Пробомик

Меня зовут:

Дмитрий Жуков

Турбомилк

Почему иконки это хорошо и зачем они

Небольшая справка

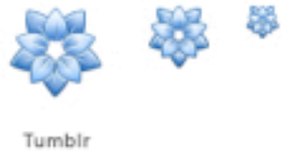
Что хорошего для дизайнера

- ✓ **Маленькие**
- ✓ **Красивые**
- ✓ **Дискретные**

Videohive

Facebook

Mac


Tumblr

LinkedIn

Twitter

StumbleUpon

FlashDen

Google

GraphicRiver

Flash

PC

Opera

Firefox

RSS

IE

ThemeForest

Mouse

Chrome

Liquid Chrome

Digg

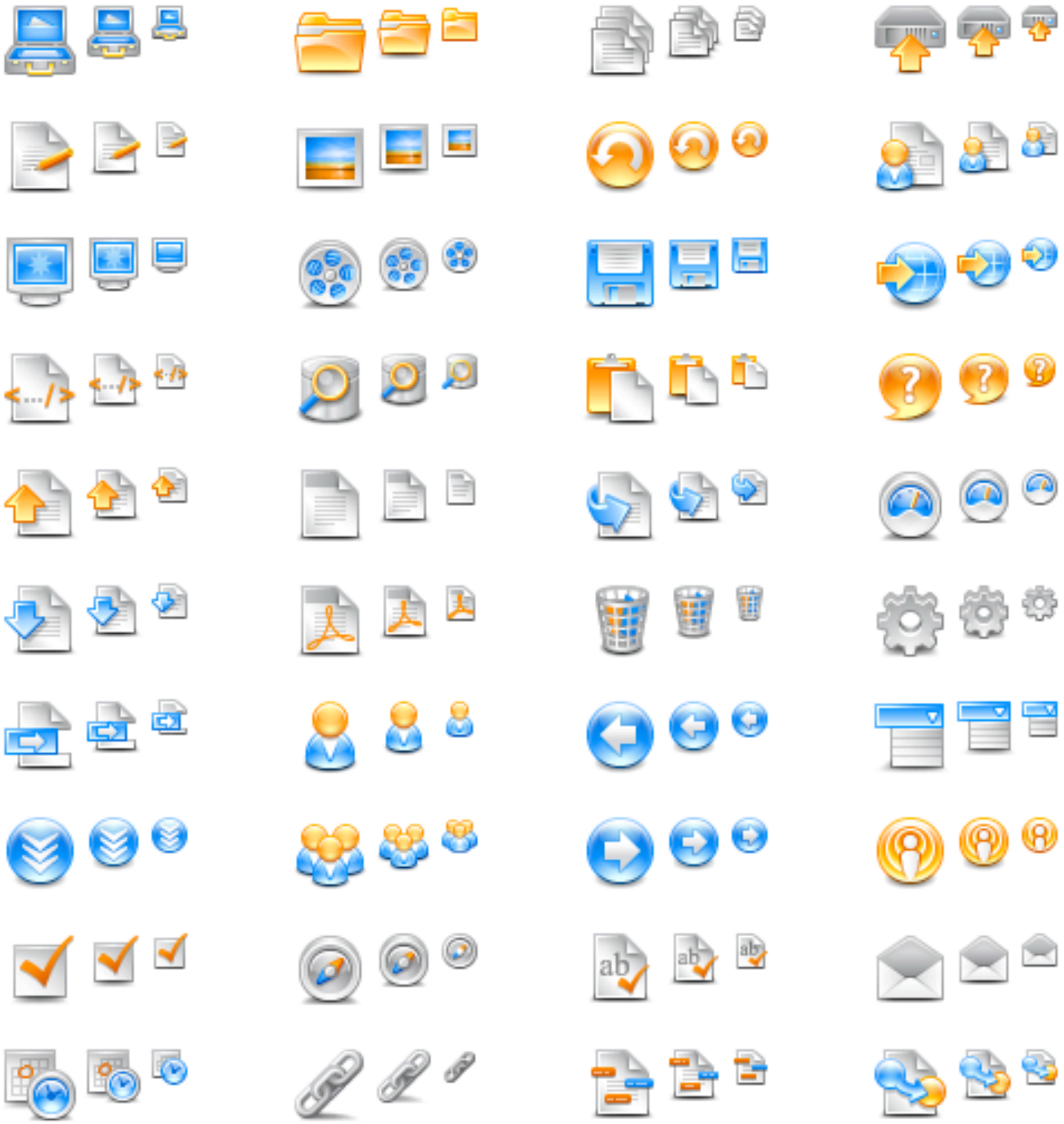
Email

Blogger

AudioJungle

Wordpress

Safari



VW Golf 3
VW Beetle
Audi Q7
Nissan 350z
Smart Roadster
Ford Mondeo
Opel Vectra
Mazda 6
Mitsubishi Pajero
Subaru Impreza II
LandRover Disc 3
Infiniti FX
Lexus GS
Nissan Micra
Volvo C30
Lexus IS
Jaguar XJ
Toyota Corolla
Suzuki Swift
Alfa Romeo 147
Skoda Octavia
Ford Fusion
Citroen C4
Nissan Qashqai
BMW 3
Citroen C3
Toyota Celica
Mitsubishi Galant
Honda Accord
Honda Legend
Honda Civic 5D
Honda CRV
Audi A6
VAZ 2104
Subaru Impreza
Porsche 911 Carrera
Mazda 3 Hatch
BMW 5-series
Subaru Forester
Chrysler 300M
Mitsubishi L200
Mitsubishi Outlander
Mercedes E-Klasse
Volvo S40
Toyota Camry
Fiat Punto
Volvo S60
Lancer IX
Citroen C2
Chevrolet Epica
VW Passat
Nissan Teana
Chrysler 300C
