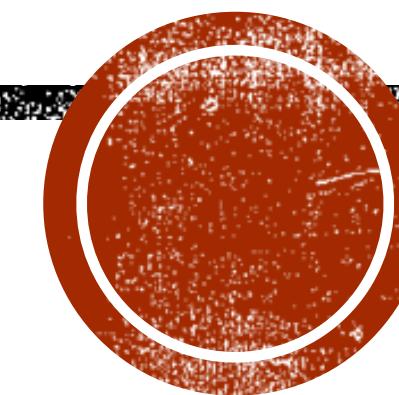


---

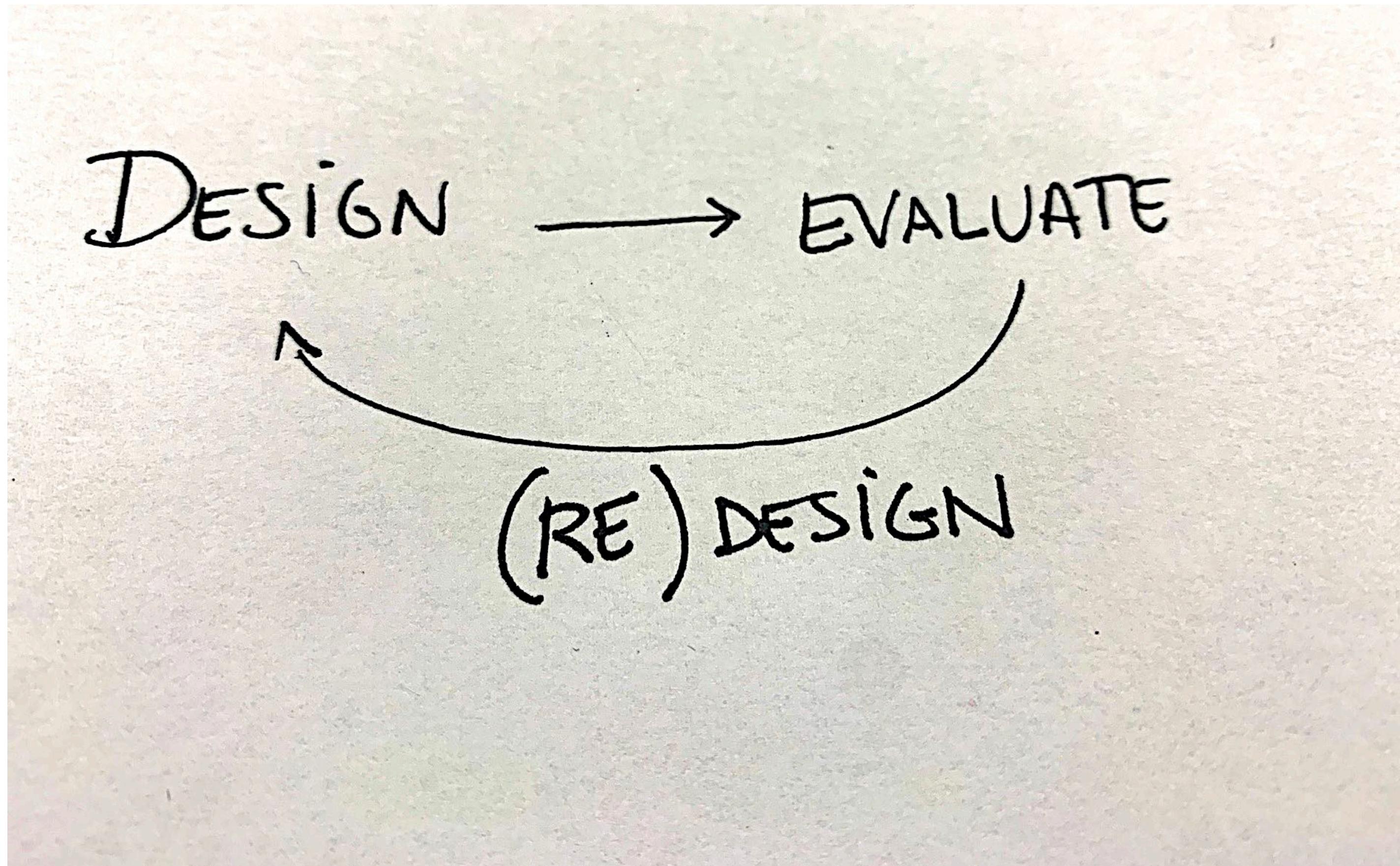
# PADRÕES DE DESIGN

---

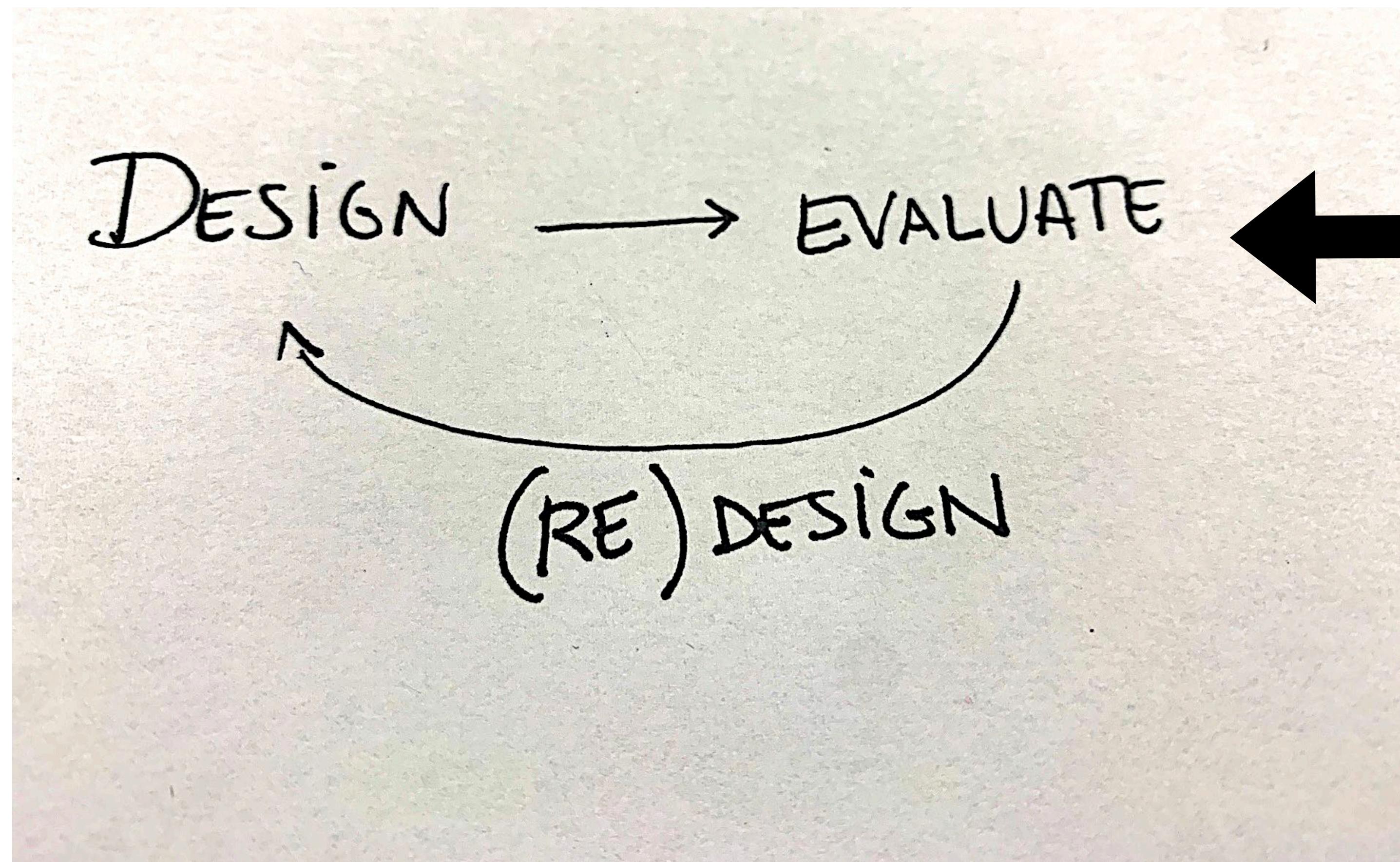
Tiago Massoni



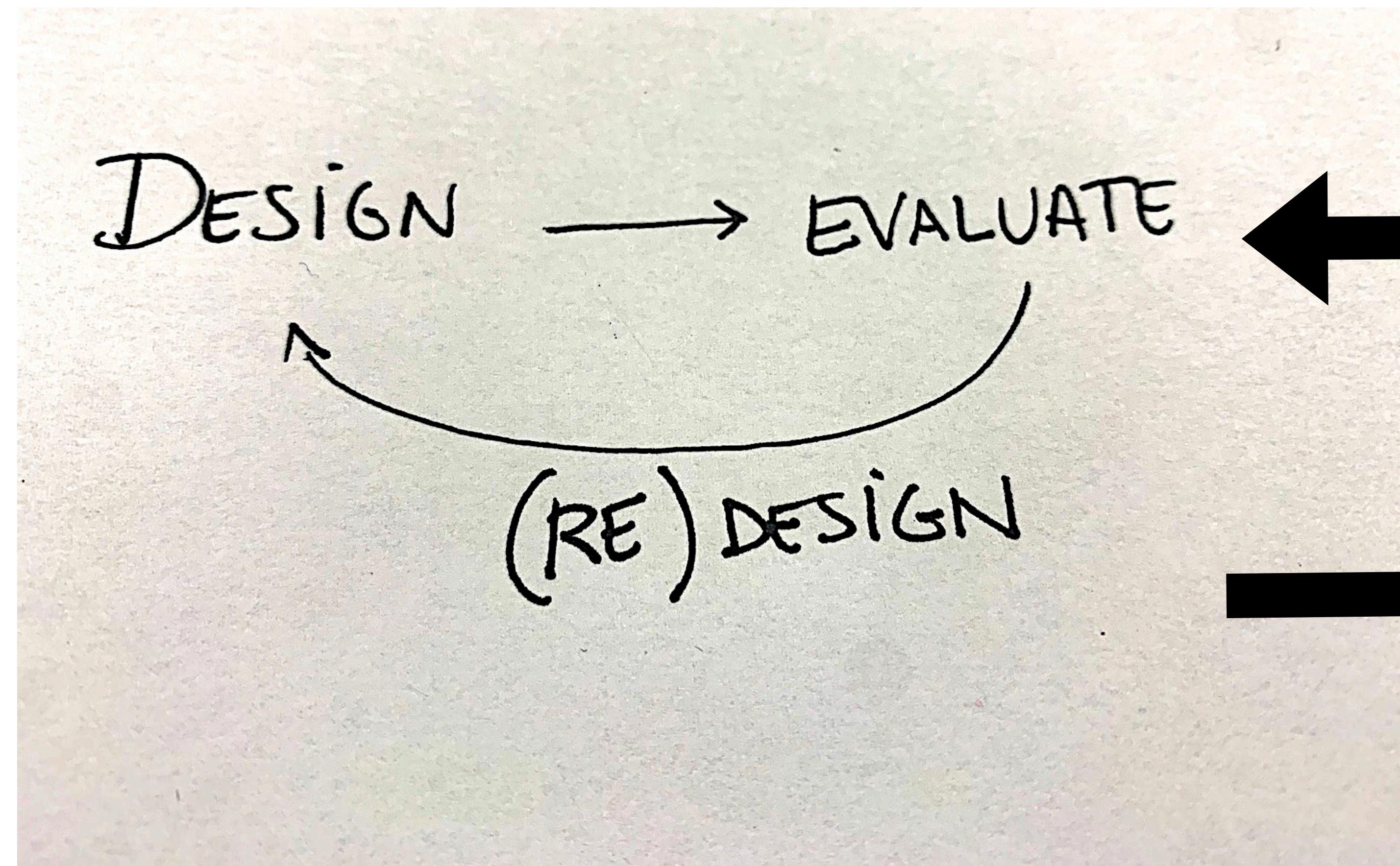
# Ciclo de design



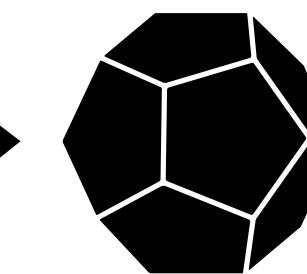
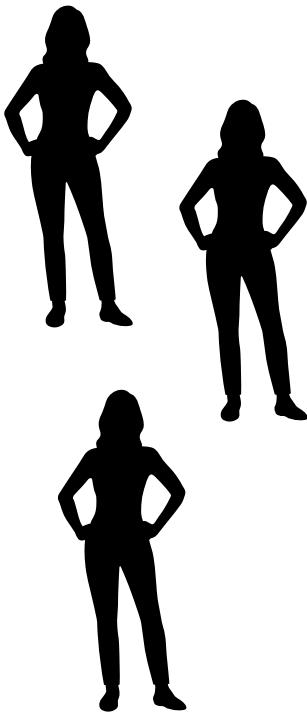
# Ciclo de design



