

24/06/2013

## Desenvolvimento do Projeto Gráfico - App Botanic

### Definições gerais :

#### -Público alvo:

O público do Jardim Botânico que possui iPhone/iPod touch/iPad. São eles turistas, jovens, estudantes, adultos, membros do Amigos do Jardim Botânico.

#### -Estética / Estilo:

ícones minimalistas ( seguindo um pouco a cara do ios7)

-Imagens claras e fáceis de entender

-Paleta de cores? - Usar tons de verde, marrom?

-Usar cores ou tons diferentes para diferenciar modos?

-Usar cores não-cliché?

#### -Tipografia:

fontes da apple

#### - Tipos de Páginas ( modelos das páginas usadas ) :

-Pag. Lista

( About / Galleries / Poetry )

-Pag. Lista + subtítulos

( Tours / Info / Find < All )

-Informativas + back button

( About > The App/ ... / Credits / Feedback ) (Info > All) (Poetry > All)

-Configurations

( About > Configuration) (Map > Audio / Layers)

-Map

(Map/Find)

-Camera View

( Camera + Photo + Notes)

- Tours

( Information + image + buttons )

**-Ícones:**

Mode

Tours

Map

Camera

Find

Flora

Water

Monuments

Buildings

Facilities

Access

Info

Galleries

Poetry

About

**- Buttons:**

Back

Landmarks ( + numero)

Map Layers

Tours Chekmark

Camera arrow

**-Map:**

Pins

Disclosure

Etc...

## Levantamento de Dados:

### -Referencias:

- <http://mobile.smashingmagazine.com/2009/08/11/how-to-create-your-first-iphone-application/>
- <http://www.designboost.net/iphone-app-template/>
- <http://www.behance.net/gallery/Lets-Go-Travel-App/5421099>
- <http://www.behance.net/gallery/Taasky/8268841>
- <http://www.behance.net/gallery/iOS-7-Redesign/9271243>
- <http://www.behance.net/gallery/Whatsapp-Android-App-Re-design/9356731>
- <http://www.behance.net/gallery/MONO-iPhone-app/9411545> estetica clean
- <http://www.behance.net/gallery/Perfect-Flat-Icons/9070317> ref de icones
- <http://www.behance.net/gallery/MuscTube-Concept/9421753> lista e ex de demonstracao