RangeRover Sport
Opel Astra GTC
Ford Focus II Sedan
Reanult Clio
Opel Astra
Toyota RAV4
Opel Vectra
Chrysler PT Cruiser
BMW 1-series
Peugeot 607
Smart ForTwo
Peugeot 407
KIA Magentis
Toyota Corolla
Opel Astra G
Mazda CX-7
Lexus RX300
Mazda RX8
VW Touareg
Chevrolet Captiva
Saab 9-3
Mercedes CL
Aston Martin DB9
Opel Omega B
Skoda Felicia
BMW Z3
Mercedes S-klasse
Ferrari F430
Porsche Cayenne
GAZ 31105
Chery Tigo
Nissan Note
Audi A8
Honda Prelude V
Honda RSX
Mercedes C-klasse
Citroen Xsara

Multifunction Device

Keyboard & Mouse

Printer

External Drive

Sound

Scanner

Webcam

Generic USB

Зачем они пользователю

- ✓ **Визуальный якорь**
- ✓ **Узнаваемый образ**
- ✓ **Быстрый доступ**

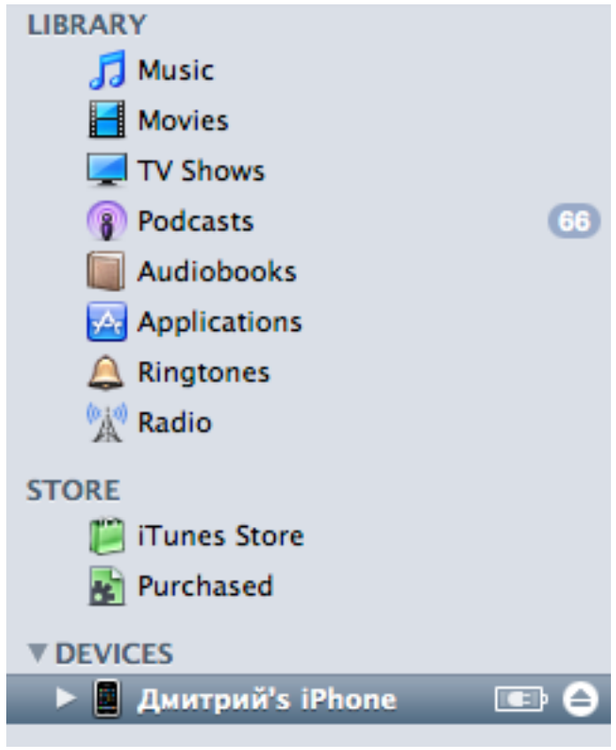
Как их использовать

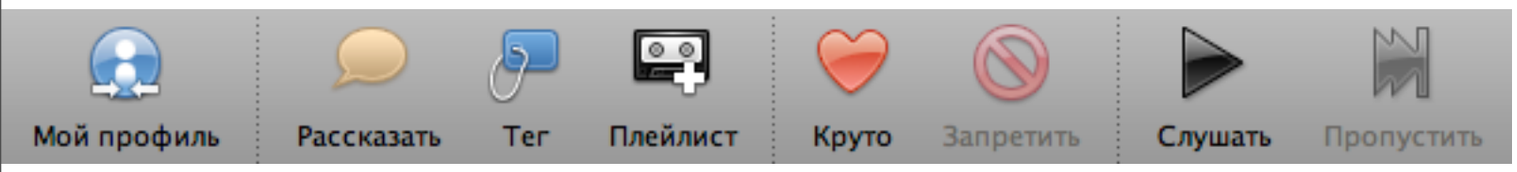
- ✓ **Хороший способ выделить функцию и расставить акценты**
- ✓ **Элемент брендинга**

View
Guides
Themes
Masters
Text Box
Shapes
Table
Charts
Comment
iWork.com
Mask
Alpha
Group
Ungroup
Front
Back
Inspector

https://wave.google.com/wave/#minimized:nav,mi

Вт 19:39


LIBRARY
Music
Movies
TV Shows
Podcasts
66
Audiobooks
Applications
Ringtones
Radio
STORE
iTunes Store
Purchased
DEVICES
Дмитрий's iPhone


