



WordCamp
Torrelodones
2024

Descubre las tendencias de diseño web en 2024

Maylén García

#WCTorre

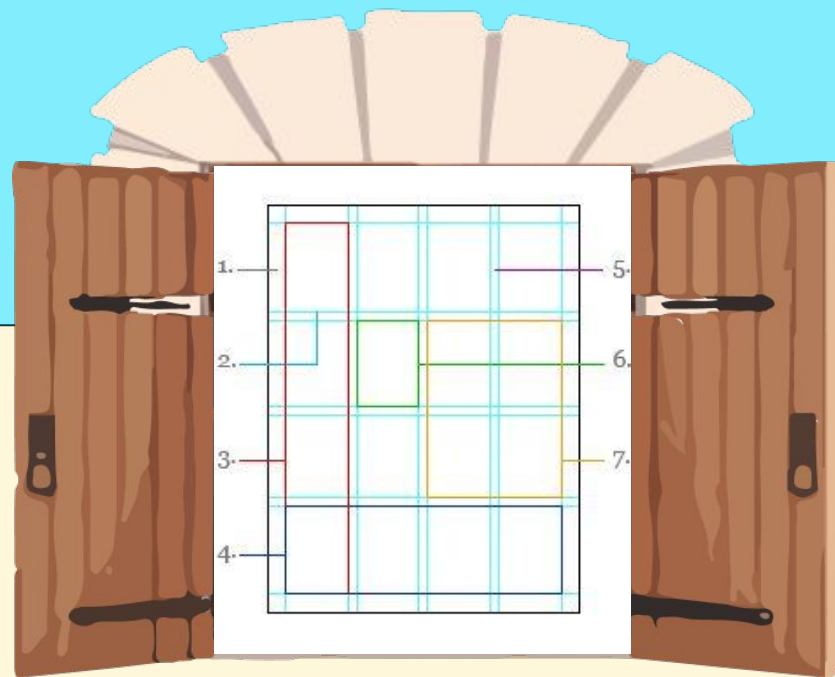
01

PISTAS CREATIVAS



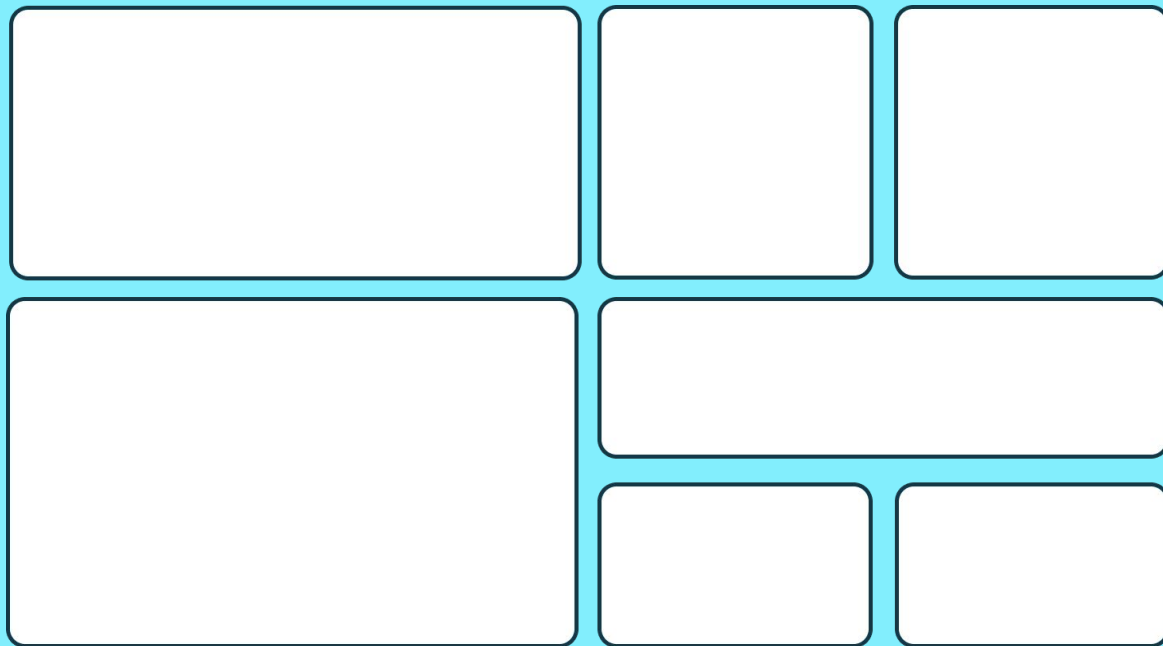
