

# “Bom” e “Mau” Design

Universidade Aberta



"Bom" e "Mau" Design by Morgado, L. & Figueiredo, J. (2016) is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](#).

# Algumas regras

1

A importância de identificar o “bom design ” e “mau design ” nas narrativas

2

Exemplos para demonstrar a qualidade dos itens: a organização do slide, estrutura da informação, legibilidade quando não são funcionais não podem atrair a atenção

3

A escolha dos exemplos não está relacionada com a estética (cores, texto, imagem, sobrecarga de informação....) e com o conteúdo da mensagem

# Características do Bom Design

Simplicidade  
Qualidade da Imagem  
As fontes  
As cores  
Adequação da mensagem  
têm um “poder mágico”

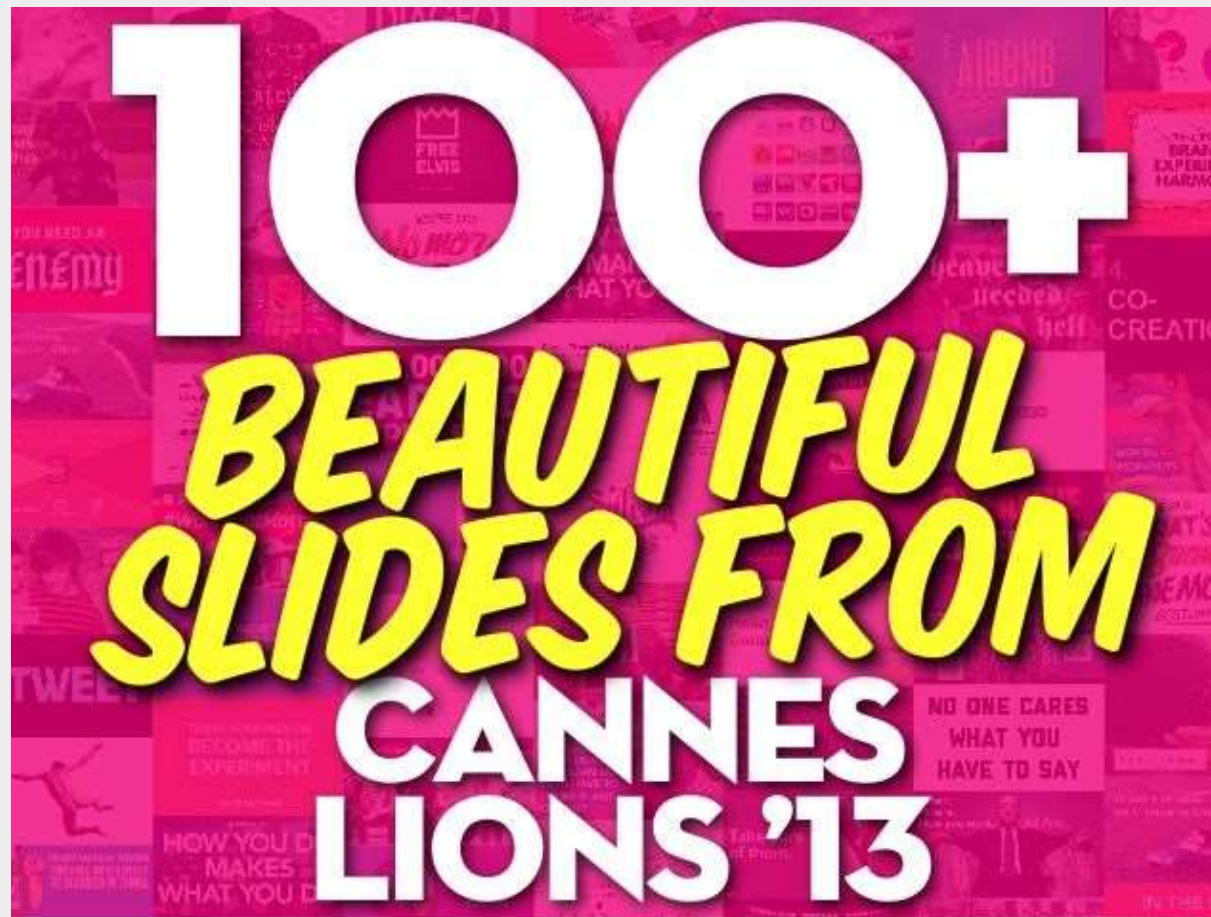
## Exemplo 1



Slide 1 na Apresentação:

<http://www.slideshare.net/EmilandDC/7-tips-to-create-visual-presentations>

## Exemplo 2



Slide 1 na Apresentação:

<http://www.slideshare.net/jessedee/100-beautiful-slides-from-cannes-lions-2013>

## Exemplo 3



Slide 19 na Apresentação:

<http://www.slideshare.net/themoleskin/visual-and-creative-thinking>

## Exemplo 4



Slide 5 na apresentação:

<http://www.slideshare.net/slideshatrock/slides-that-rock-9659045>

# Exemplos de “Mau” Design

# Exemplo 5



Slide :  
<http://3.bp.blogspot.com/-r3Jmflon528/TYDCireq5hI/AAAAAAAAAL8/ysqL09gkx2M/s1600/BadPresentation.jpg>

# Exemplo 6



Slide : [http://cdn3.computerworlduk.com/cmsdata/slideshow/3236618/img\\_081810-bad-powerpoint-6\\_thumb555.jpg](http://cdn3.computerworlduk.com/cmsdata/slideshow/3236618/img_081810-bad-powerpoint-6_thumb555.jpg)

## Exemplo 7

### Tips for Choosing Good Books

- Find out what kind of books interest your child.
- Involve the child in choosing a book.
- Ask your child's teacher for book suggestions.
- Read book reviews.
- Observe your child's reaction to the book.



<https://kmarien88.files.wordpress.com/2011/11/good-presentation.jpg>

## Exemplo 8

### PowerPoint using Animation or Video—A How To

The old days: Static overheads, bad handwriting, scribbles for drawings, students waiting impatiently while you take forever to carefully thread the projector.

Then the initial PowerPoint breakthrough- and the the students waiting impatiently while you take forever to minimize PPT and carefully open a separate program to show a digital video....

Today: now it is more seamless; one click and the video starts playing...WHAT A RELIEF!

**AND WE CAN MAKE OUR OWN ANIMATIONS to replace static overheads or slides**

<http://img.docstoccdn.com/thumb/orig/2222842.png>

Produced by OER Lina Morgado &  
José Figueiredo in the framework of  
Erasmus+ project  
“Open Professional Collaboration for  
Innovation”

This project has been funded by Erasmus + programme of the European Union. This OER reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.