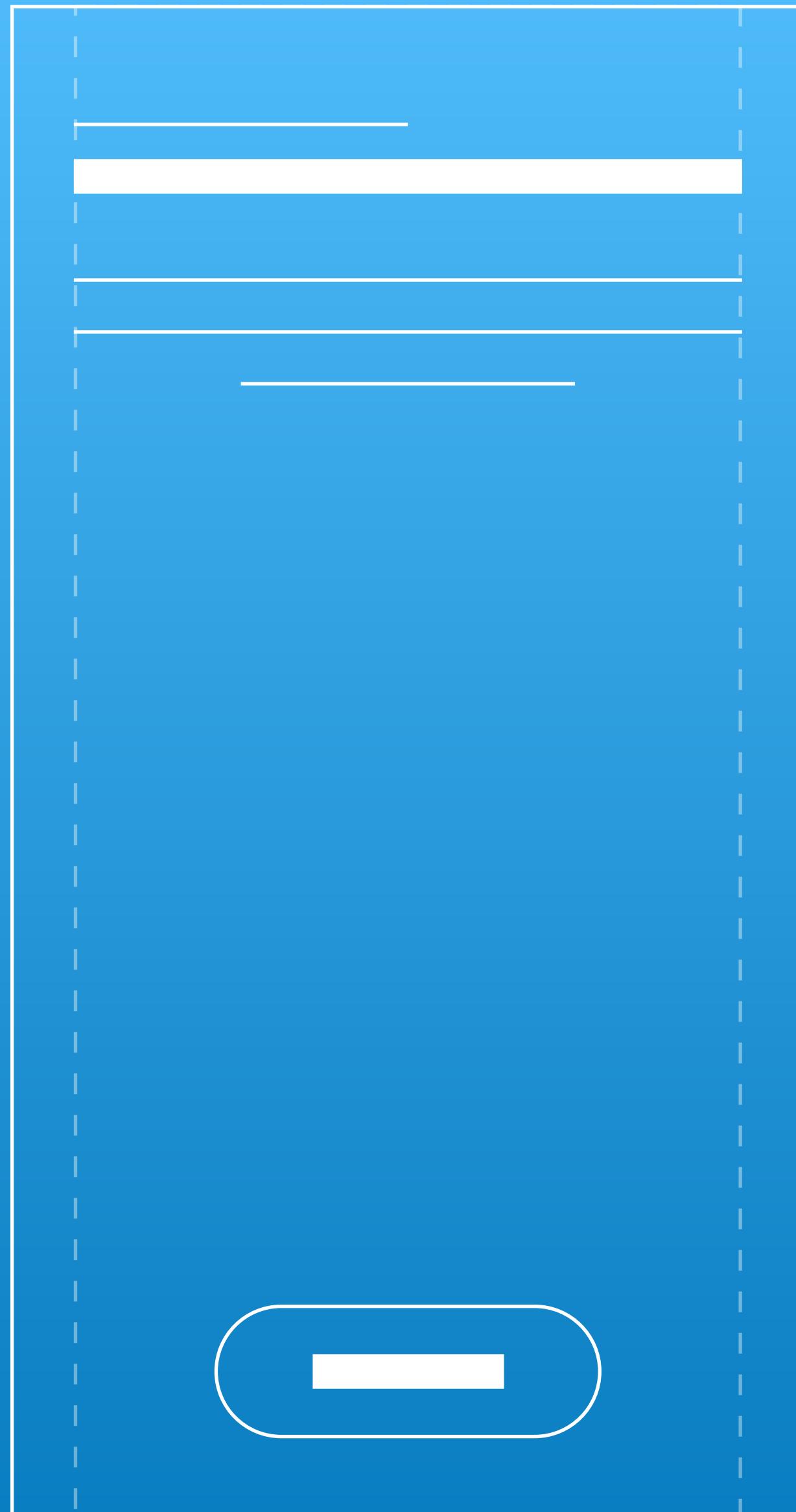
Curabitur ac erat

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