

Narrativas visuais

para quem tem
apenas 8 segundos
de atenção



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Pensar como
designer

Alinhamento
Agrupamento
Espaçamento
Contraste

Fontes

Cores

Imagens

Gráficos

Textos



O que fica

1

Construa narrativas visuais

Imagens contam histórias

2

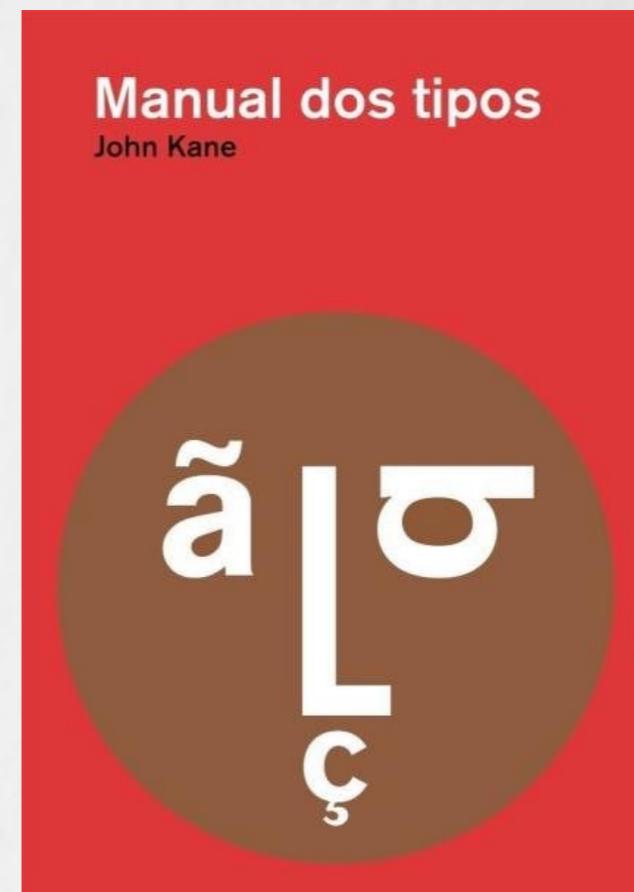
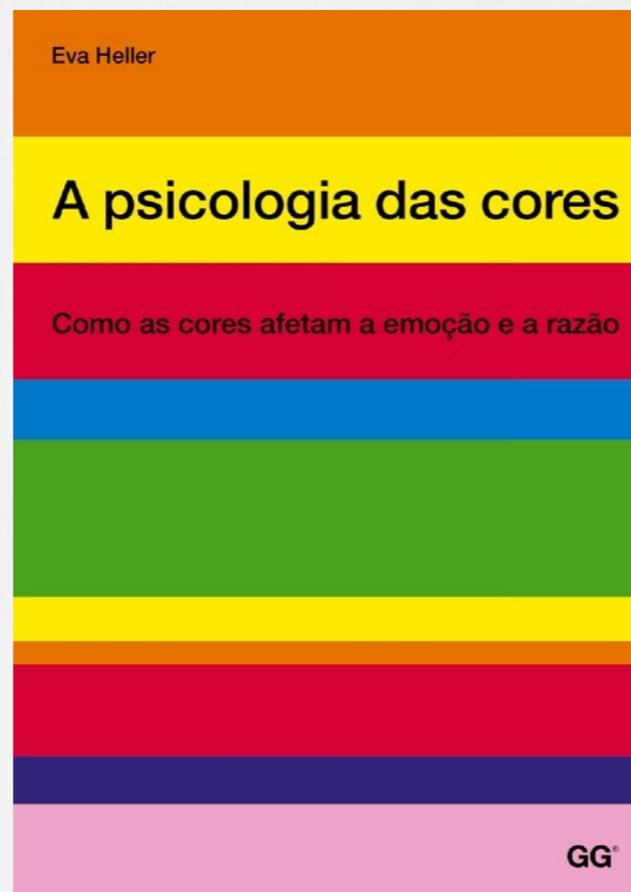
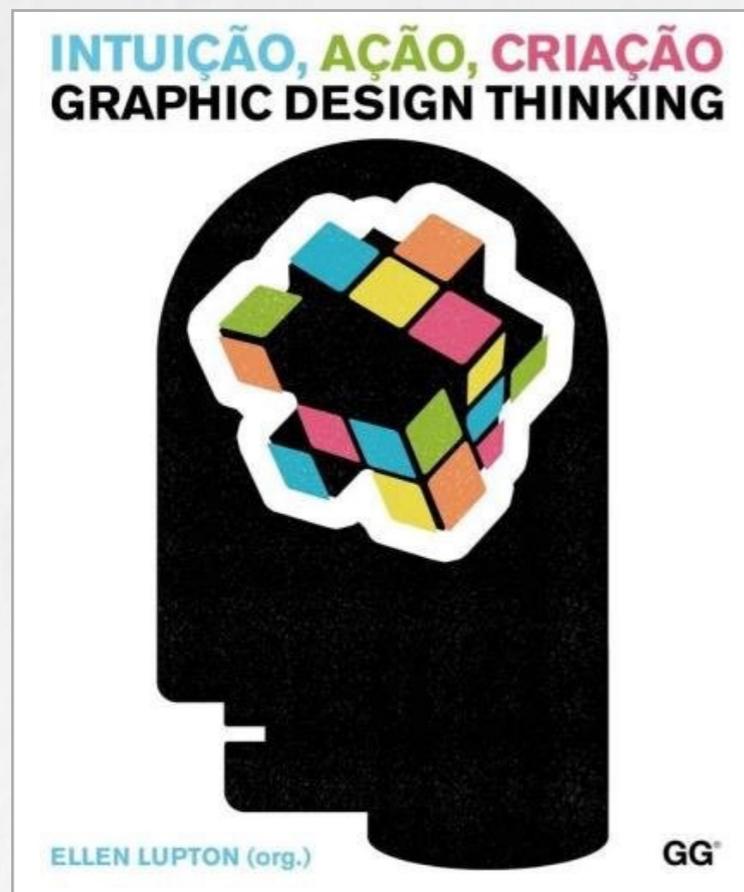
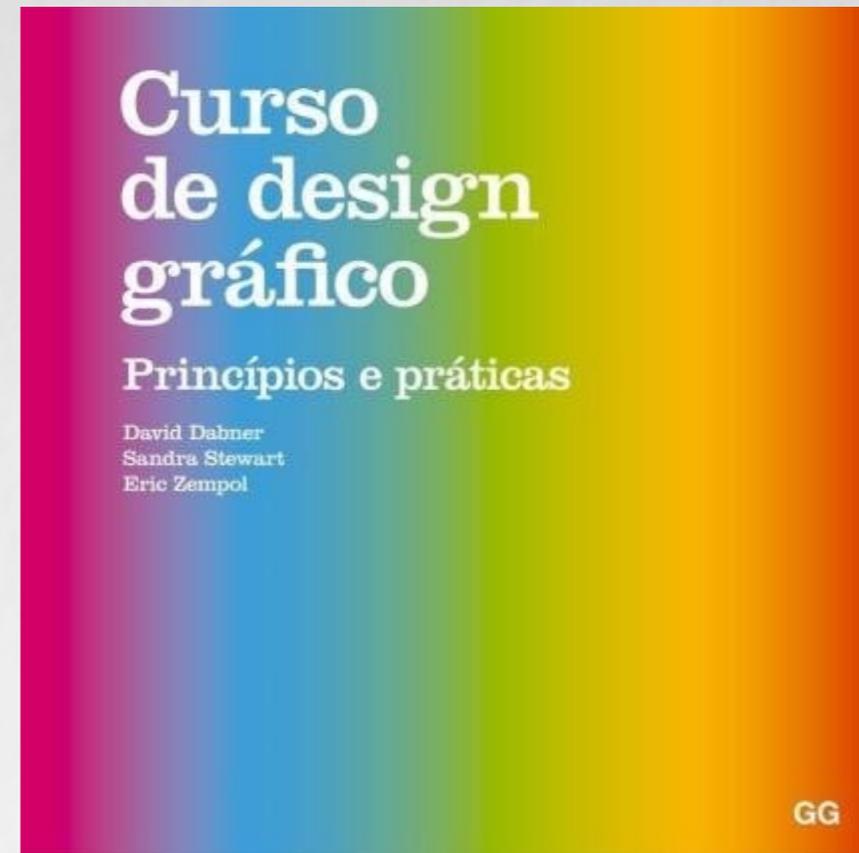
Menos é mais

