

Projections

Book of Abstracts

April 04 - 07, 2013
Geelong, Australia

Edited by
Claudio da Rocha Brito
Melany M. Ciampi



Science and Education
Research Council

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Message from the General Chair



It is a changing world of challenging times of large number of different channels of communication and so the organization of another edition of **WCCA — World Congress on Communication and Arts**, is the accomplishment of a high level forum for the world experts to discuss and exchange new ideas and experiences in their fields of knowledge. This edition **WCCA'2013** happens in Geelong, in Australia, on **April 4 to 7, 2013** and it is the first time that **WCCA** happens in Australasia.

The theme of the congress is “**Projections**” and we are sure that this congress provides opportunities for those who are interested in collaboration and investment in communication and arts. It is a congress that congregates researchers and professionals, academics from many parts of the world to show their latest achievements.

The social program and networking events have been designed in order to provide the attendees to have an opportunity to know a little of Australia, the cultural life style and meet colleagues from different countries; exchange experiences, renew old friendships and build new ones that will continue long after the closing ceremony.

The congress takes place in Geelong, a provincial center that is located 75km south west of the state capital of Melbourne, Australia. It is a perfect location to have a meeting such as **WCCA'2013**. The Geelong Waterfront Campus is Deakin's newest Campus, located on Corio Bay, in the central business district of Geelong that is a modern and impressive Campus center. Deakin started life as a small regional university, but has now become one of Australia's major universities, with high-tech facilities and impressive architecture.

As the General Chair of **WCCA'2013 — VI World Congress on Communication and Arts** on behalf of COPEC team I am glad to thank first of all the **Deakin University** for hosting the congress. It is imperative to acknowledge and thank in special all the people involved in the organization of this edition of WCCA such as **Prof. David Marshall** and **Prof. Deb Verhoeven**, Local Chairs of **WCCA'2013**, without whom this event would not have been possible. I would like also to thank **Kim Barbour** for their great work.

The **WCCA'2013 — VI World Congress on Communication and Arts** is organized by **COPEC – Science and Education Research Council** and promoted by **WCCA –World Council on Communication and Arts** in Technical Cooperation (in alphabetical order): AAMP (Fishing Museum Friends Society), ABENGE (Brazilian Society for Engineering Education), AENUI (Asociación de Enseñantes Universitarios de la Informática), ASEE (American Society for Engineering Education), ASIBEI (Ibero-American Association of Engineering Education Institutions), GCMM (Global Congress on Manufacturing and Management), IEEE-Ed.Soc. (Education Society of the Institute of Electrical and Electronics Engineers), IFEEES (International Federation of Engineering Education Societies), IGIP (Internationale Gesellschaft für Ingenieurpädagogik), INTERTECH (International Council for Engineering and Technology Education); IPN (Ingeniøruddannelsernes Pædagogiske Netværk), ISTECH (Ibero-American Science & Technology Education Consortium), Porto Gente (PortFolk), RBE (Brazilian Network of Engineering), RCI (Réseau Carthagène d'Ingénierie), SBA (Brazilian Automation Society), SBA Young (Student Chapter of the Brazilian Automation Society), SEFI (Société Européenne pour la Formation des Ingénieurs), SHERO (Safety, Health and Environment Research Organization), SPEE (Portuguese Society for Engineering Education) and SPEED (Student Platform for Engineering Education Development).

I would like to thank in special the **Deakin University** for hosting and support; special thanks also to our sponsors FAPESP (State of São Paulo Research Foundation), CNPq (National Council for Scientific and Technological Development), CAPES (Coordination for Improvement of Personnel of Superior Level) and SUPNET - Technology & Information.

It is important to emphasize the importance of all the people who have collaborated for the success of the congress, and for all the authors and participants for the valuable contributions and participation.

I am very glad to welcome you to **WCCA'2013**.

Thank you all

Prof. Dr. Claudio da Rocha Brito
GENERAL CHAIR
President of COPEC

Message from the Technical Program Chair



As the Technical Program Chair of **WCCA'2013 — VI World Congress on Communication and Arts** I want to thank the program committee members, whose contributions have been very important for the accomplishment of this edition of the congress.

In this fantastic location Geelong, **WCCA'2013** is taking place at the **Deakin University**. The University is currently among the most prestigious institutions of higher education in the country and has also been gradually assert itself on the international scene. Established in 1974, Deakin was Victoria's fourth university and the first in regional Victoria and today, Deakin operates in a global, connected world with the digital

economy.

Once again thanks to the efforts of many reviewers and authors we can reach the goal of the congress to show the latest researches and provide a forum for discussions and personal interactions and as usual a series of interesting articles will enlighten congress program due to their quality and wide range of topics.

I am very happy with the accomplishment of **WCCA'2013 — VI World Congress on Communication and Arts** that has been a challenging and rewarding task.

On behalf of the Technical Program Committee which efforts should be acknowledge once more, I have to thank all the authors for their collaborations; all the participants for their presences and the reviewers for their great job.

Thank you all and enjoy it!

Prof. Dr. Melany M. Ciampi
TECHNICAL PROGRAM CHAIR
President of WCCA

Message from the Local Chairs



Welcome to all participants to Australia, Victoria, Geelong and Melbourne, and Deakin University. We have built an interesting program that has been themed around the concept of "Projection" and has allowed us to think through how much of our forms of communication, from those with pragmatic intentions to those that are driven by creative production of an affect and then attributed to a more complex chain of meaning and signification, are presaged and shaped by notions of projection. On one level, the theme of projection articulates contemporary culture's efforts to both see itself and convey itself through the screens of technology. On another level, projection defines the way each of us constructs an identity of another through a panoply of preconceived notions and approaches.

Be sure you engage in this first Congress of WCCA outside of Portugal and Brazil. Take in what this WCCA has developed from your submissions. And be sure you challenge your own projections of Australia and of course, use your technologies to construct new variations of this moment, this place and this time.