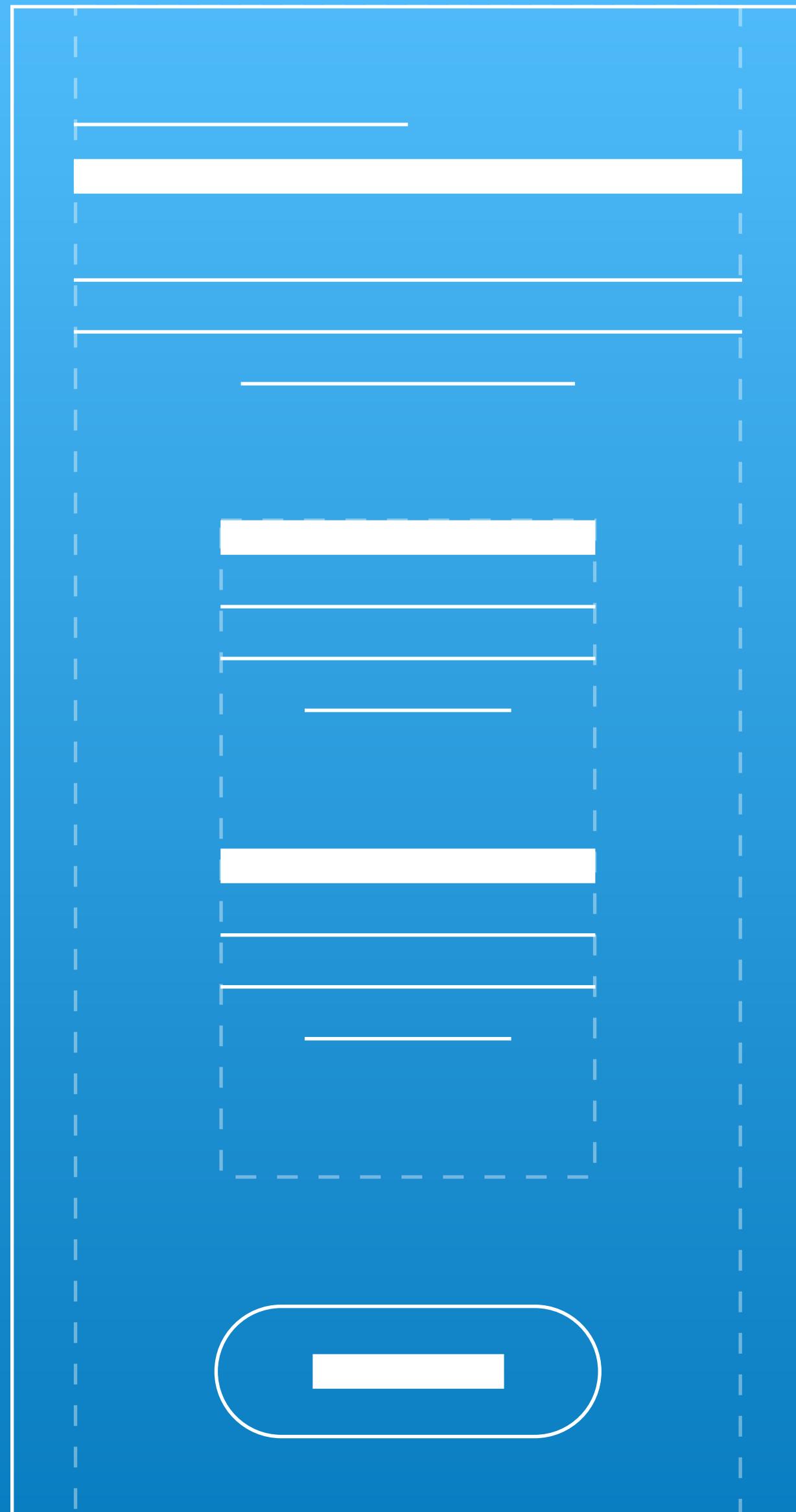
Curabitur ac erat

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Aliquam in dolor et dolor tincidunt.