# Ciclo de design

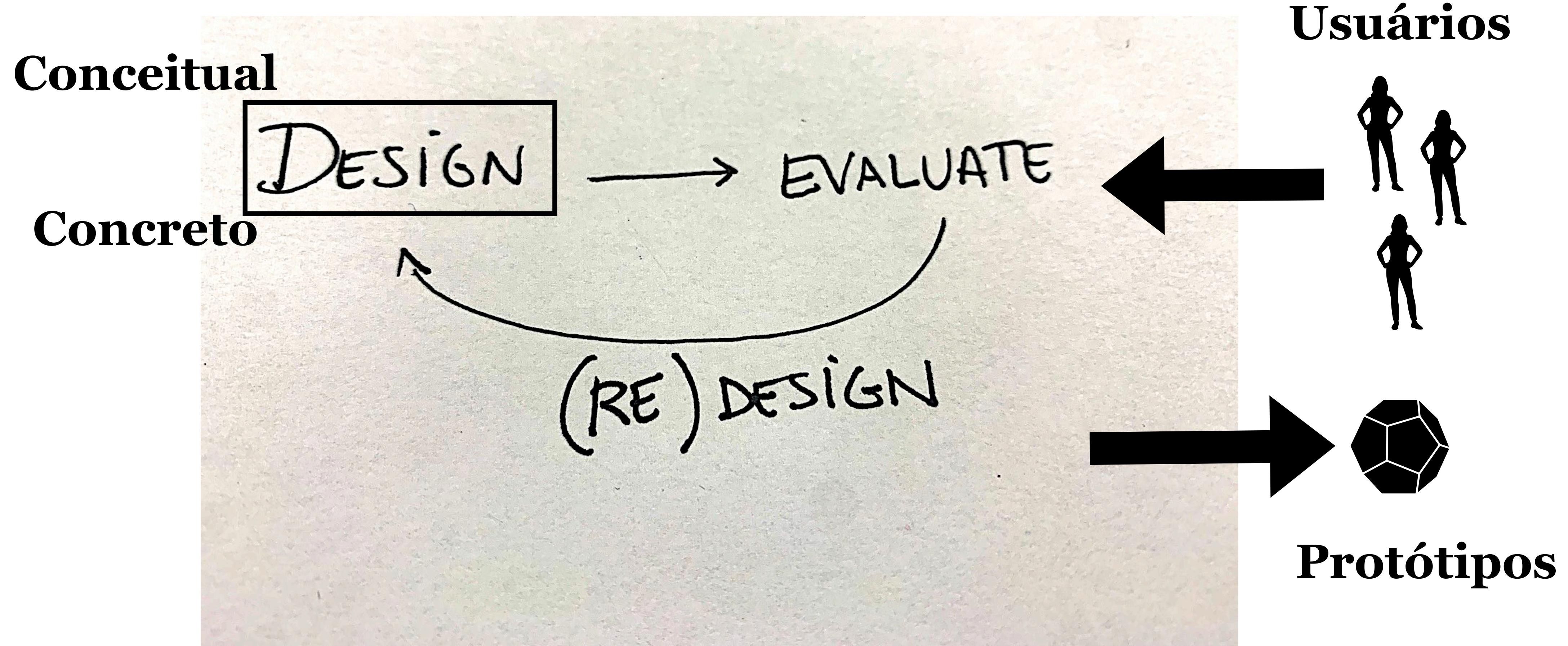


Usuários



Protótipos

# Ciclo de design



# Como se faz design?

Usamos padrões, não reinventamos a roda

Third Edition

O'REILLY®

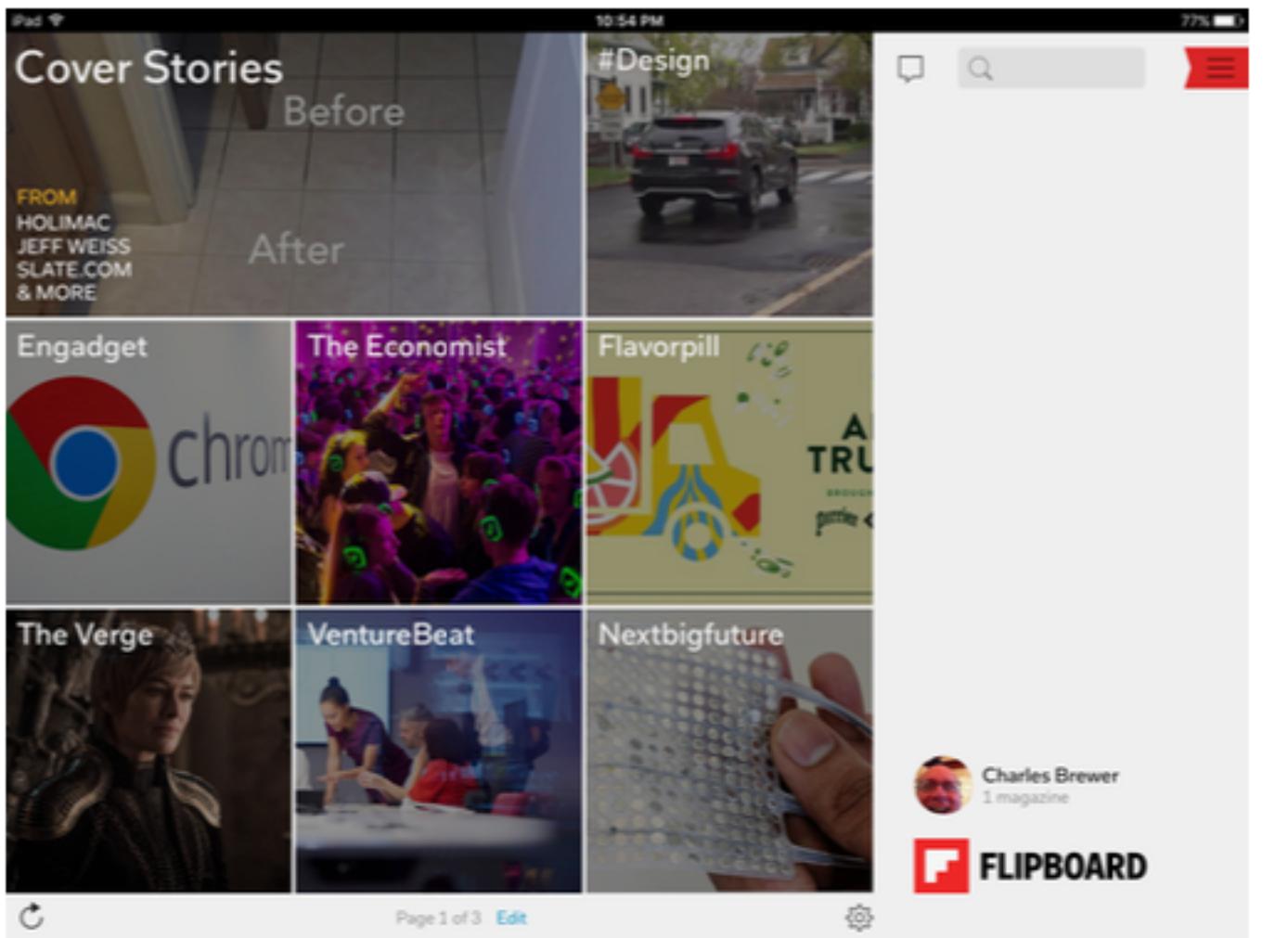
# Designing Interfaces

Patterns for Effective Interaction Design

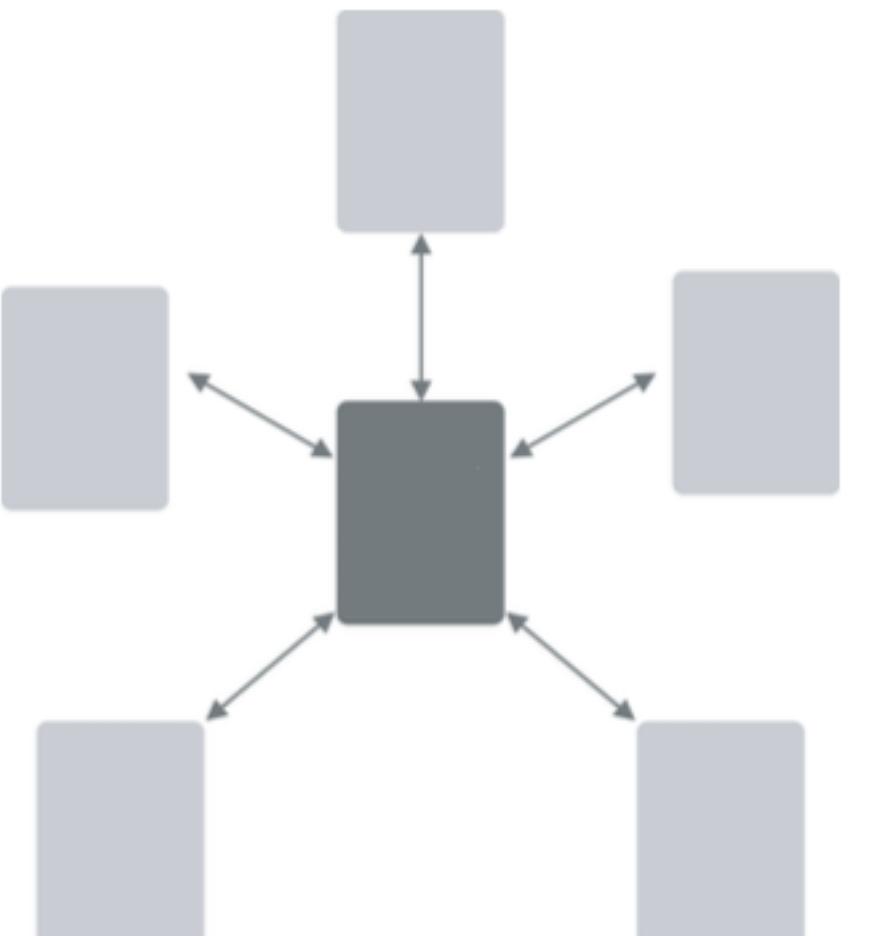


Jenifer Tidwell,  
Charles Brewer &  
Aynne Valencia

# Arquitetura da informação



# Navegação



# Layout



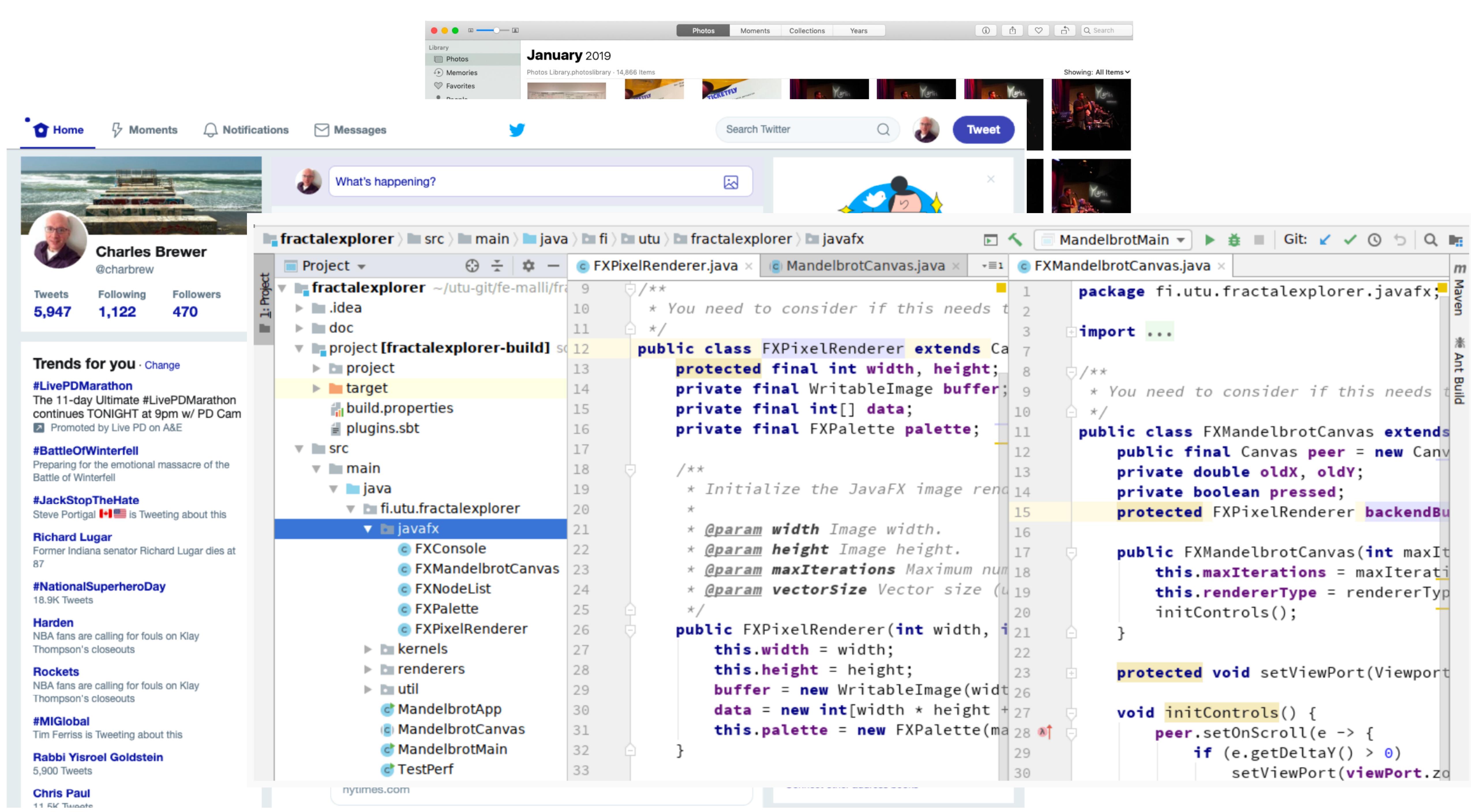
# Visual e estética

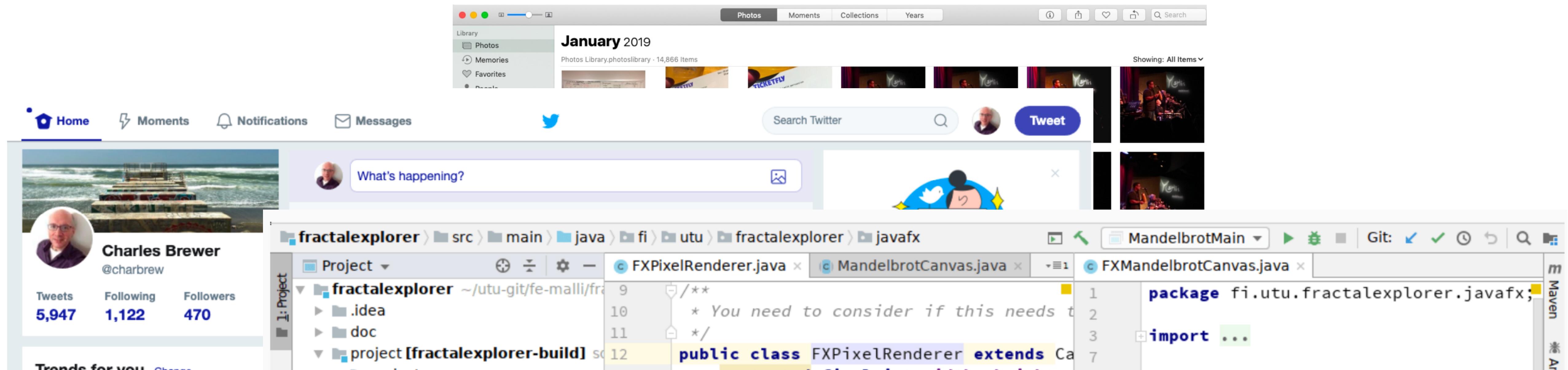


# Entrada de Dados

The screenshot shows a sidebar with various filtering options:

- Show results**:
  - Listings Ending within 1 hour
  - Number of bids from: 1 to: 50
  - Multiple item listings from: 2 to: 10
  - Items listed as lots [Learn more](#).
  - Sale items
  - Best offer [Learn more](#).
  - eBay for Charity [Learn more](#).
- Shipping options**:
  - Free shipping
  - Local pickup
- Location**:
  - Located 15 miles of San Francisco
  - From preferred locations US Only
  - Located in United States





# Padrões de Arquitetura da informação

```
Preparing for the emotional massacre of the
Battle of Winterfell
#JackStopTheHate
Steve Portigal 🇮🇹🇺🇸 is Tweeting about this

Richard Lugar
Former Indiana senator Richard Lugar dies at
87
#NationalSuperheroDay
18.9K Tweets

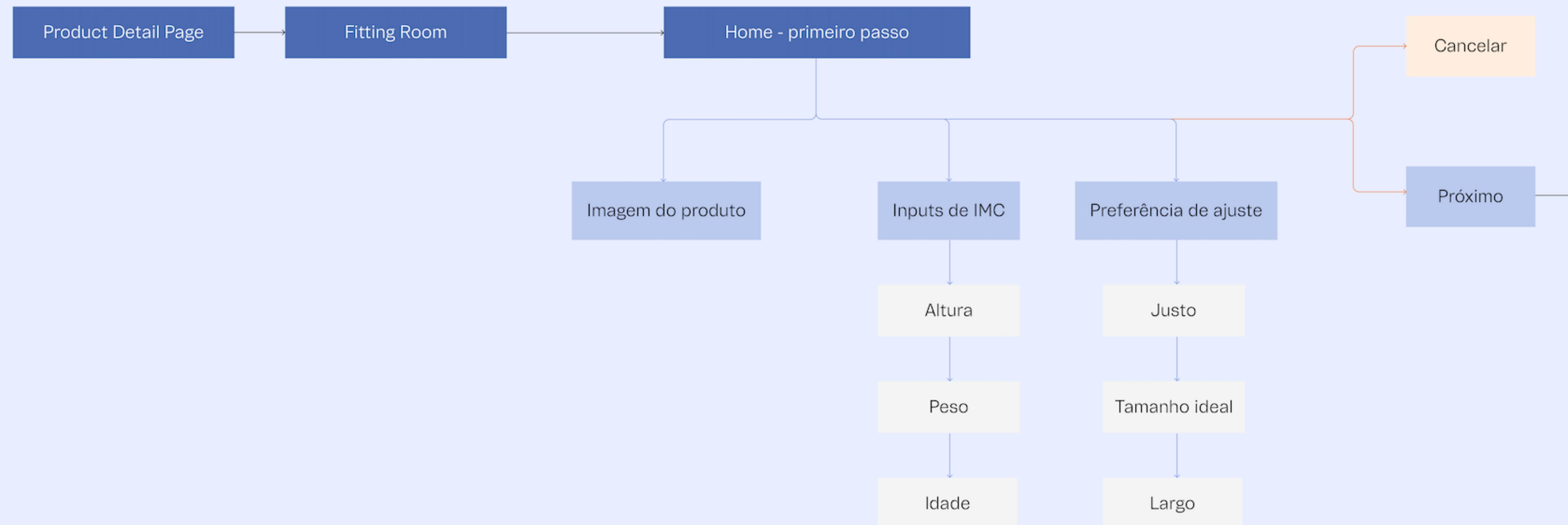
Harden
NBA fans are calling for fouls on Klay
Thompson's closeouts

Rockets
NBA fans are calling for fouls on Klay
Thompson's closeouts

#MIGlobal
Tim Ferriss is Tweeting about this

Rabbi Yisroel Goldstein
5,900 Tweets
```

