



PROVA DE APTIDÃO PROFISSIONAL
CURSO TÉCNICO PROFISSIONAL DE MULTIMÉDIA
JAIME DA PONTE



Com este projeto pretendo criar e desenvolver a identidade gráfica, manual de normas gráficas, presença web (website e redes sociais), materiais de promoção e de divulgação e o vídeo promocional para uma loja de jogos fictícia



A minha motivação surgiu do meu interesse pessoal pelos videojogos, uma área que sempre despertou em mim grande curiosidade



- Edição de Imagem
- Design Gráfico
- Web design
- Edição de Video
- Edição de Audio



Adobe Illustrator



Adobe Indesign



Adobe Photoshop



Wordpress



Adobe Premiere



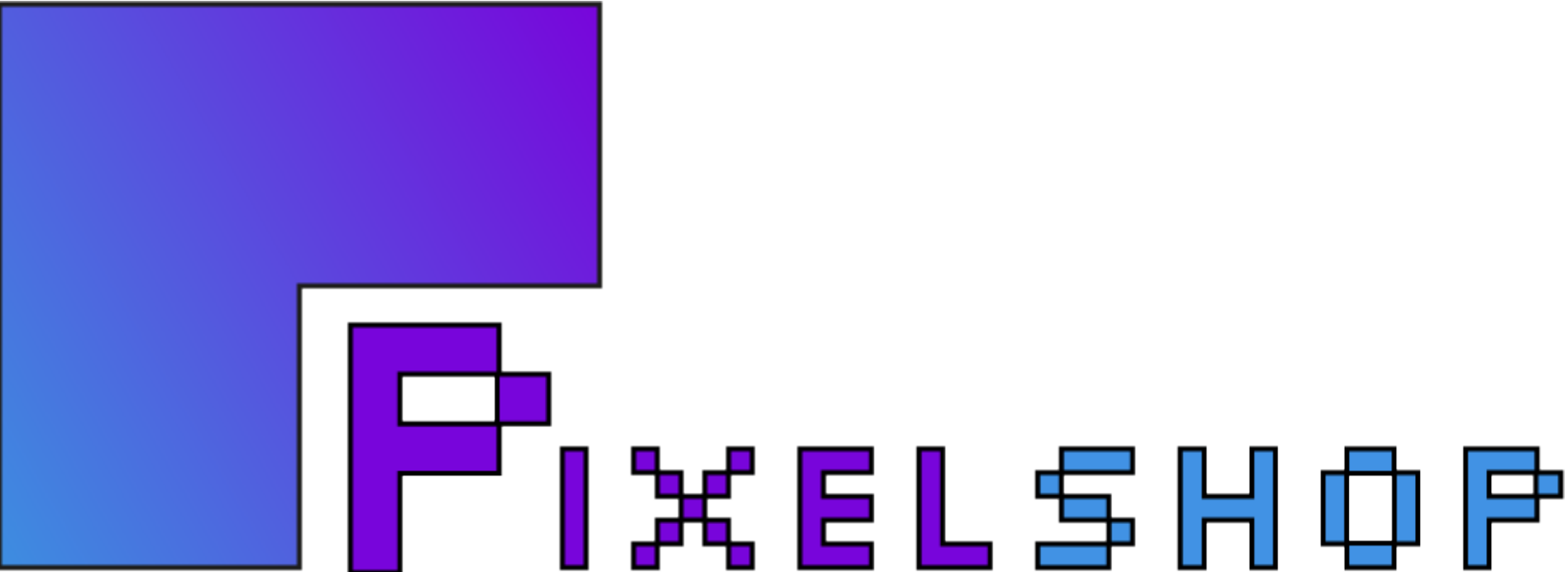
Audacity

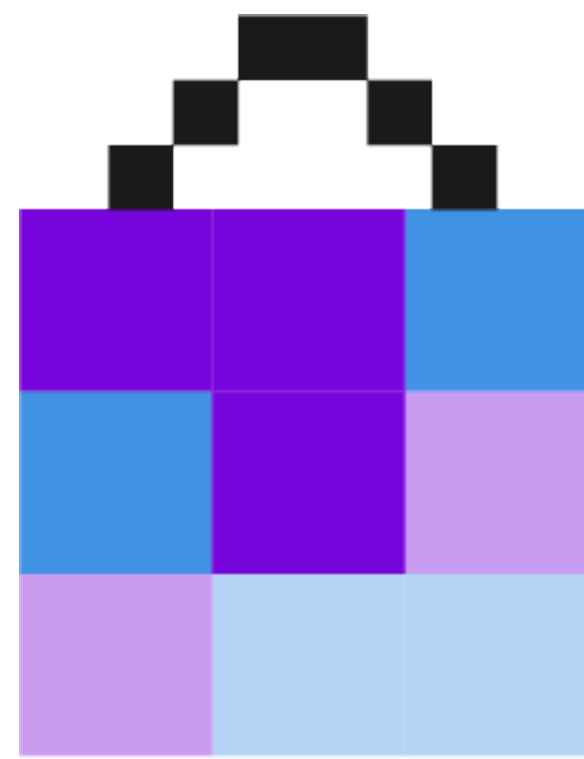


- Tentativa e erro
- Ajuda de colegas
- Visualização de tutoriais.