More reasons



Ventajas

Espacio para pensar

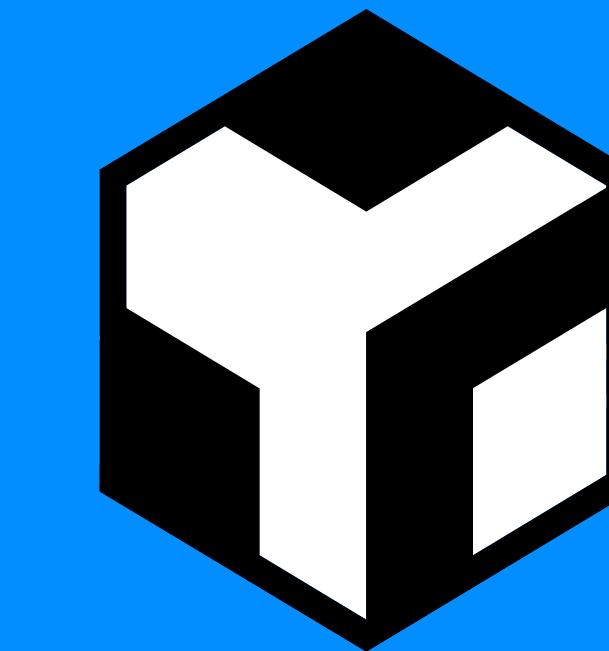
Visión general

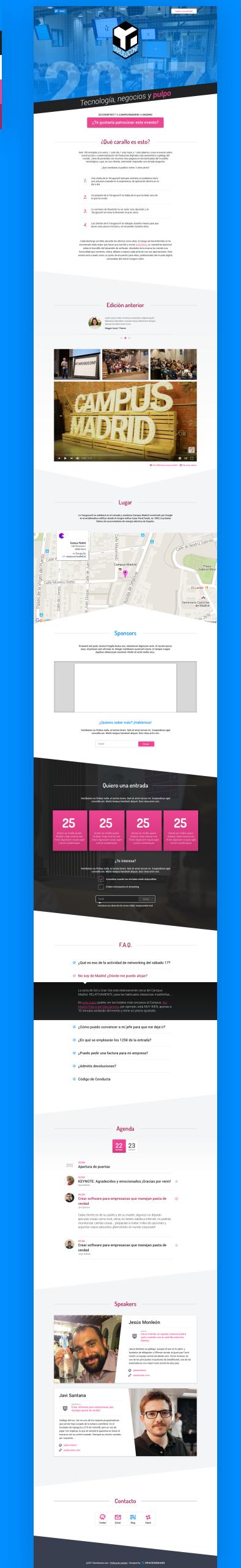
Identificar componentes