Мой профиль
Рассказать
Тег
Плейлист
Круто
Запретить
Слушать
Пропустить

Previous
Next
Zoom
Move
Select
Slideshow

Name
Edit
Rotate
Flag
Hide
Slideshow
Keepsakes
MobileMe
Facebook
Flickr
Email

Address Book

AppleScript

Automator

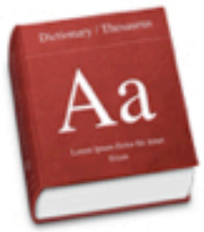
Calculator

Chess

CS4

Dashboard

QuickTime Broadcaster


Dictionary

DVD Player

Exposé

Font Book

Front Row

GarageBand

iCal

Stanza

iChat

iDVD

Image Capture

iMovie

iPhoto

iSync

iTunes

Toast 10 Titanium

iWeb

Mail

OSx86

Photo Booth

Preview

QuickTime Player

Safari

Tweetie

Spaces

Stickies

Stuffit

System Preferences

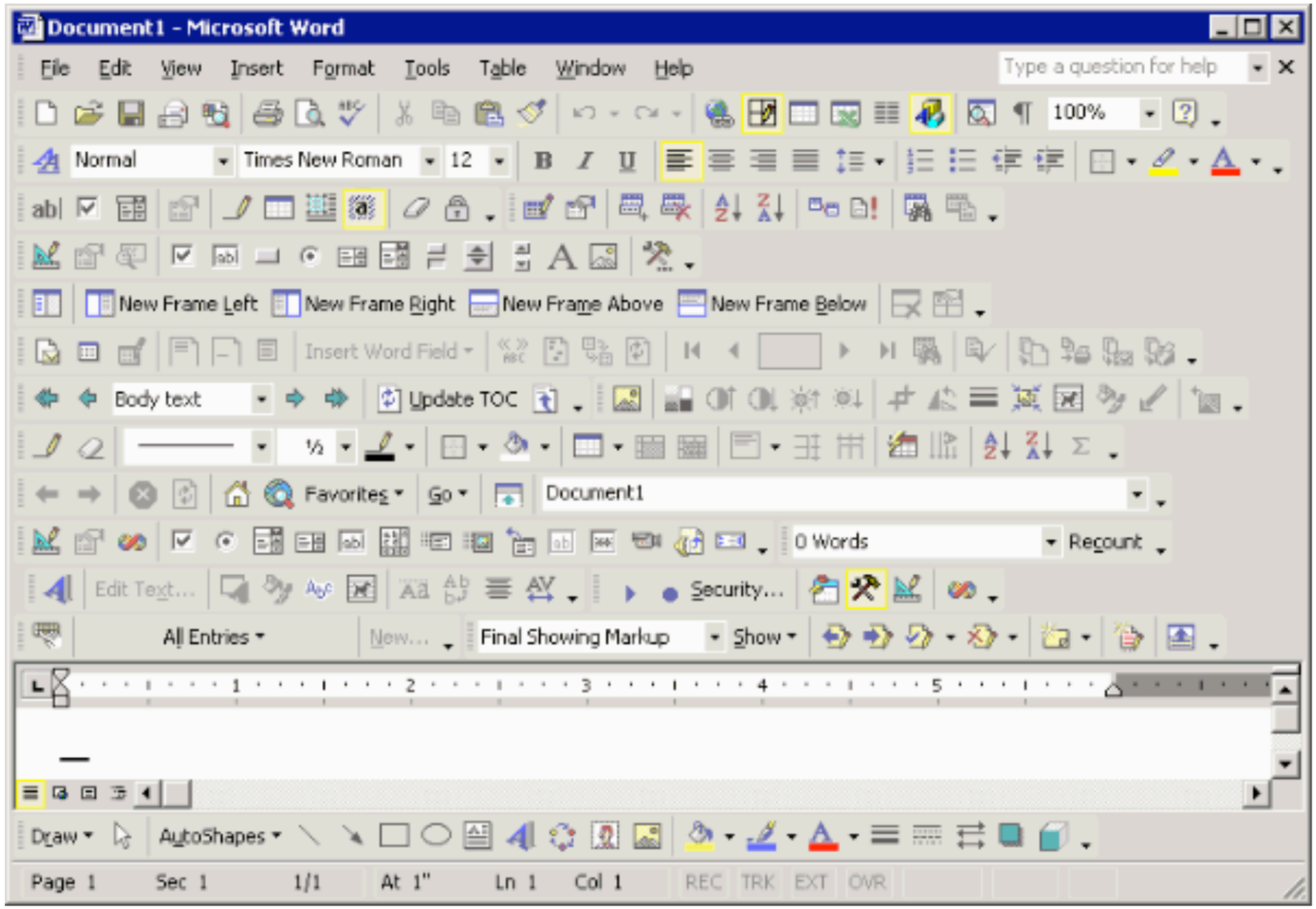
TextEdit

Time Machine

Utilities

Air Video Server

БОРЩ


Document1 - Microsoft Word
File Edit View Insert Format Tools Table Window Help
Type a question for help
100%
Normal
Times New Roman
12
New Frame Left
New Frame Right
New Frame Above
New Frame Below
Insert Word Field
Body text
Update TOC
Favorites
Go
Document1
0 Words
Recount
Edit Text...
Security...
All Entries
New...
Final Showing Markup
Show
Draw
AutoShapes
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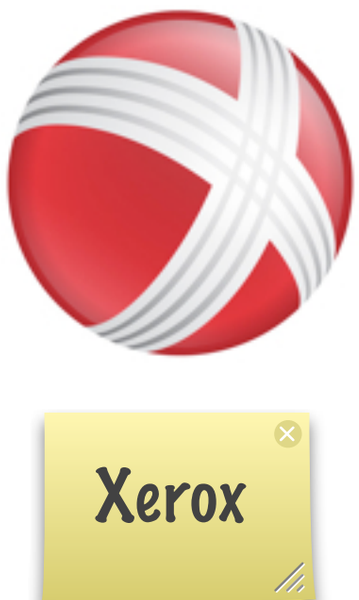
EXT
OVR

IT'S OVER NINE THOUSAND!
AWSOME

иконка = логотип



Стили. Иконки бывают разные

слабая попытка систематизации

По размеру

- ✓ **Очень маленькие**
  меньше 16x16
- ✓ **Маленькие**
  24x24—32x32
- ✓ **Большие**
  48x48—64x64
- ✓ **Огромные**
  64x64 и больше

По стилю

только основные

- ✓ **Плоские пиктограммы**

  плоская или простая градиенная заливка

- ✓ **«Тулбарные иконки»**

  фронтальный ракурс, полноцветные

- ✓ **Трехмерные иконки аля Виндоуз**

  мультяшные в XP, реалистичные в Виста и 7

- ✓ **Так называемый «Маковский»**

  большие, чуть более красивые, чем реалистичные, иконки с бессистемной и очень далекой перспективой