Prof. David Marshall

LOCAL CHAIR

Chair in New Media, Communication and Cultural Studies,
School of Communication and Creative Arts, Faculty of Arts and Education, Deakin University

Prof. Deb Verhoeven

LOCAL CHAIR

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Projections

Program

April 04 - 07, 2013
Geelong, Australia

Edited by
Claudio da Rocha Brito
Melany M. Ciampi



Science and Education
Research Council

WCCA'2013– PROGRAM AT GLANCE

Time	Thursday 04	Friday 05	Saturday 06	Time	
8:30 am 9:00 am	Free	Registration	Registration	8:30 am 9:00 am	
9:00 am 9:30 am		Opening Session		9:00 am 9:30 am	
9:30 am 10:00 am		Plenary Session I	Plenary Session III	9:30 am 10:00 am	
10:00 am 10:30 am		Plenary Session II		10:00 am 10:30 am	
10:30 am 11:00 am				Coffee Break	10:30 am 11:00 am
11:00 am 11:30 am		Coffee Break	Technical Sessions	11:00 am 11:30 am	
11:30 am 12:00 pm		Technical Sessions		11:30 am 12:00 pm	
12:00 pm 00:30 pm				12:00 pm 00:30 pm	
00:30 pm 1:00 pm				Lunch	00:30 pm 1:00 pm
1:00 pm 1:30 pm		1:00 pm 1:30 pm			
1:30 pm 2:00 pm		1:30 pm 2:00 pm			
2:00 pm 2:30 pm	Registration	Lunch	2:00 pm 2:30 pm		
2:30 pm 3:00 pm	Workshop I		Technical Sessions	2:30 pm 3:00 pm	
3:00 pm 3:30 pm		Workshop II		Technical Sessions	3:00 pm 3:30 pm
3:30 pm 4:00 pm	Closing Session		Free		3:30 pm 4:00 pm
4:00 pm 4:30 pm		Opening of Projections Exhibition and Cocktail Party		Free	4:00 pm 4:30 pm
4:30 pm 5:00 pm	4:30 pm 5:00 pm				
5:00 pm 5:30 pm	5:00 pm 5:30 pm				
5:30 pm 6:00 pm	5:30 pm 6:00 pm				
6:00 pm 6:30 pm	6:00 pm 6:30 pm				
6:30 pm 7:00 pm	6:30 pm 7:00 pm				
7:00 pm 7:30 pm	Performance at Projections Exhibition		Banquet (for adhesion)		7:00 pm 7:30 pm
7:30 pm 8:00 pm					7:30 pm 8:00 pm
8:00 pm 8:30 pm	Free	8:00 pm 8:30 pm			
8:30 pm 9:00 pm		8:30 pm 9:00 pm			
9:00 pm 9:30 pm		9:00 pm 9:30 pm			
9:30 pm 10:00 pm		9:30 pm 10:00 pm			

SESSION AND PRESENTATION CODES

Codes are used to determine when and where a paper is presented.

Technical Session Coding

A four- character designator is associated with each technical session, as in **LDTN**

Where:

L – is a letter that designates the language of the session:

E – designates English sessions and papers;

P – designates Portuguese sessions and papers;

D – is a letter that designates the day of the session:

F – designates Friday sessions and papers;

S – designates Saturday sessions and papers;

T – is a number that designates the time slot for the session:

1 is late morning (11:00 am - 12:30 pm);

2 is early afternoon (2:30 pm - 4:00 pm);

N – is a letter that designates the parallel session within any time slot.

A is the first parallel session; B is the second parallel session, etc.

Note.

Five minutes will be allowed for introductions and instructions at the beginning of each session. Each paper will be given 10 minutes for the total presentation, with two minutes for questions. All papers will start in 12 – minutes increments to allow conference attendees to “session hop” hear papers of interest. If there is a no-show author in a session, a 12 - minutes break will be called. ***Papers will not be moved up in sessions.***

Papers times for sessions are shown below. (H is a letter that designates hour of the day).

Session Begins	H:00	H:30
First paper	H:05	H:35
Second Paper	H:17	H:47
Third Paper	H:29	H:59
Fourth Paper	H:41	(H+1):11
Fifth paper	H:53	(H+1):23
Sixth paper	(H+1):05	(H+1):35
Seventh paper	(H+1):17	(H+1):47
Session Ends	(H+1):29	(H+1):59

Thursday – April, 04

**1:30 pm – 3:30 pm
REGISTRATION**

**2:30 am – 3:30 pm
WORKSHOP I
DECONSTRUCTIVE MONTAGE
Alison Bennett – Deakin University, Australia**

**3:30 pm – 4:30 pm
WORKSHOP II
THINKING LINE: BIMANUAL COMBO DRAWING WORKSHOP
Eiichi Tosaki – University of Melbourne, Australia**

**4:30 pm – 8:00 pm
COCKTAIL PARTY AND EXHIBITION OPENING**

All the conference attendees are welcome to join us for the “Cocktail Party” on Sunday at 6:00 pm. There will be the opening of the exposition: PROJECTIONS, an exhibition organized by Deakin University. It is the opportunity to meet colleagues and make new friends in a pleasant cultural environment.

FRIDAY – APRIL, 05

8:30 am – 3:30 pm
REGISTRATION

9:00 am – 9:30 am
OPENING SESSION

Chair: **Prof. Dr. Claudio da Rocha Brito** – General Chair of WCCA'2013
Prof. Dr. Melany M. Ciampi – Technical Program Chair of WCCA'2013
Prof. Dr. David Marshall – Local Chair of WCCA'2013
Prof. Dr. Deb Verhoeven – Local Chair of WCCA'2013

9:30 am – 10:00 am
PLENARY SESSION I

Chair: **Prof. Dr. Claudio da Rocha Brito** – President of COPEC
PROJECTIONS
Speaker: **Prof. Dr. Melany M. Ciampi** – President of SHERO

10:00 am – 11:00 am
PLENARY SESSION II

Chair: **Prof. Dr. Deb Verhoeven** – Local Chair of WCCA'2013
FROM COMMUNITY TO NETWORK: THE TIME AND THE PLACE OF SELVES ONLINE
Speaker: **Prof. Dr. Matthew Allen** – Head of School

11:00 am – 11:30 am
Coffee Break

11:30 am – 1:00 pm
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Chairs

Kim Barbour
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EXHIBITION PERFORMANCE**

All Congress attendees are invited to watch a Performance at the Projections Exhibition, a short walk from the University Campus.

