

ABC de diseño

para una interfaz web



Elementos estructurales

En general unificados o estandarizados

1

Encabezado

2

Bloque de
contenido

3

Footer

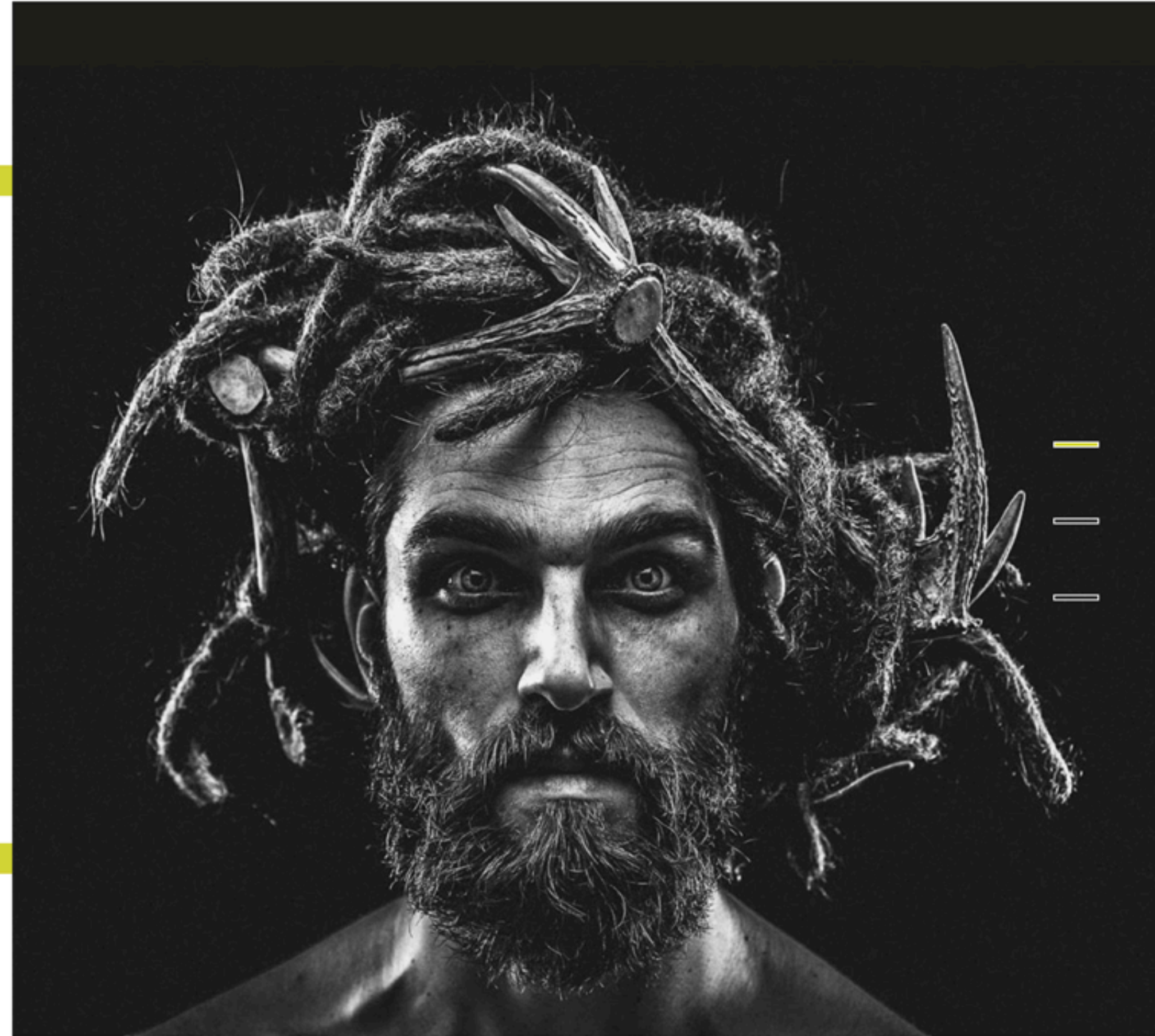
4

Otros elementos

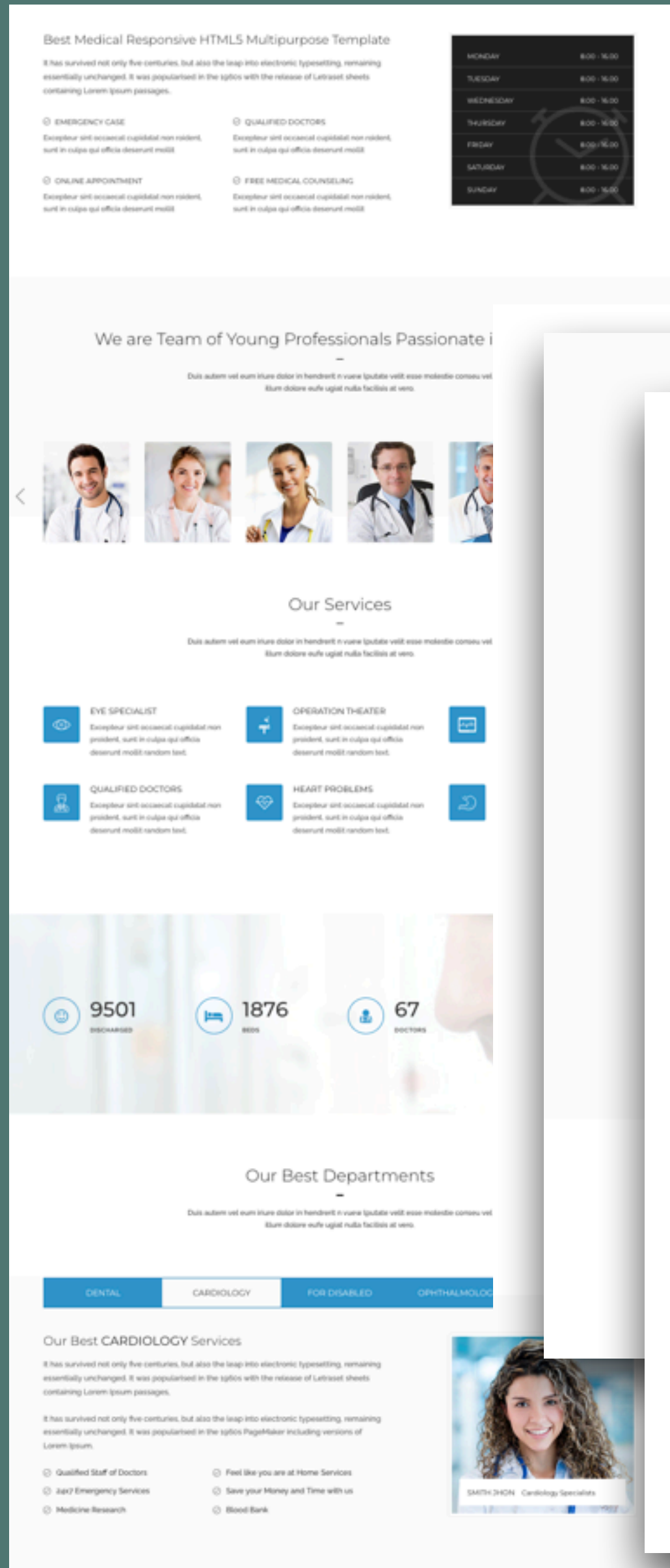


WE LOVE TO

#UNIQUE
CREATIVE
PASSION



Bloques de contenido



Our Services

Duis autem vel eum iriure dolor in hendrerit in vultu placeat, velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero.



EYE SPECIALIST

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit random text.



OPERATION THEATER

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit random text.



ICU DEPARTMENT

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit random text.



QUALIFIED DOCTORS

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit random text.



HEART PROBLEMS

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit random text.



STOMACH PROBLEMS

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Call to action / descanso visual

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9501
DISCHARGED



1876
BEDS



67
DOCTORS



24/7
SERVICES AVAILABLE

Footer

1. Trade-in values vary. Extra trade-in values apply only to Apple Watch Series 6, SE, Series 5, Series 4, Series 3, Series 2, and require purchase of a new Apple Watch, subject to availability and limits. Must be at least 18 years old. Apple or its trade-in partners reserve the right to refuse or limit any trade-in transaction for any reason. In-store trade-in requires presentation of a valid, government-issued photo ID (local law may require saving this information). Sales tax may be assessed on full value of new Apple Watch. Additional terms from Apple or Apple's trade-in partners may apply.