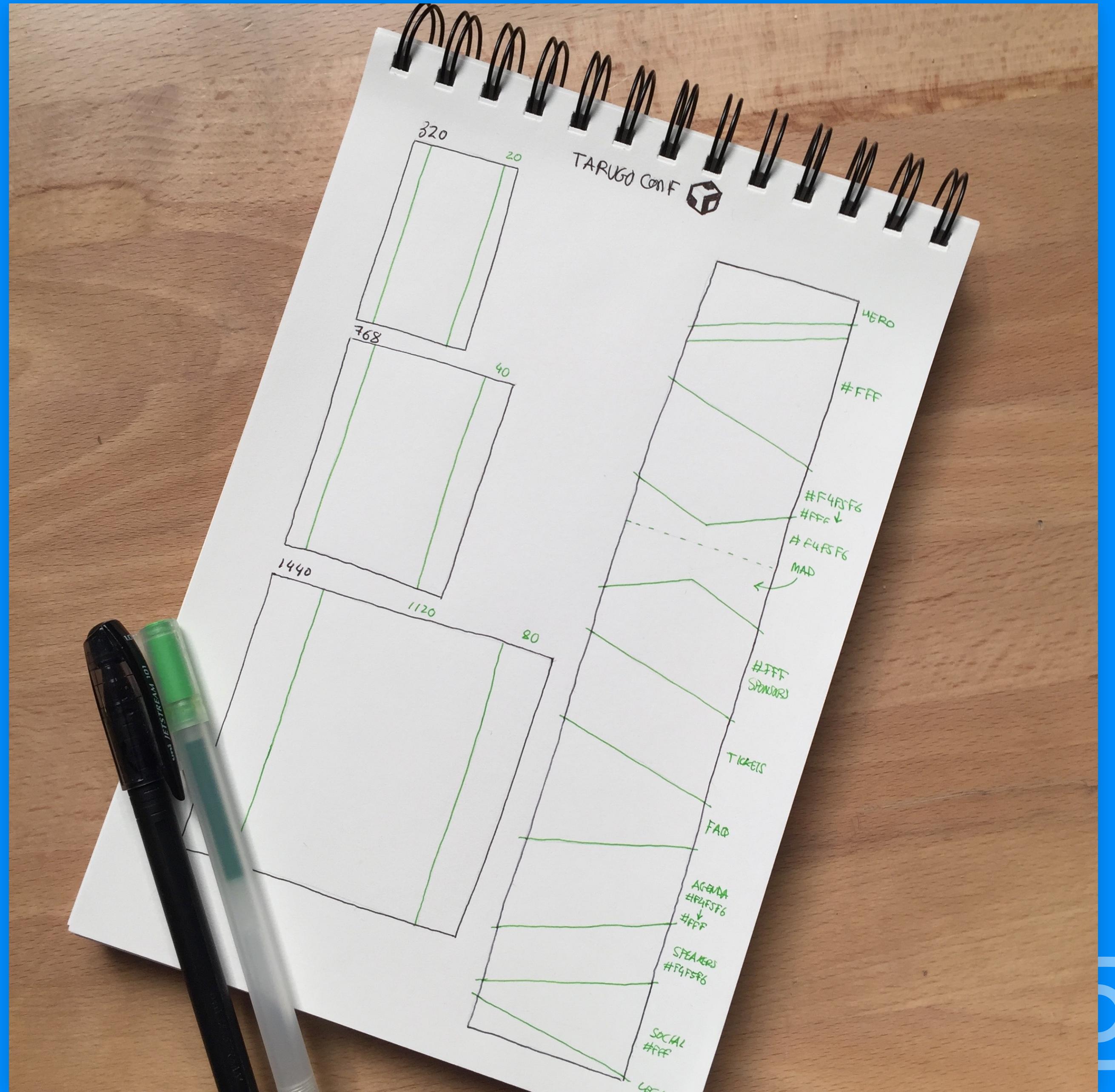
Optimizar html y css

Planificar interacciones

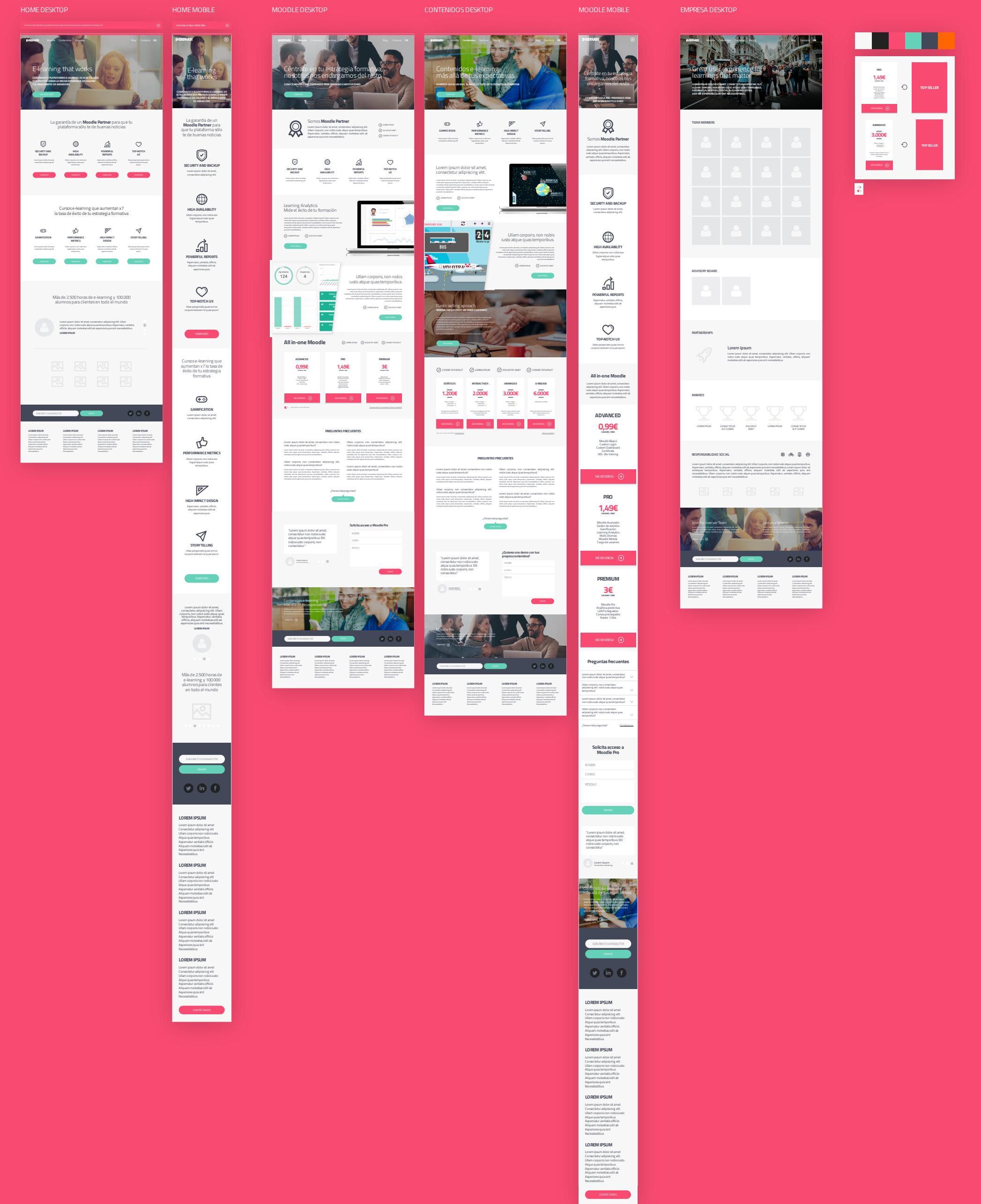
Proyectos: Tarugoconf e Inserver