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REGISTRATION**

9:30 am – 10:30 am

PLENARY SESSION II

Chair: **Prof. Dr. David Marshall** – Local Chair of WCCA'2013

VIRTUAL PHYSICS AND THE POETICS OF SELF

Speaker: **Prof. Dr. Kim Vincs** – Director of Deakin Motion.Lab

10:30 am – 11:00 am

Coffee Break

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Célio Martins da Matta

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2:30 pm – 4:00 pm
TECHNICAL SESSIONS

Session PS2A

Chairs

Rosa Maria Araújo Simões
Thaís Regina Ueno

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CLOSING SESSION

Chair: **Prof. Dr. Claudio da Rocha Brito** – General Chair of WCCA'2013

Prof. Dr. Melany M. Ciampi – Technical Program Chair of WCCA'2013

Prof. Dr. David Marshall – Local Chair of WCCA'2013

Prof. Dr. Deb Verhoeven – Local Chair of WCCA'2013

7:00 pm – 10:00 pm

THE CONGRESS DINNER

Congress dinner is a pleasant way to gather and to close a successful conference accompanied by the colleagues in a beautiful and inspiring environment. The tickets will be available at the reception desk.

Projections

Abstracts

April 04 - 07, 2013
Geelong, Australia

Edited by
Claudio da Rocha Brito
Melany M. Ciampi



Plenary Sessions

PROJECTIONS

Claudio da Rocha Brito, Melany M. Ciampi, Rosa M. Vasconcelos, Luis Amaral

The academic community dedicated to the search of science of communication and arts can count with an international forum for the discussions about communication and arts research. It is the WCCA'2013 - VI World Congress on Communication and Arts organized by COPEC – Science and Education Research Council and promoted by WCCA – World Council on Communication and Arts. It happens for the first time in Australia. The theme of this edition “Projections” has brought researchers and professionals of these areas to participate at the conference showing their interesting scientific works.

FROM COMMUNITY TO NETWORK: THE TIME AND THE PLACE OF SELVES ONLINE

Matthew Allen

Via the work of Barry Wellman, Nancy Baym, and danah boyd I investigate the relationship between online community, social networking and time and place. I end up with the notion that our current, if perhaps now questioned, fascination with Facebook and similar networks is leading us to experience networked individualism (Wellman) in a self-interested network (somewhat like boyd's egocentric networks) while we remain open to and engaged with the “collective individualism” (Baym). Place and time, real and imagined, have always been important to the social rendering of the Internet but, as I hope to show, new alignments of place and time through the self make community the marginal other within networks, an inversion of the early history of the Internet.

VIRTUAL PHYSICS AND THE POETICS OF SELF

Kim Vincs

Dance creates a spatio-temporal poetics of the body based on its relationship to gravity. This presentation explores the implications of 3D and CG technologies for projecting body/selves that are not tied to 'real world' physics, but that can be created with masses, weights and morphologies that are literally coded into being.

Session EF1A

“IT CAN BE QUITE DIFFICULT TO HAVE YOUR CREATIVITY ON TAP”: BALANCING CLIENT EXPECTATIONS AND ARTISTIC PRACTICE. IN THE TATTOO INDUSTRY

Kim Barbour

Tattoo artists work in a commission structure. Their artistic practice, possibly more than in any other creative career, requires the complete approval of the client prior to the creation of the final work. An unsatisfactory tattoo cannot be on-sold, discarded or easily replaced. Rarely can a tattooer practice their art without external participation. Therefore, tattoo artists come up with a number of strategies to manage their client base to ensure that the art they are asked to create satisfies both the client and their own artistic skills and preferences. Drawing on phenomenological research conducted for my PhD investigating artistic persona, this paper will explore the strategies tattoo artists use to construct their portfolios, manage the tattoo consultation and design process, and develop their own artistic skills, in order to build a successful and rewarding career in the tattoo industry.

ART/SCIENCE: A CASE STUDY OF LUMINESCENT VITREOUS MATERIALS

Teresa Almeida

Light operates today in the art field as an interaction between space and surface, between the beholder and the works. Throughout Art History, it has been constantly noticeable that artists are interested in new ideas and developments of the scientific areas. The relationship between artists and scientists has been explored for a long time. They have a unique and peculiar rooting, a demand on the discovery of something new. In this paper it will be presented the dichotomy between art and science with a case study of the production of luminescent materials: luminescent glass and its application in art works, and also luminescent vitreous enamels for application on glass and ceramics

A PRAGMA-SOCIOLINGUISTIC INTERPRETATION OF CARTOONS AS VISIO-VERBAL COMMUNICATION

Godwin I. N. Emezue

Cartoons are often viewed as caricatured drawings published in newspapers and magazines merely to create humour. But this is just the base intention. Cartoons are a means of communicating and commenting on sundry serious (inter)national issues that make the news. Through cartoons the ludicrous in the society is highlighted and the ideal projected. Apart from the drawing, the message of a cartoon is also communicated in the accompanying words, phrases and/or sentences. It is in this sense that cartoons constitute a form of visual-cum-verbal communication. In this paper, I examined how cartoons communicate meaning and intention, using insights from pragmatics and sociolinguistics as a theoretical framework. My conclusion is that cartoons communicate meaning only when the cartoonist's presuppositions and inferences are also shared by the target audience.

CULTURAL SEMIOTICS IN DESIGN E-LEARNING

Marine Terezinha da Silva Bello Flores, Aude Dufresne, Ghislain Lévesque

This article presents a doctoral research project that aims to facilitate user interaction with the interface e-learning systems. The interface e-learning systems in this project will be adapted according to the preferences of the users. An ontology modeling of these system interfaces will be used in order to broaden the specifications of the user's cultural profile. The project involves a semiotic study of culture of the users and their representation in the interface design. To specify the user interface elements such as menus, toolbars and navigation elements we made use of ontology. In developing this modeling of semiotic elements of the culture of users on the interface of e-learning system we used OWL-DL through the Protégé tool.