IDENTIDADE GRÁFICA





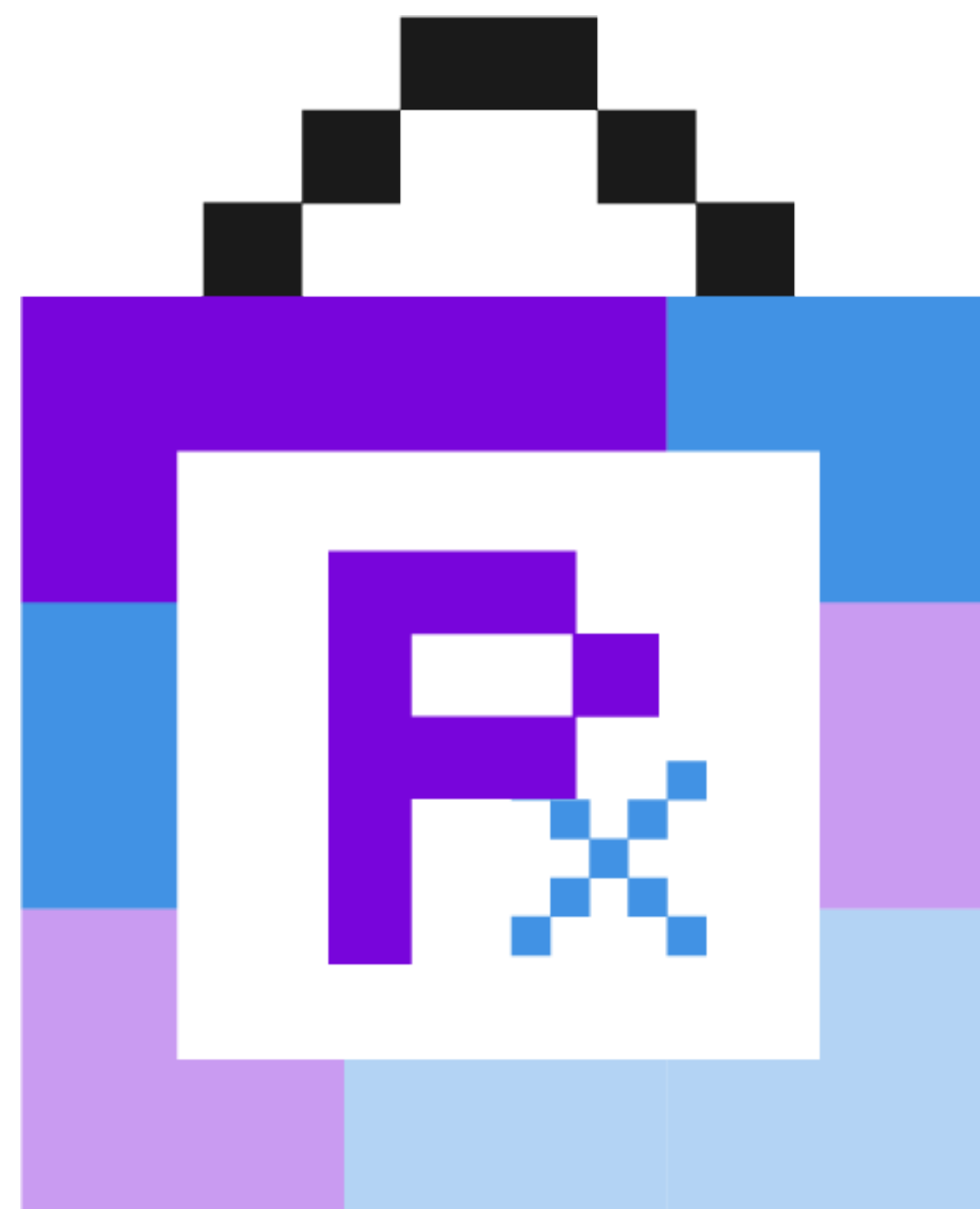
PIXELSHOP



MANUAL DE NORMAS GRÁFICAS







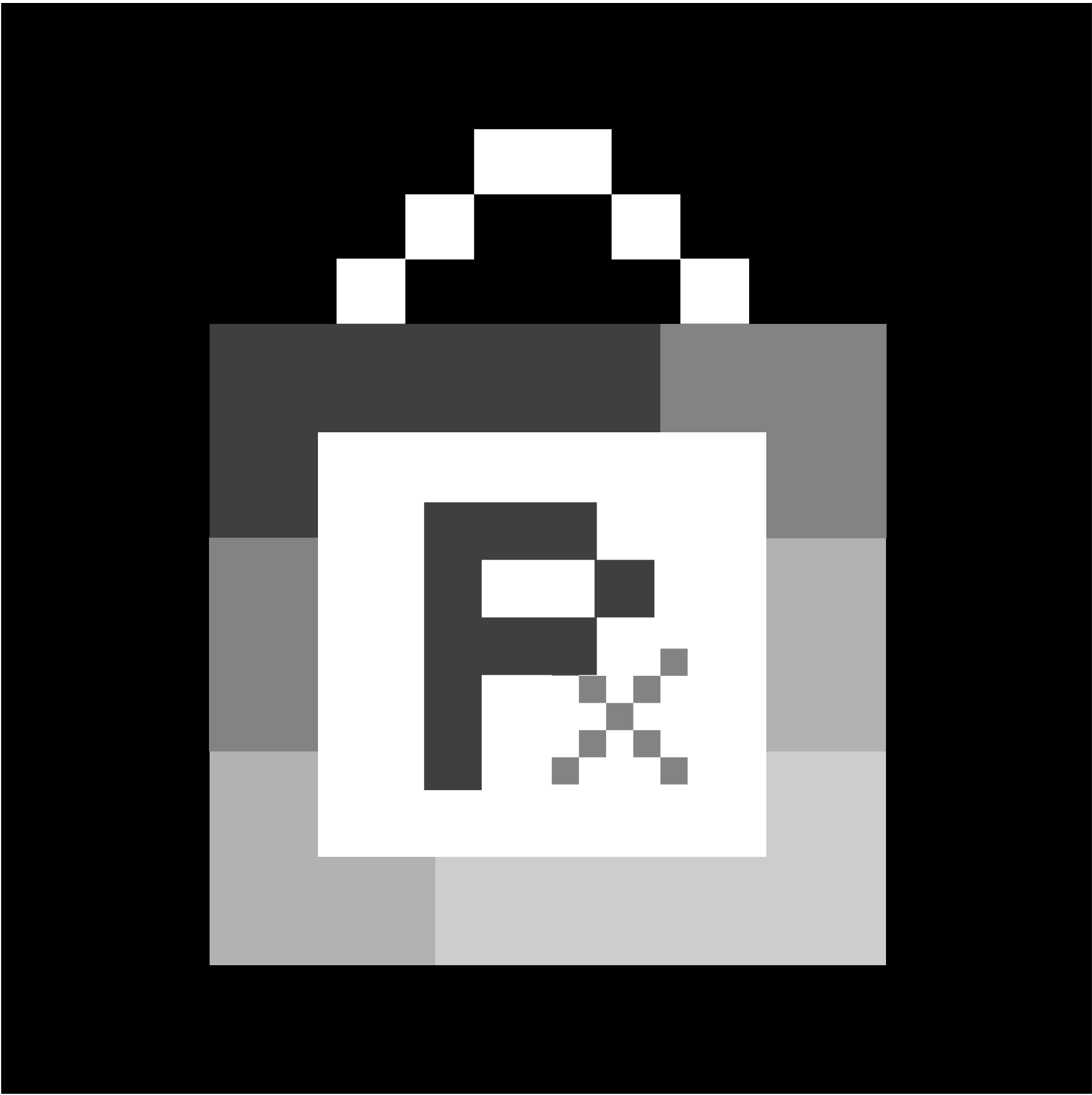
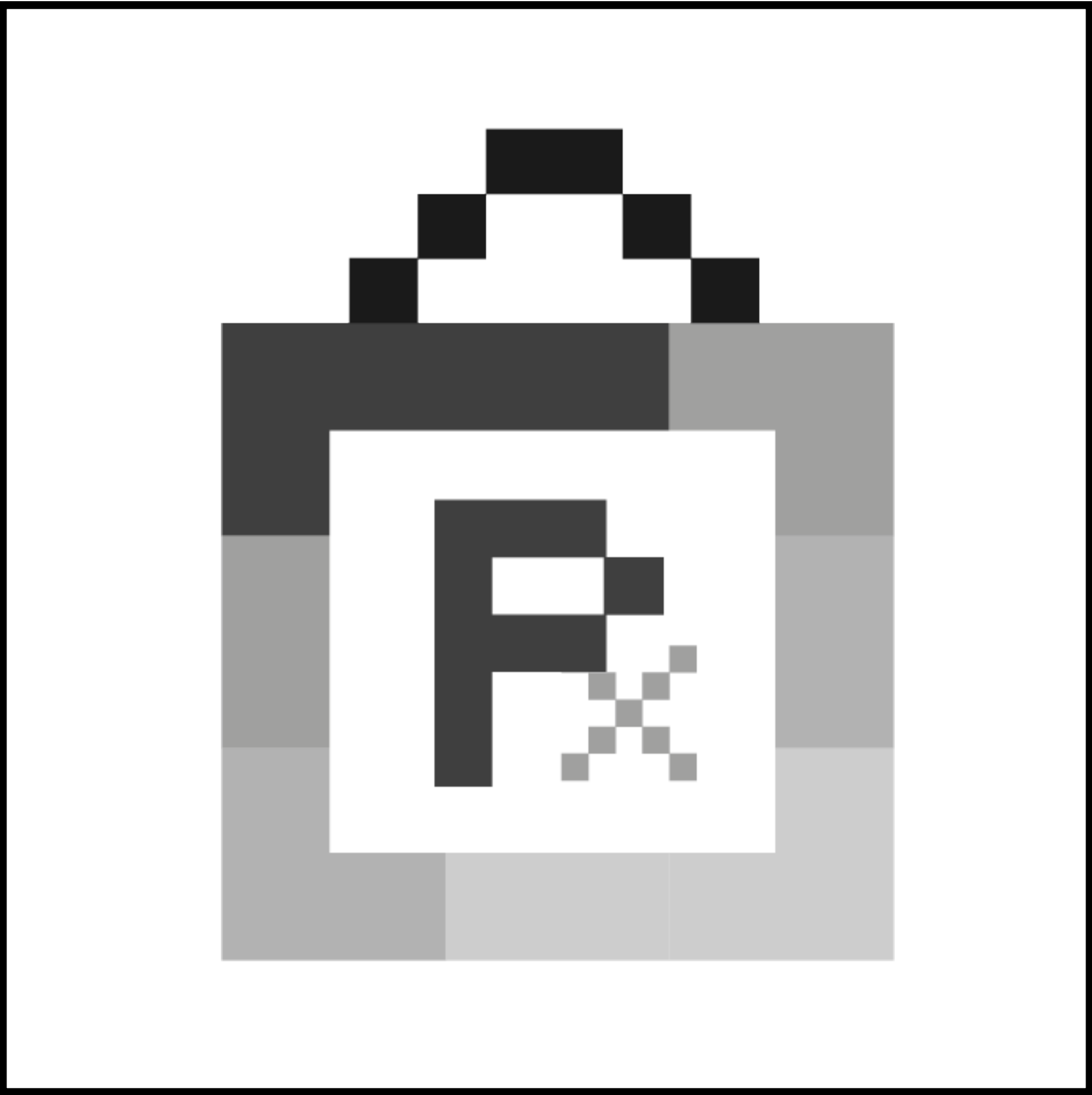