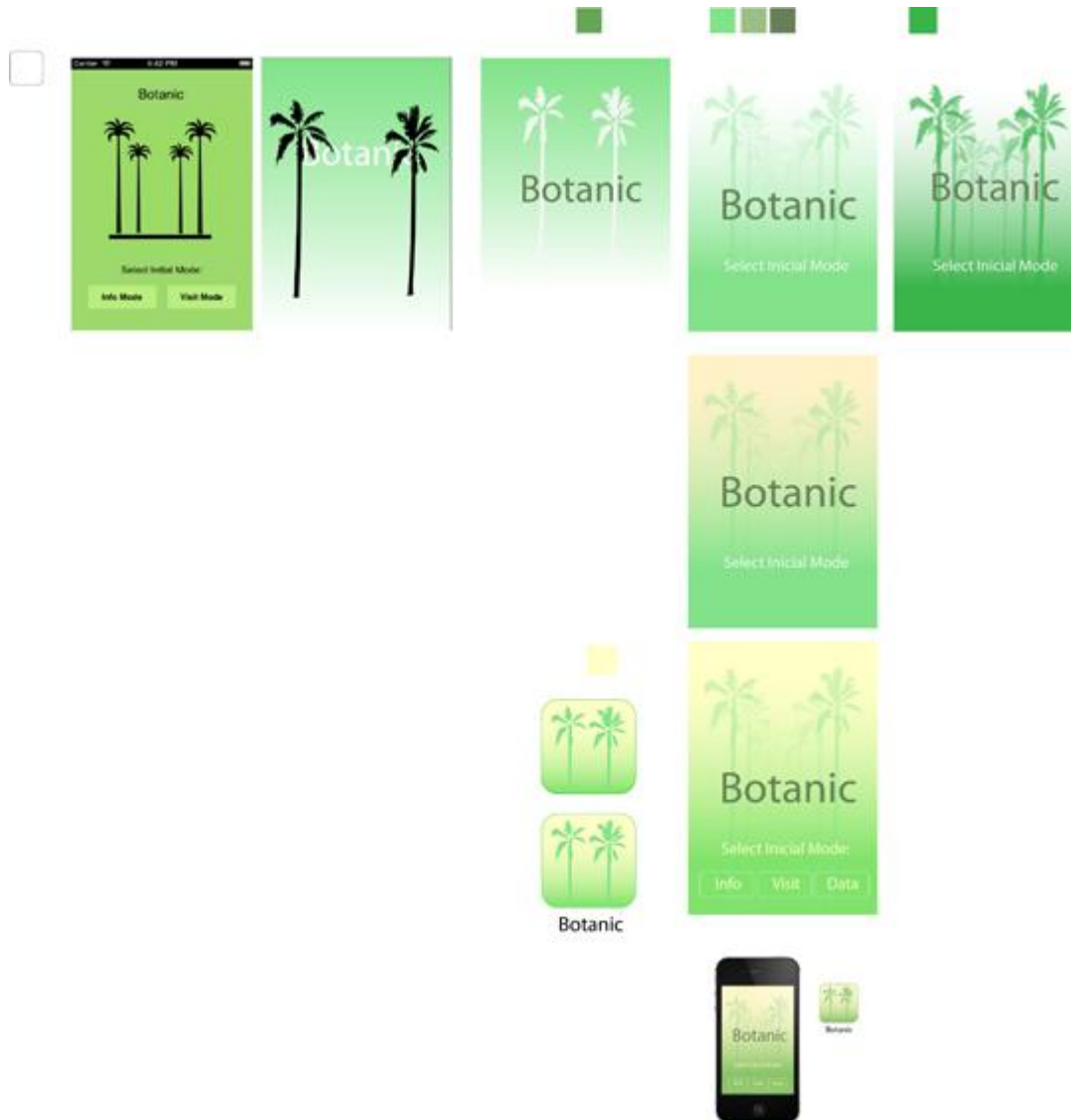
**05/07/2013**

<http://es.slideshare.net/evgenybelyaev16/mobile-hig-22784587>