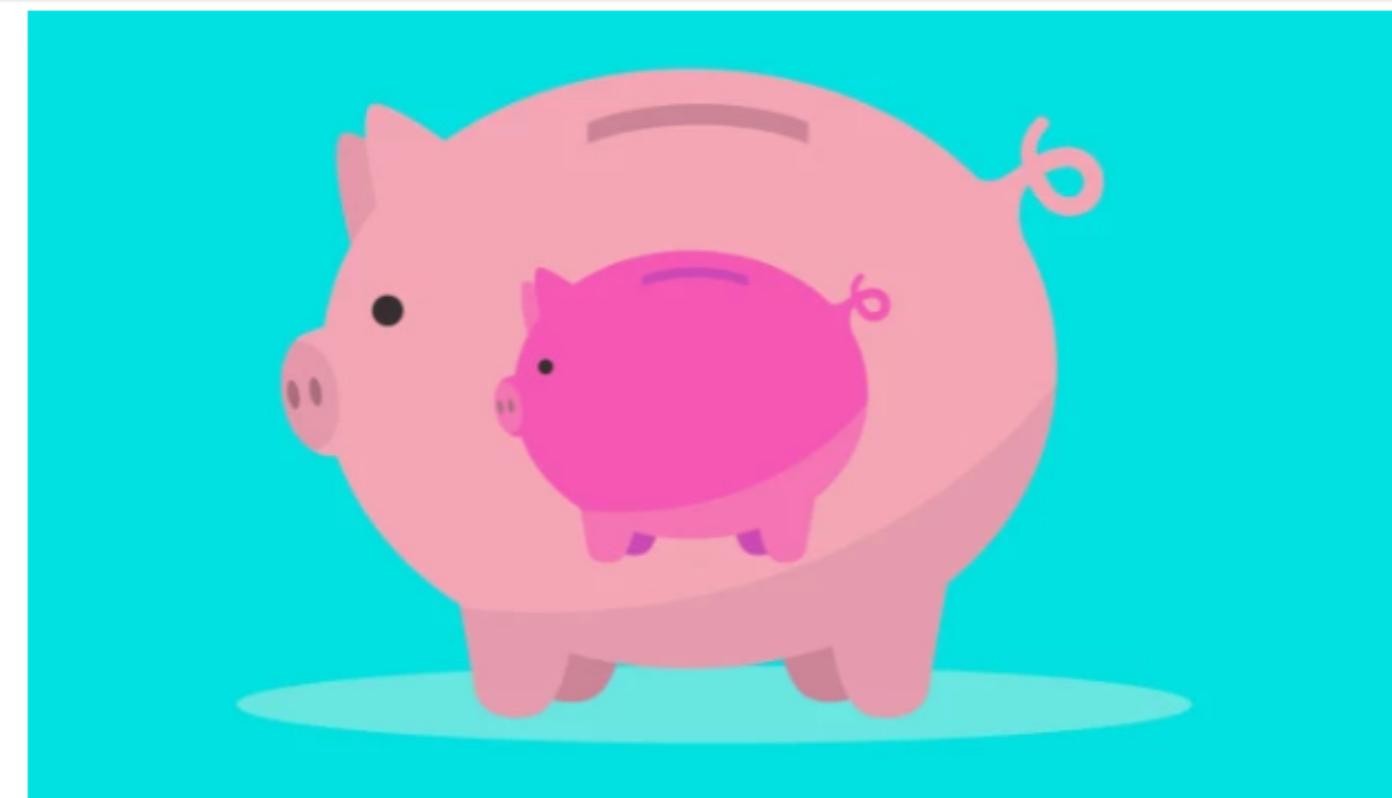
```
▼ └ main
  └ java
    └ fi.utu.fractalexplorer
      └ javafx
        └ FXPixelRenderer.java
          18  /**
          19   * Initialize the JavaFX image rend
          20   *
          21   * @param width Image width.
          22   * @param height Image height.
          23   * @param maxIterations Maximum num
          24   * @param vectorSize Vector size (u
          25   */
          26   public FXPixelRenderer(int width, i
          27     this.width = width;
          28     this.height = height;
          29     buffer = new WritableImage(widt
          30     data = new int[width * height + 1];
          31     this.palette = new FXPalette(ma
          32   }
          33 }
```







Viola Davis On Diabetes, Motherhood & Asking For The Top



My Body Can Have a Baby But My Finances Can't

Q What would you like to know?

Search

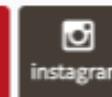
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## THE LATEST



### ENTERTAINMENT

Kit Harington's Favorite *Game of Thrones* Scene with Rose Leslie Is So Dark



### ENTERTAINMENT

Netflix Just Surprise-Cancelled *Santa Clarita Diet*, & Fans Are Furious



### LIVING

This Just In: Your May 2019 Horoscope



### PARENTING

My Body Can Have a Baby But My Finances Can't



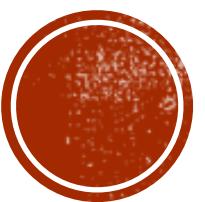
### PARENTING

This Viral Facebook Post Nails the Impossible



### HEALTH & WELLNESS

TLC Star Aly Taylor Shares Her Story of Cancer



# Feature, search and browse

Combinação de três elementos na primeira página de qualquer Sistema web

algum item importante a apresentar

uma caixa de busca

uma lista de itens a serem navegados

# Feature, search and browse

Combinação de três elementos na primeira página de qualquer Sistema web

algum item importante a apresentar

uma caixa de busca

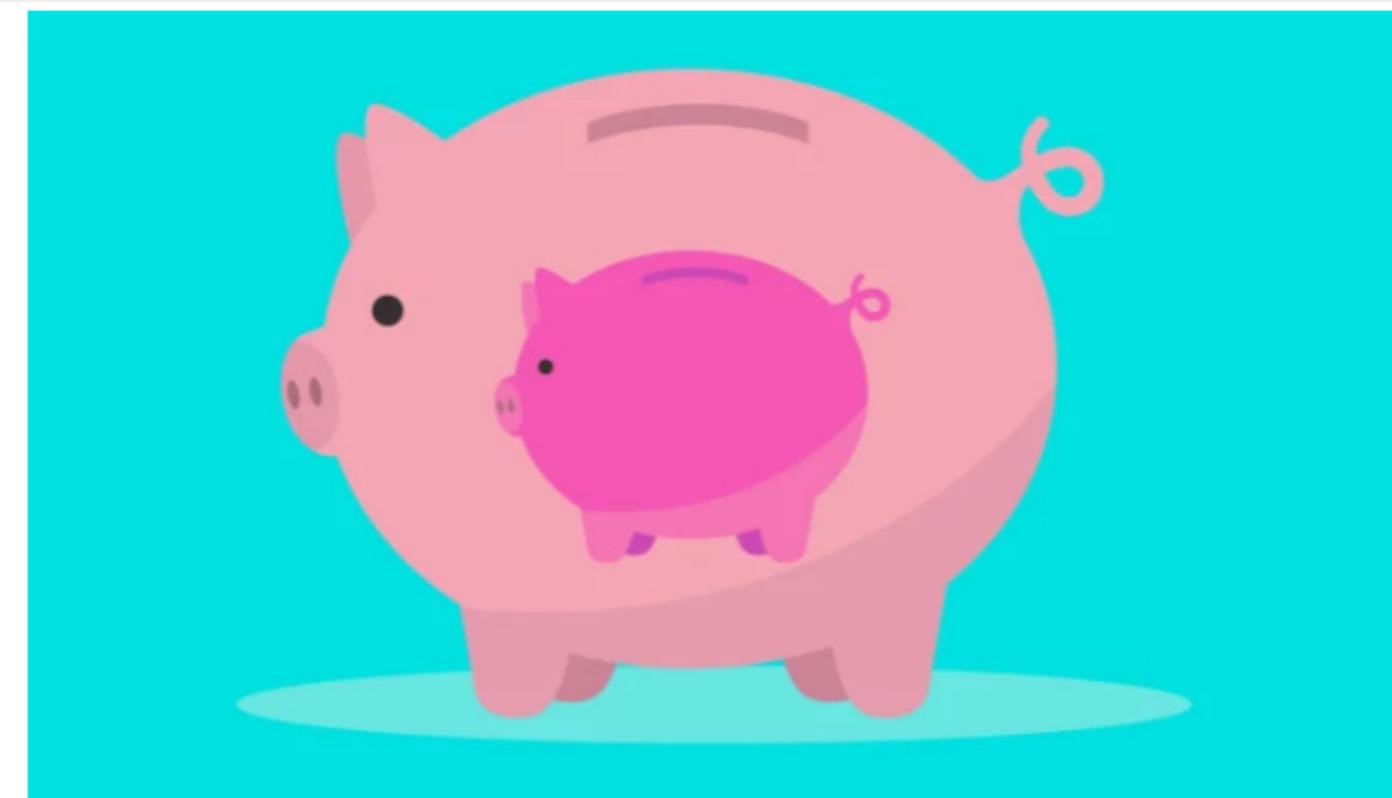
uma lista de itens a serem navegados

Nome do padrão

Descrição



Viola Davis On Diabetes, Motherhood & Asking For The Top

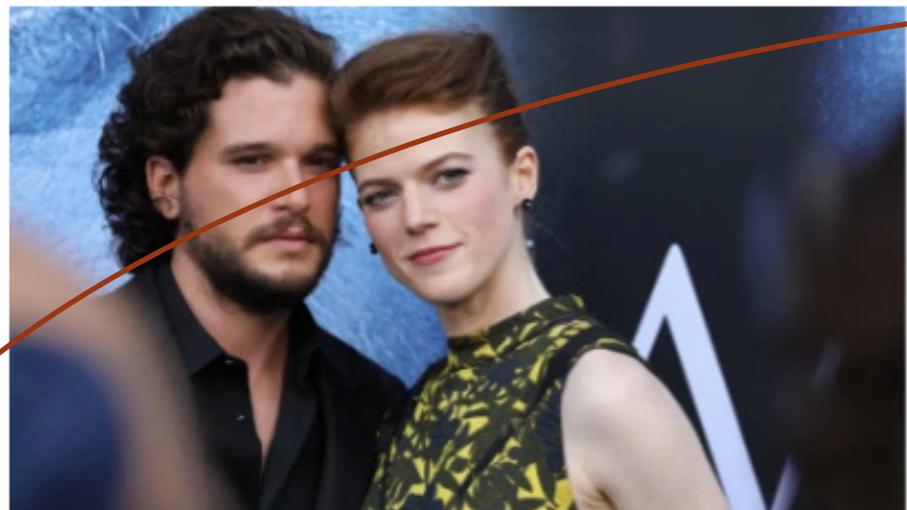


My Body Can Have a Baby But My Finances Can't

What would you like to know?  Search

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## Exemplos de uso



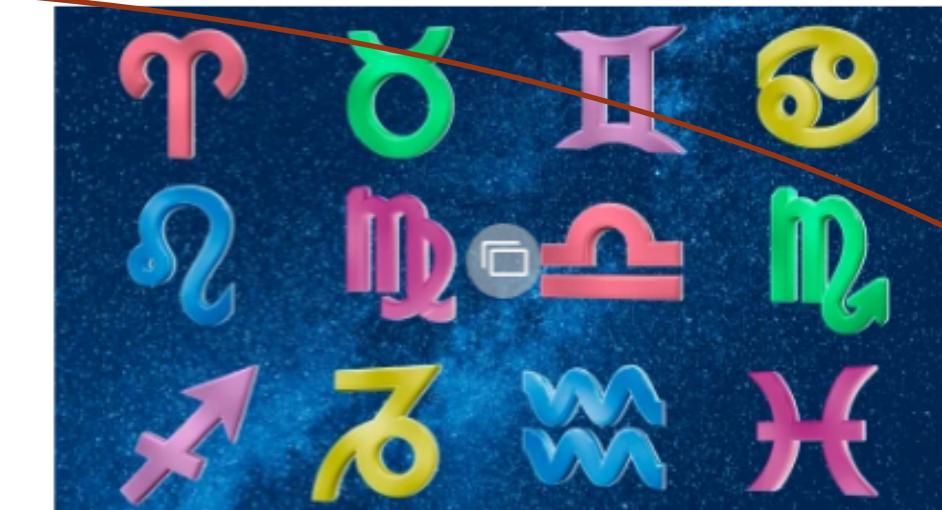
ENTERTAINMENT

Kit Harington's Favorite Game of Thrones Scene with Rose Leslie Is So Dark



ENTERTAINMENT

Netflix Just Surprise-Cancelled *Santa Clarita Diet*, & Fans Are Furious



LIVING

This Just In: Your May 2019 Horoscope



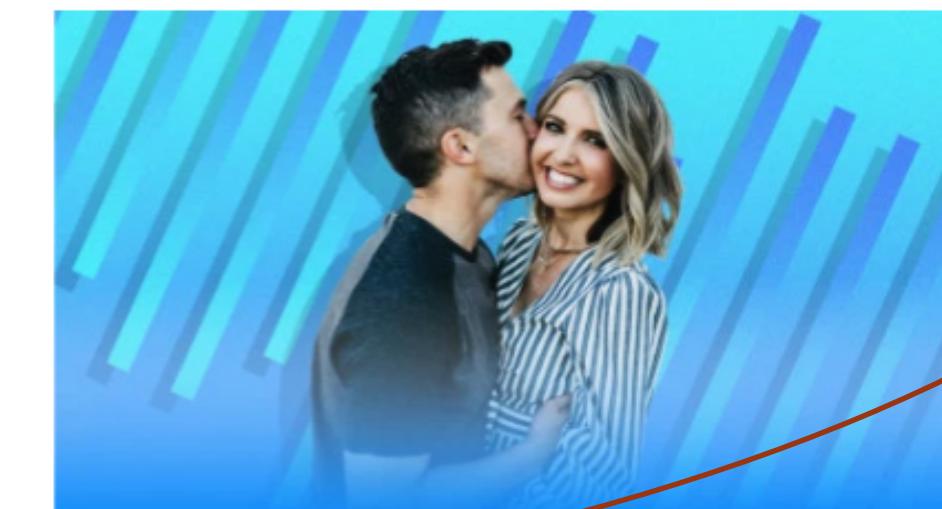
PARENTING

My Body Can Have a Baby But My Finances Can't



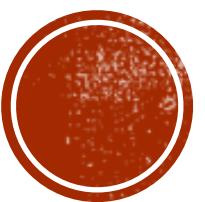
PARENTING

This Viral Facebook Post Nails the Impossible



HEALTH & WELLNESS

TLC Star Aly Taylor Shares Her Story of Cancer



# Streams and feeds

BuzzFeed News  
REPORTING TO YOU

ABOUT US GOT A TIP? SUPPORT US BUZZFEED.COM SECTIONS ▾

TRENDING Synagogue Shooting Avengers: Endgame Taylor Swift Climate Change Game Of Thrones 2020 Election Measles

## Science



### Reckoning With Personal Responsibility In The Age Of Climate Change

As someone who loves traveling and going outdoors, I struggle with balancing my hopefulness and my despair — and my culpability — regarding an imperiled earth.

Shannon Keating · 1 day ago



### Can You Work Out How To Spend Your Money To Slow Global Warming?

It's easy to feel helpless in the face of climate change, but how you spend your money can make a difference.

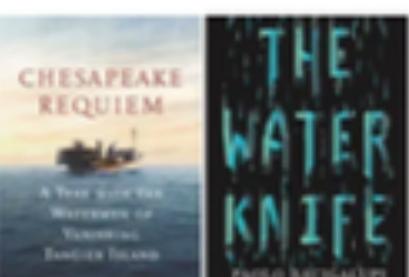
Peter Aldhouse · 1 day ago



### How Much Do You Know About Climate Change?

When Yale University quizzed US adults on the facts, most of them got a failing grade. How do you compare?

Peter Aldhouse · 2 days ago



### 17 Books That Will Change The Way You Think About The World

From Naomi Klein to Barbara Kingsolver, these authors explain the consequences of our warming planet — and imagine its future.

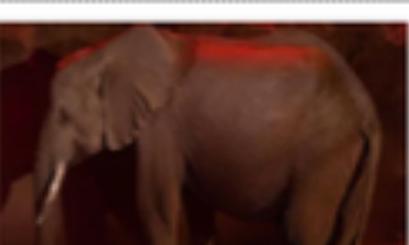
Arianna Rebellini · 2 days ago



### These Haunting Pictures Show How Chernobyl Has Aged Over The Years

Since 1994, photographer David McMillan has made 21 trips to Chernobyl to witness nature reclaiming civilization.

Gabriel H. Sanchez · 2 days ago



### These Haunting Photos Capture The Vanishing Wildlife Of Africa

"The destruction of the natural world is far more complex than we think."