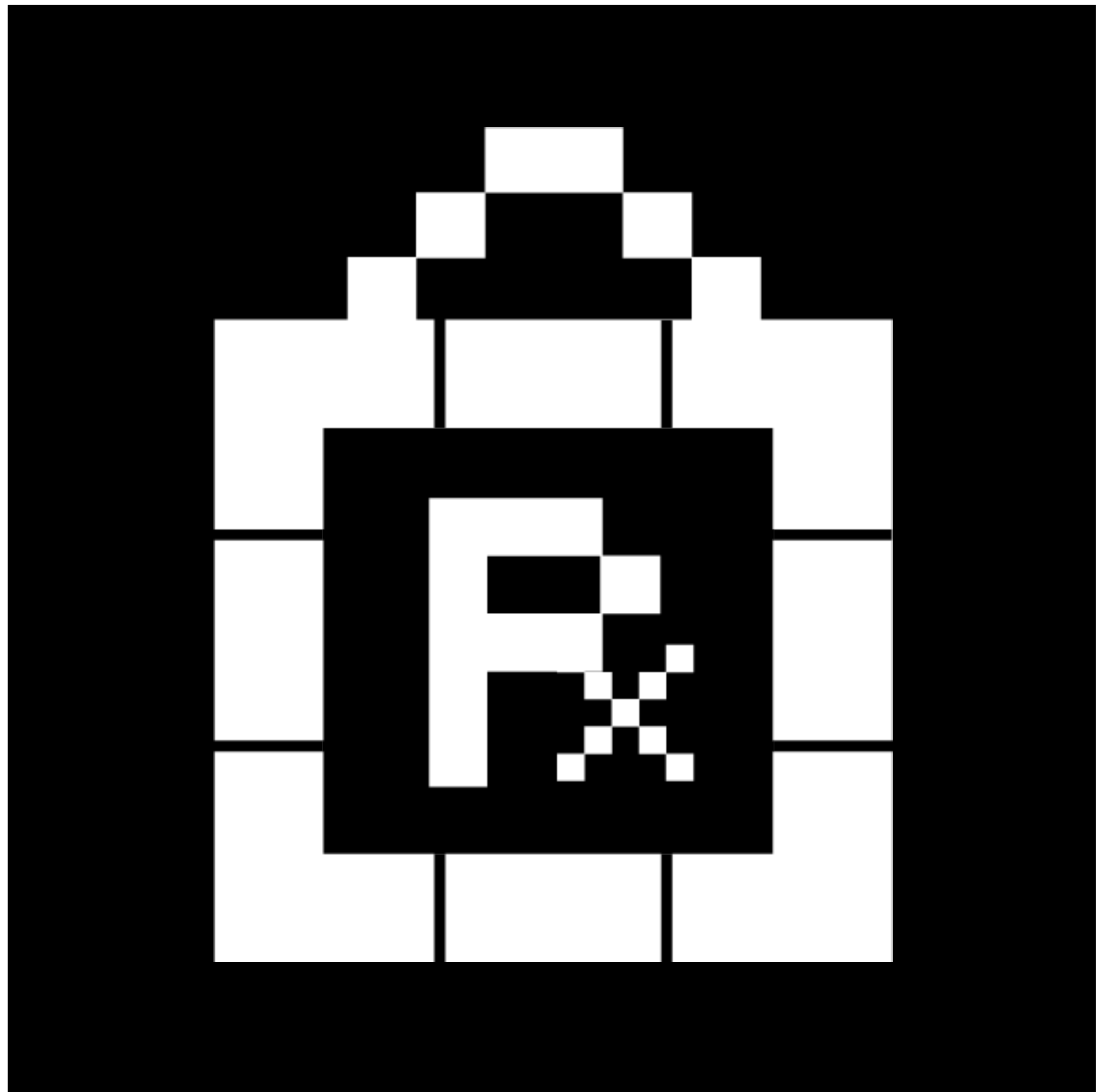
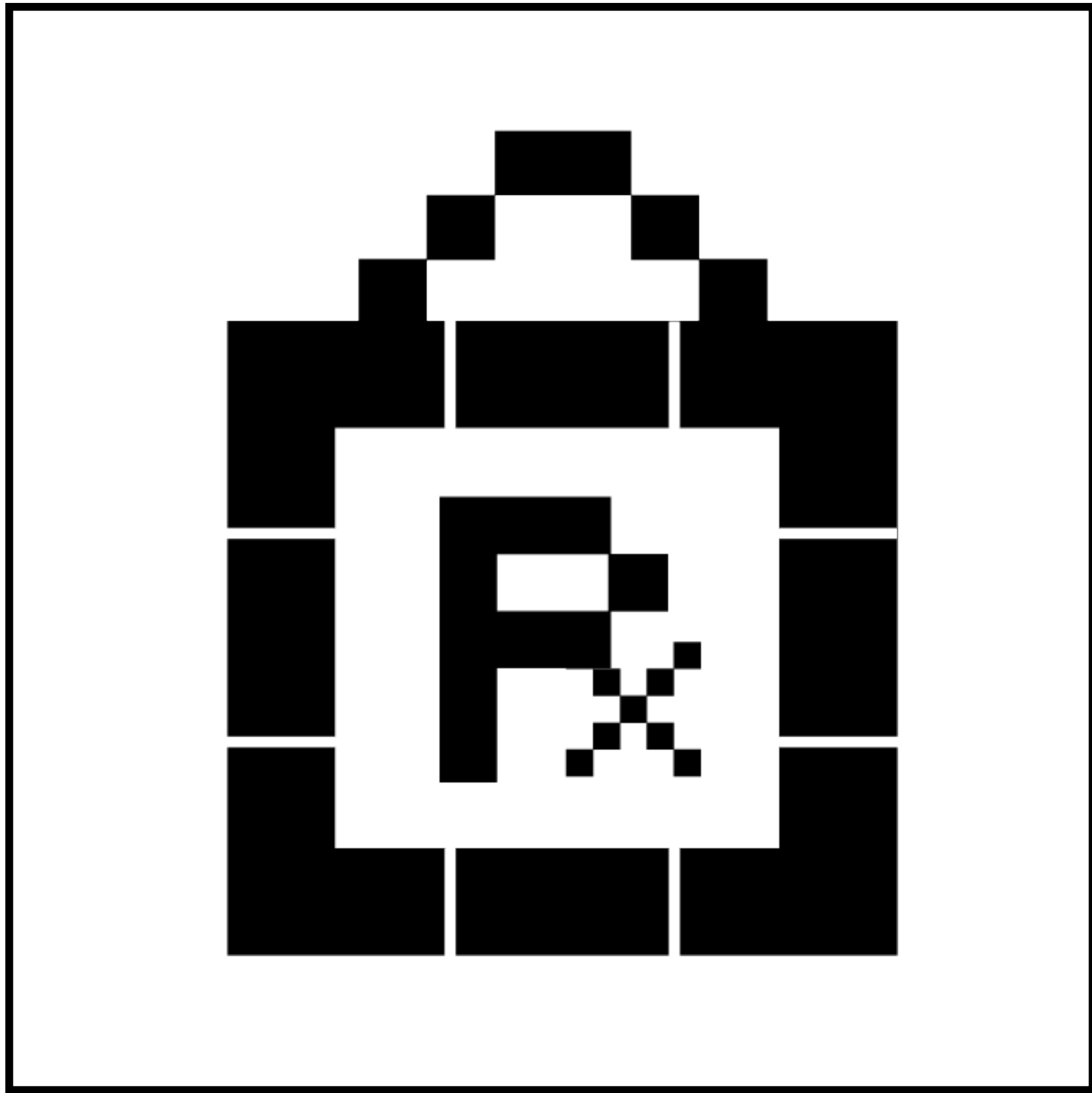