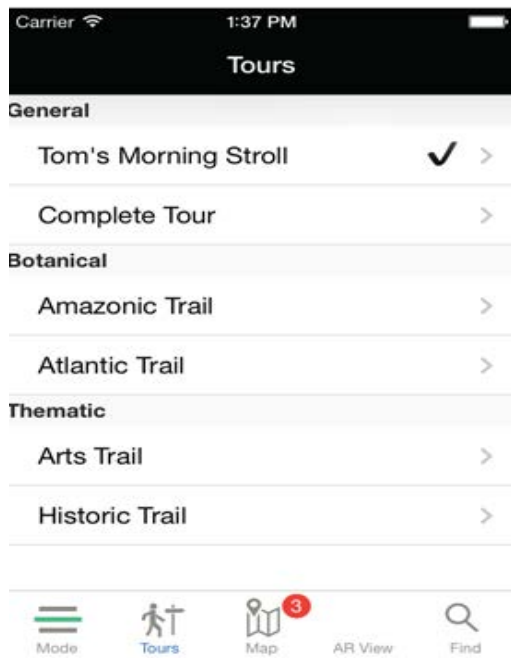
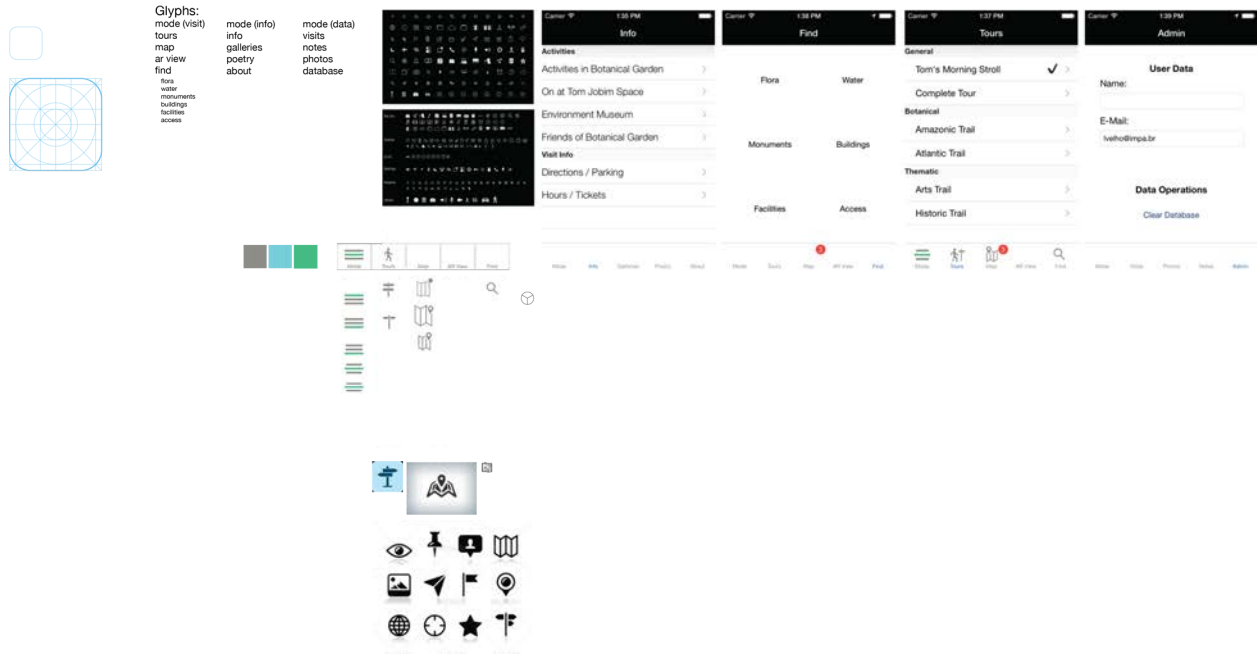
Apresentação com aspectos relevantes do ios7.