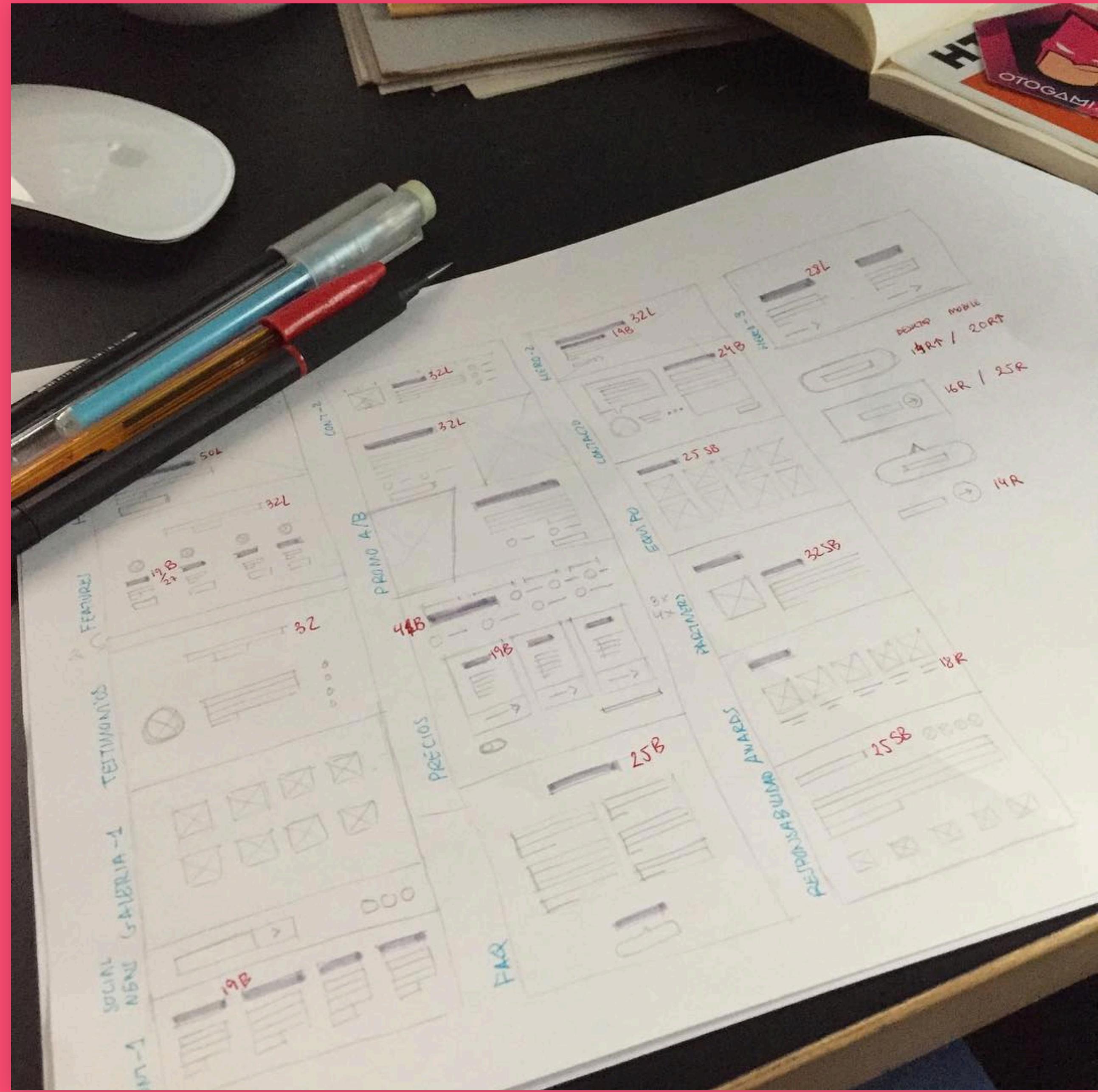






INSERVER





Un par de consejos

Materiales

Dibujo

Resultado

Y hasta aquí por hoy

Probadlo en vuestro trabajo y si os sirve...