01

PISTAS CREATIVAS

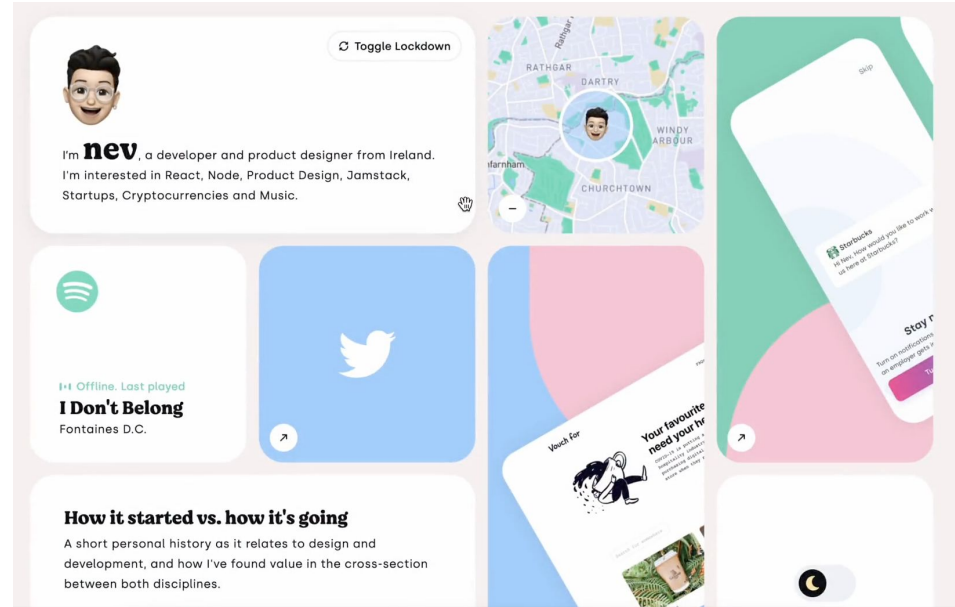
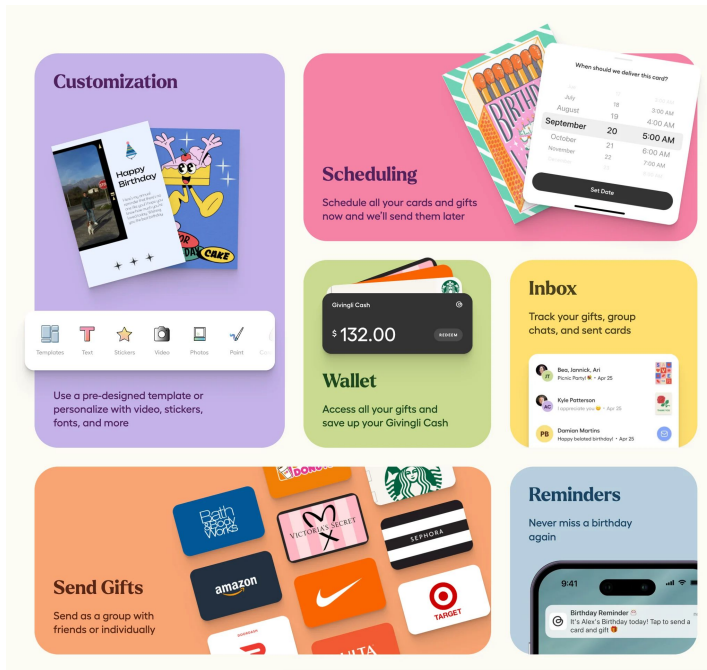


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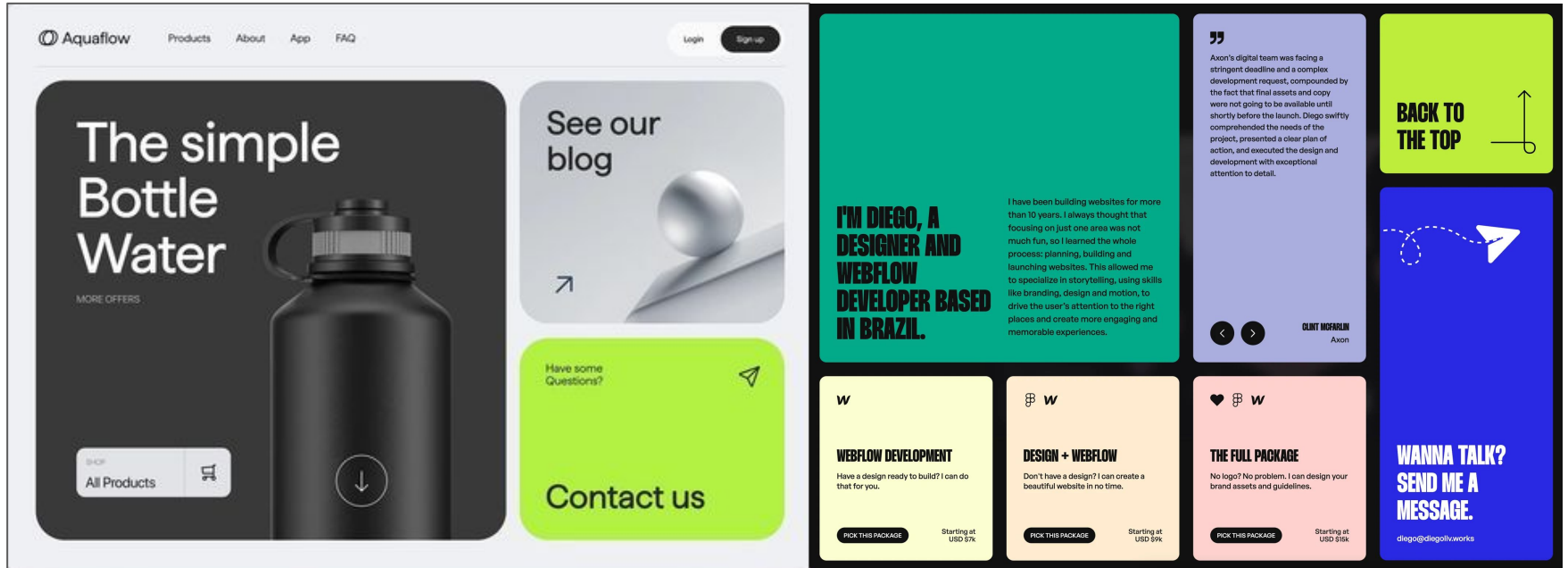
BENTO GRID