## Estudos:

- Criacao da primeira versao da Launch Image



- Estudo sobre os ícones do aplicativo.

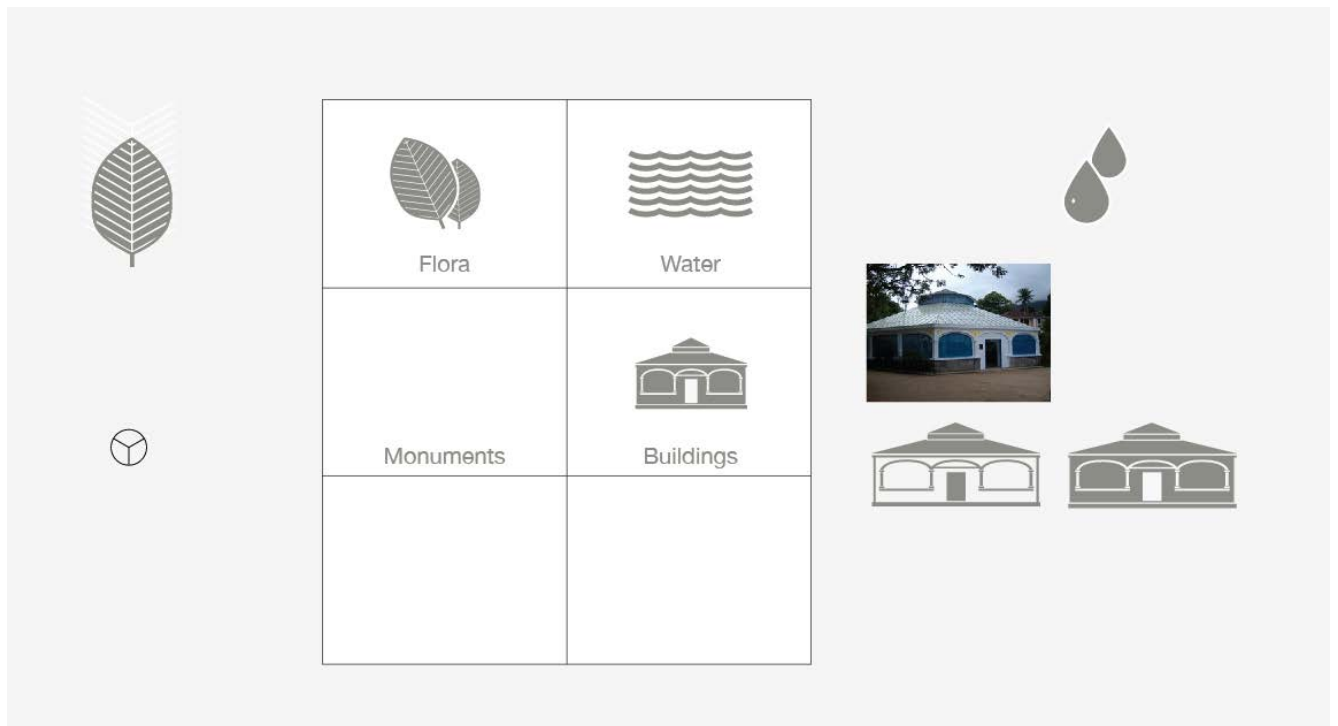


## - Glifos

O formato deve ser 60x60px, png, com transparencia, e o icone deve ocupar ao maximo esse campo.