Simplifique informações complexas



3

Pense como designer
Boas soluções atraem a atenção



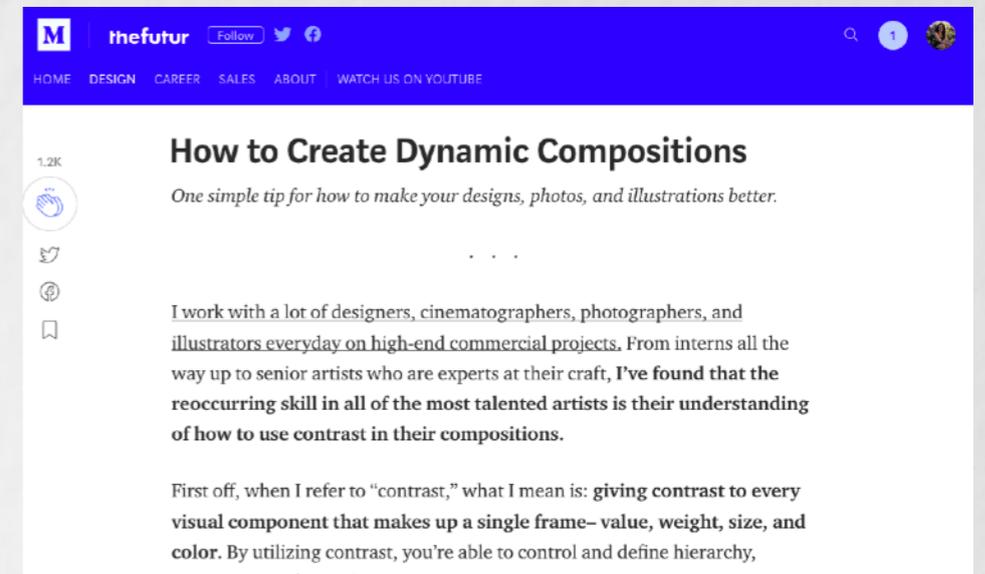


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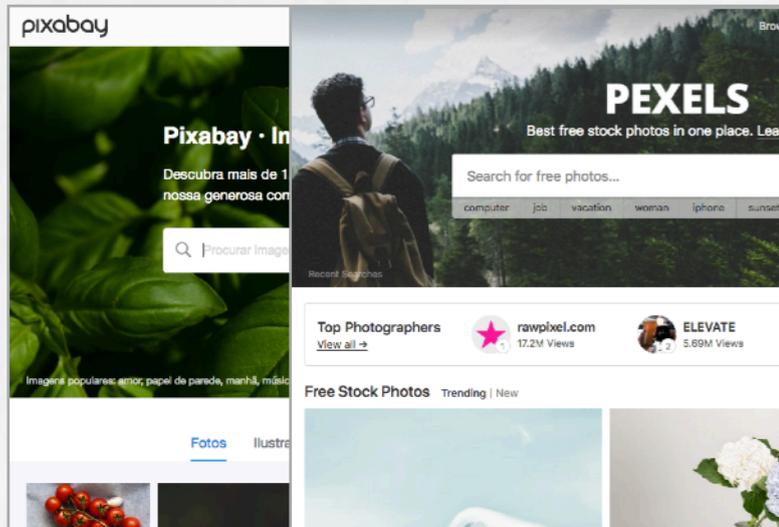
canva.com



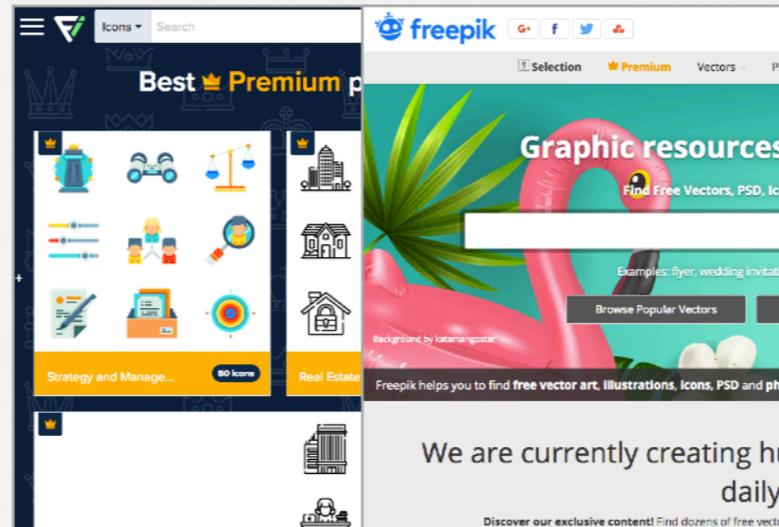
color.adobe.com



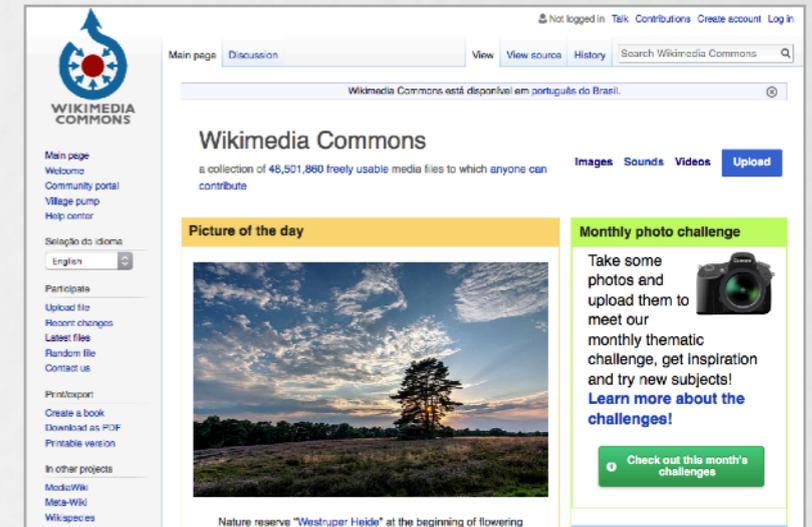
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Obrigada!



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