- ✓ **Просто крупные иллюстрации**

Плоские пиктограммы

Eject Check Links Video Voice Sound Settings Messages Attachment Help Edit Cut Block Checkbox dotted active Code Curve Out Share

Disc Time Gift Shopping basket Lock Key Favorite Rate Credit card Chat panel show Stop alt 3D Indent Y axis rotation Color bucket Outdent Resize

Ordered list Bulleted list Logout Medal Play Movie Pictures Game Font Rss Eye Flag Folder Fullscreen Box z axis rotation Factory Documents

Panel close Navigation bottom Arrow left Arrow right Arrow down Arrow up Bars Bell Cloud Print Unlocked Next Previous Navigation up Navigation down Display Thumbnails small Script

Shuffle Repeat Tag Radio Power Slideshow Thumbnails Thumbnails list Wand Wrench Brush Navigation top Thumb up Battery full Navigation left Navigation right Navigation first Navigation last

Mouse Target Vcard Headphones Message open Push pin Battery low inbox Terminal Equalizer Tags Reply arrow Mouse cursor Phone Hammer Pie chart Colorpicker Trash

Sync Movie alt calendar alt Help alt Shopping basket alt Radio alt Checkbox Trash alt Flag alt Coverflow Tab Notepad Utilities Book Chart List Contrast Book alt

Map pin Chat active Windows Os x Exit full screen Shield Bug Folder open Adressbook Iphone Camcorder Alert alt Thumb down Fullscreen alt Info Layout Light bulb Hand pointer

Umbrella Pictures alt 2 Dashboard Bar chart Universal Bookmark Pictures alt

Conversation Caps lock Laptop Podcast Navigation vertical Enter Navigation X axis rotation Trafic Navigation horizontal Scan Script alt Read only Remove Hand active Wrong Company Users

helveticons.ch

ADD

HELP

SEARCH

ABOUT

HISTORY

SHOW INFO

ADDRESS BOOK

HOME

SKIP FORWARD

APPLICATIONS

IMPORT

SMALL ICONS

BACK

LARGE ICONS

STOP

CALCULATOR

ALARM

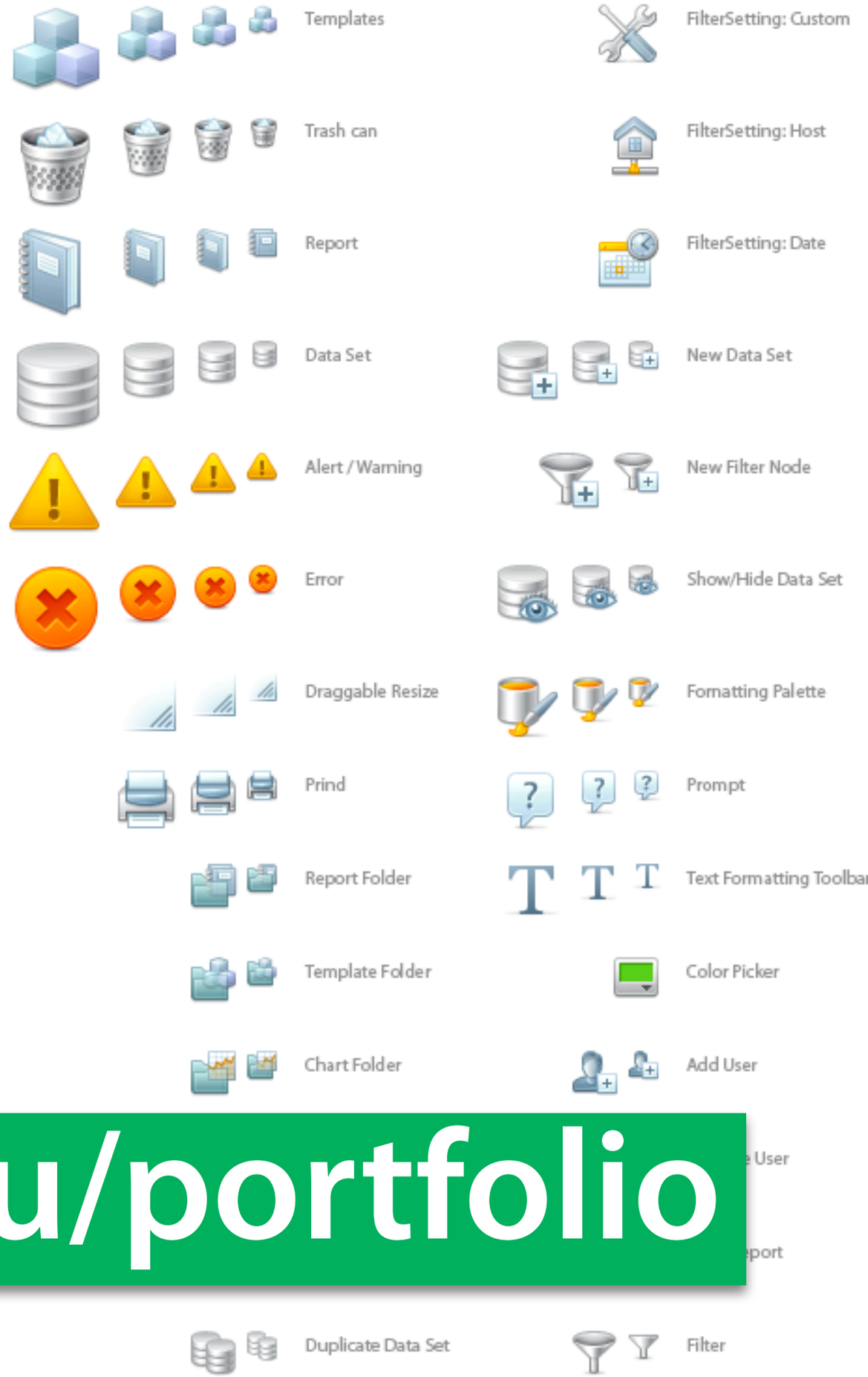
CALENDAR

MAIL

TOOLS

stockicons.com

«Тулбарные»