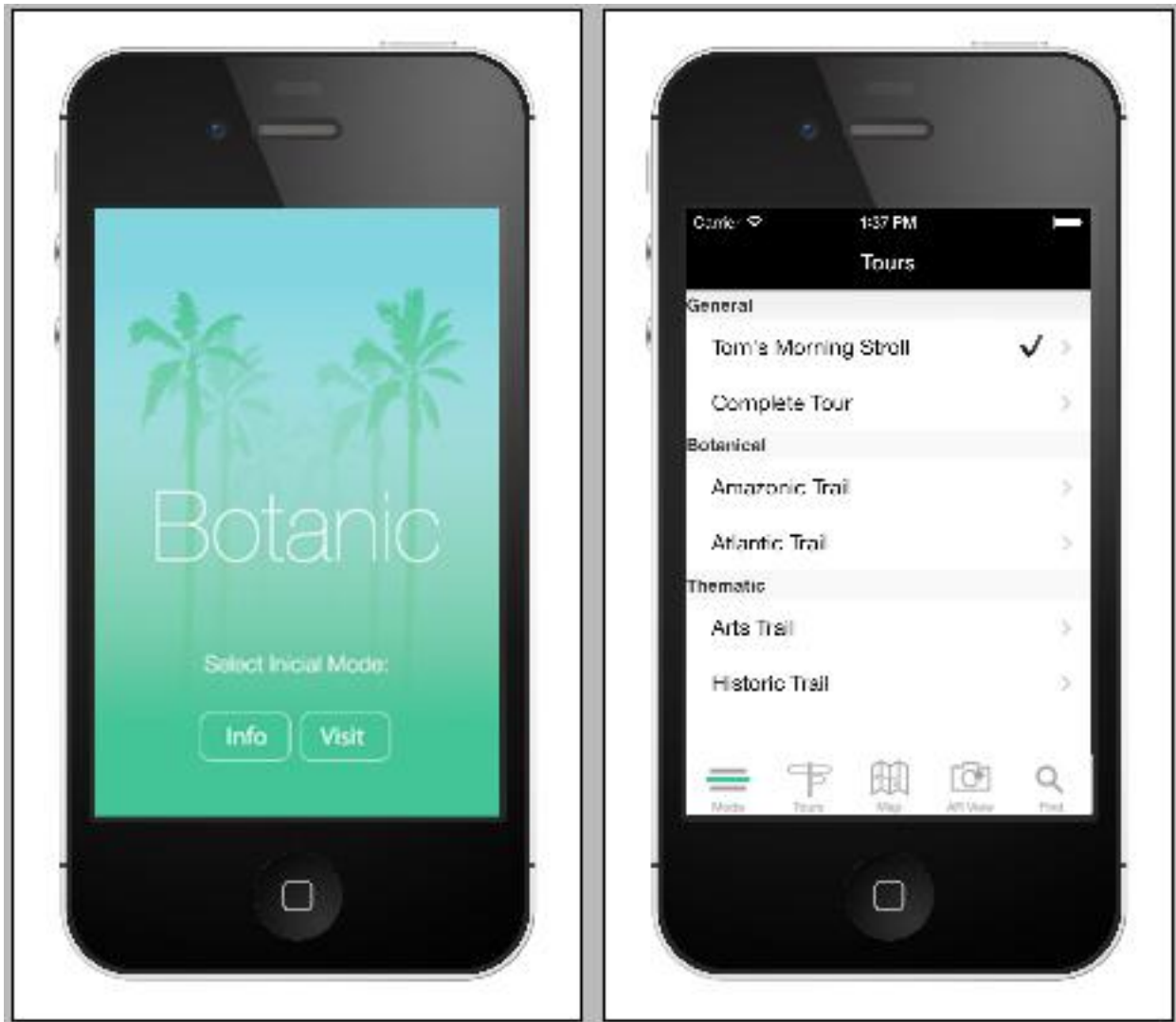


## - Icones do Find

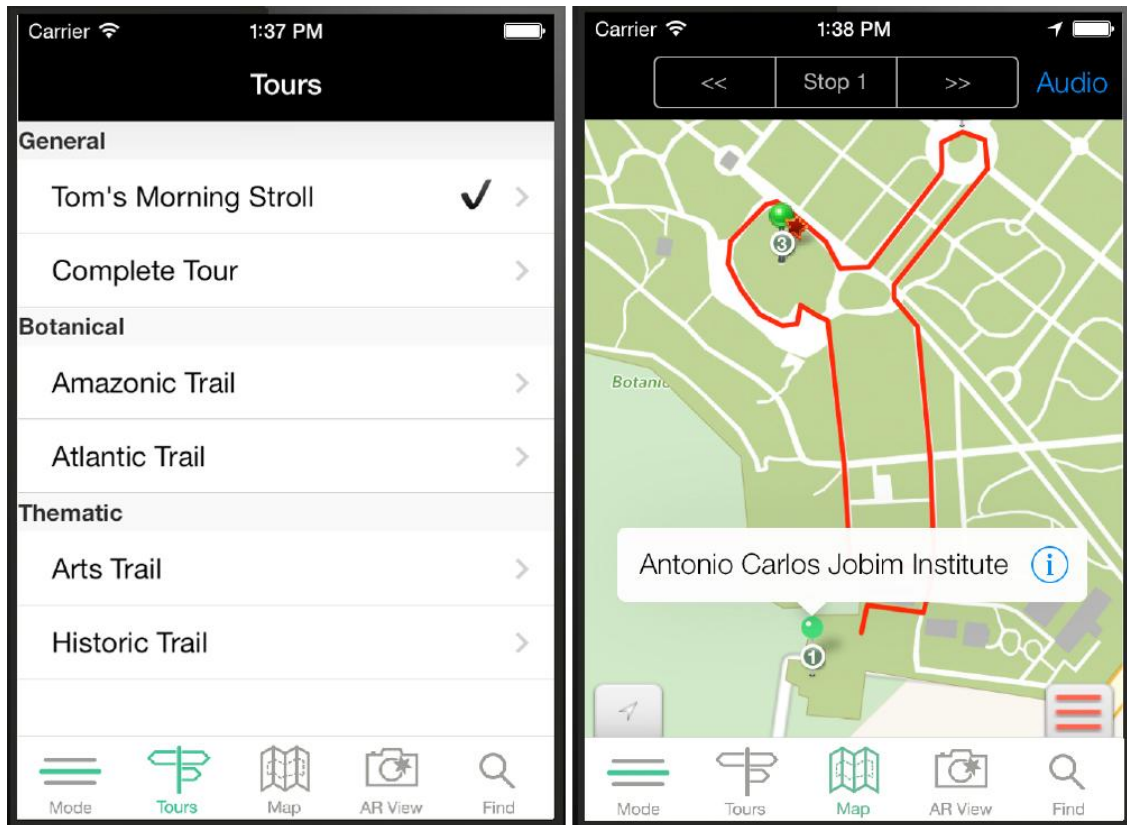


- Telas

Documento no indesign para visualizar melhor as telas.