EJEMPLOS DE BENTO GRID



EJEMPLOS DE BENTO GRID



01

BENTO GRID

- Son **organizados y uniformes**
- Fácil **alineamiento y responsive**
- Consumir **más contenido** en menos tiempo



Vigila siempre la **jerarquía**, si no puede quedar abrumador para los usuarios



02

PISTAS CREATIVAS

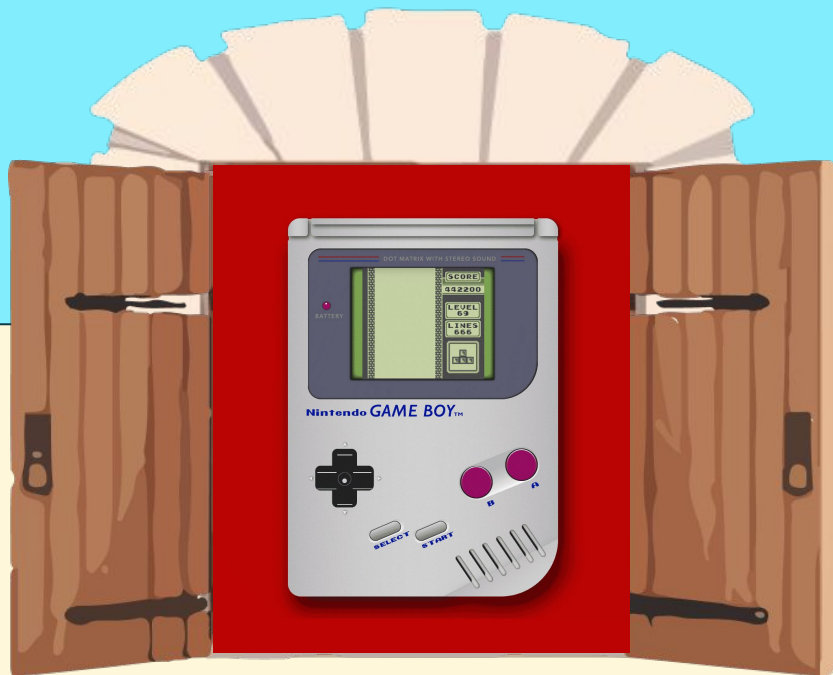


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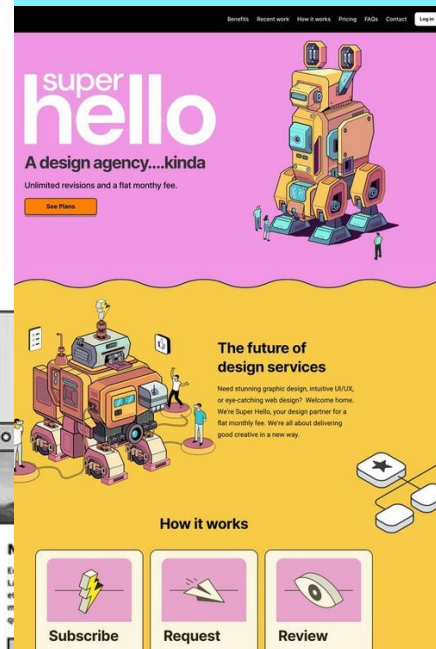
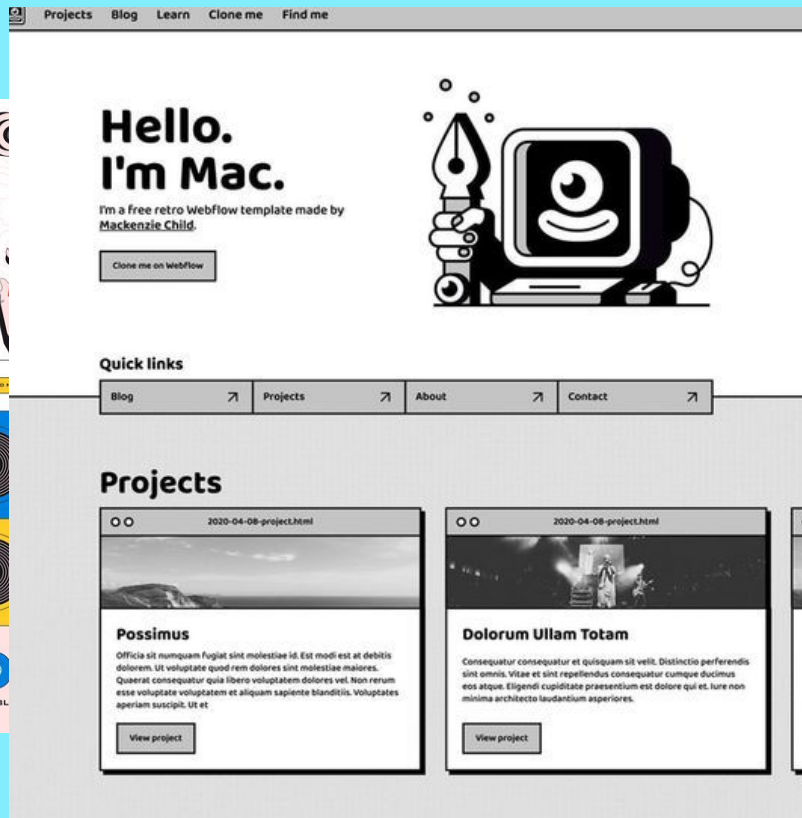