Apple TV+ is \$4.99/month after free trial. One subscription per Family Sharing group. Offer good for 3 months after eligible device activation. Plan automatically renews until cancelled. Restrictions and other terms apply.

To access and use all the features of Apple Card, you must add Apple Card to Wallet on an iPhone or iPad with the latest version of iOS or iPadOS. Update to the latest version by going to Settings > General > Software Update. Tap Download and Install.

Available for qualifying applicants in the United States.

Apple Card is issued by Goldman Sachs Bank USA, Salt Lake City Branch.

Learn more about how Apple Card applications are evaluated at support.apple.com/kb/HT209218.

Shop and Learn

Store

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iPad

iPhone

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iPod touch

AirTag

Accessories

Gift Cards

Services

Apple Music

Apple TV+

Apple Fitness+

Apple News+

Apple Arcade

iCloud

Apple One

Apple Card

Apple Books

Apple Podcasts

App Store

Account

Manage Your Apple ID

Apple Store Account

iCloud.com

Apple Store

Find a Store

Genius Bar

Today at Apple

Apple Camp

Apple Store App

Refurbished and Clearance

Financing

Apple Trade In

Order Status

Shopping Help

For Business

Apple and Business

Shop for Business

For Education

Apple and Education

Shop for K-12

Shop for College

For Healthcare

Apple in Healthcare

Health on Apple Watch

Health Records on iPhone

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Footer

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Definamos reglas

1

**El espacio entre
elementos es
bueno.**



Definamos reglas

Color

Realizar siempre una paleta de color

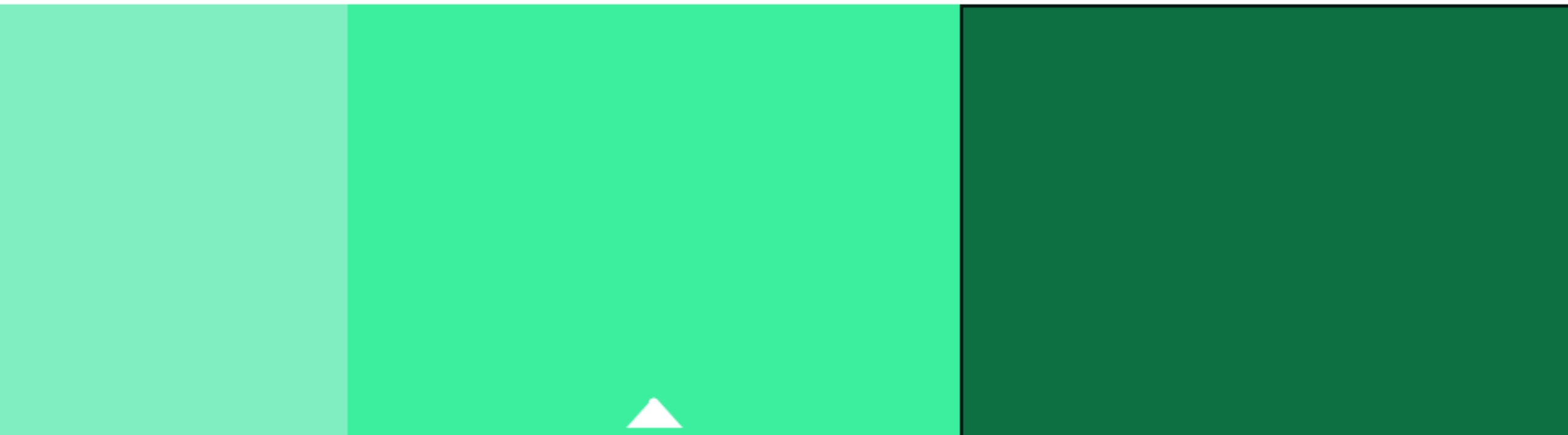
- Por lo menos cinco.
- Define sus funciones