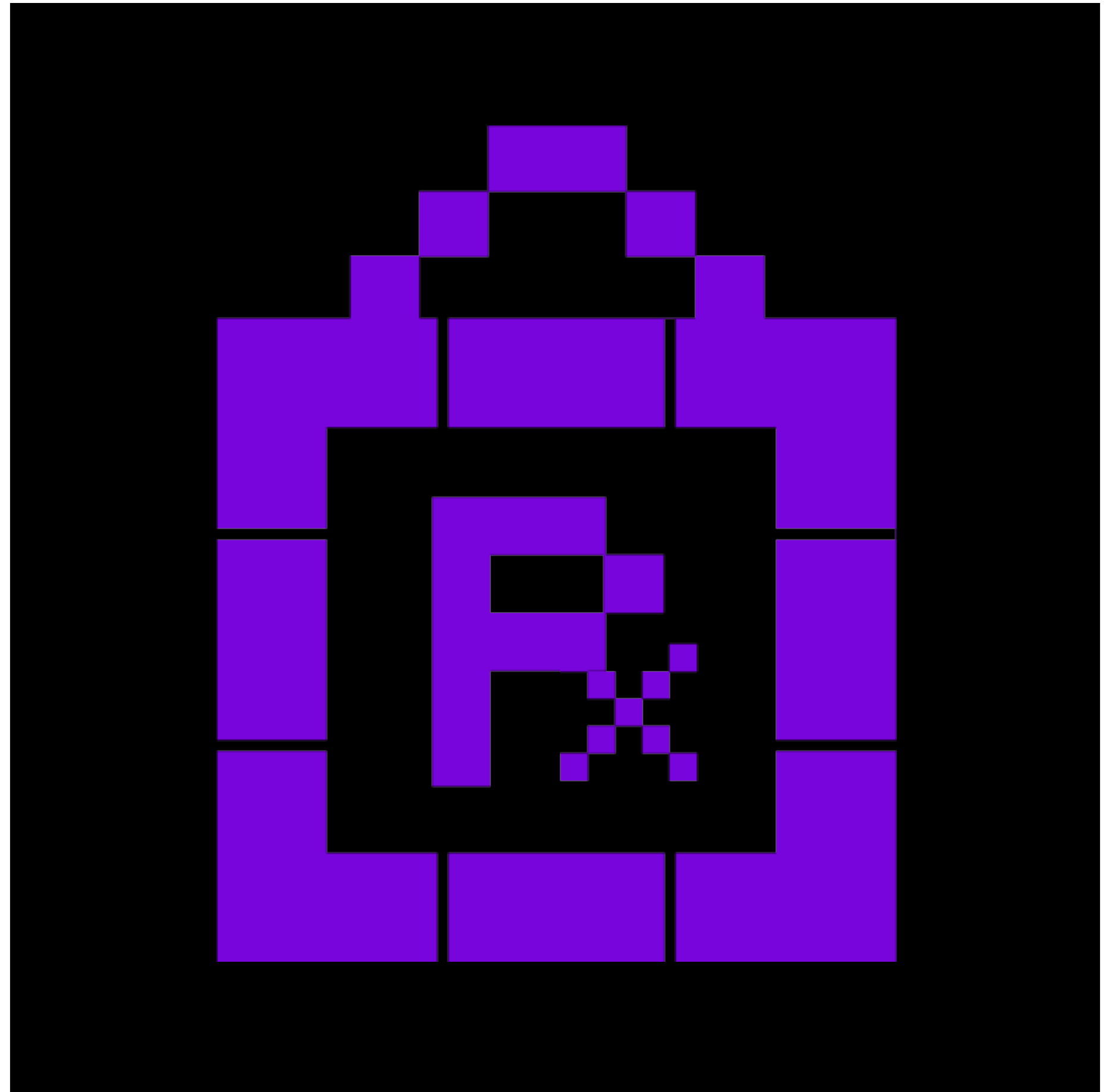
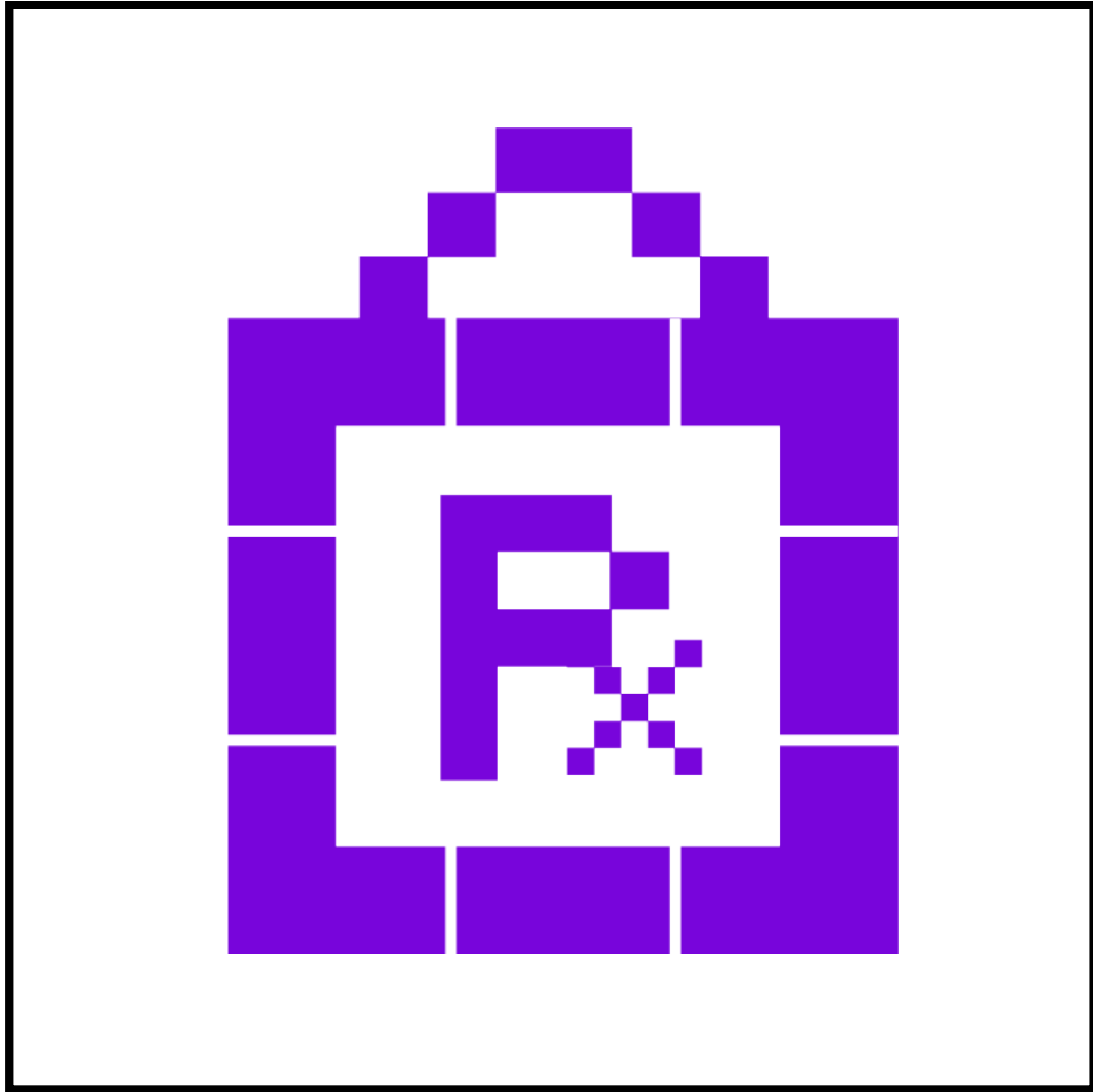