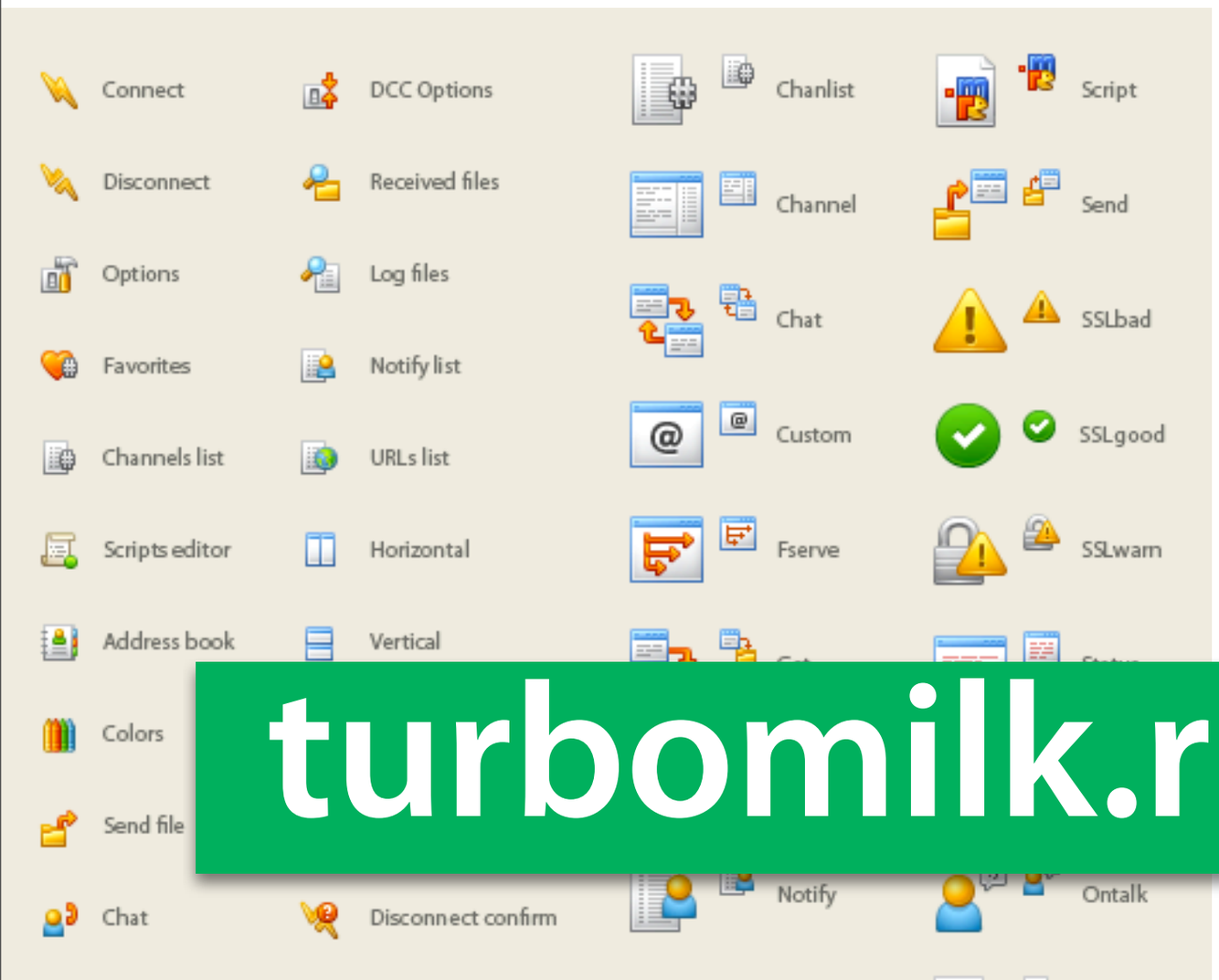


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CHART MUSIC UNDO DELETE OPTIONS WEB CLOSE NETWORK UNLOCKED

CLOSE NETWORK UNLOCKED DOCUMENTS PAINT WIZARD CONFIGURE NEW UP

CONFIGURE NEW UP DOWN PASTE ZOOM IN COPY NOTEPAD USER

COPY NOTEPAD USER EDIT PHONE ZOOM OUT CUT OPEN USERS/GROUP

CUT OPEN USERS/GROUP EXPORT PICTURES IMAGE DELETE OPTIONS WEB

DELETE OPTIONS WEB FAST FORWARD PLAY ADD TO FAVORITES DOCUMENTS PAINT WIZARD

DOCUMENTS PAINT WIZARD FAVORITES PREFERENCES REMOVE DOWN PASTE ZOOM IN

DOWN PASTE ZOOM IN FAX PRINT OPEN IN BROWSER EDIT PHONE ZOOM OUT