B

C

D



Color



Color: #CF202A

Usos:
Fondos
Ornamentos
Plecas



Color: #82070D

Usos:
Títulos H1



Color: #db9c3a

Usos:
Títulos H2, H3

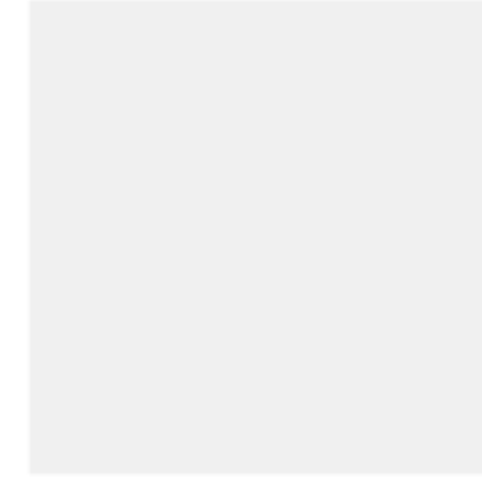


Color: #747e8b

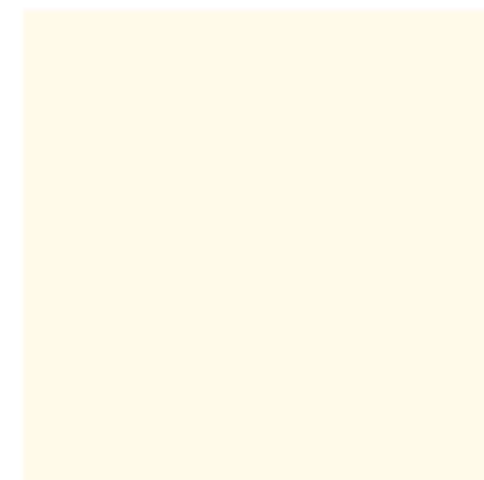
Usos:
Texto, P



Color: #d8d8d8



Color: #f1f1ef



Color: #fffaee



Color: #0D5882

Fuentes:
Baloo: H1
Verdana: P

Definamos reglas

Encabezados

Es usual encontrar algunos exagerados

- Lo convencional es partir de 24 hasta unos 72 píxeles.
- Es diferente un encabezado de acompañando un párrafo que un encabezado en un banner.



H1 Title

morflax things

Try now >

A better way to present design.

Generate 3D device mockup in a quick and engaging way.

Get started, it's free >

Open editor



Customize everything in seconds.



CHRISTENE



amet quam, quis fringilla lectus. Integer dapibus nunc sit
sollicitudin a viverra sem iaculis. Donec suscipit sapien
ultrices quis dapibus sapien luctus. Nullam facilisis elit
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sem a interdum. Duis posuere sagittis dignissim.
malesuada dignissim massa quis egestas. Nullam ornare
facilisis vulputate.



WILLIAM



Quis quam quam, quis fringilla lectus. Integer dapibus nunc sit
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dignissim. Nam malesuada dignissim massa quis egestas. Nullam
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facilisis vulputate.

Definamos reglas

Párrafos

Debes ser consistente y mantener la regla

- Lo convencional son de 14 a 18 píxeles.
- La tipografía serif necesita compensación visual.
- Recuerda que una fuente tiene muchas alternativas:
 - Normal
 - Light
 - Bold
 - Italic
 - All caps
 - Versalitas
 - Subrayado

iPhone 13 Pro

Display



6.1"

Super Retina XDR display with ProMotion
6.1-inch (diagonal) all-screen OLED display
2532-by-1170-pixel resolution at 460 ppi

The iPhone 13 Pro display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.06 inches diagonally (actual viewable area is less).



6.7"

Super Retina XDR display with ProMotion
6.7-inch (diagonal) all-screen OLED display
2778-by-1284-pixel resolution at 458 ppi

The iPhone 13 Pro Max display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.68 inches diagonally (actual viewable area is less).

Both models:

ProMotion technology with adaptive refresh rates up to 120Hz

HDR display

True Tone

Wide color (P3)

Haptic Touch

2,000,000:1 contrast ratio (typical)

1000 nits max brightness (typical); 1200 nits max brightness (HDR)

Definamos reglas

¿Cuántas fuentes?

YO TE RECOMIENDO DOS

- Una para encabezados
- Una segunda para párrafos.
- Es común escoger dos fuentes que contrasten.