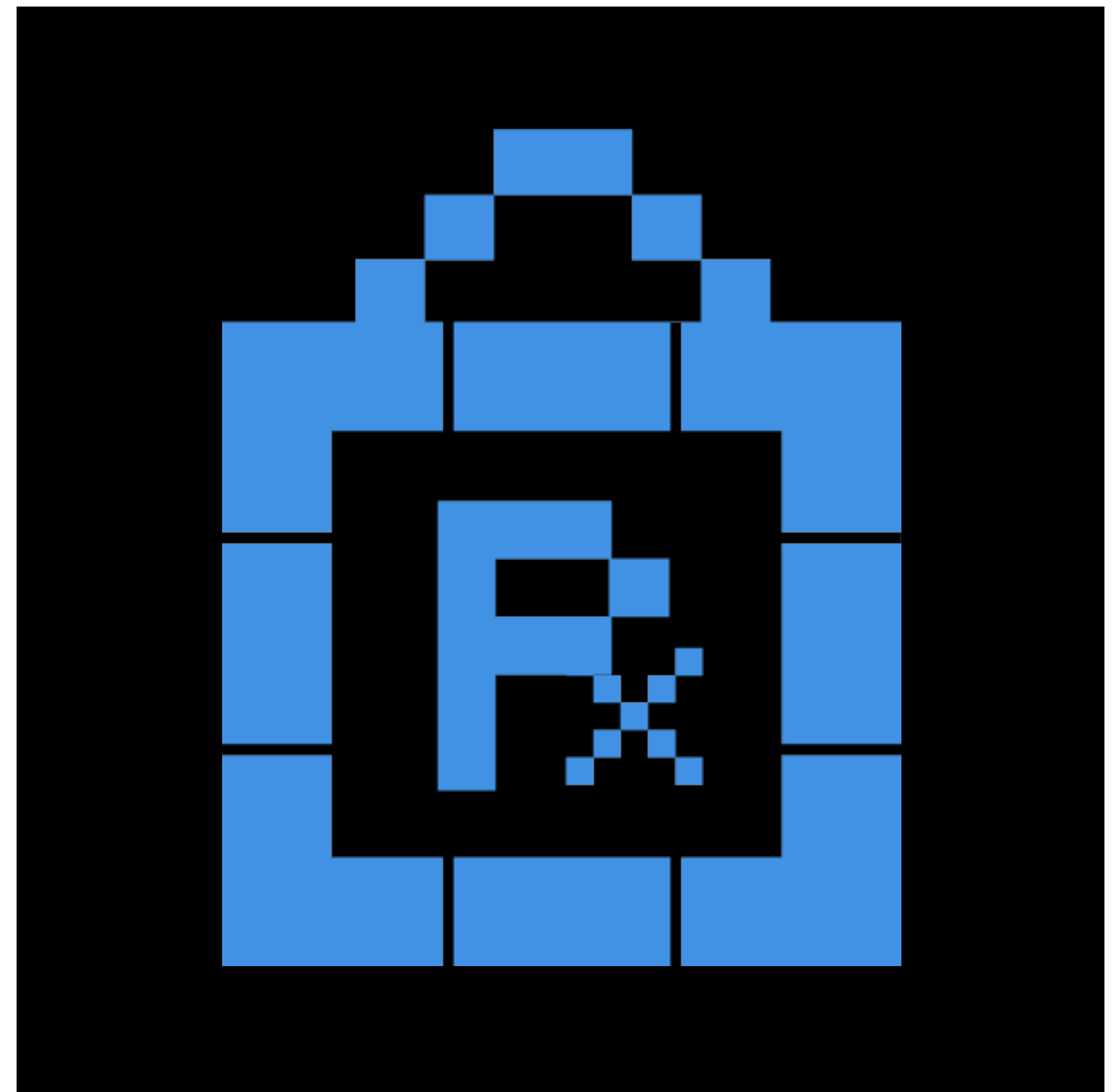
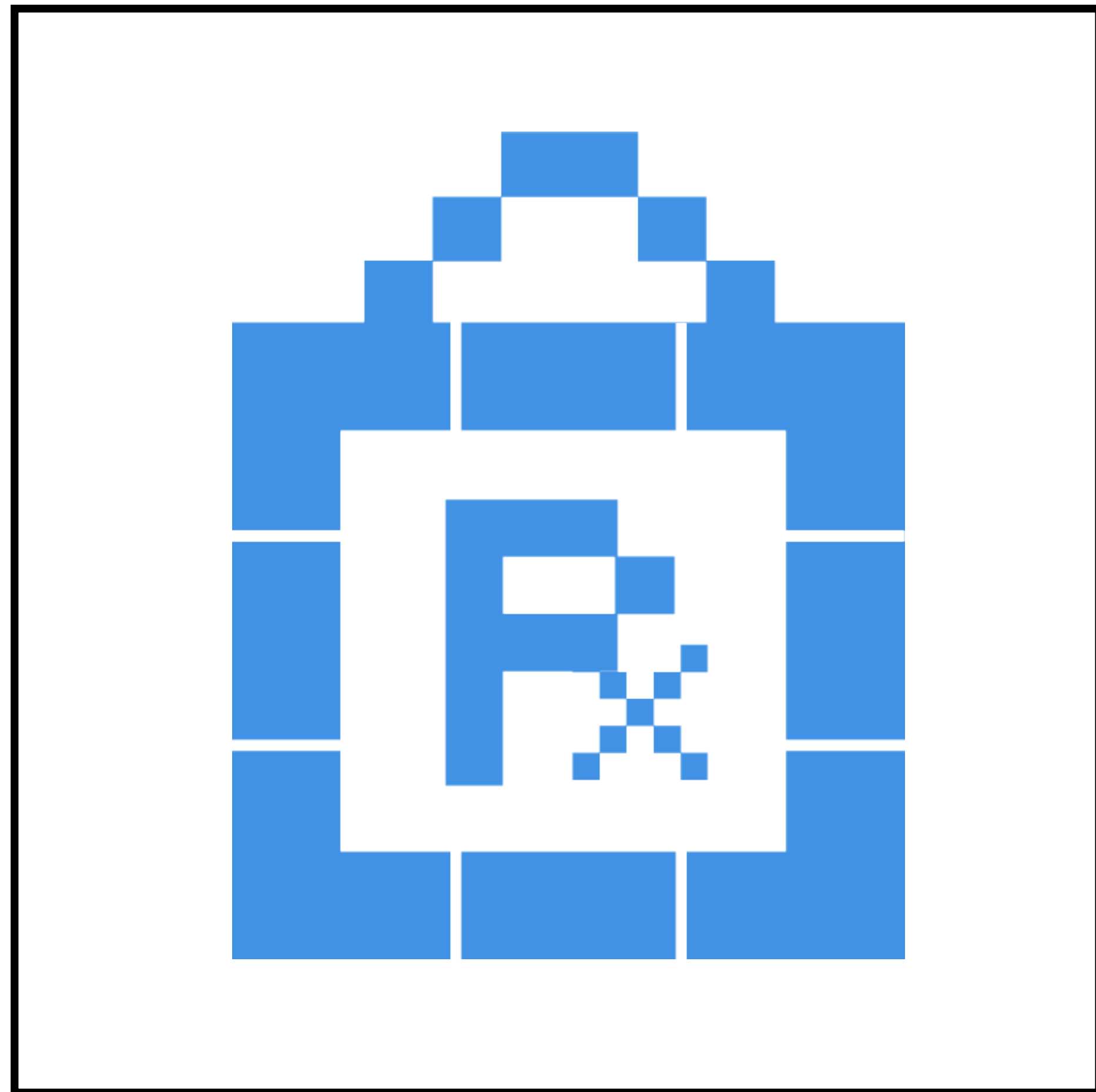