EDIT PHONE ZOOM OUT FLAG PRINT PREVIEW SKIP BACKWARD EXPORT PICTURES IMAGE

EXPORT PICTURES IMAGE FOLDER REDO PAUSE FAST FORWARD PLAY ADD TO FAVORITES

FAST FORWARD PLAY ADD TO FAVORITES FORWARD REFRESH STOP PLAYING FAVORITES PREFERENCES REMOVE

FAVORITES PREFERENCES REMOVE GAMES REWIND SHOPPING CART FAX PRINT OPEN IN BROWSER

FAX PRINT PRINT PREVIEW SKIP BACKWARD

FLAG PRINT PREVIEW SKIP BACKWARD HARD DISK SAVE AS FOLDER REDO PAUSE

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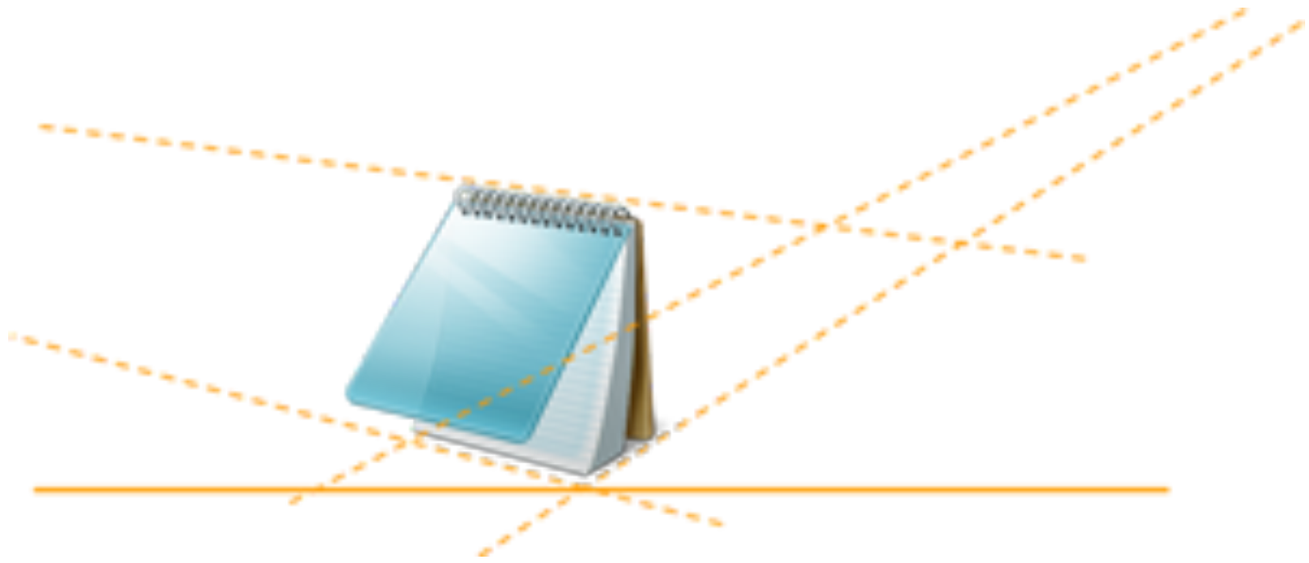
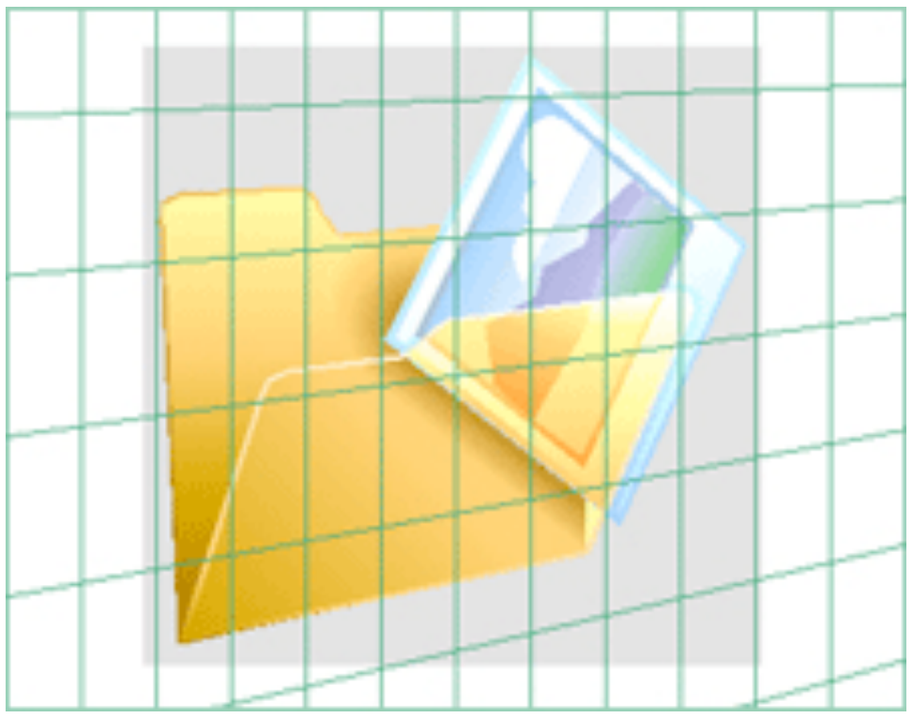