THE INNER SPACE OF MATTER

Rita Rodrigues

This study explores the inner space of matter, its borders, and the continuous dialogue with the exterior. My experience in the visual arts and, more recently, in the area of glass, has stimulated the research about the potentialities of the inclusion of mixed media in the core of glass, both at the scientific and artistic level. In order to probe what lies beyond the visible, I undertook a period of experimentation in which I tested what kind of matter could be incorporated into glass, which visual and chemical effects could be observed, and what transformation would the material suffer both internally and externally. This inside-outside dichotomy was the target of a subjective/objective multidisciplinary approach that has helped me comprehend that the surface of things isn't merely a 'skin' with the function of separating or isolating, but a projection of its interior, which usually suffers transformation according to the surrounding environment.

PAISAJES Y JARDINES COMO COMPONENTES CULTURALES EN EL SIGLO XXI

Maria Esperanza Macarena, Ruiz Gómez

Nowadays, landscapes and gardens are able to stimulate people in every field of knowledge. Landscape depends on human being's existence, as they are the recipients of both the natural and artificial elements that constitute them. It's also a concept that gives meaning to our environment and our relationship with it. In relation to actual urbanism, "green spaces" have spread and replaced traditional gardens, as we will explain later, these are not the same and don't fulfil the same functions. Although the World Health Organization considered these green spaces as essential and necessary in cities, on many occasions they are built under urbanistic speculation's perspective, ignoring its relationship with their natural and cultural environment.

Session PF1A

GRAVURA POS-DIGITO: O AVANÇO TECNOLÓGICO

Marcos Rizolli

The argument ENGRAVING POST-DIGIT intends to refer to the production and dissemination of artistic images - fixed and serially - that both are talking [historical image tic and methodologically] with the techniques of engraving and, concomitantly, with new procedures and technology generation and multiplication of images. From the tradition of handmade, through the mechanical process and mechanical photo, until nowadays we get to the computerized procedures (digital printers).

Several experiments had changed the relationship with graphic reproduction - knowing that the Mechanical Arts (the ones that interest us are the imaging machines fixed on the support is usually paper) acting at the intersection between consciousness and practice of the language - in expanded fields of contemporary visually. The static images serially - the print shops.

EDUCAÇÃO AMBIENTAL E PATRIMONIAL POR MEIO DE UMA PERSPECTIVA LUDICA: O PROJETO PRESERVANDO COM ALEGRIA

Neilson Luiz Ribeiro Modro, Nilson Ribeiro Modro, Nelcimar Ribeiro Modro

This University Extension project aims to promote environmental and heritage education by a puppet show. The project is designed for students of elementary school of the municipality of Laguna - a small town in southern Brazil. The project started in 2010 and followed these Methodological steps: historical and bibliographic research; script design; taking photographs of points of interest; creation of scenarios, characters and puppets; rehearse the theater piece; preparation of thematic workshops; and, finally, puppet show presentations. In the puppet show features three personages - a kid resident of Laguna, another kid who is visiting the town and, a little dog. These characters visit a diversity of historical, cultural and tourist sites of Laguna. During the tour are raised, in a ludic and participative way, the importance of preserving historical heritage, environmental and the local culture

MAPA DO PODER – USO DE GEORREFERENCIAMENTO PARA ANALISAR OS RESULTADOS DAS ELEIÇÕES 2012 DO ESTADO DE SANTA CATARINA

Joaquim José H. de Lima, Luiz C. Dalmolin, Antonio C. Tamanini da Silva, Nilson Ribeiro Modro

Are fundamental in democratic countries, voting and political parties. Voting is a must get. The political party presents a candidate, making the first screening for the decision of the electorate. There are serious risks that the parties present themselves to the democratic system. If they have a structure and are controlled by oligarchic group linked to the same interest, there will be no true democracy. Thus becomes evident the need to analyze the distributions of power party. The aim of this study was to analyze using geoprocessing, as the state of Santa Catarina was represented by political parties in the 2012 elections. The PT has its greatest strength in the western region of the state. The PSD has its representability divided by the entire state, not concentrated in a particular region. The PMDB has the largest number of cities on his command.

EMERGENCIAS FOTOGRÁFICAS EM REDES SOCIAIS: PROSPECÇÕES

Cleomar Rocha, Consuelo Moisset de Espanés

The article chooses as research corpus the photographs published on social networks, in an analysis that consists in the verification of possible photography emergencies. The hypothesis considered is that the photography displaces its referential function centered on index of truth assuming a primarily symbolic function. In this reading, the picture takes on a role of great social relevance, the consolidation of self-in-network, or created identities for social networks, in representations of status and belonging to groups, media and contexts. The truth of the photograph is more social, not just factual.

ENGENHARIA SEMIÓTICA E AFFORDANCES: PORTAL WEB UFG

Cleomar Rocha, Breno Zanetti

This paper presents the work-in-progress project web portal of the Federal University of Goiás, sustained in research, development and innovation. The research is in the discussion of the semiotic engineering and the concept of affordance. In development, there is the collaborative method, to compose a team with designer, communicologist and computer scientists. In innovation, adopting the content management platform developed by UFG, advancing in usability, focusing on mental model of task performance, information architecture and hierarchy of information. Assuming the projective methodology and design thinking, the project adopts the concept of horizon for product development, in order to improve the user experience in aesthetic articulation of the Brazilian cerrado. The work focuses on the mental model of the task in the project configuration.

COR LUZ – COR PIGMENTO: A FÍSICA E AS ARTES

Ítalo Francisco Curcio, Norberto Stori

Among different characteristics of human being, there is the ability to adapt communication with other men. Through information received by our sense organs, it is possible to detect the phenomena of nature and to decode this information according to our own sensibilities. Although all human beings considered normal physiologically demonstrate similar generic behaviour, variable factors named feeling can be verified. And in order to trigger feelings a stimulus is necessary, and its conversion into electrical pulse, its

conduction to the brain and its driving Integration of successive pulses. According to historical aspects, together with physiological characteristics, it appears that colour, or colours, stimulate and influence the receptor, causing different reaction. As the variety of colours is infinite and its limits change according to viewer's perception, this research included the sense of sight, specifically the Somatic Sense of Colour, and a physical study of shades.