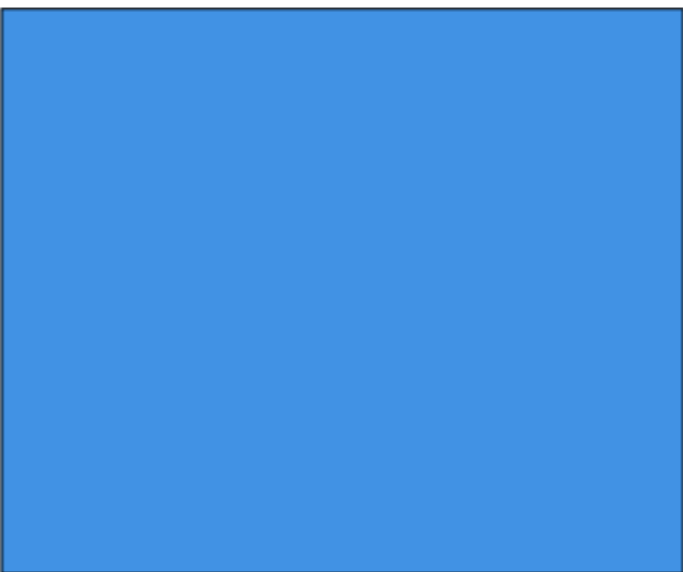
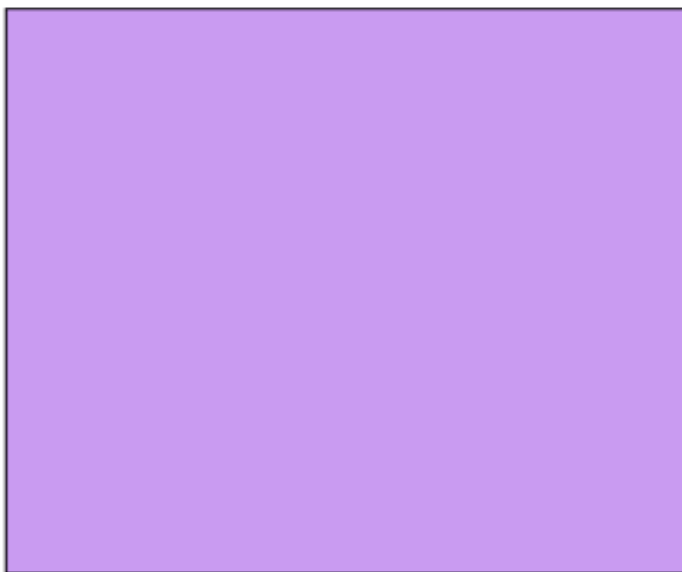
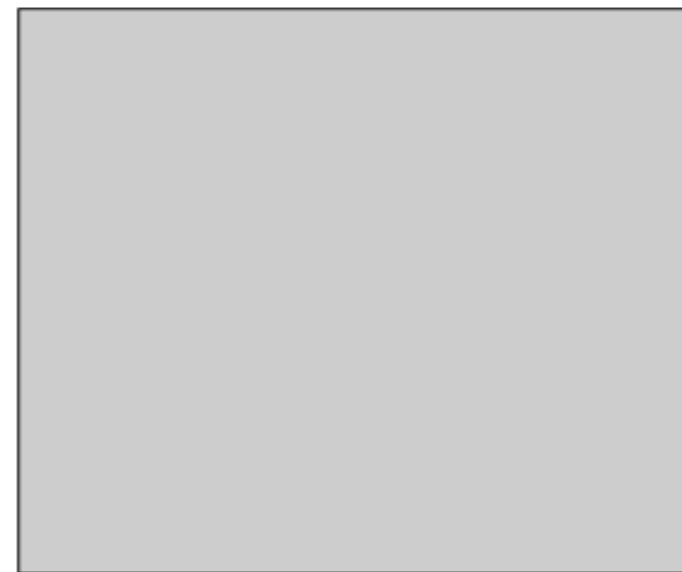