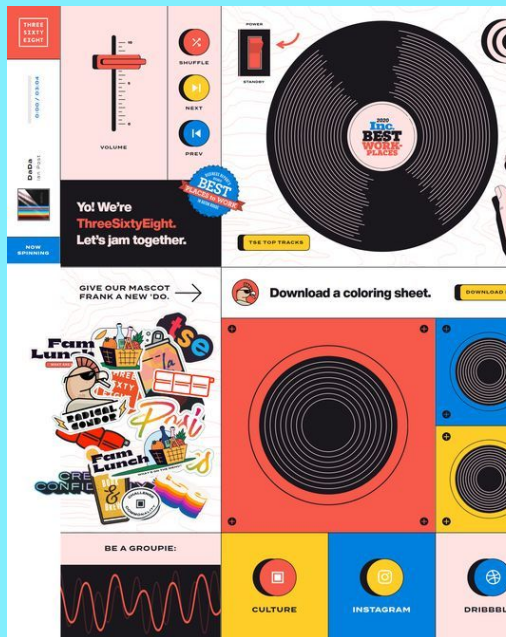
02

PISTAS CREATIVAS



02

DISEÑO NOSTÁLGICO RETRO



COLORES Y TIPOGRAFÍAS RETRO



Clash
Display

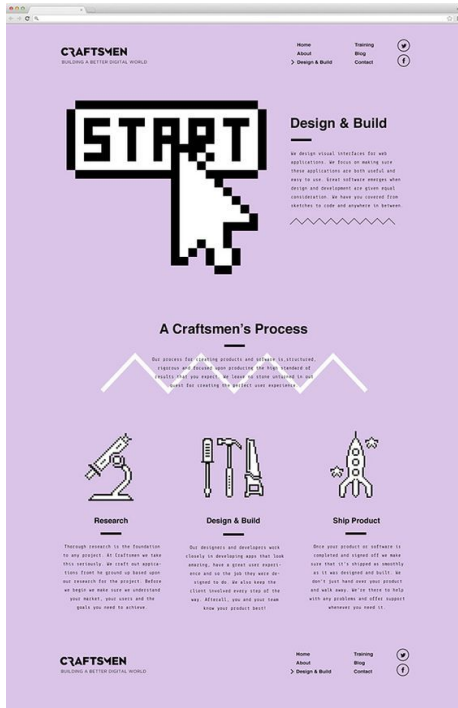
Regular

Medium

Semibold

Bold

PÍXELES O ILUSTRACIONES A MANO



02

DISEÑO NOSTÁLGICO RETRO

- Evoca sentimientos de **nostalgia** y **emoción**
- Aportan **diferenciación** y **originalidad**
- Genera **atracción** y eso lo hace **memorable**