LETRAMENTO DIGITAL: UMA REFLEXÃO SOBRE O USO DE LIVROS DIGITAIS INFANTIS

Larisse Barreira de Macêdo Santiago, Cibelle Amorim Martins, Karla Colares Vasconcelos, Luciana Kellen de Souza Gomes, Roberta Lúcia Santos de Oliveira, José Rogério Santana

The importance of the study comes through the educational possibilities the culture artifacts used by the children inserted in the children reading process. From this stand point, it is important to think how the children digital reading has been happening through the educational practices, using the digital technologies tools. This present work proposes some reflections, as how the digital books for children could cooperate for the digital children reading process, with the main objective knowing which contributions these books can offer to the digital reading process of the children. We understood that these digital books can offer a real digital reading for the children, and the formation of readers, using the story telling and digital inclusion. With the argument of being more interactive the access of the information, us point out the necessity of bigger investments on the production of digital books for children.

Session PF2A

UTILIZAÇÃO DO FACEBOOK COMO MEIO DE COMUNICAÇÃO EFICIENTE COM AUTISTAS

Rosa M. Vasconcelos, Catarina Gouveia, Maria da Graça Guedes

The article aims at presenting a complete study on the use of Internet, namely the social network "Facebook", as an effective communication means and as a link of social interactions with knowledge society on Asperger Syndrome patients. The adopted methodology was the content analysis of the network profiles, concerning the communicational character which relates to the term "social interaction". Following the data analysis, it has been verified that this type of communication may be inclusive but not efficient. It is important to mention that this study did not provide answers or present a concise solution for a given problem. However, the authors aimed at presenting a reflection on the theme and point out that there are issues to be thoroughly considered. It is through these interrogations that other studies may be developed and the quality of social life, particularly that of individuals with some kind of Autism Spectrum Disorder, may be increased.

PERCEÇÃO INFANTIL DOS LOGÓTIPOS: FORMAS

Inês do Amaral, Maria Gabriela Gama, Maria da Graça Guedes

This paper presents a study conducted to determine what are the preferences of children between 3 and 6 years old in regard to shape. There are many factors which influence and support the child's recognition and memory of a particular brand. In addition to the name, a brand is identified by visual elements such as the logo. The constituent aspects of the logo, such as shape, can determine the success or failure of the brand. The study was supported on a questionnaire applied by the researcher, and designed as a visual game of cards. The chosen group was composed by children between 3 and 6 years of age, resident in Braga. The sample included 305 children. After collecting and analyzing data, it was found that young children prefer irregular shapes such as heart, a star, a lightning and a cloud. Shape choices are also influenced by children's age and gender.

AS REDES SOCIAIS E A COR DOS SEUS LOGÓTIPOS

Inês do Amaral, Luis Amaral, Maria Gabriela Gama

This article seeks to briefly reflect on the role of social networks in contemporary platforms while that started to encourage new communicative practices. The phenomenon of social networks is transverse to the individual and organizations, fostering substantial changes in everyday life. Compression of space and time, the world is globalized. On the one hand, be on the network assumes that companies exist in cyberspace, sine qua non, to become more competitive, however, the social networks themselves compete with each other in order to gain and retain more adherents. We also seek to reflect on the importance of color in the creation of logos, one of the elements of the brand. It is known that the use of color by businesses is a means to convey a series of subliminal messages that are crucial to the way they want to be perspetivated by consumers.

DEAMBULAÇÕES ENTRE ENSINOS

Marta Romano, Teresa Almeida

This project demonstrates the integration of secondary level students in higher education and specific training centers. An attempt was made in “look in the glass” regarding the implementation of small artworks possible to execute in both secondary level education, and university context in order to sensitize students to new subjects, techniques and aesthetic possibilities. It becomes paramount to enable the student to experience this knowledge in order to develop a future career in art, surrounded by innovative works. Likewise, it is important to have in higher education and training centers specifically, an awareness of the level of knowledge and mastery of these students, supporting technical development and aesthetic. This complementarity developed in the project revealed that these students built a greater strengthened knowledge to create a path allowing more aware of the dynamics of artistic tools as well as physical spaces where artworks become feasible.

O REFLEXO DA VIDA COTIDIANA, NA CIÊNCIA E NA ARTE SEGUNDO LUKÁCS

Adriana Mota de Oliveira Sidou, Adéle Cristina Braga Araujo, José Deribaldo Gomes dos Santos

This research aims to outline an introductory analysis on: quotidian life, science and art according to Lukács's study on Aesthetics, who, based on materialism dialectic, conceives work and materialism as a creative act which gives life to social being. In the connection between material world and work, human being transform nature and themselves. Such connection gives origin to scientific knowledge as well as artistic appreciation. Individuals as ordinary beings relate themselves to material things in spontaneous, materialistic ways, while observing and understanding reality subjectively, to, then, act and interact upon. It is through ontological understanding that human beings are lifted from ordinary knowledge to superior spheres of knowledge, for example, science and art or aesthetic expression/appreciation. This way, science is related to comprehension of nature in forms of immanent and non-anthropomorphic. On the other hand, art relates to human beings as a knowledge, although also immanent, but anthropomorphic as well.

A ESTÉTICA I DE LUKÁCS: CATEGORIAS PRESENTES NO PRÓLOGO

Adéle Cristina Braga Araujo, Adriana Mota de Oliveira Sidou, José Deribaldo Gomes dos Santos, Ruth Maria de Paula Gonçalves

Based on the study of Marxian legacy by George Lukács (Aesthetics I, 1965), we argue how reality can affect human development through sensorial experiences of everyday life. Based on the concept that work is the foundation of social being, we utilize categories emphasized by Lukács to build a theoretical framework on Aesthetics. This research is conducted through a theoretic/bibliographic methodology; such approach is based on dialectical/ historic materialism, particularly relevant in understanding the legacy of Marxian ontology of social being. We argue that the material world and its immanent reality is the cause most human being to drift away/ disconnect/ alienated/ from aesthetic appreciation and scientific knowledge so relevant to human development. Therefore, opposite to this view, we propose that taking ownership of knowledge accumulated throughout history, human beings have the possibility to develop all senses and achieve a holistic and authentic elevation/growth.