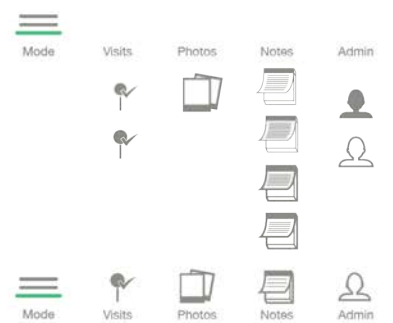
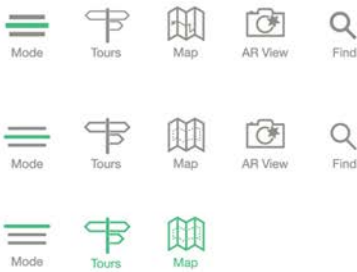
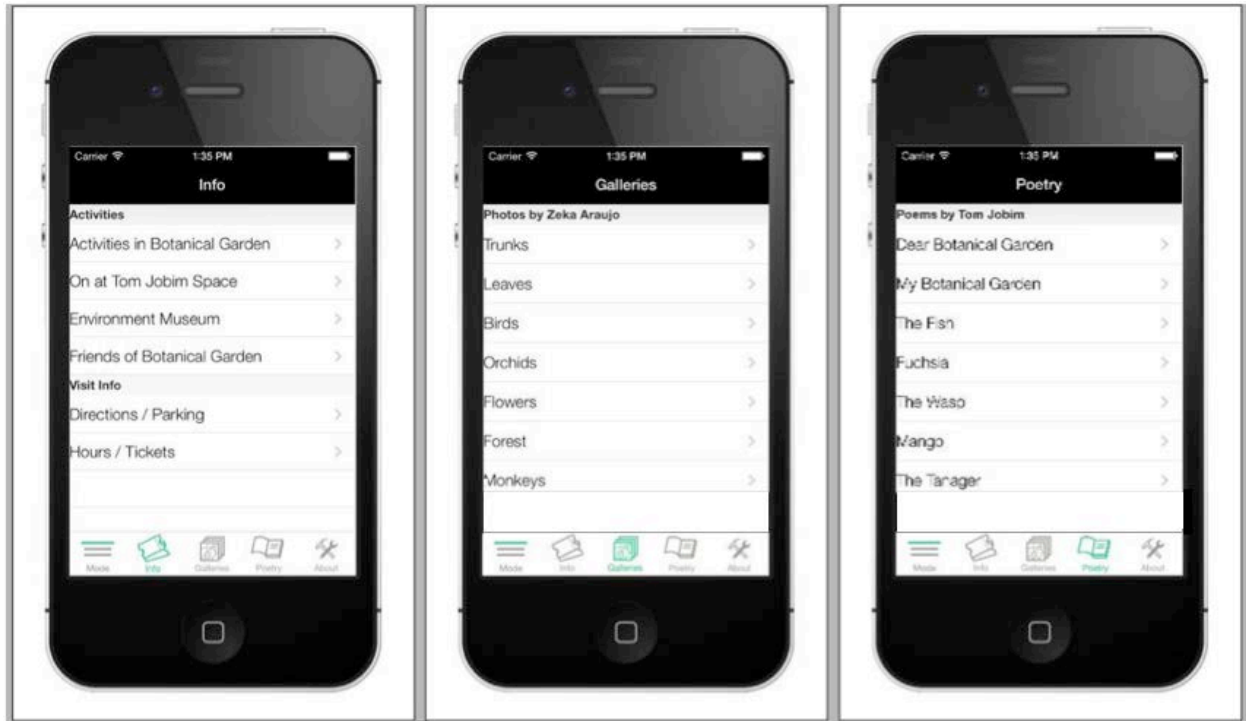
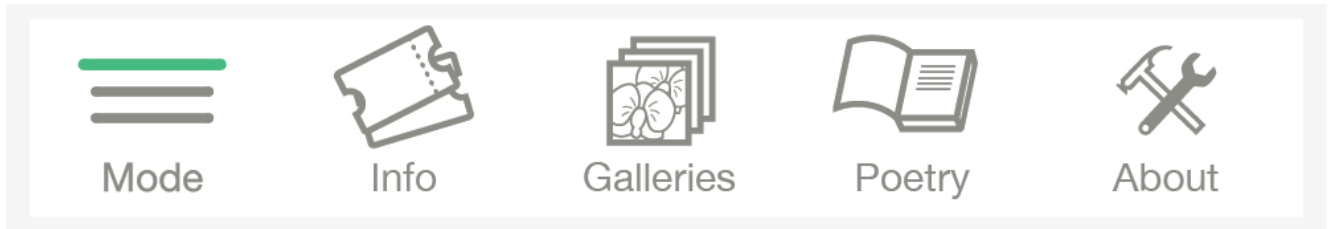


- Icones selecionado.





Ícones do Info Mode e do Find.



- alternativas gráficas