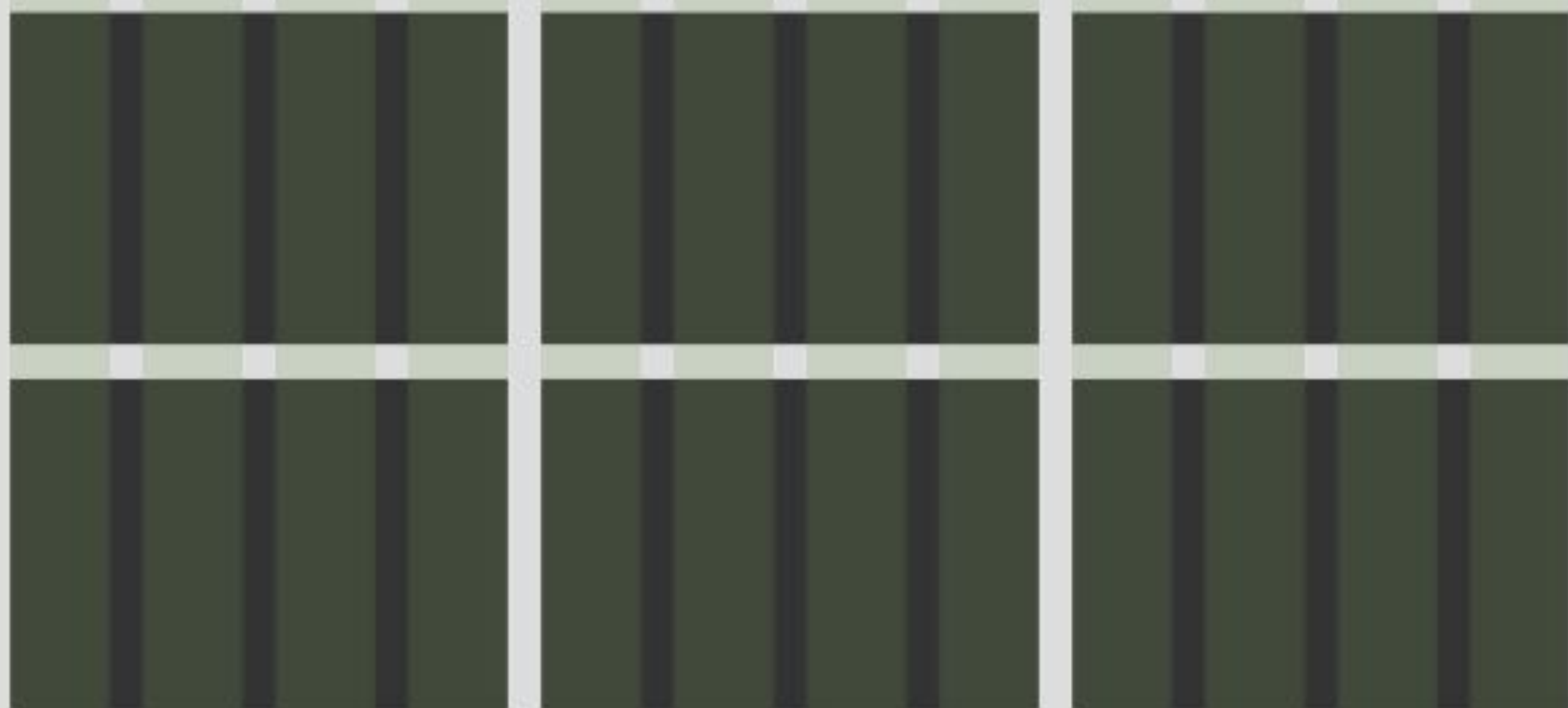


Hello!

I'm web designer and developer

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Work.



Definamos reglas

Estructuras de columnas

Te facilitarán la vida al momento de maquetar

- El diseño responsivo justo trabaja con la distribución de columnas.



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Built for developers

Landkit is built to make your life easier. Variables, build tooling, documentation, and reusable components.