TITO LOBO E A REPRODUTIBILIDADE E VIRTUALIDADE DE SUA ARTE

Mirian M. M. Magalhães, Anna Cristina C. de A. S. Brisola

This article presents a research on the plastic artist Tito Lobo, focusing on his perception of the possibilities of contemporaneity communication and mercantile. Tito Lobo is Brazilian, born in the state of Paraíba and has an innovative and multiple way of treating his art and market it, using several materials and media, without losing the characteristics and regional folk that constitute the essence of his proposal. This peculiar attribute gives the artist the possibility of interact with the modern information technology and communication that also portray an interesting way to unite the essentially Brazilian art to the most modern forms of incitement consumption. Tito prints his art on clothes, bikinis, post cards even refrigerator magnets and commercialize it in the most diverse ways, including through his website, using the power of social networking to promote it, breaking geographical barriers and cultural boundaries.

Session PF2B

O CAOS NOSSO DE CADA DIA: A POÉTICA VISUAL NO CINEMA DE SERGIO BIANCHI

Nelson Silva Junior, Sandra Fischer

The research aims to study and analyze the design and construction of the visual poetics in Sergio Bianchi's cinema. Making use of a peculiar 'cinematic language' specifically developed to focus several angles of Brazilian contemporary society, Bianchi holds a set of provocative and controversial films, structured around a narrative which deals, in particular, with the social criticism of a chaotic, degraded and decadent world, peopled by characters trapped in claustrophobic daily routines.

MODERNISMO E PÓS-MODERNISMO: SEPARADOS APENAS EM TEORIAS

Juliano Batista dos Santos, Gabriel Antunes Pinheiro, Sérgio Luís Mendes, Danilo Gonçalves de Campos, Bianca Cristina Souza Moraes, Ana Cecília dos Santos

The discussion about the transition of the modernity to the postmodernity, understanding the latter as any opposition to the modernist movement, persists alive at the Academies. In different manners, in several knowledge areas (architecture, philosophy, science, music, dramatics, painting and other), professionals (designers, teachers, scientists and artists) present propositions that are sometimes for, sometimes against modernism. Thereby, the current communication aims to show how modernism and postmodernism present themselves in the space and on the lives of common people, as it was, especially with the Internet's popularization, the unique media where all participants are active, a combination between the savant, the popular and the mass culture revealing that the idea of pure separation between theoretical archetypes modernist and postmodernist narratives are just ideological.

PRODUÇÃO DE MATERIAL DIDÁTICO NA EDUCAÇÃO À DISTÂNCIA (EAD): O DESAFIO DA INOVAÇÃO FRENTE ÀS EXIGÊNCIAS DA DEMANDA UNIVERSIDADE FEDERAL DO CEARÁ- UNIVERSIDADE ABERTA DO BRASIL – UFC/UAB

Karla Colares Vasconcelos, Roberta Lúcia Santos de Oliveira, Larisse Barreira de Macedo Santiago, Cibelle Amorim Martins, Henrique Sérgio Lima Pequeno, Paulo André Lima Pequeno, Nídia Maria Barone, Márlon Lima, José Rogério Santana

This paper aims to present the dynamics of the production of teaching materials for distance undergraduate courses at UFC / UAB, produced in the academic core of Instituto Universidade Virtual. The theoretical assumptions we were based upon to walk the paths that served as foundation were found in Levy (2000) on cyber culture. Kenski (2007), on the other hand, forwards us to new information and communication technologies. Fillatro (2008) discusses the instructional design which is the basis for producing the material. The development of the research took place in three stages: a) reading material related to the theme; b) research with members of the working group, and c) direct contact with the actual production of educational material since the initial moment. In other words, the receiving of the content until the final version, ie, the class ready, which is offered in the nine undergraduate courses in blended mode.

MÚSICA E ARTE ALÉM DAS FRONTEIRAS: O ENCONTRO COM OS CHIQUITANOS E A MÚSICA COMO OBJETO INTEGRADOR

Aroldo Maciel Máximo dos Santos, Ana Cecília dos Santos, Danilo Gonçalves de Campos

This communication is to report the experience of "Meet the Chiquitanos" integration project between musical groups Brazil - Bolivia. Created by a group of professors from two universities Cuiabá, Mato Grosso, aims to encourage the teaching and learning in music and integration between countries. With 08 years following the project highlighting the talents and expanding perceptions and musical practices, aimed at integrating musical and artistic training of its participants. In 2010, the Group's IFMT Flutes, Cuiabá - BR, appeared in five cities of the province of Velasco, Bolivia. In 2011, it was the turn of the String Orchestra to perform in San Miguel City of Cuiabá; And in 2012 the pilot project comes in strings, flutes parallel to that group, to synthesize the knowledge acquired during the experiment ensemble, now prepares for the set up of ropes on the Brazilian side of the border.

A ARTE AO ENCONTRO DOS JOVENS

Danilo Gonçalves de Campos, Ana Cecília dos Santos, Sérgio Luís Mendes

The contact of youth with artistic forms available by social practices, media and interactive media is stepping up, showing the growing quest to follow their career paths in this field. As ongoing research, based on a group practitioner Music Federal Institute of Mato Grosso - Campus Cuiaba, about 20% of participants and former participants completed a college in the area of music or are

involved in professional activities related areas Arts (Theatre, Singing, Dance, visual Arts, among others). Considering that these young people were introduced to the music in high school, some argue that had basement and encouragement by the institution, serving as a stimulus and bringing them to the field of Arts and Science. Early results demonstrate the importance of promoting the artistic practices where young people can experience it in a global way, not only as a curriculum subject.