Estudia si el **público objetivo** puede encajar con este tipo de diseños





03

PISTAS CREATIVAS



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03

PISTAS CREATIVAS

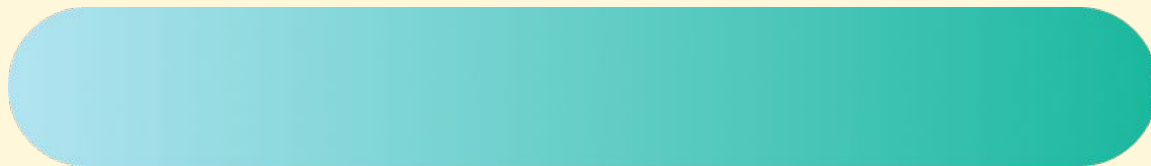


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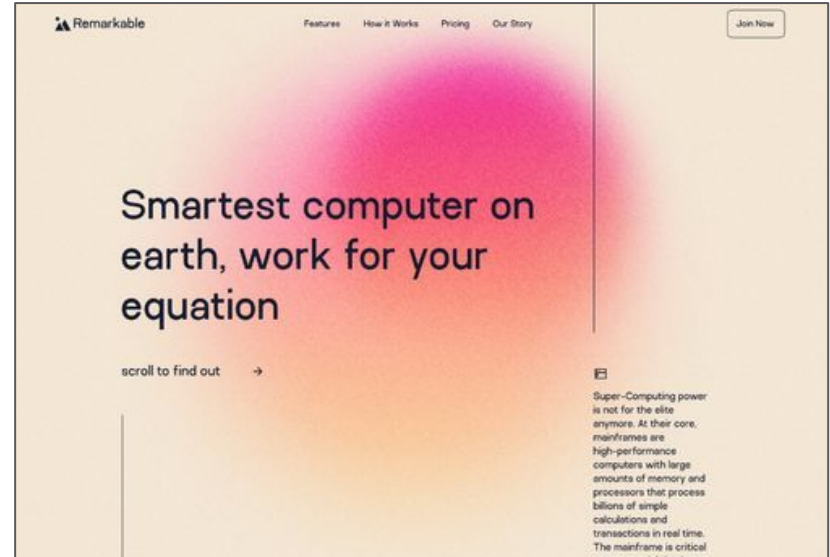
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03

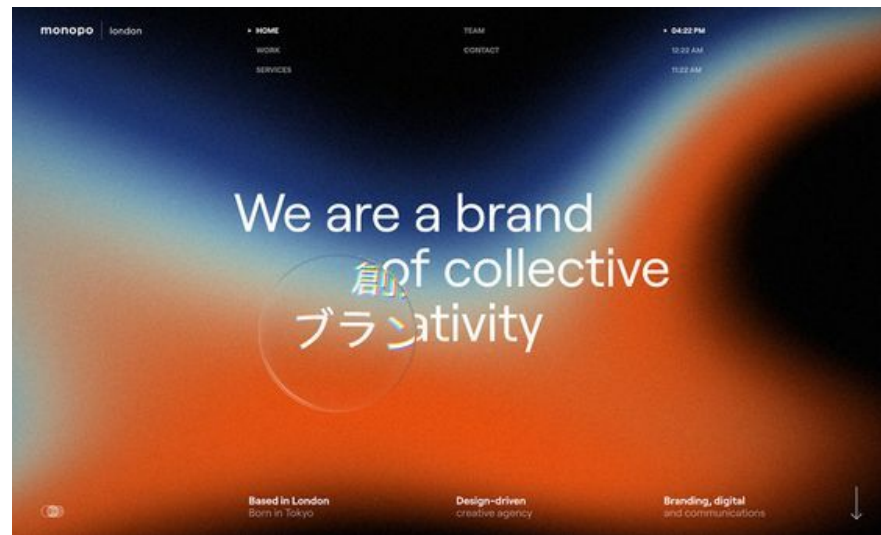
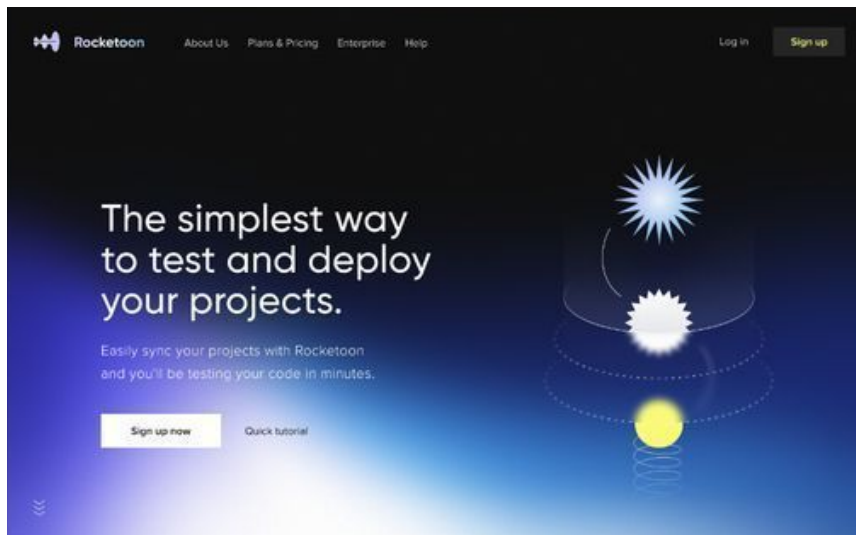
DEGRADADOS VIBRANTES