аля Виндоуз



tweaking toolbox

programm settings

number of downloads

product registration

toolbar restrictions

titlebars

show applets

ie restrictions

run allowed apps only

prevent access to drives

resctrict specified apps

hide drives

dns settings

mycroft computing timeoff

employee data

time display

comments

benefit policies

employees

benefit accruals

default hours

program access

user year

program icon

ncp network utilities

general

preshared keys

gateway

remote access

coding

firewall filter

informatica powercenter

repository

repository backup

closed folder

running repository server

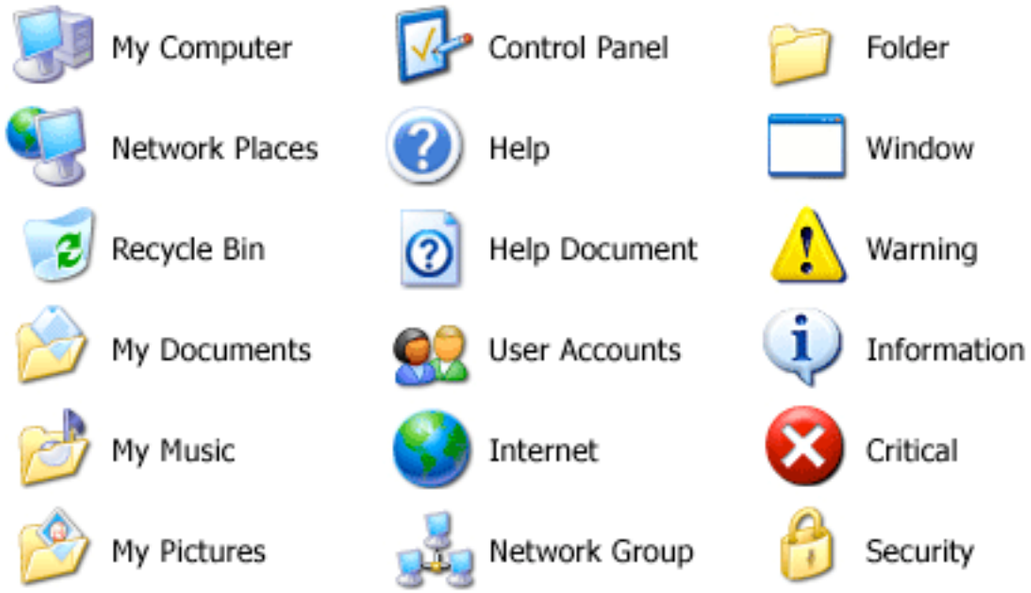
opened folder

repository server group

closed backup folder

connection to repository

joukov.info/tag/portfolio


My Computer
Control Panel
Folder
Network Places
Help
Window
Recycle Bin
Help Document
Warning
My Documents
User Accounts
Information
My Music
Internet
Critical
My Pictures
Network Group
Security

Microsoft

«Маковские»

Address Book

Transmission

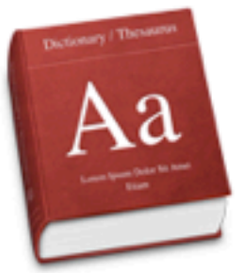
Automator

Calculator

Chess

CS4

Dashboard



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iMovie

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iSync

iTunes

iWeb

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Google Chrome

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Preview

QuickTime Player

Safari

Spaces

Stickies

StuffIt

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TextEdit

Time Machine

Utilities

Apple

Иллюстрации

Cycling Helmet

Champions Leagu

Ice Hockey Helm

Golf Ba

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Browse Trends

Videos

Talk

Your Pitch

Buzz

Launch New Trend

In Depth

Search

Images

Internet Buzz

Insight

Showcase

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Scooter Insurance

Banking

Pensions

International Solutions

Bank Savings

Guide to Insurance

Leader and Early Pensions

House Loan

Disability Insurance

Protected Products

Pension Savings

Cancer Insurance

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А я смогу рисовать иконки?

общие принципы рисования иконок

Качества дизайнера иконок

- ✓ **Аккуратность**
- ✓ **Внимательность**
- ✓ **Опыт**
- ✓ **Талант**

Иконки должны быть

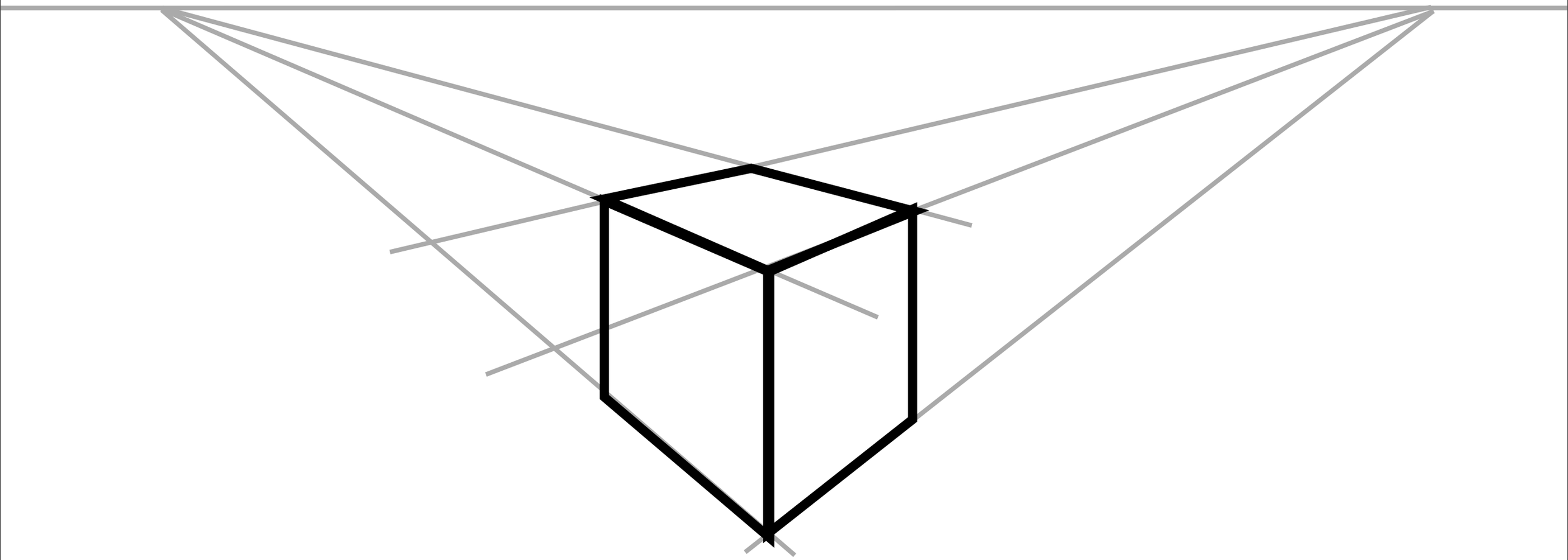
- ✓ **Чёткие и понятные**
- ✓ **Чистые и яркие**
- ✓ **Визуально одинакового размера**
- ✓ **Однородные, но…**
- ✓ **Отличаемые друг от друга**