Gabriel H. Sanchez · 2 days ago

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Virginia Hughes

Science Editor



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Natasha Sultammanan

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Dan Vergano

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Only Read This If You Want To Know Who Died In

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Sunday, April 28 ▾

- Trump Administration**
- Trump Revs Up Pitch on Jobs, Economy to Key Wisconsin Voters
  - Replay: Rally in Green Bay, WI
  - On Infrastructure, Trump and Dems May See Common Ground
  - Trump Debates Waiving Jones Act to Ship Natural Gas to NE, Puerto Rico
  - Charles Barkley Sneaked Into White House by Kushner for Meeting
- Washington**
- Barr Warns House Democrats He Might Not Appear at Hearing
  - WHCD Focuses on Press Freedom and History, Not Stars and Comedy
- Video Highlights**
- Trump on Border Crossings: "It's Like Disneyland...It's a Disaster"
  - Chernow Praises Media for "Noble Work" at Correspondents Dinner
  - Moore Apologizes for Bad Jokes, Says Smear Campaign Should Stop
  - Maher: Should Those Who Don't Go to College Pay for Those Who Do?
- 2020 Democratic Nomination**
- Democratic Candidates Seek Union Support at Workers' Forum
  - Why the Biden-Union Bond May Slacken in the Age of Trump
  - How Biden, Obama's "Odd Couple" Relationship Aged Into Family Ties
  - Can a Woman Win in 2020? Some Democrats Wonder If It's Risky
- U.S. Economy**
- Overcoming Doubts, Economy Finds Way Forward With Strong Growth
  - GDP Data Illustrate Both the Good and Bad of Trump's Trade Battles
- Political Landscape**
- FL Gov. DeSantis Defies Republican Orthodoxy w/ Drug Importation Plan
  - NY Attorney General Investigates the NRA's Tax-Exempt Status
  - Oliver North Steps Down as NRA President After Leadership Dispute
- Media & Politics**
- NY Times Apologizes for Cartoon Depicting Anti-Semitic Tropes
  - Trump: Fox's Napolitano Wanted High Court Appt., Pardon for Friend

## RCP Afternoon Edition

20 Dems Are Vying for 2020. Can One Beat Trump? Amy Sorkin, The New Yorker

Will Barr Keep His Promise to Investigate Spying? Michael Goodwin, New York Post

Mueller Proved Comey Told the Truth About Trump William Saletan, Slate

What I Saw at Middlebury College Dominic Aiello, Quilette

Democrats Hunt for an Economic Argument to Counter Trump David Siders, Politico

Will Biden's History Lift Him Up or Weigh Him Down? Evan Osnos, The New Yorker

Biden's Big Lie About Charlottesville Will Backfire Jeffrey Lord, The American Spectator

A Long Talk With Cory Booker Gabriel DeBenedetti, New York Magazine

China, the U.S. and Trade in a Dog-Eat-Dog World Edward Luce, Financial Times

Obsession With 'Whiz Kids' Is Harming U.S. Teens Eric Spitznagel, New York Post

Just Don't Call Them UFOs Marina Koren, The Atlantic

## RCP Morning Edition

Trump Will Relish His Fight With the Democratic House Rich Lowry, New York Post

Trump Should Be Indicted for Obstructing Russia Probe Rocah & Mariotti, Daily Beast

Collusion Conspiracy Theory Was an Attack on Democracy Aaron Mate, The Nation

Families Need Defending--Conservative Women Must Step Up Helen Andrews, NYT

Will Trump and Supreme Court Tear the Country Apart? E.J. Dionne, Washington Post

A Democratic Party Obsessed With Skin Color Karin McQuillan, American Greatness

Why Biden Will Be Tough to Beat in the Dem Primary Josh Kraushaar, National Journal

Democrats Would Be Mad to Nominate Biden in 2020 Mehdi Hasan, The Intercept

Mick Mulvaney on the White House, 2020 and Mueller Pliott & Nicholas, The Atlantic

Want to Fix the Universities? Here Are 2 Options Roger Kimball, American Greatness

We're Standing Up to Gun Lobby and the NRA Is Losing Rep. Eric Swalwell, USA Today

Black Conservatives Debate Black Liberals on Trump, Democrats Lee Adams, Vice

Trump Made the Right Call on How to Win the SG Race Mark Mills, New York Post

Au Revoir, Trump and Washington, D.C. Maureen Dowd, New York Times

Meet the Photographer Trump Can't Shut Up About Christopher Cadelago, Politico

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#### Recommended

Joe Biden, New Geography

Saturday, April 27

Trump Has Son Sabato & Kondik, Post & Courier

Biden Is Normal Ana Navarro, CNN

Can a Woman Win Lauren Egan, NBC News

An Indictment Is Charlottesville Lauren Egan, NBC News

Good to Me Ana Navarro, CNN

Charlottesville Lauren Egan, NBC News

Why the Dem M. Alberto E. Lee Nicole Hemmer, CNN

A Despicable C. Robert E. Lee Nicole Hemmer, CNN

Sunday Panels: Biden-Union Bond May Slacken in the Age of Trump

Trump Cheers Economy, Criticizes Democrats at Wisconsin Rally

Chernow Praises Media for 'Noble Work' at Correspondents Dinner

U.S. Economy Grew at Strong 3.2% Rate in First Quarter

The Free-Stuff Primary: What Democrats' Promises Will Cost

Presidential Job Approval

Cartoons of the Week

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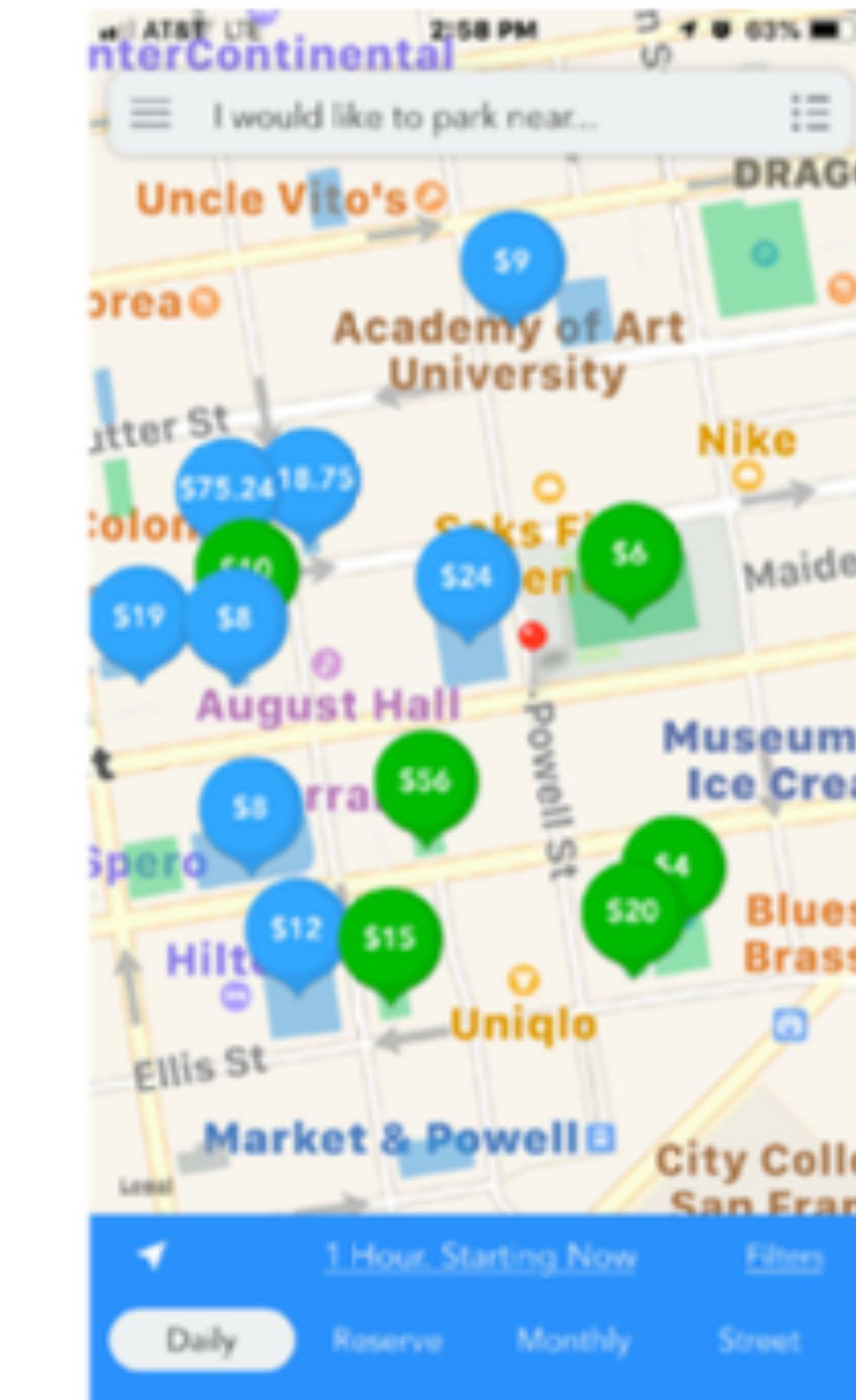
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	Favorable	Unfavorable	Spread
Donald Trump	41.3	53.6	-12.3
Nancy Pelosi	36.5	50.3	-13.8
Mitch McConnell	23.5	46.3	-22.8
Chuck Schumer	28.0	39.7	-11.7

Looking for a career shift or to expand your skill set?

Learn the language of FM with the

# Mobile direct access



# Media browser

A screenshot of the Kindle app interface. At the top, there's a status bar with signal strength, AT&T, battery level at 55%, and the time 4:27 PM. Below the status bar is a search bar with the placeholder "Search Kindle". The main area shows a grid of book covers under the heading "DOWNLOADED". Each book cover includes the title, author, and a progress bar indicating how much of the book has been read. At the bottom of the screen are five navigation icons: LIBRARY (selected), COMMUNITY, DISCOVER, and MORE.

A screenshot of the YouTube app interface. At the top, there's a search bar with the placeholder "Search". Below the search bar is a promotional banner for Hulu with the text "BETTER RUINS EVERYTHING" and a "WATCH NOW" button. The main content area shows a grid of video thumbnails under the heading "Recipes - Topic Recommended videos for you". Each thumbnail includes a thumbnail image, the video title, duration, and upload date. There are also sections for "Captain America - Topic" and "YouTubeTV Featured". At the bottom, there's a banner for "Live TV from 70+".

# Dashboard

SpaceIQ for SpaceIQ

Charles Brewer

Dashboard

8 LOCATIONS    8 BUILDINGS    18 FLOORS    46 EMPLOYEES    1.5k SEATS    290.8k SQFT

**Employees**

■ Full time  
■ Contractor  
■ Employee  
■ Unknown

46	3	3
TOTAL	UNSEATED	REMOTE

**Costs**

Total Annual Costs:	\$126.3m
Total Lease Cost:	\$126.1m
Total Operating Cost:	\$280k

\$512	\$102.5k	\$957.1k
/SQFT	/SEAT	/EMPLOYEE

**Leases**

9	6	9
LEASES	BUILDINGS	FLOORS

**Moves**

Last 30 days

# of moves

2	66
EMPLOYEE MOVES PER DAY	TOTAL FINISHED MOVES

**Calendar**

2019 ▾ April ▾

Apr 16th, 2019

① Lease expiration  
Today is the expiration date for 123 Demo Ln, Santee, SC 29142, USA

14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Move Plan    Lease Notification    Lease Expiration

# Tags

stack overflow Search... Log In Sign Up

Home Top Questions Ask Question

Interesting 341 Featured Hot Week Month

Stack Overflow Tags Users Jobs Teams Q&A for work Learn More

0 0 4 Modifying Java if statements modified 1 min ago dimo414 32.3k votes answers views java if-statement

-1 0 6 How to extract source code from react js build version? asked 1 min ago PvDev 101 votes answers views javascript html reactjs react-native sass

0 0 10 Github commit/push rule, check two files have same list of variables modified 1 min ago jhoratt 3,305 votes answers views git github

0 0 2 Can i draw custom donut chart that has each width in teechart? asked 1 min ago 이정우 1 votes answers views delphi gdi teechart

0 1 5 Variable name in string doesn't evaluate answered 1 min ago Matt 3,411 votes answers views makefile gnu-make

0 0 3 XRStats.TryGetGPUTimeLastFrame is saying it used 2+ seconds last frame, how can that be? asked 2 mins ago Svp 33 votes answers views unity3d

2 2 777 how to set showModalBottomSheet to full height modified 2 mins ago bhavikmakwana 681 votes answers views dart flutter

0 0 2 Redefinition of module 'YAML' asked 2 mins ago Coel Wu 35 votes answers views objective-c swift xcode frameworks libyaml

0 0 31 Is there a way to detect when the ActionMode overflow menu is opened and closed? modified 2 mins ago FreddaP 6 votes answers views android android-actionbar android-actionmode

0 0 7 Cross Site Scripting In JSP modified 2 mins ago Jaydeep Bobade 315 votes answers views jsp xss veracode

0 1 5 Setting up Validation via VBA script modified 2 mins ago iMHitesh Surani 3,280 votes answers views excel-vba

1 1 7 Dynamic convert qspinbox to qdoubleSpinBox modified 3 mins ago Nikos C. 34.8k votes answers views c++ qt qspinbox qdoubleSpinBox

0 0 11 Fabric upload-symbols fails in Xcode 10.2 modified 3 mins ago Paul Kite 1 votes answers views ios xcode fabric google-fabric xcode10.2

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Hot Network Questions

- Lock in SQL Server and Oracle
- Do I have an "anti-research" personality?
- How to set printing options as reverse order as default on 18.04
- Why is current rating for multicore cable lower than single core with the same cross section?
- Why does processed meat contain preservatives, while canned fish needs not?
- Unexpected email from Yorkshire Bank
- Reverse the word in a string with the same order in javascript
- Do I have to worry about players making "bad" choices on level up?
- Weird result in complex limit
- Was it really necessary for the Lunar Module to have 2 stages?
- What does YCWCYODFTRFDY mean?
- Is thermodynamics only applicable to systems in equilibrium?
- What word means to make something obsolete?
- Need help understanding harmonic series and intervals

# Navegação

Entender que tarefas podem ser feitas

Saber como chegar na tarefa que precisa fazer

Saber onde está

# Navegação

## Sinalização

Entender o status do programa

Título da janela, destaque da seleção, *breadcrumbs*

## Busca de uma rota

Como achar a rota para o destino

Indicar de onde começar

Convenções (x da janela)

Paineis Modais

# Clear Entry Points

The image shows two screenshots side-by-side to demonstrate clear entry points.

**Spotify Home Page:** The background is a vibrant yellow-to-orange gradient. At the top, there's a dark navigation bar with the Spotify logo, 'Premium', 'Help', 'Download', 'Sign up', and 'Log in'. The main headline 'Music for everyone.' is in large white font, followed by the subtext 'Millions of songs. No credit card needed.' Below it is a green button labeled 'GET SPOTIFY FREE'. The 'Sign up' button is located in the top right corner of the main content area.

**Google Search Page:** The background is black. At the top, there's a white search bar with a magnifying glass icon, the placeholder text 'Pesquise no Google ou digite um URL', and icons for microphone and camera. Below the search bar is a dark circular button with a plus sign. To the right of the button is the text 'Adicionar at...'. The 'Google' logo is prominently displayed in the center of the page.