 R=65 G=146 B=228 1 HEX #4192E4 RGB 65, 146, 228 HSB 210, 71%, 89% CMYK 71, 36, 0, 0 TIPO DE TINA Processo	 R=201 G=155 B=241 1 HEX #C99BF1 RGB 201, 155, 241 HSB 272, 36%, 95% CMYK 32, 44, 0, 0 TIPO DE TINA Processo	 R=26 G=26 B=26 1 HEX #1A1A1A RGB 26, 26, 26 HSB 0, 0%, 10% CMYK 76, 67, 61, 83 TIPO DE TINA Processo	 K=49 1 HEX #838383 RGB 131, 131, 131 HSB 0, 0%, 51% CMYK 49, 0, 0, 0 TIPO DE TINA Processo	 K=20 1 HEX #CDCDCD RGB 205, 205, 205 HSB 0, 0%, 80% CMYK 20, 0, 0, 0 TIPO DE TINA Processo
 R=179 G=211 B=244 1 HEX #B3D3F4 RGB 179, 211, 244 HSB 210, 27%, 96% CMYK 34, 9, 0, 0 TIPO DE TINA Processo	 R=120 G=5 B=219 1 HEX #7805DB RGB 120, 5, 219 HSB 272, 98%, 86% CMYK 79, 83, 0, 0 TIPO DE TINA Processo	 K=75 1 HEX #3F3F3F RGB 63, 63, 63 HSB 0, 0%, 25% CMYK 75, 0, 0, 0 TIPO DE TINA Processo	 K=30 1 HEX #B2B2B2 RGB 178, 178, 178 HSB 0, 0%, 70% CMYK 30, 0, 0, 0 TIPO DE TINA Processo	 R=255 G=255 B=255 1 HEX #FFFFFF RGB 255, 255, 255 HSB 0, 0%, 100% CMYK 0, 0, 0, 0 TIPO DE TINA Processo









Optei por usar o “” como margem de segurança.



Optei por usar usar o “” como margem de segurança.



Optei por usar usar o “X” como margem de segurança.



- 1,5CM
- 40PX



- 2CM
- 60PX



- 1CM
- 30PX



Distorcer



Girar



Refletir



Eliminar elementos



Não utilizar cores fora do manual



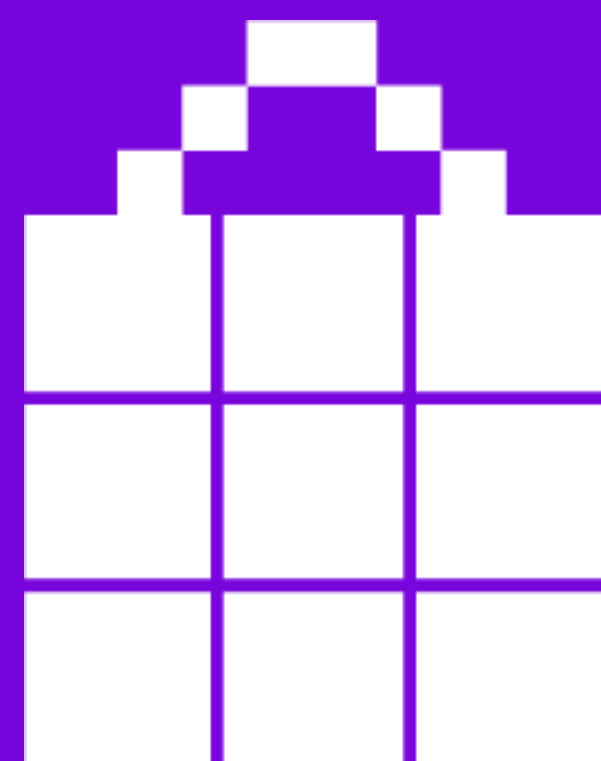
Não mudar a posição do símbolo

SILKSCREEN

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8



APLICAÇÕES DO LOGOTIPO

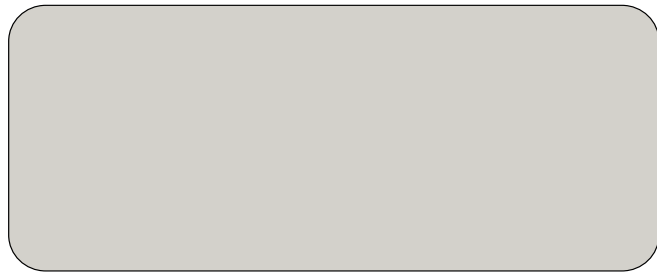


PIXELSHOP

ESTACIONÁRIO



Travessa Gomes de Amorim, N.º 68
6741-420 Póvoa de Varzim, Porto
+936 966 077
pixelshop.pt