EJEMPLOS DEGRADADOS (LIGHT MODE)



EJEMPLOS DEGRADADOS (DARK MODE)



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03

DEGRADADOS VIBRANTES

- Es **limpio, claro y profesional**
- Aporta **profundidad** al diseño
- Hace que los **encabezados destaquen** más



Degradados entre **colores complementarios** puede que necesiten **otro color adicional** de puente



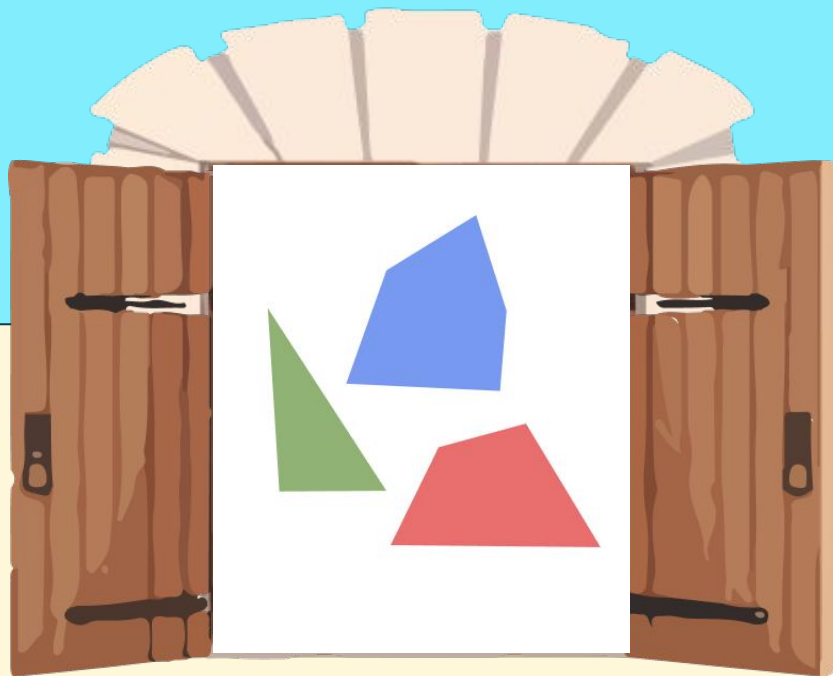
04

PISTAS CREATIVAS



04

PISTAS CREATIVAS

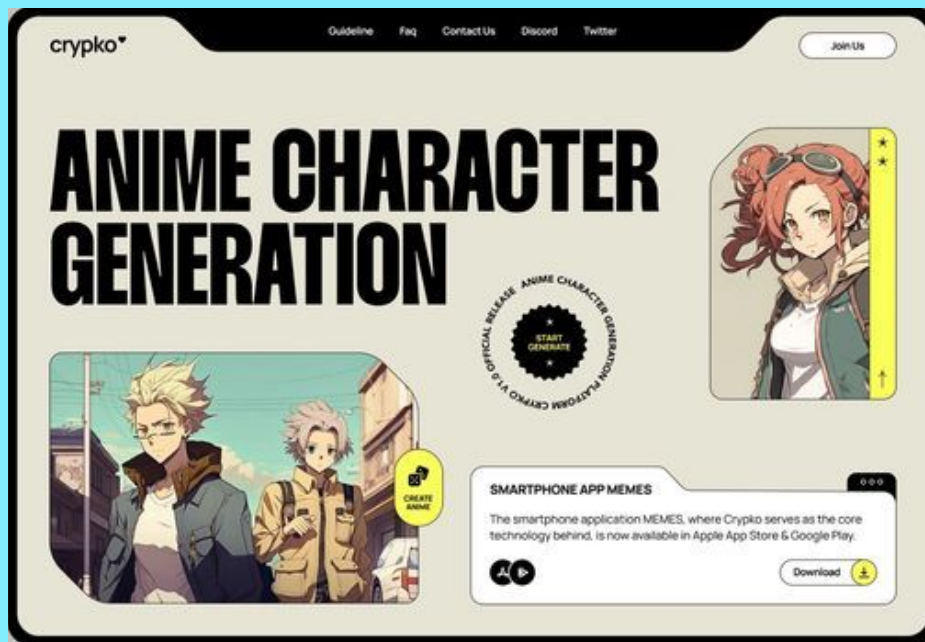


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04

ASIMETRÍA Y DINAMISMO

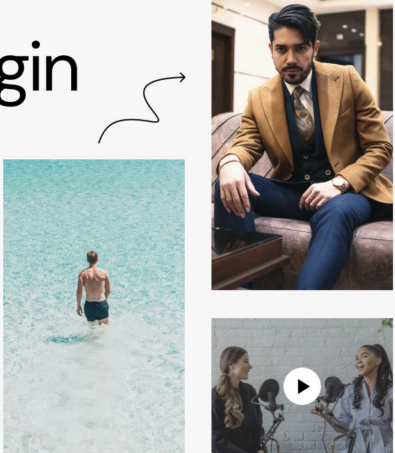


EJEMPLOS ASIMÉTRICOS y DINÁMICOS (simples)

Everything begin with a *power* of your mind.