# Menu Page

craigslist

[create a posting](#)  
[my account](#)

[search craigslist](#)

[event calendar](#)

M	T	W	T	F	S	S
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

[help, faq, abuse, legal](#)  
[avoid scams & fraud](#)  
[personal safety tips](#)  
[terms of use new](#)  
[privacy policy](#)  
[system status](#)

[about craigslist](#)

[craigslist is hiring in sf](#)  
[craigslist open source](#)  
[craigslist blog](#)  
[best-of-craigslist](#)  
[craigslist TV](#)  
["craigslist joe"](#)  
[craig connects](#)  
[progressive directory](#)

[weather](#) [quake](#) [tide](#)

SF bay area

sfc sby eby pen nby scz

## community

activities  
artists  
childcare  
classes  
events  
general  
groups  
local news

lost+found  
missed  
connections  
musicians  
pets  
politics  
rants & raves  
rideshare  
volunteers

## housing

apts / housing  
housing swap  
housing wanted  
office / commercial  
parking / storage  
real estate for sale  
rooms / shared  
rooms wanted  
sublets / temporary  
vacation rentals

## services

automotive  
beauty  
cell/mobile  
computer  
creative  
cycle  
event  
farm+garden  
financial  
household

labor/move  
legal  
lessons  
marine  
pet  
real estate  
skilled trade  
sm biz ads  
travel/vac  
write/ed/tran

## for sale

antiques  
appliances  
arts+crafts  
atv/utv/sno  
cycle  
event  
farm+garden  
financial  
household  
about craigslist  
craigslist is hiring in sf  
craigslist open source  
craigslist blog  
best-of-craigslist  
craigslist TV  
"craigslist joe"  
craig connects  
progressive directory  
weather quake tide

## discussion forums

android  
apple  
arts  
atheist  
autos  
beauty  
bikes  
celebs  
comp  
cosmos  
diet  
divorce  
dying  
eco  
feedbk  
film  
fixit  
food

frugal  
gaming  
garden  
haiku  
help  
history  
housing  
jobs  
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legal  
linux  
manners  
marriage  
money  
music  
open  
outdoor  
parent

pets  
philos  
photo  
politics  
psych  
recover  
religion  
rofo  
science  
spirit  
sports  
super  
tax  
travel  
tv  
vegan  
words  
writing

## gigs

computer  
creative  
crew  
domestic

event  
labor  
talent  
writing

## resumes

english

nearby cl

bakersfield  
chico  
fresno  
gold country  
hanford  
humboldt  
inland empire  
klamath falls  
las vegas  
los angeles  
medford  
mendocino co  
merced  
modesto  
monterey  
orange co  
palm springs  
redding  
reno  
roseburg  
sacramento  
san luis obispo  
santa barbara  
santa maria  
siskiyou co  
stockton  
susanneville  
ventura  
visalia-tulare  
yuba-sutter

government  
human resources  
legal / paralegal  
manufacturing  
marketing / pr / ad  
medical / health  
nonprofit sector  
real estate  
retail / wholesale  
sales / biz dev  
salon / spa / fitness  
security

skilled trade / craft  
software / qa / dba  
systems / network  
technical support  
transport  
tv / film / video  
web / info design  
writing / editing

us cities  
us states  
canada  
cl worldwide

# Escape Hatch

The diagram shows a screenshot of the LinkedIn Privacy settings page. At the top, there's a dark blue header bar with the LinkedIn logo and a "Back to LinkedIn.com" link. Below the header, a navigation bar has tabs for "Account", "Privacy" (which is highlighted in blue), "Ads", and "Communications". On the left, there are two gray square buttons with arrows pointing down to them. The main content area is titled "How others see your profile and network information". It contains several sections: "Edit your public profile" (with a "Change" link), "Who can see your email address" (with a "Change" link), and other sections like "How others see your LinkedIn activity", "How LinkedIn uses your data", "Job seeking preferences", and "Blocking and hiding". A dotted orange arrow points from the top-left gray square down to the "Edit your public profile" section. Another dotted orange arrow points from the bottom gray square up to the "Who can see your email address" section.

in Back to LinkedIn.com

Account Privacy Ads Communications

How others see your profile and network information

Edit your public profile Change

Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your email address Change

Choose who can see your email address on your profile

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

# Progress Indicator



# Breadcrumbs

The screenshot shows the homepage of Digital Web Services. At the top left is the logo "Digital Web Services" with a stylized 'D' icon, followed by the text "Software & Web IT Solutions". To the right is a search bar with the placeholder "Search". Below the header is a navigation bar with categories: "Web Services", "Digital Marketing", "Software Development" (which is highlighted in bold), "AI", "Reviews", "Deals", and "Tools". In the main content area, there is a breadcrumb trail: "Home » Web Design & Development » 5 Ways For Custom Web Design to Boost Conversions". A red arrow points from the word "Development" in the breadcrumb trail to the "Web Design & Development" category in the navigation bar. Below the breadcrumb trail is a black button labeled "Web Design & Development". The main title of the page is "5 Ways For Custom Web Design to Boost Conversions". At the bottom left is the author's profile picture and name "Digital Web Services", with the date "July 7, 2022". At the bottom right are icons for "9 Views" (with a lightning bolt icon) and "0" (with a speech bubble icon).

Digital Web Services  
Software & Web IT Solutions

Search

Web Services ▾ Digital Marketing ▾ Software Development AI Reviews ▾ Deals ▾ ⚙ Tools ▾

Home » Web Design & Development » 5 Ways For Custom Web Design to Boost Conversions

Web Design & Development

## 5 Ways For Custom Web Design to Boost Conversions

Digital Web Services July 7, 2022

9 Views 0

# Layout

Relação entre elementos na interface

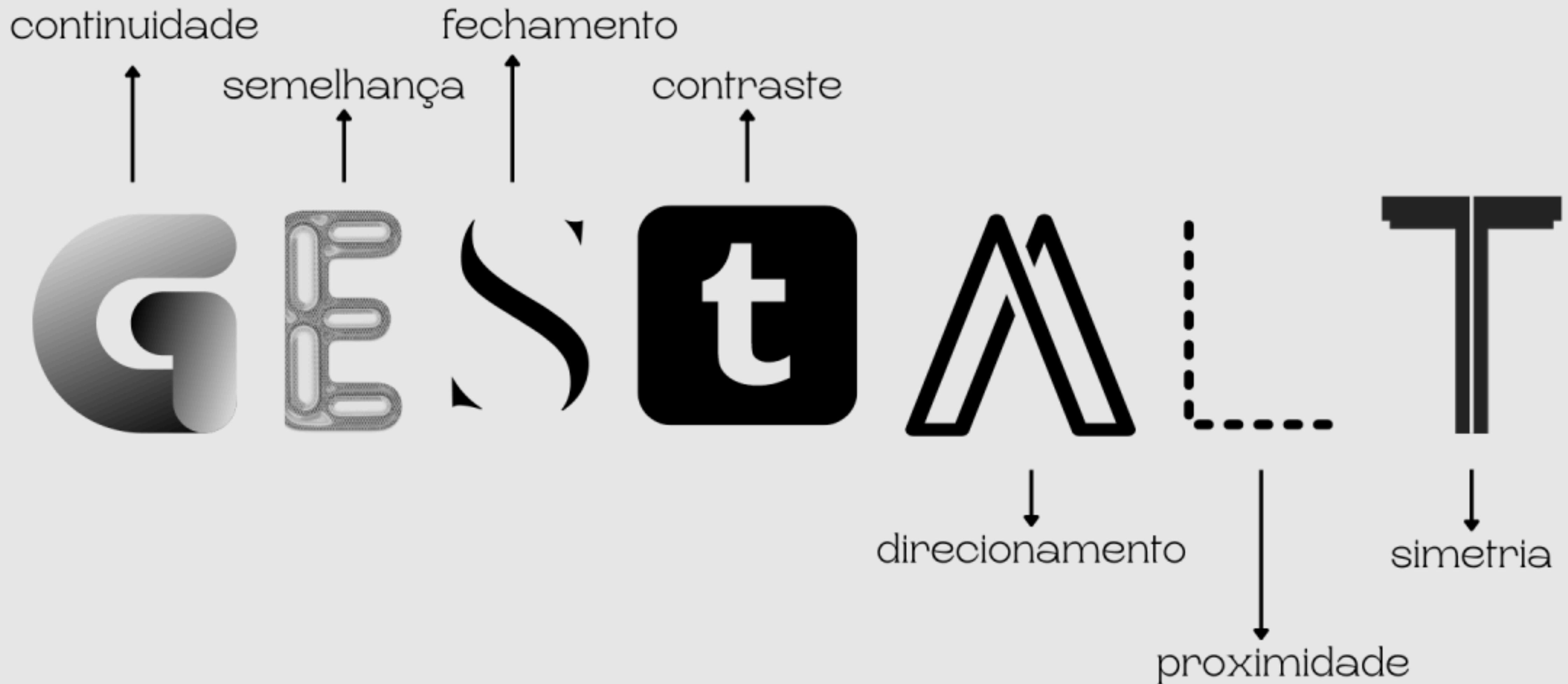
Conteúdo mais importante no momento deve **ser destacado**



A



B



# Visual Framework

The image displays three mobile browser screenshots of the JetBlue website, illustrating a visual framework across different pages.

**Screenshot 1: Search Page**  
The URL is [jetblue.com](http://jetblue.com). The page features a dark blue header with the "jetBlue" logo. Below it, a large white banner asks "Feeling fly today?". A navigation bar at the top includes "Flights" (highlighted with an orange underline), "Vacations", "Hotels", and "Cars". A search form below has fields for "Where from?", "Where to?", "Select Date", and "1 Adult". At the bottom, there's a checkbox for "Use TrueBlue points" and a footer with standard mobile navigation icons.

**Screenshot 2: Login Page**  
The URL is [mobile.jetblue.com](http://mobile.jetblue.com). The header says "jetBlue". It shows a "TRUE BLUE" section with a "SIGN IN" button and an "OR" link. Below that is a "Use your confirmation code" section with fields for "Confirmation code" and "Last name", and a large orange "FIND FLIGHT" button. A note at the bottom provides instructions for managing Bluelinc flights and JetBlue Vacation packages.

**Screenshot 3: Promotional Page**  
The URL is [jetblue.com](http://jetblue.com). The header includes a "Sign in" link. The main content is titled "Flying with Us" with the tagline "Love at first flight.". It highlights "Tons of legroom. Free snacks and wi-fi. Nonstop entertainment. Because why shouldn't the journey be as much fun as the destination?". An illustration of a suitcase with a plus sign, a cat, and a seat is shown, along with a "Let's Chat" button. The footer contains standard mobile navigation icons.

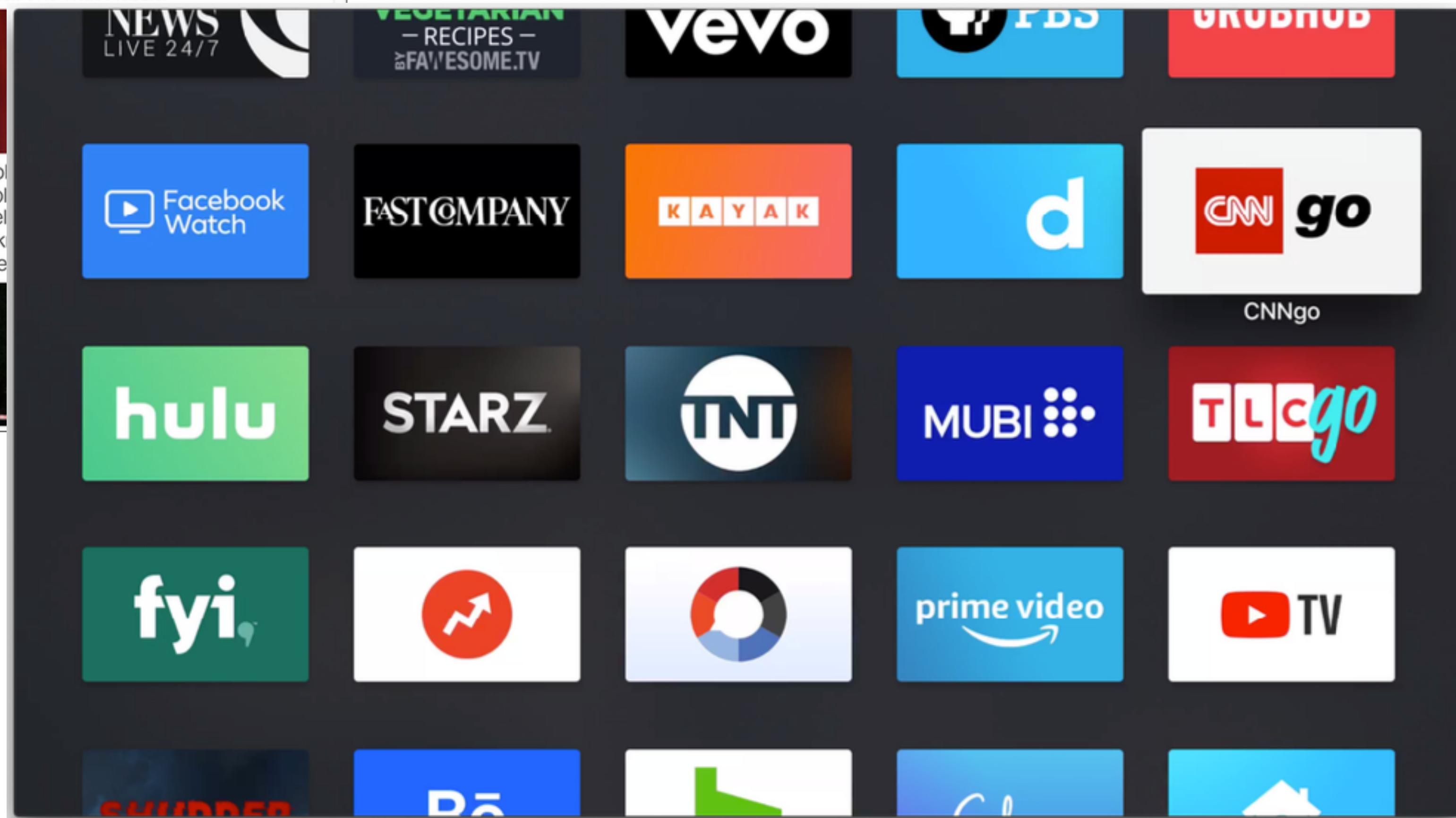
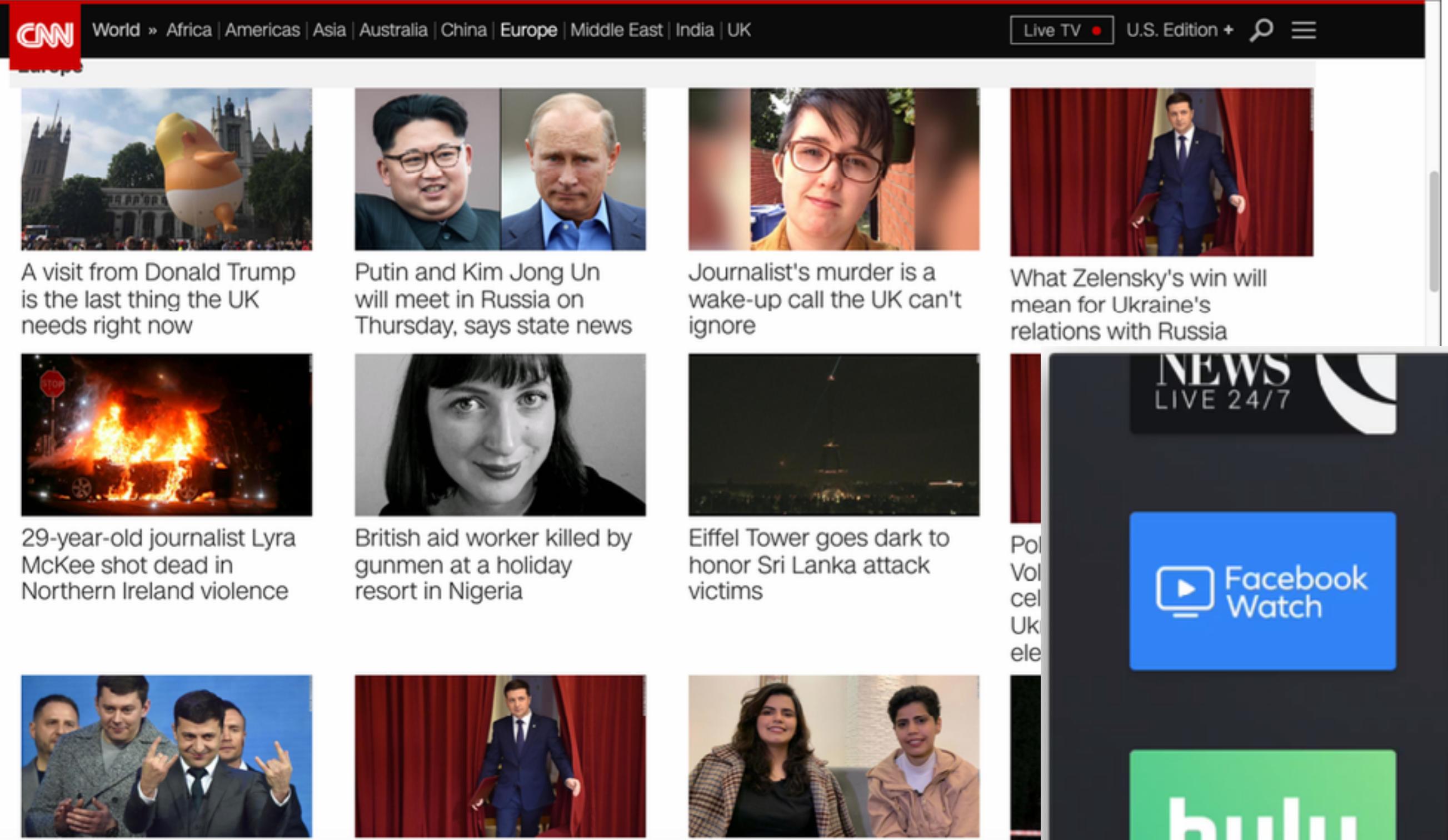
# Center Stage

A screenshot of a Google Document interface. The title bar says "Meu Documento". The menu bar includes "Arquivo", "Editar", "Ver", "Inserir", "Formatar", "Ferramentas", "Extensões", and "Ajuda". The toolbar below has icons for search, back, forward, print, and various text formats like bold, italic, underline, and strikethrough. The main content area shows the title "Meu Documento" and the text "Texto Aqui" in a large font. On the right side, there are several small icons: a lightbulb, a checkmark, a person, a location pin, and a plus sign.