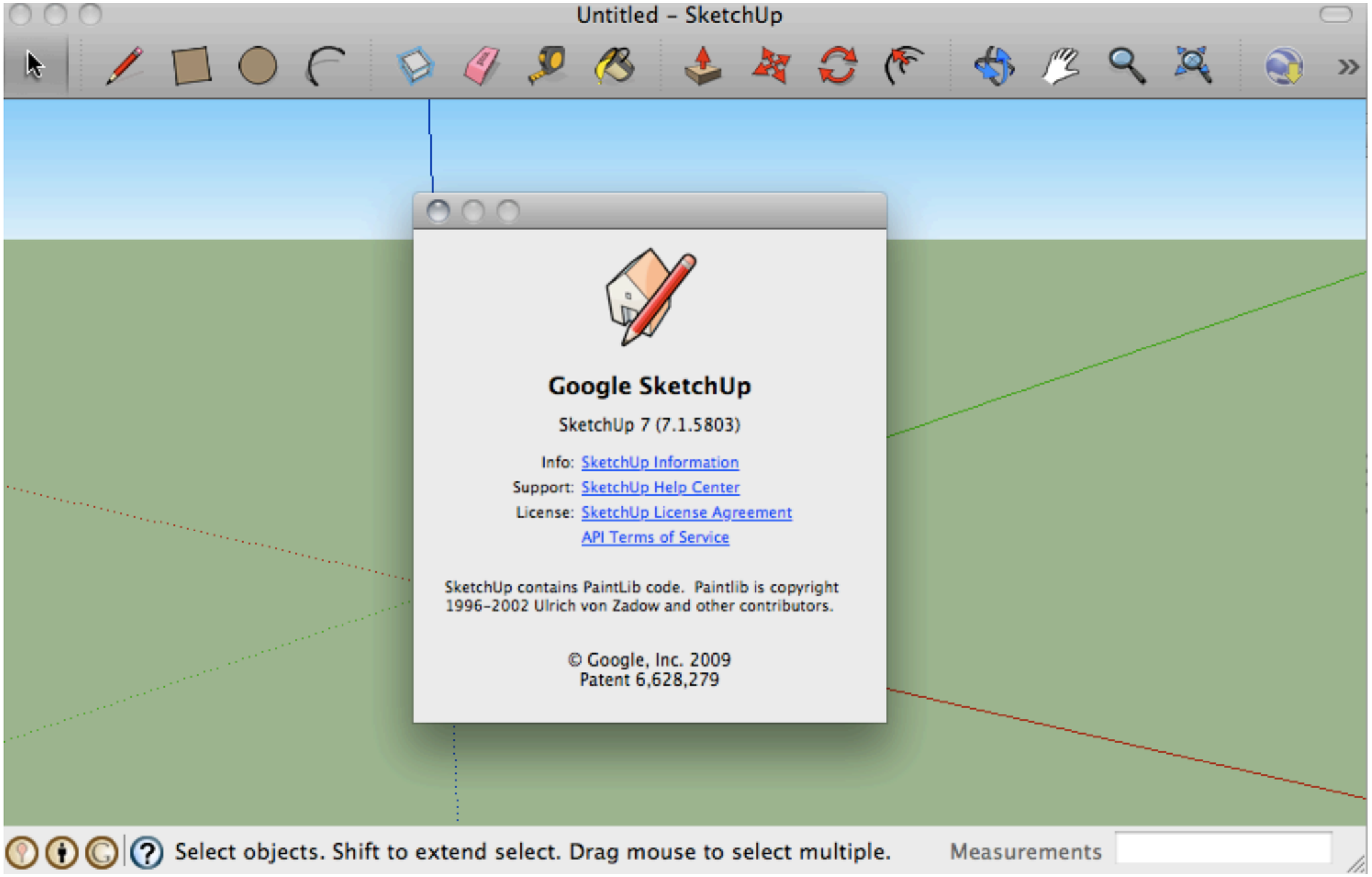
Как задать стиль

- ✓ **Палитра и материалы**
- ✓ **Свет, блики, тени**
- ✓ **Геометрия и перспектива**

Геометрия и перспектива

- ✓ **Построение с горизонтом и направляющими**
- ✓ **Трехмерное моделирование**
- ✓ **Глаз-алмаз и/или фотографии**





sketchup.google.com

Инструментарий

что нужно чтобы сделать иконку, кроме прямых рук

Векторный редактор

Векторный редактор

Векторный редактор

Xara

Ps

Ai

CorelDRAW X4

Экспорт иконок

Axialis
Icon Workshop

Iconfactory
Iconbuilder

Читайте и пишите

turbomilk.ru

dmitri@turbomilk.com

Пробомик