Through our diverse experiences and educations, as well as cumulative years of advanced teachings, we have developed proven techniques that merge psychological.

Get Started



The collage consists of three images. The top-left image shows a person from behind, walking in shallow, clear water. The top-right image shows a man in a brown suit jacket and blue trousers sitting on a couch. The bottom image shows two women in a studio setting, one speaking into a microphone, with a play button icon overlaid in the center.

GeneMyst

Get started Home Technology Services How it works Diagnostics Contact us

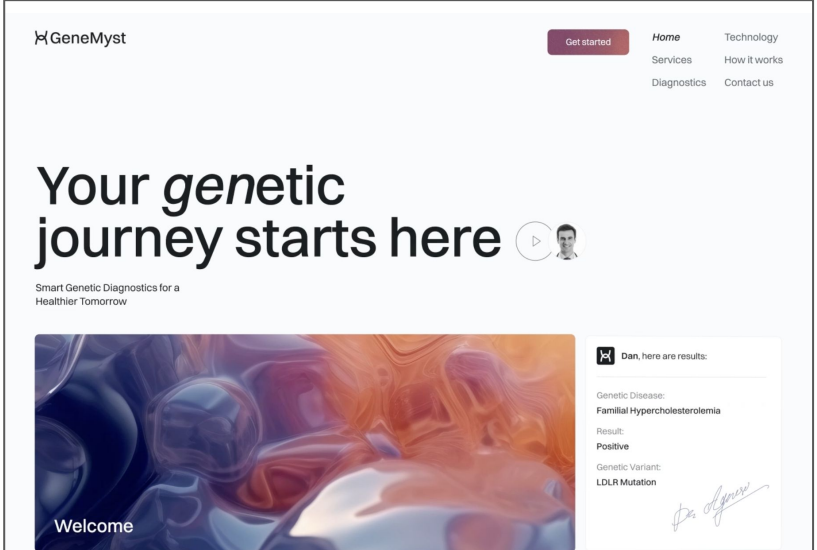
Your genetic journey starts here

Smart Genetic Diagnostics for a Healthier Tomorrow

Welcome

Dan, here are results:

Genetic Disease: Familial Hypercholesterolemia
Result: Positive
Genetic Variant: LDLR Mutation



The screenshot shows the GeneMyst website. At the top right is a navigation menu with links: Get started (highlighted), Home, Technology, Services, How it works, Diagnostics, and Contact us. The main headline reads 'Your genetic journey starts here' with a play button icon and a small profile picture. Below this is a video player with a colorful, abstract background. To the right of the video is a results card for 'Dan' showing a positive result for Familial Hypercholesterolemia with an LDLR mutation, signed by 'Dr. Agnew'.

EJEMPLOS ASIMÉTRICOS y DINÁMICOS (complejos)

Betely. About Us Service Our Works Our Teams [Contact Us](#)

Revitalize Your Brand with Expert Consulting Services

As a brand consultant, I understand the importance of creating a strong and recognizable brand.

800+ Project Done
As a brand consultant, I understand the importance of creating a strong and recognizable brand.
April 2023

30+ Professional Teams
[Hire Us!](#)

400+ Happy Client
As a brand consultant, I understand the importance of creating a strong and recognizable brand.

Devanta Edison Work About Blog Contact

PRODUCT DESIGNER

I'm currently orchestrating experiences at Here Digital for a leading tech company that relies on Snapple, headquartered in Cupertino, California.

I'm a passionate designer with many years of experience who uses research, data, and thoughtful design to create delightful products that scale.

[GET IN TOUCH →](#)

- DESIGN STRATEGY
- E-COMM. WWW. EXPERIENCES
- USER EXPERIENCE DESIGN
- BRANDING & IDENTITY '22
- MISSION & INTERACTION DESIGN
- USABILITY TESTING

04

ASIMETRÍA Y DINAMISMO

- Aprovecha más el **hero** para **impactar** desde el primer momento
- Lo hace más **único** y **auténtico**
- Usa elementos **superpuestos** y **fuera de la pantalla** para **generar interés**



Revisa muy bien el **responsive** para que el diseño se vea bien y siga **funcionando**