Meu Documento

Texto Aqui

# Grid Equals



# Titled Sections

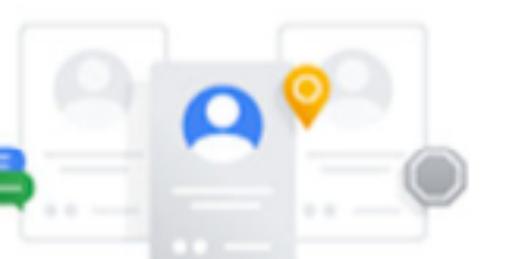
Search Google Account

## People & sharing

People you interact with and the info you make visible on Google services

### Contacts

Organize your Google contacts so you can connect with people on Google services, like Gmail



 Contacts No contacts yet 

 Contact info saved from interactions  On 

 Blocked No blocked users 

### Location sharing

You aren't sharing your real-time location with anyone on Google



[Manage location sharing](#)

### Choose what others see

About me

What personal info you make visible to others across Google services 

### Share recommendations in ads

You can choose to show your name, profile photo, and activity in shared endorsements in ads to help others find things you're interested in

 Shared endorsements in ads  off 

[Manage shared endorsements](#)

# Stanford Guidelines for Web Credibility

## How can you boost your web site's credibility?

We have compiled 10 guidelines for building the credibility of a web site. These guidelines are based on three years of research that included over 4,500 people.

Guideline	Additional Comments	Supporting Research from our lab
1. Make it easy to verify the accuracy of the information on your site.	You can build web site credibility by providing third-party support (citations, references, source material) for information you present, especially if you link to this evidence. Even if people don't follow these links, you've shown confidence in your material.	<a href="#">chi00</a> , <a href="#">chi01a</a> , <a href="#">ptl02</a> , <a href="#">unp</a>
2. Show that there's a real organization behind your site.	Showing that your web site is for a legitimate organization will boost the site's credibility. The easiest way to do this is by listing a physical address. Other features can also help, such as posting a photo of your offices or listing a membership with the chamber of commerce.	<a href="#">chi00</a> , <a href="#">chi01a</a> , <a href="#">chi01b</a> , <a href="#">ptl02</a>
3. Highlight the expertise in your organization and in the content and services you provide.	Do you have experts on your team? Are your contributors or service providers authorities? Be sure to give their credentials. Are you affiliated with a respected organization? Make that clear. Conversely, don't link to outside sites that are not credible. Your site becomes less credible by association.	<a href="#">acm99</a> , <a href="#">chi99</a> , <a href="#">chi00</a> , <a href="#">chi01a</a> , <a href="#">chi01b</a> , <a href="#">ptl02</a> , <a href="#">unp</a>
4. Show that honest and trustworthy people stand behind your site.	The first part of this guideline is to show there are real people behind the site and in the organization. Next, find a way to convey their trustworthiness through images or text. For example, some sites post employee bios that tell about family or hobbies.	<a href="#">chi99</a> , <a href="#">chi01b</a> , <a href="#">unp</a>
5. Make it easy to contact you.	A simple way to boost your site's credibility is by making your contact information clear: phone number, physical address, and email address.	<a href="#">chi00</a> , <a href="#">chi01a</a> , <a href="#">ptl02</a> , <a href="#">unp</a>
6. Design your site so it looks professional (or is appropriate for your purpose).	We find that people quickly evaluate a site by visual design alone. When designing your site, pay attention to layout, typography, images, consistency issues, and more. Of course, not all sites gain credibility by looking like IBM.com. The visual design should match the site's purpose.	<a href="#">chi99</a> , <a href="#">chi00</a> , <a href="#">chi01a</a> , <a href="#">ptl02</a> , <a href="#">unp</a>
7. Make your site easy to use -- and useful.	We're squeezing two guidelines into one here. Our research shows that sites win credibility points by being both easy to use and useful. Some site operators forget about users when they cater to their own company's ego or try to show off dazzling things they can do with web technology.	<a href="#">acm99</a> , <a href="#">chi99</a> , <a href="#">chi00</a> , <a href="#">chi01a</a> , <a href="#">ptl02</a> , <a href="#">unp</a>

# Friendly

[Log In](#)

Achieve your dreams

**Start saving for your dream vacation**

[Apply Now](#)

We help you manage and save your money, not spend it on fees and overdrafts.

**Set a monthly budget, we help you stick to it!**

Our personal finance tools help you estimate your paychecks and allocate funds to spend categories.

**Keep track of your money**

Each transaction you make is subtracted from the spend category and amount you have available in your budget.

**Build your nest egg**

The money you **don't** spend on your budget each month gets moved into a high interest savings account.

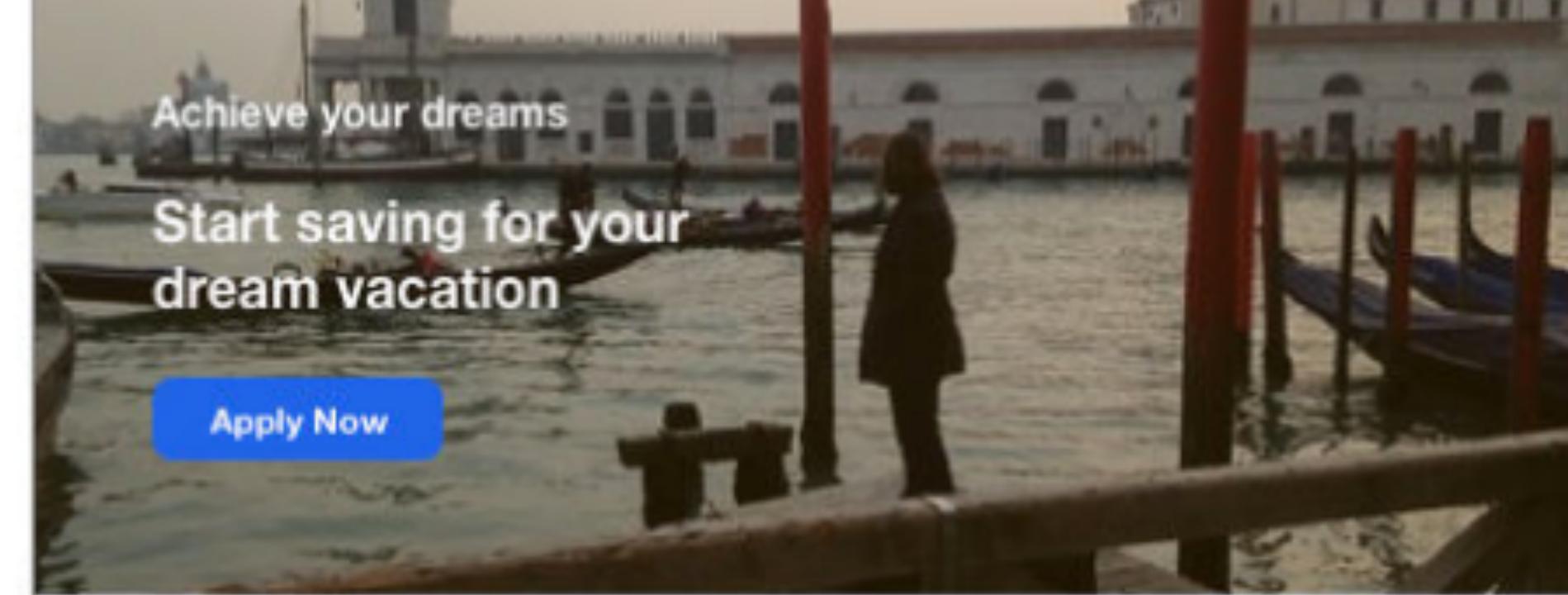
[Learn more](#)

# Friendly

[Sign In](#)

Achieve your dreams

**Start saving for your dream vacation**

[Apply Now](#)

We help you manage and save your money, not spend it on fees and overdrafts.

**Set a monthly budget, we help you stick to it!**

Our personal finance tools help you estimate your paychecks and allocate funds to spend categories.

**Keep track of your money**

Each transaction you make is subtracted from the spend category and amount you have available in your budget.

**Build your nest egg**

The money you **don't** spend on your budget each month gets moved into a high interest savings account.

[Learn more](#)

## Hi! We're Friendly!

We want to be the best bank you ever had

[Apply Now](#)

### The Friendly Difference

We help you manage and save your money, not spend it on fees and overdrafts.

#### Set a monthly budget, we help you stick to it!

Our personal finance tools help you estimate your paychecks and allocate funds to spend categories.

#### Keep Track of your money in real time

Each transaction you make is subtracted from the spend category and amount you have available in your budget.

#### Build your nest egg

The money you don't spend on your budget each month gets moved into a high interest savings account.

[Learn more](#)

## Bank with us

We help you manage and save your money, not spend it on fees and overdrafts.

[Apply Now](#)

### We help you Budget

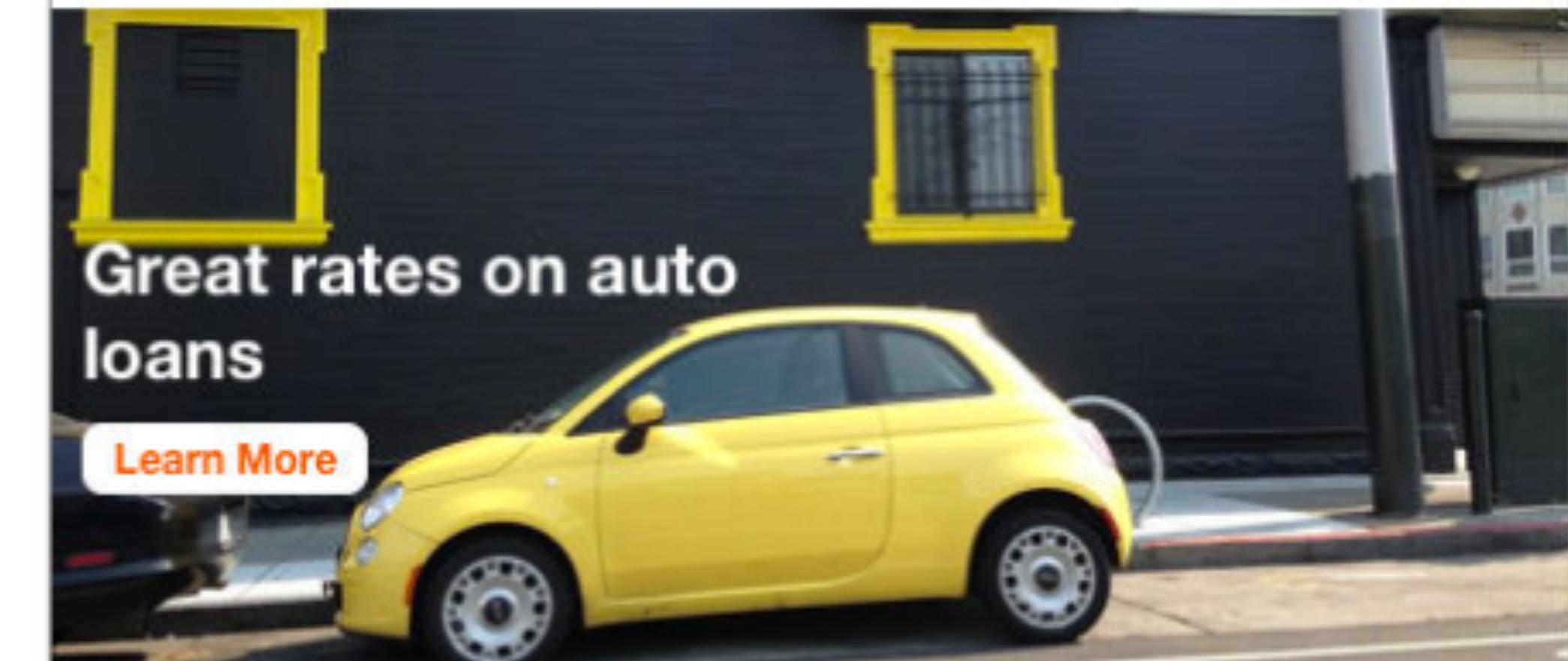
Our personal finance tools help you estimate your paychecks and allocate funds to spend categories.

### Keep Track of money

Each transaction you make is subtracted from the spend category and amount you have available in your budget.

### Build your savings

The money you don't spend on your budget each month gets moved into a high interest savings account.

[Learn More](#)

# Cores



This design has  
low contrast.

It will be more subtle on the eye.

This design has  
high contrast.

It will be more easy to read from a distance.

This design is  
desaturated.

The muted tones make it easier to read for longer  
amounts of time.

This design is  
saturated.

It will evoke energy and attract attention, but this will  
tire the eye.



# How to Use the Color Wheel to Build Color Schemes

Analogous



Monochromatic



Triadic



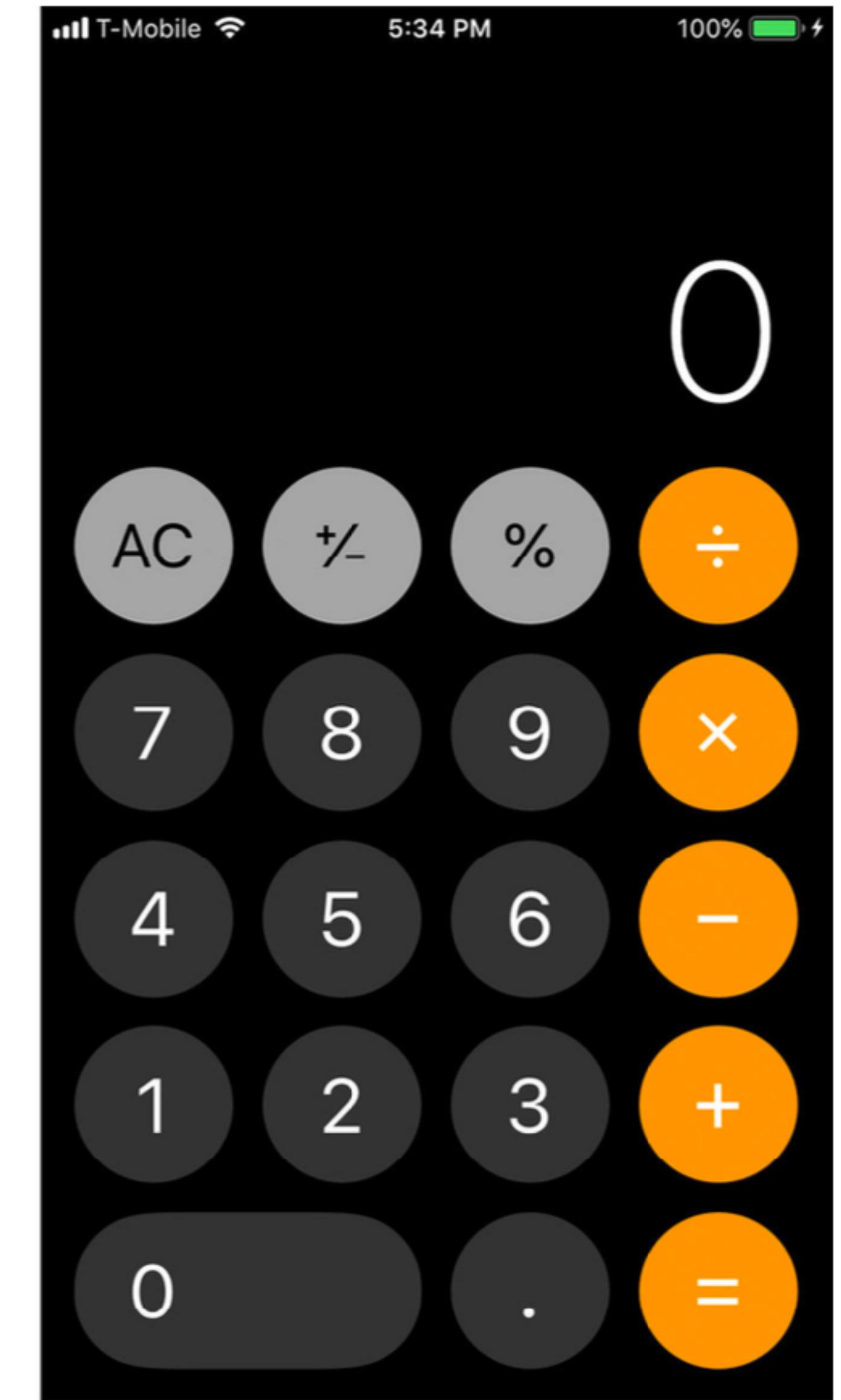
Complementary



# **Estilos Visuais (padrões)**

# Esqueumorfismo

Estilo visual que lembra as características de objetos do mundo real



Connecting RNs with shifts

https://www.florence.co.uk

Home Learn More Help Centre Blog I'm A Care Home Login Get Started!

# Nursing Jobs

Florence is an online marketplace where independent nurses and carers can find high-paying shifts across the UK, removing the hassle of using agencies.

Get Started! Learn More

What you'll need:

To complete your registration please make sure you have the following:

NMC Pin\*

First Name Last Name Email Password



A large purple button labeled "Get Started!" is located in the top right corner of the main content area.

T-Mobile 4:19 PM 88%

# Search for...



I want to go out  
**Anytime**

In  
**San Francisco**

And I'm in the mood for  
**Anything**

Find things to do!