PRÁTICA DO CANTO CORAL: DESAFIOS NA FORMAÇÃO MUSICAL E HUMANÍSTICA EM CURSOS TÉCNICOS

Ana Cecília dos Santos, Aroldo Maciel Máximo dos Santos, Danilo Gonçalves de Campos

This report describes the experience of the "Coral IFMT" Campus Cuiabá, from 2009. Overall, the project has a humanistic sense, to sensitize students to the headquarters nonverbal, within a perspective of music as an expression of thought and musical gesture. Students are invited, since the year 2011, to participate in musical activities such as classroom theory, perception and instruments. The profile explores musical sounds from Brazilian popular music to the attention of new sounds, such as music from other cultures and Concert. Many students saw coral practice an activity "outdated" against other practices offered by the institution, articulated the vivencias personal. What strategies used for the provision of Choral opposite problem? Was observed during the course, a significant and growing number of members who seek to form in the area of music.

MUDANÇAS SOCIAIS E INTERPESSOAIS: A MÚSICA COMO AGENTE CAUSADOR

Danilo Gonçalves de Campos, Aroldo Maciel Máximo dos Santos, Juliano Batista dos Santos

The music, besides being a strong ally of our brain and body health, entails a fundamental role in our lives; having a humanistic sense, aiming at the development of musical awareness, training of new listeners and future musicians. The coral-Campus IFMT Cuiabá has this focus, coupled with the incentive for tickets musical career in professional choirs, instrumental groups and also to graduate in the field of music. Thus we can see the best performance of the young people involved in their school environment and family through behavioral changes in attitudes - in their interpersonal and intrapersonal relationships In progress, reports show interviews of teachers, family and group participants..

PERFORMANCE ROBÓTICA: ASPECTOS EXPRESSIVOS E METODOLÓGICOS

Julia G. Zamboni, André L. G. Paiva, Gabriel G. Gaspar, João G. Gomes, Felipe de O. Ferreira, Nathan C. A. Souza, Paulo Henrique M. de Oliveira, Dianne M. Viana, Maria Luiza P. G. Frago

Robotics provides a new possibility for public entertainment and art but designing a robot properly demands interdisciplinary and engineering cooperation. In this work, the production process of robotic performance resulted in an artistic work, in which an interactive robotic character is capable of having human behaviors by simulating the movements of eyes, head and breathing. The features that enabled the production have been described, such as, the arrangement of an interdisciplinary team and the use of Project Based Learning methodology. For this, a partnership between Art, Computer Science and Engineering courses was implemented. The important aspects of the work, such as the compositional elements of the robotic performance are addressed in this paper.

Session ES1A

THE ANTINOMIES OF MEMORY

Jiri Subrt

Memory is one of the key themes of arts, humanities, and sciences. Memory is reflected in the arts in a multitude of ways and has become a subject of research in the field of sciences and humanities. The collective memory of human groups is formed through communicative processes. Current studies of social memory show that in this area there are many conflicting opinions that appear as antinomies, dilemmas and paradoxes. In this paper we talk about some of them.

THE PROBLEM OF MEDIA AND COMMUNICATION IN THE SYSTEMIC THEORY IF NIKLAS LUHMANN

Jiri Subrt, Alena Valisova

This paper deals with the problems of communication as they are analysed in the framework of the systems theory of Niklas Luhmann. For Luhmann modern society is a functionally differentiated society, i.e. it is composed of heterogeneous but equal parts

which are relatively independent and are defined as social subsystems. Luhmann's analysis presents contemporary society as a whole differentiated into functionally dependent yet autonomous sub-systems that constitute neighbouring worlds for each other. This raises the question of the existence or non-existence of potential unifying forces or integration mechanisms. In Luhmann's view the main problem is the non-existence of means of "metacommunication". The development of specialised media and codes in the individual sub-systems increases the overall complexity of the social system, but does not entail the metacommunication that would make possible the self-observation and self-reference of the social system as a whole.

COMPUTERIZATION AT THE CONTEMPORARY SCHOOLS IN THE CZECH REPUBLIC

Alena Valisova

A great attention is paid to the modernization of the materially technical basis at all types and levels of schools not only in the Czech Republic. The exigency of these issues arises from the continual development of the existing science disciplines (that already co-operate with the pedagogy traditionally) but also from the development of the newly emerging branches (cybernetic pedagogy etc.). To prepare all the pupils and students for the wide-ranging use of electronics and computer technology both in the future employment and personal life is one of the basic goals of the contemporary school. The article is focused on selected issues that concern education for processing of information, proper use of information sources in teaching, on questions concerning computation of the education process and on some technical information means, in the first place on use of computers in teaching at all types and levels of schools.

SOCIAL COMPETENCE OF TEACHERS – ENGINEERS

Alena Valisova, Jiri Subrt

This discussion contribution deals with definitions of the terms „social competence" and „teacher authority“, explains the meaning of above mentioned competence in pedagogical interaction and also mentions the possibilities of developing social abilities and skills of teachers - as important part of their professional authority.

GOLDEN AGE OF “PHYSICAL ART” IN MOSCOW UNIVERSITY

Vladimir Zakharov, Irina Avenarius

The period of 1960's is known in Russia as Khrushchev's thaw. It was the time when the iron curtain was about to lift a bit and some new trends in art and in social life began to develop. The poetry achieved its peak and was very popular among the student society. The young poets gathered in Moscow at the monuments of Pushkin and Mayakovsky to read aloud their poems. The Department of Physics at Moscow State University became one of centers of these creative notions. The young poets and musicians composed their works and gained their popularity in spite of their being ignored by the “official art” recognized and fully controlled by the communist party. The Department of Physics created its own poets and composers to reflect the contemporary changes in social life. Many representatives of this “Physical art” had the Ph. D. degree and were known in the world of Physics as prominent scientists.