05

PISTAS CREATIVAS

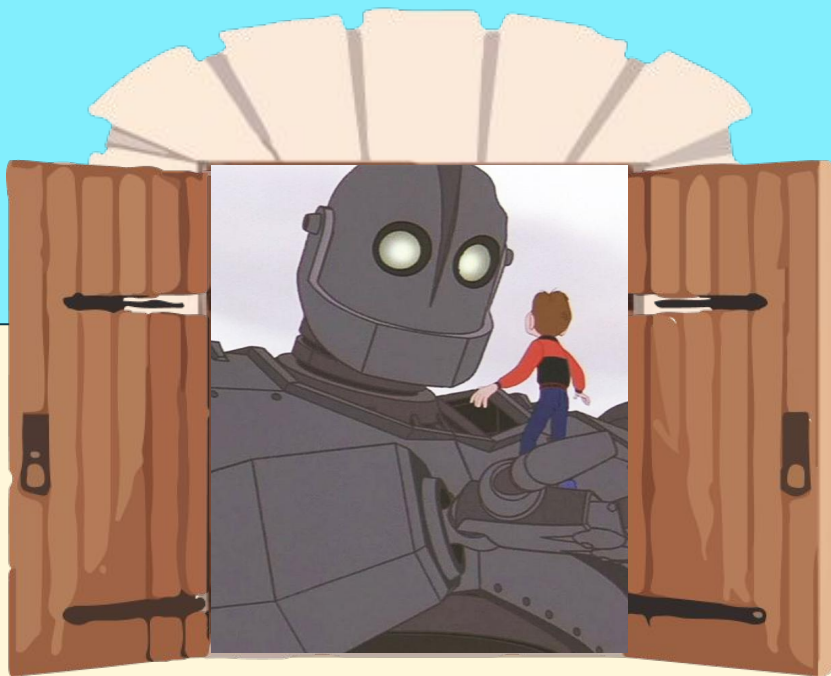


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05

PISTAS CREATIVAS



05

TIPOGRAFÍA GIGANTE

Blaze Type Guide

How To Design Fonts?

GET THE BOOK

BLAZE TYPE GUIDE:

Learn **HOW TO**
DESIGN FONTS
Like a **PRO**



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EJEMPLOS DE TIPOGRAFÍA GIGANTE

Home Apply Now 1440 RESERVE WATCH CLUB AM PM

Exclusive Watch Club

NEW MEMBERS WELCOME APPLICATIONS NOW OPEN APPLICATIONS NOW OPEN

Welcome to the 1440 Reserve Watch Club! We offer a curated space for watch enthusiasts to buy, sell, and trade high-end timepieces. Our community comprises watch dealers and individual collectors, each carefully vetted to ensure a trusted environment. Unlike other clubs, we prioritize safety by requiring an application for membership, thereby ensuring every member is thoroughly verified.

If you're passionate about luxury watches and value security, apply now to join our exclusive club and connect with like-minded enthusiasts around the globe.

18
MEMBERS
23
APPLICATIONS

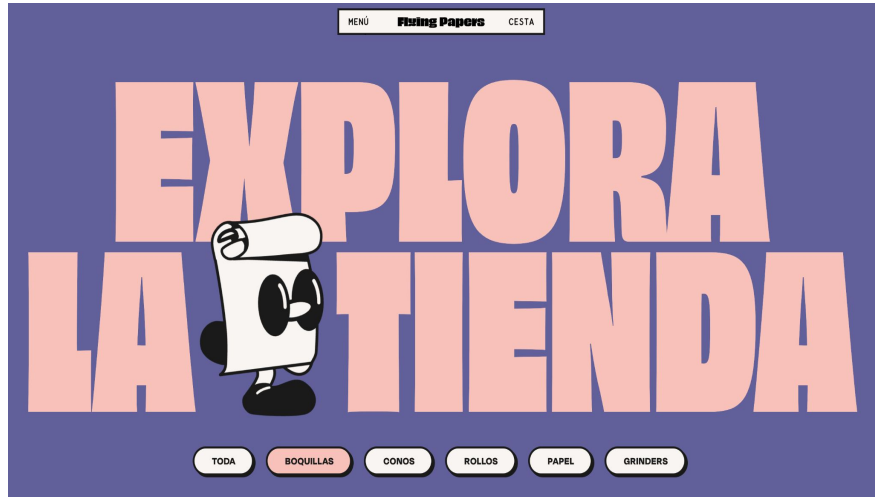
nyatwa

MOVE MONEY LIKE NEVER BEFORE

Send and receive money, pay bills, and buy cool stuff online – all from the palm of your hand.

Get the App

EJEMPLOS DE TIPOGRAFÍA GIGANTE



- Hace que tengamos que **elegir** mejor el **contenido**
- Podemos prescindir de **imágenes** o **vídeos**
- Facilita que podamos aplicar el **storytelling**



Si usas una fuente peculiar, que sea **fácil de leer** y evita usarla en **textos largos**



Maylén García

Hago webs molonas en
maylen.design

 **Raiola Networks**

@maylendesign



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Ponente

¡MUCHAS GRACIAS!



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