Designed to be modern

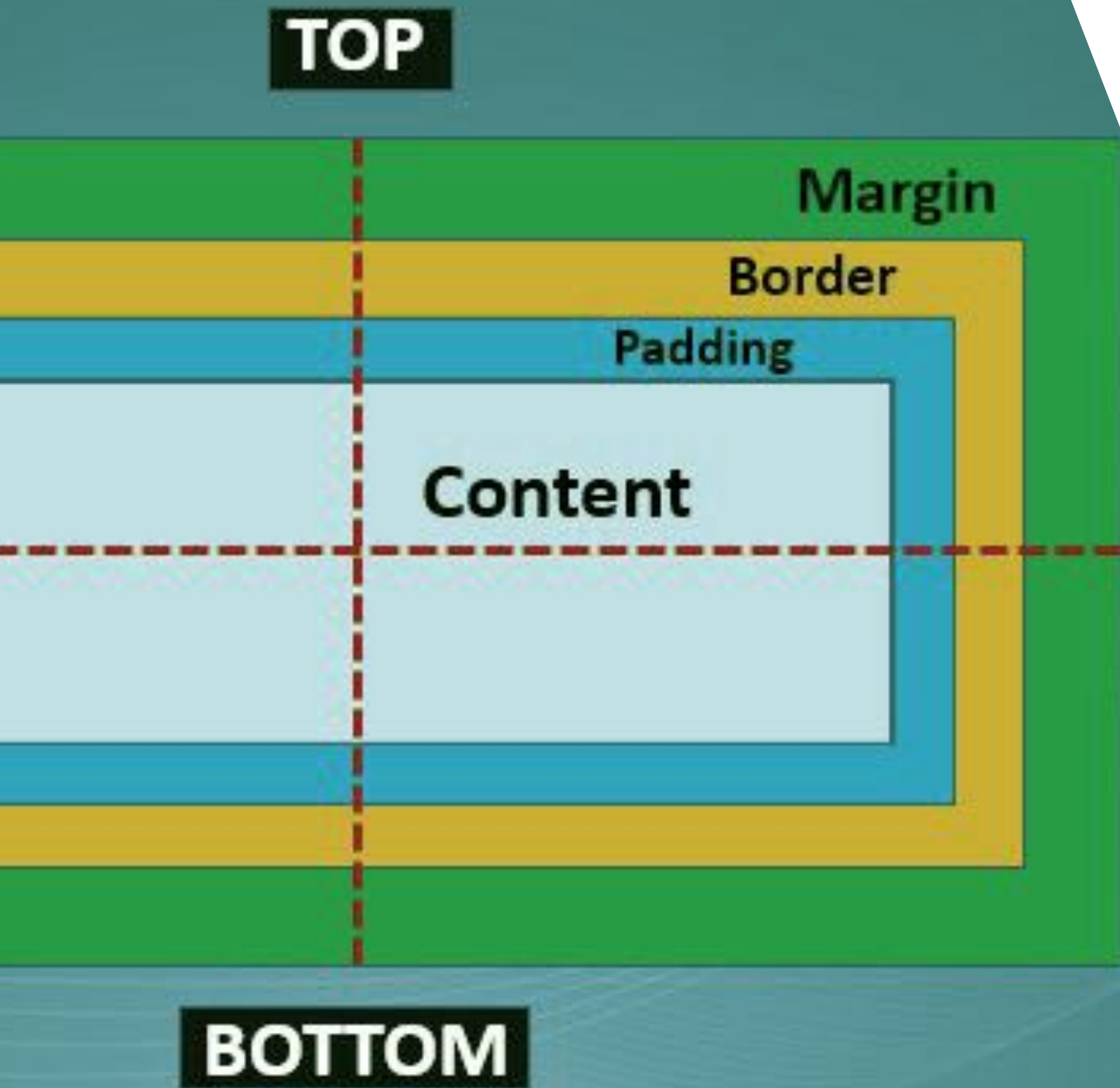
Designed with the latest design trends in mind. Landkit feels modern, minimal, and beautiful.



Documentation for everything

We've written extensive documentation for components and tools, so you never have to reverse engineer anything.