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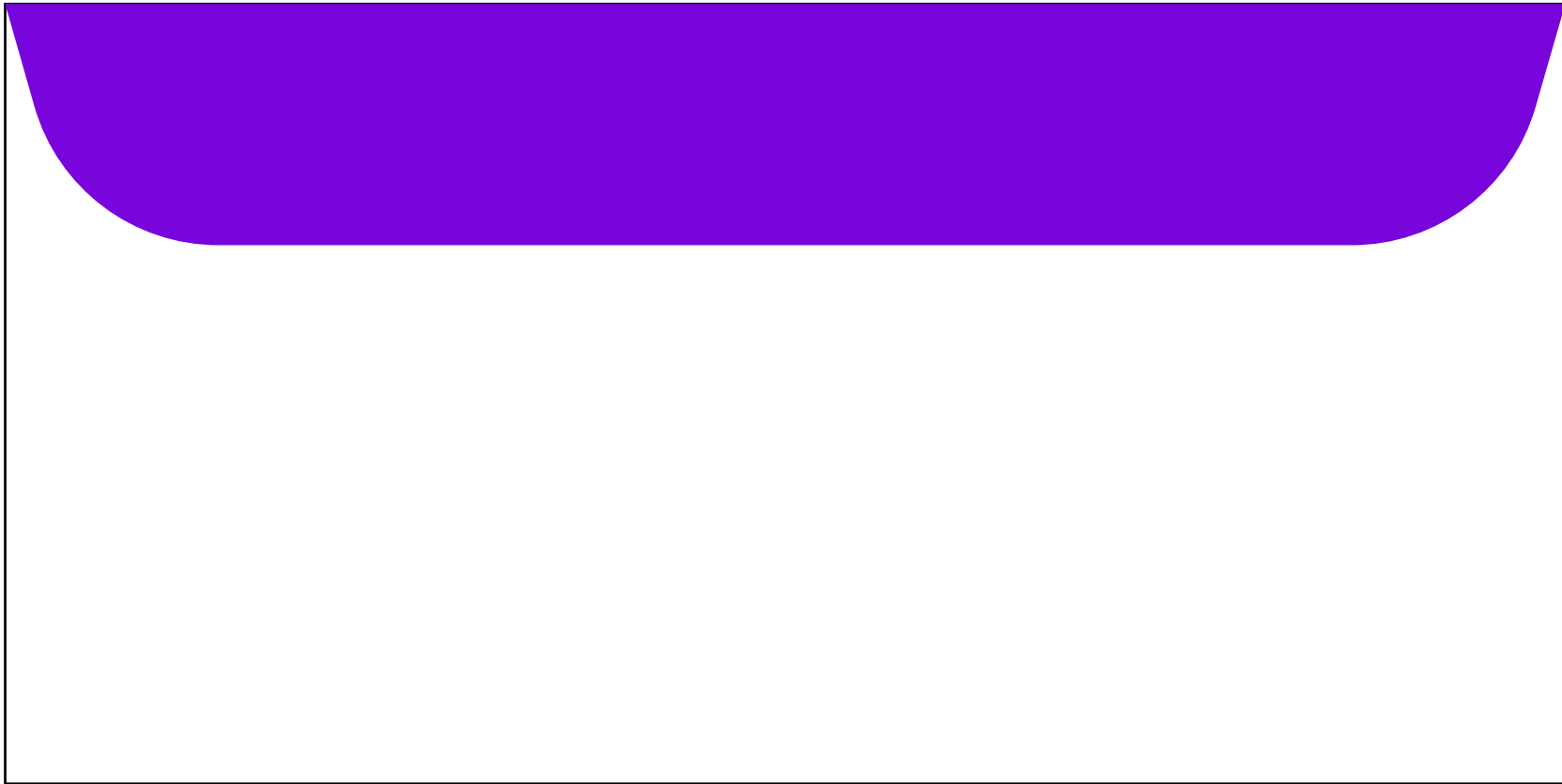
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MATERIAIS DE DIVULGAÇÃO

NOVO JOGO!

Resident Evil Requiem

PROMOÇÃO!



ENCOMENDA JÁ!



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Death Stranding 2



ENCOMENDA JÁ!



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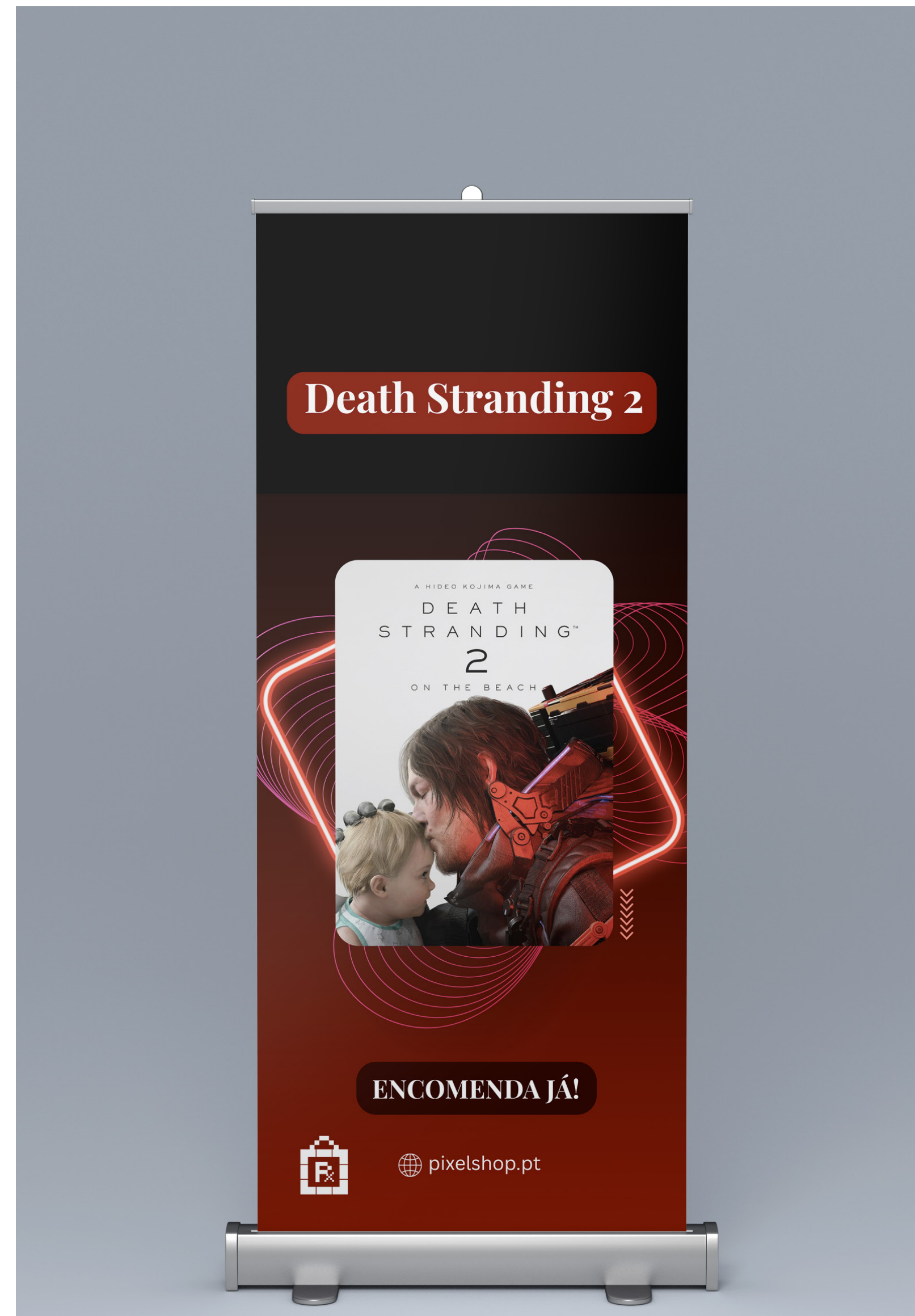
The Last Of Us Part II



ENCOMENDA JÁ!



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MATERIAIS DE PROMOÇÃO















PRESENÇA WEB