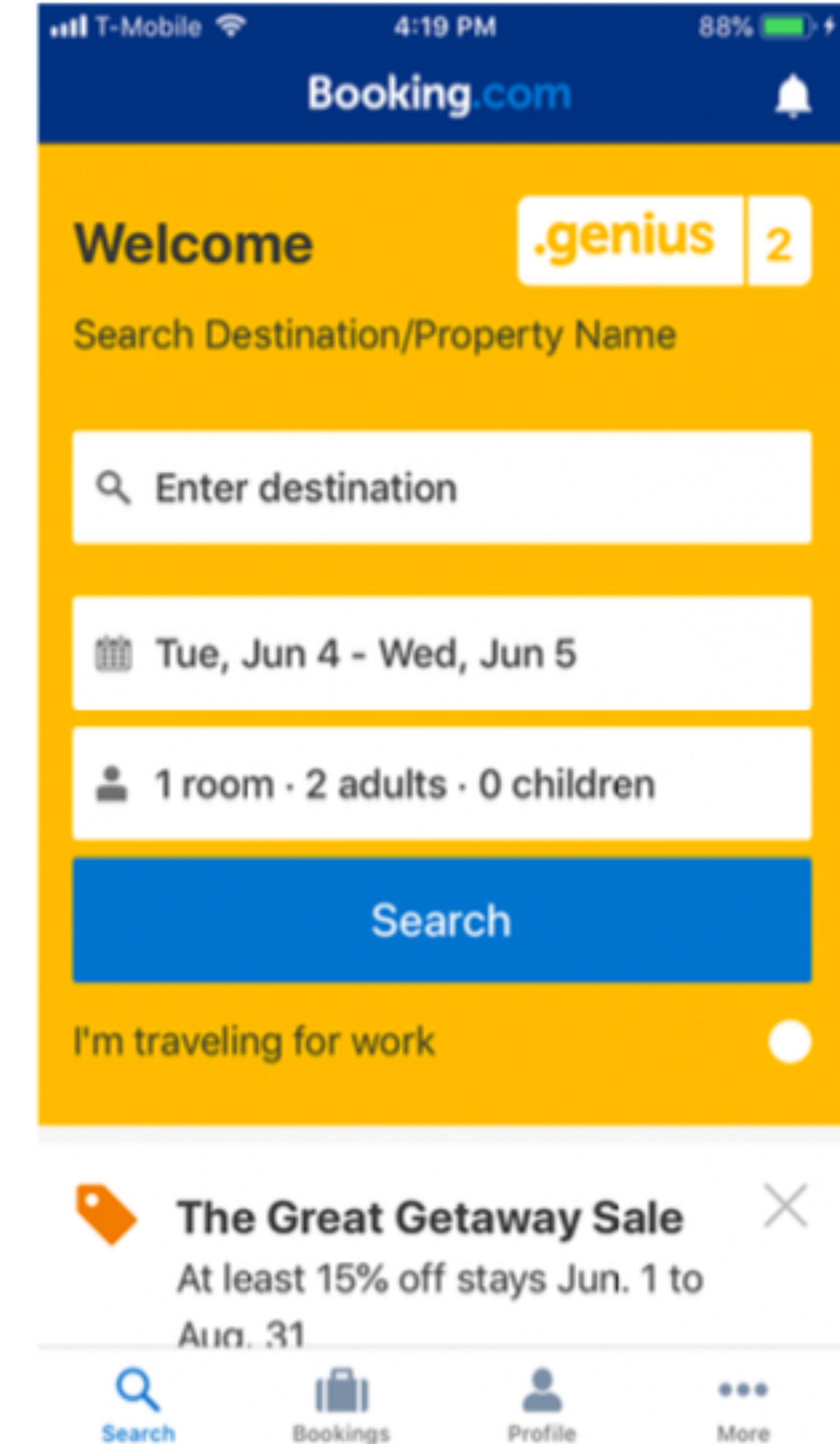
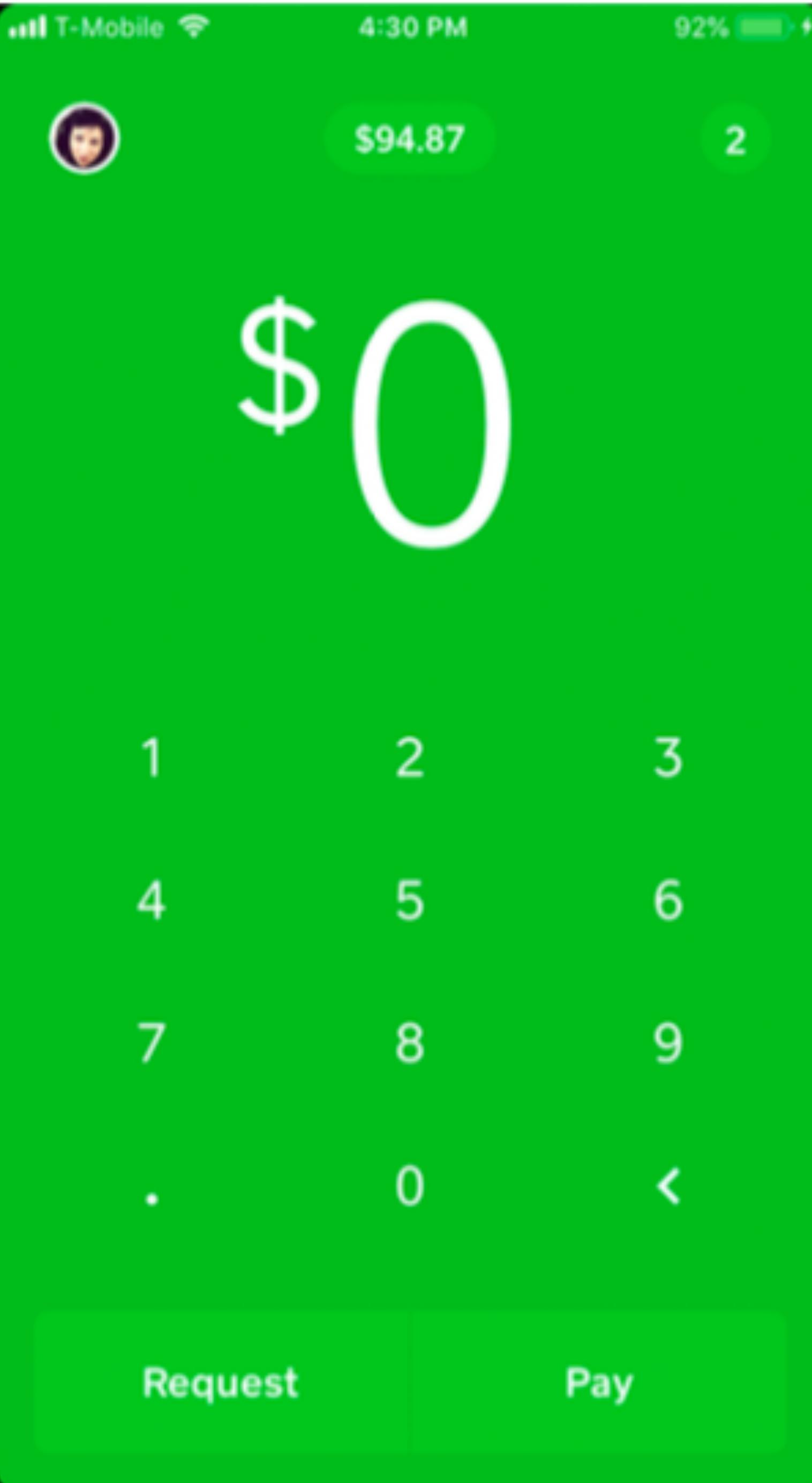


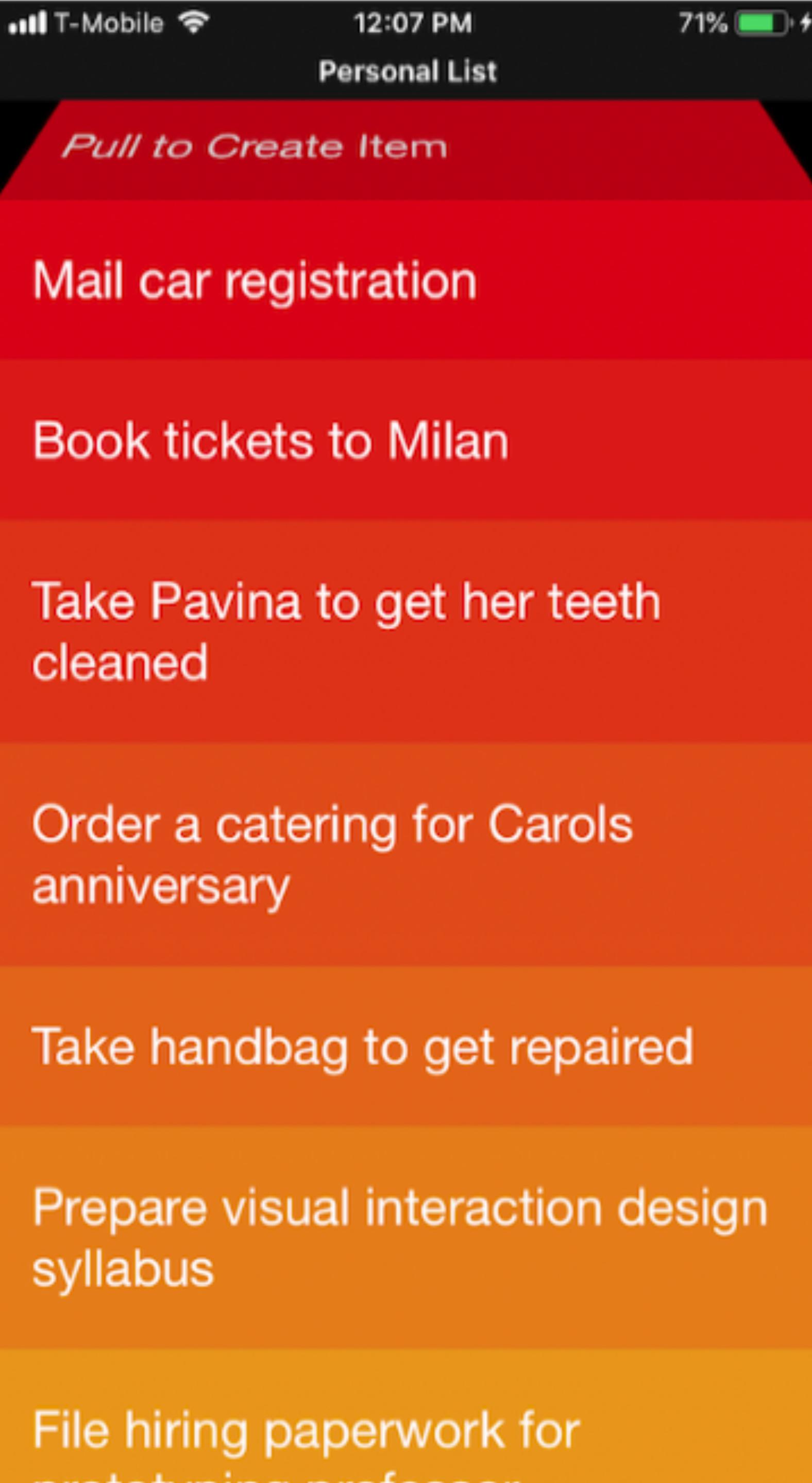
# Illustrado

The screenshot shows the homepage of [florence.co.uk](https://www.florence.co.uk). At the top, there's a navigation bar with links for Home, Learn More, Help Centre, Blog, I'm A Care Home, and Login. A prominent purple "Get Started!" button is located in the top right corner. Below the navigation, the main heading "Nursing Jobs" is displayed in large, bold, dark blue text. A subtext below it reads: "Florence is an online marketplace where independent nurses and carers can find high-paying shifts across the UK, removing the hassle of using agencies." Two "Get Started!" buttons (one purple, one white) are positioned at the bottom left. In the center, there's a large, stylized illustration of two people walking on a purple smartphone screen. At the bottom, there's a registration form with fields for First Name, Last Name, Email, and Password, along with a small "NMC Reg\*" link.

The screenshot shows a mobile application interface with an orange header bar. The top right corner displays signal strength, battery level (88%), and the time (4:19 PM). The main area features a search bar with the placeholder "Search for...". Below the search bar is a vibrant illustration of a diverse group of people dancing. Text on the screen includes "I want to go out Anytime" and "In San Francisco". A red button at the bottom right says "Find things to do!". The bottom navigation bar contains icons for Home, Search, Bookmarks, Heart, and User profile.

# Flat





# Minimalista

# Recebendo entrada dos usuários

Respeitar o tempo e a atenção do usuário

Promover entendimento do propósito de um formulário

Evitar entrada de dados desnecessária

Minimizar a carga visual para usuários

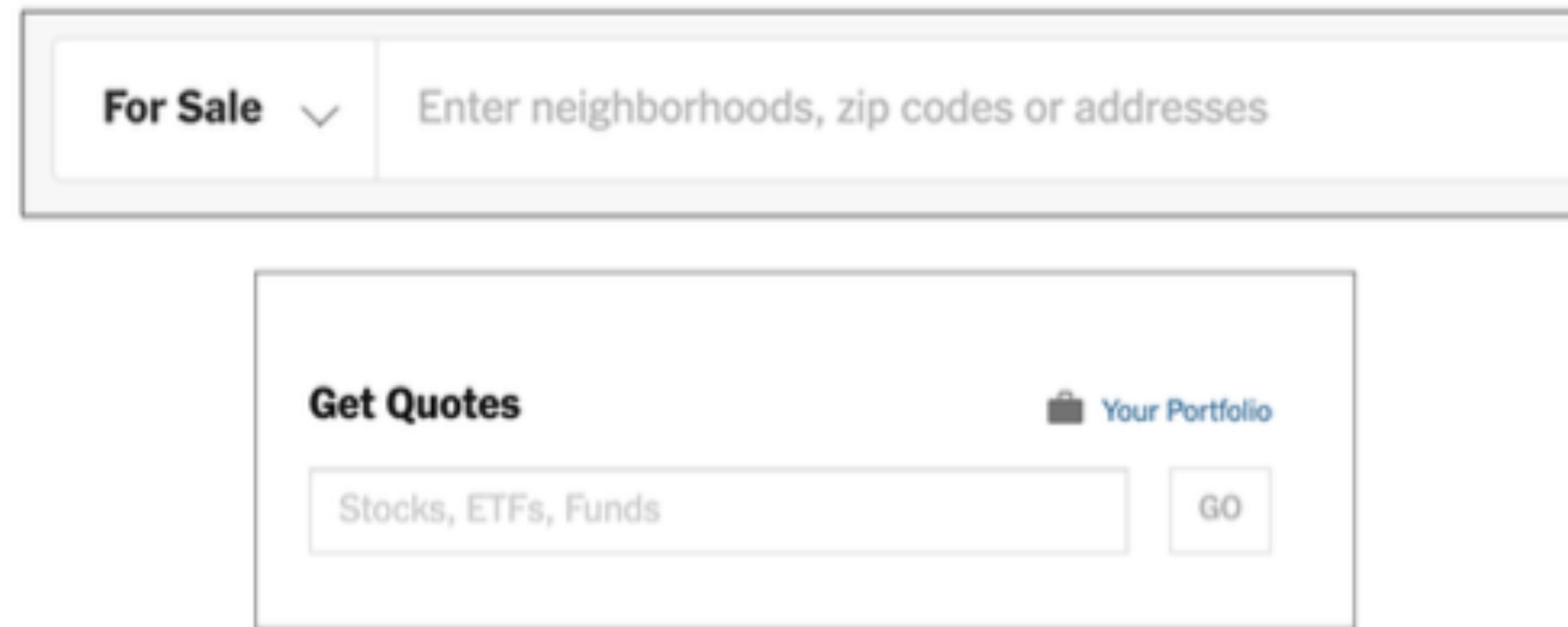
Agrupar componentes em seções sempre que possível

...