S Padding

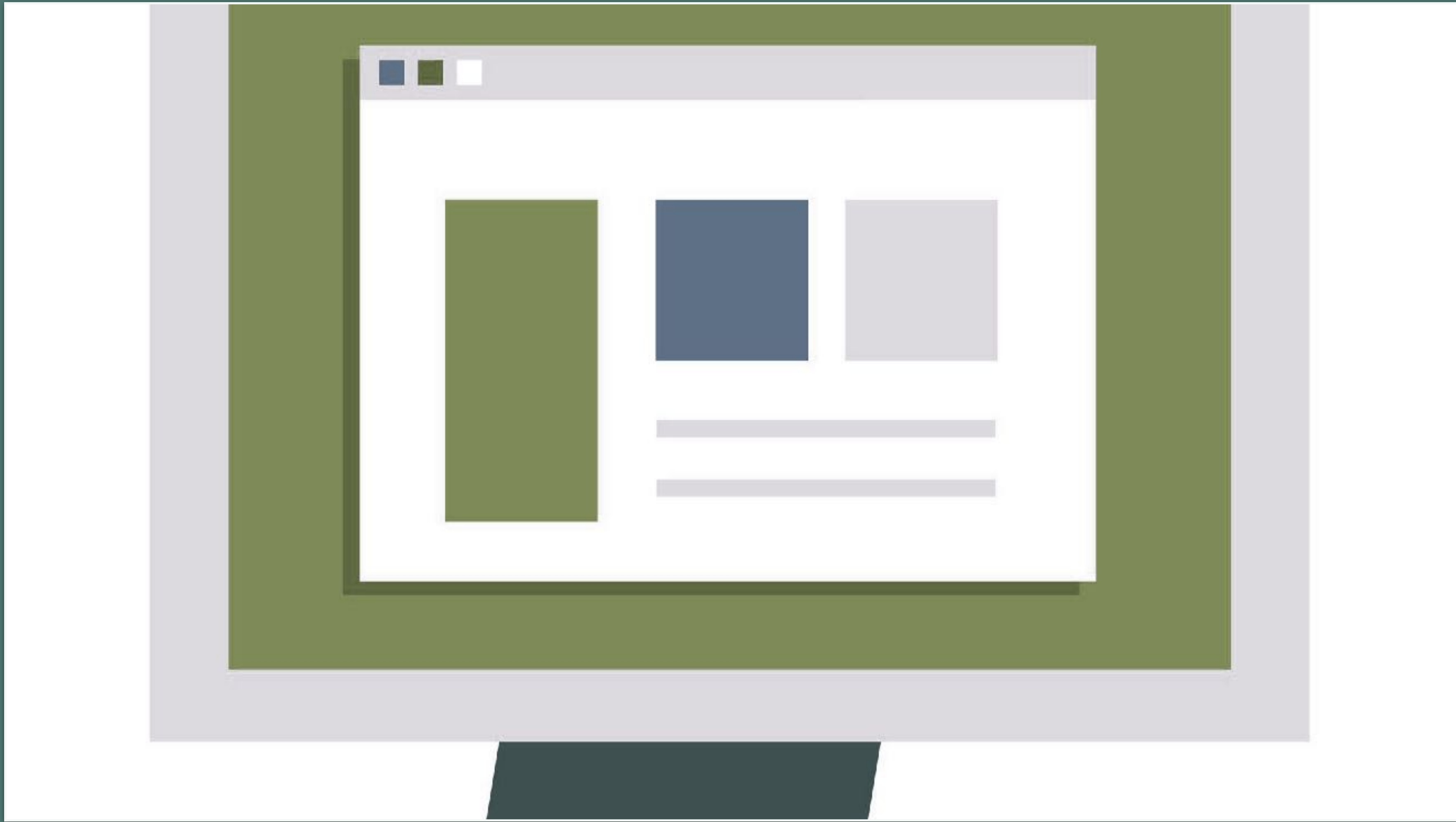


Definamos reglas

Margin versus padding

Puedes controlar la separación de elementos con sus uso.

- Margin: exterior al elemento.
- Padding: interior en el elemento



WHAT WE DO

Our main services

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi.



Roofing & Waterproofing

Phasellus hendrerit pellentesque aliquet nibh nec urna in nisi neque, aliquet vel,

Best House & Renovation

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The Green & Building

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Advantages of working with us:

Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh.



Una última regla

1

Fondo oscuro /
texto claro

Lorem ipsum

2

Fondo claro / texto
oscuro

Lorem ipsum