# Forgiving format

Permitir uma variedade de formatos de entrada

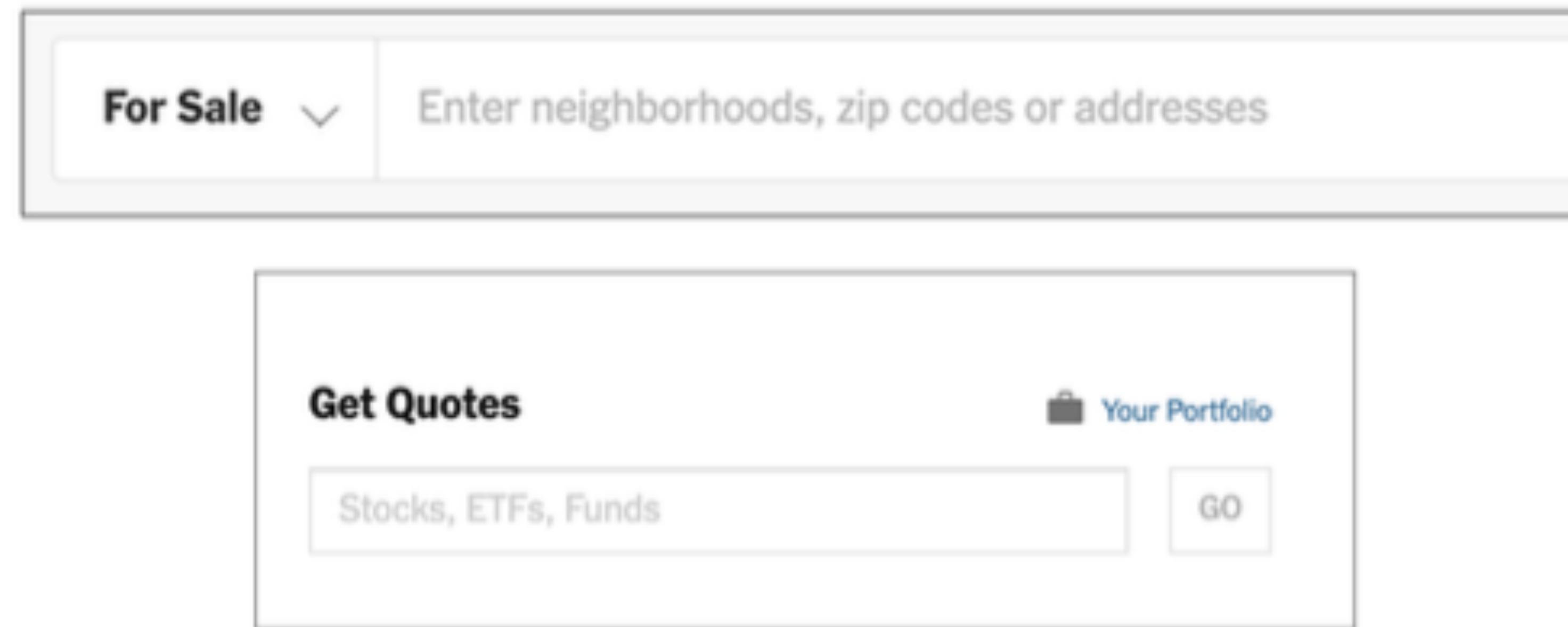
interpretação inteligente dos dados de entrada



# Forgiving format

Permitir uma variedade de formatos de entrada

interpretação inteligente dos dados de entrada



# Forgiving format

x Charlie's Meeting

7/20/2019 2:30pm to 3:30pm Jul 20, 2019 Time zone

Converts to this format

July 2019 < >

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Highfive

SIGN IN TO HIGHFIVE

Make it a Zoom Meeting

# Structured Format

X

X

**Enter your security code**

We texted your code to +1 .....4112. It may take a minute to arrive.

7 | - - -

Didn't get it? [Try again](#)

< Back

Next

Don't have an account? [Sign up](#)

To: [ ]

Subject: [ ]

Location: [ ]

Duration: 1 Hour   All day event

Starts: 7/16/2019  10:00 AM

Ends: 7/16/2019  11:00 AM

# Fill-in

Ajustar um ou mais can  
sentença

English ▾



San Francisco Public Library

Search th

Explore ▾

Books & Materials ▾

eLibrary

Services

Kids

## Show results

Listings

Ending within

1 hour



Number of bids from:

1

to: 50



Multiple item listings from:

2

to: 10



Items listed as lots

[Learn more.](#)

Sale items

Best offer

[Learn more.](#)

eBay for Charity

[Learn more.](#)

## Shipping options

Free shipping

Local pickup

## Location

Located

15



miles of

San Franc



From preferred locations

US Only



Located in

United States



Google

Charles, welcome to Google



Charles@gmail.com

Phone number (optional)

We'll use your number for account security. It won't be visible to others.

Recovery email address (optional)

We'll use it to keep your account secure

Month  Day  Year

Your birthday

Gender

[Why we ask for this information](#)

[Back](#)

[Next](#)



Your personal info is private & safe

# Input hints

# Input prompt

 Filter histogram...

 Enter your password...

 Find tags 10000

Add people or groups... can edit ▾

# Autocompletion

A screenshot of the Amazon mobile application interface. At the top left is the Amazon Prime logo. To its right is a search bar with the placeholder text "All". Below the search bar, the text "The tao" is typed, which has triggered an autocompletion dropdown menu. This menu lists several suggestions: "the tao of pooh", "the tao of wu", "the tao of tea", "the tao of physics", "the tao of fully feeling by pete walker", "the tao of coaching", "the tao of detox", "the tao of charlie munger", "the tao of motherhood", and "the tao of leadership". The background of the app shows a dark teal header with a "Deliver to Charles" button, a "Your Pic" section, and a "Hi, Charles" customer profile card. Below the header, there's a "Recommendations for you" section featuring a stack of boxes and a potted plant. A small portion of a graphic with a rainbow is visible at the bottom right.

- the tao of pooh**  
in Books
- the tao of wu**
- the tao of tea**
- the tao of physics**
- the tao of fully feeling by pete walker**
- the tao of coaching**
- the tao of detox**
- the tao of charlie munger**
- the tao of motherhood**
- the tao of leadership**

# Mensagens de erro

The screenshot shows a web application interface with two prominent error messages.

**Top Error Message:** A red modal dialog titled "Error" contains the text "An unknown error has occurred." with a "Close" button.

**Bottom Error Message:** A larger modal dialog with a blue header "Submission Failed" contains the text "The data server for your form or the Enketo server is down. Please try again later or contact support@kobotoolbox.org. (500)" and an "OK" button.

The background of the application shows navigation tabs: "Notify Dialog" (disabled), "Confirm Dialog" (selected, green background), "Custom Dialog" (orange), and "Custom Dialog 2" (orange).

# 1. Facilitar a entrada

nited

United States

United Kingdom

Tanzania, United Republic of

United Arab Emirates

United States Minor Outlying Islands

DEMO

## Job search

### Work area

Select a work area

Telecommunications

Art & Design

Education

Farming

Logistics

Cattle raising

Transport

Building

Tourism

## Deliver

### Name

Enter a delivery name

### Address

Select a delivery address

102 Dowson St  
Reno, NV 89502 - US

57 Santa Catalina St  
Reno, NV 89502 - US

570 Martin St  
Carson City, NV 89706 - US

+ Add another address

# 2. Validação inline

Error Message Right of Field



✓ Flows with natural reading direction

✓ Most preferred and expected by users

Top of Form Validation

The diagram illustrates top-of-form validation. It shows a vertical column of five input fields. Each input field has a red horizontal bar positioned above it, indicating an error state. The bars are aligned horizontally across all input fields.

Inline Validation

The diagram illustrates inline validation. It shows a vertical column of five input fields. Each input field has a red horizontal bar positioned directly below it, indicating an error state. The bars are aligned vertically under each input field.

✗ High cognitive load on memory

✗ Longer time to correct errors

✓ Low cognitive load on memory

✓ Shorter time to correct errors

# 3. Outras diretrizes

Usar linguagem sem “technicalidade”

Mensagens curtas, objetivas, com detalhe suficiente

Cortesia

# Para terminar, conjuntos de padrões

UI Systems

Microsoft's Fluent Design System

Apple's User Interface Guidelines

Google's Material Design

World Clock

Calendar > April 2016

Month

Wednesday April 6

27 28 29 30 31 1 2

3 4 5 6 7 8 9

10 11 12 13 14 15 16

17 18 19 20 21

24 25 26 27 28

0

CE C × ÷

7 8 9 ×

4 5 6 -

1 2 3 +

± 0 . =

Teammeting

Lunch with Sasha

Design review

Get groceries

Berlin  
9:34 PM

1 hour ahead

Wed 6

12 1 2 3 4 5 6 7 8 9 10 11 12

46°

Partly cloudy  
Redmond WA  
High: 59°  
Low: 37°

Weather

85° F

Isabela island



# Apple Design Resources

Design apps quickly and accurately by using Sketch, Photoshop, XD templates, guides, and other resources.



iOS & iPadOS



macOS



tvOS



watchOS



visionOS



Technologies



Fonts



SF Symbols



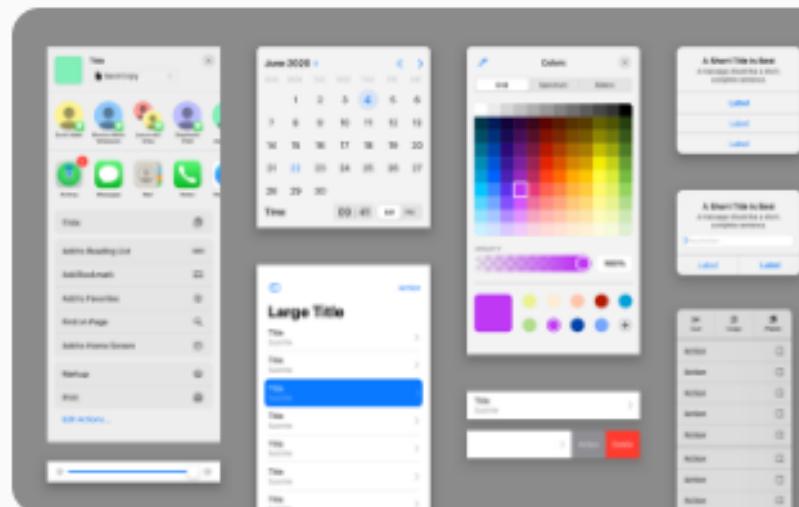
Product Bezels



## iOS and iPadOS

### iOS 17 and iPadOS 17

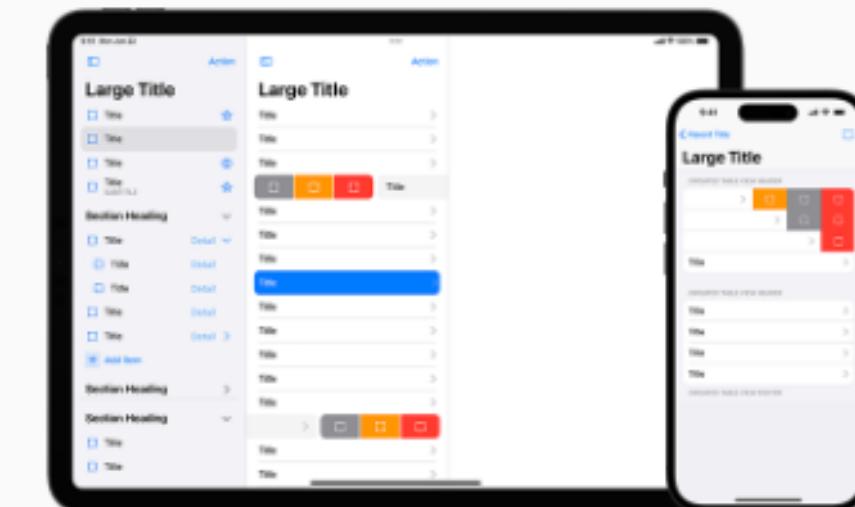
#### Sketch Library



#### Sketch

Note: Sketch must be installed to download  
July 12, 2023  
46.8 MB

#### Design Templates



#### Sketch

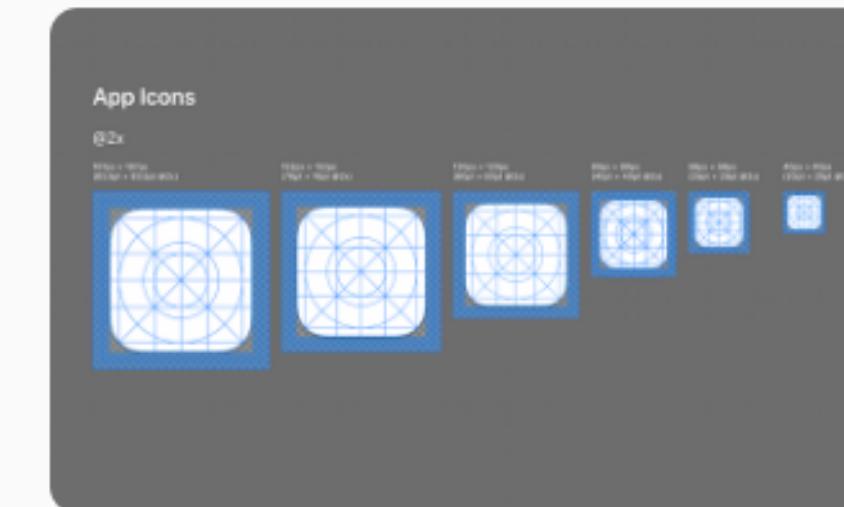
July 12, 2023  
43 MB

#### Figma

June 7, 2023

### iOS 16 and iPadOS 16

#### Production Templates



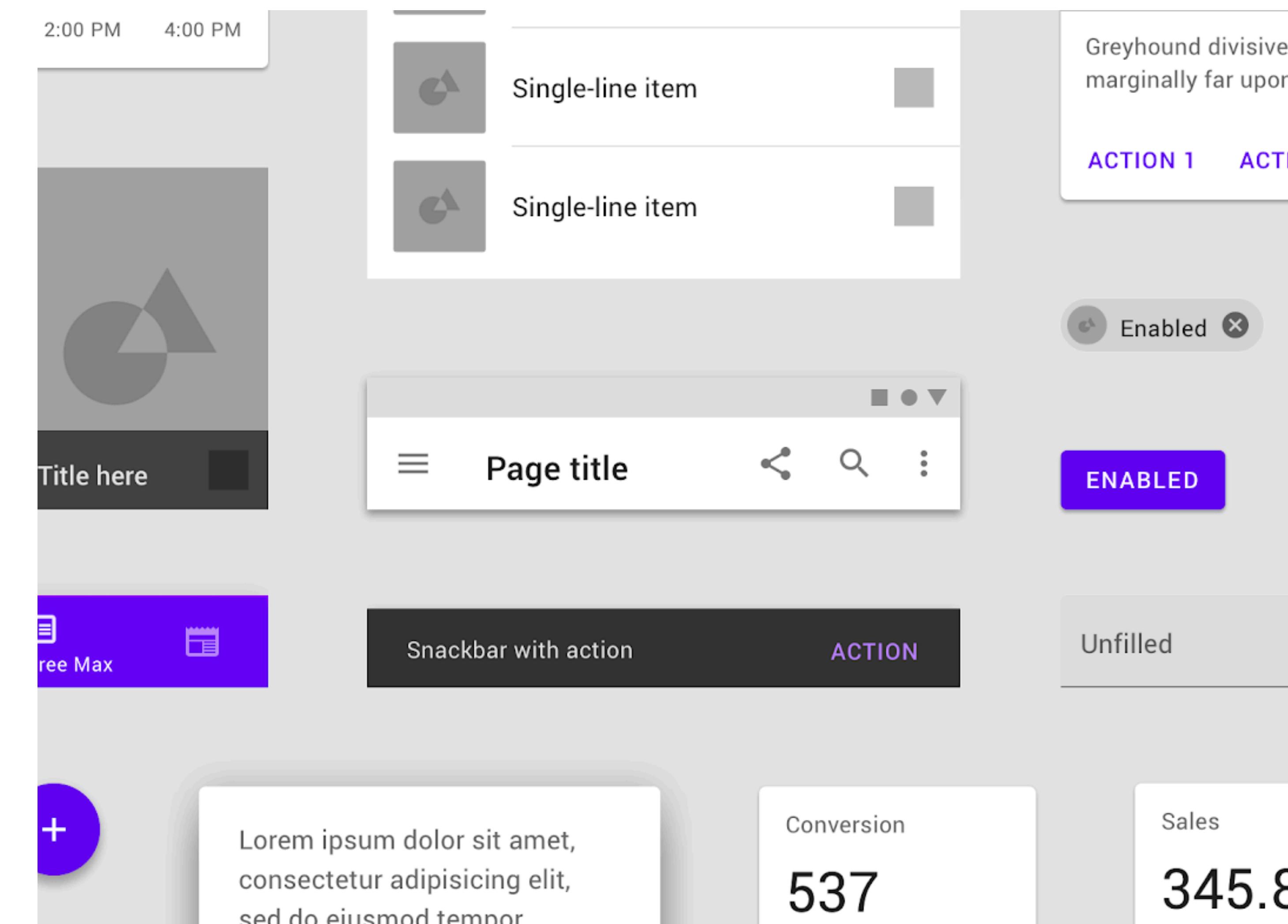
#### Sketch

March 21, 2023  
2 MB

#### XD

March 21, 2023  
2.8 MB

**Material** is a design system created by Google to help teams build high-quality digital experiences for Android, iOS, Flutter, and the web.



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# PADRÕES DE DESIGN

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Tiago Massoni