Session PS1A

HIBRIDISMO NA ARTEMÍDIA: CONVÍVIO SUSTENTÁVEL / SIMBIÓTICO DAS ARTES TECNOLÓGICAS E DIGITAIS COM ARTES MANUAIS

Célio Martins da Matta, André Martins da Matta

The article deals with the application of correlations Art Hybrid-interface Safety, Health and Environment, applied to the embodiment of creative insights of artistic objects (works) or tools for use in workshop-laboratory. The paper presents partial results of doctoral research in development in the Masters and Doctorate in Fine Arts Institute of the Universidad Estadual Paulista.

ARTEMÍDIA INFLUENTE: ATELIÊ-LABORATÓRIO NA INTERFACE ARTE CIÊNCIA E TECNOLOGIA

Célio Martins da Matta, Pelópidas Cypriano Pel

The article deals with correlations of Contemporary Art with the interface Safety, Health, Meioambiente, observable in the construction and maintenance of Atelier-Kinetics Laboratory of Image Electronics [ALICE]. The paper presents partial results of

ARTWEAR: GALERIA OU PASSARELA?

Míriam da Costa Manso Moreira de Mendonça

Fashion and art are closely linked. Although the interpenetration of the two fields is evident, it also causes friction as some still defend the existence of clear boundaries between them. Arts have long been using the "language of fashion" to express, through wearable forms, their aesthetic ideas. Artwear, a recognized manifestation of contemporary art, has been represented in museums which have acquired their first pieces of wearable art in mid-20th century and keep on collecting, yet more actively, since the beginning of the 1990s. Within its walls, the museum sessions devoted to the fine arts renew a territory of contention between those fields, perhaps because it seems common to both artistic manifestations.

O USO DE PROJETOS DE ENSINO COMO FACILITADORES DA ESCRITA DE ARTIGOS CIENTÍFICOS

Rozane da Silveira Alves, Rosária Ilgenfritz Sperotto, Marley Maria Tedesco Radin

This paper describes the experience in a discipline of the Media Specialization Course for teachers of public schools in southern Brazil, taught at distance. The discipline has prepared students for writing a scientific paper from the implementation of a project for the use of media in schools, where the specialization students act as teachers. The project was developed in stages, and in each one the students would write a text narrating and reflecting on the proposed activities. These texts were corrected and returned to students with guidance on how to improve them. At the end, students gathered texts of each stage to give a scientific paper. Students of the course, although they did act as teachers, did not have the habit of writing and this experience enabled them to reflect and exercise writing about their practices.

UMA TIPOLOGIA TENSIVA DO FAIT DIVERS

Conrado Moreira Mendes

This paper aims to show some results of our ongoing PhD research, developed at University of São Paulo (Brazil), with financial support from the Foundation for Research Support of the State of São Paulo (FAPESP). Our investigation is concerned with the problems of "fait divers", a term that dates back to the press of the nineteenth century, which means the news that do not fit the traditional editorial journalism, like politics, economy, culture, international, etc. In summary, they are unusual journalistic accounts, whose theme binds to the idea of monstrosity, in general, in the private sphere. We analyze and theorize the "fait divers" from the theoretical perspective of tensive semiotics, one of the recent developments of French Semiotics. This theory prioritizes the issue of sensitive in the process of production meaning, which governs the intelligible.

A JUVENTUDE NA REPRESENTAÇÃO DO VAMPIRO EM SÉRIADOS TELEVISIVOS: UM ESTUDO A PARTIR DA CULTURA VISUAL

Herbert Charles da Silva Pereira Júnior, Mônica Mitchell de Moraes Braga

This work has the objective to analyze the vampire's representation in the north American TV series The Vampire Diaries. The intention is to present the myth and the process of identification of young people with the characters. The visual culture is treated as a theoretical referential which sees the image as an object involved in the formation of different social subjectivities and the construction of identities. For the realization of this research episodes of the first season of the series were shown in the Federal Institute of Goiás – Inhumas Campus, Brazil. Each episode was followed by a discussion involving teachers and students. The ideal of beauty of the protagonists and the personal conflicts were the subjects of many discussions. Giving voice to the people involved in the research was important to consider how teachers and students are susceptible to build ways of seeing and preparing interpretations of the images.

PLATAFORMAS DE DISCUSSÃO PERDIDOS NO ESPAÇO E POST-IT CITY: ESPAÇO PÚBLICO E PRÁTICAS ARTÍSTICAS NAS CIDADES CONTEMPORÂNEAS

Claudia Vicari Zanatta

This article focuses on two platforms of debate regarding the contemporary public space. One had its origin in Brasil and the other in Spain. The platforms are called respectively Perdidos no Espaço and Post-it-City: ciudades ocasionales. One of the axes of these platforms are the artistic practices which propose to produce a critical observation about urban contemporary issues, often

highlighting or interfering in the situations dealt with. We performed a comparative analysis of concepts and methodological approaches of these two non-hierarchical spaces, of different geographical origins, but with points in common in relation to the problematic that they investigate. We verified which activities are joint bases, concepts and propositions are used by these platforms to investigate the way how individuals and groups from different areas think and build the public space in times of globalization and seek to foster creative practices in urban panoramas which become increasingly homogeneous.

REFLEXÕES SOBRE ANÁLISE MUSICAL NA PERSPECTIVA DE UMA FENOMENOLOGIA DA PERCEPÇÃO MUSICAL

Pedro Carneiro

From the point of view of a phenomenology of music perception, the several analysis models elaborated and worked out by traditional musicology are not so different from each other, despite their plurality and diversity. Generally, all of them assume the same manner of studying music. In principle, all of them work in view of an analytical position, strictly speaking: dividing an issue into as many parts as necessary to better solve it. This favors a certain manner of 'perception' that is only dedicated to the idea of structure, thus concealing the aesthetic dimension of experience.

Session PS2A

O PALHAÇO PARA-QUEDAS: REFLEXÕES SOBRE A ARTE CIRCENSE NO MUNICÍPIO DE BAURU – SP (BRASIL)

Talita Ribeiro Maciel, Rosa Maria Araújo Simões

This biographical and bibliographical research aimed understanding the circus and its clowns. The origin of the circus is presented taking into account its earliest manifestations in ancient Greece, until the creation of the modern circus in 1970 by Englishman Philip Astley. The clown, who was introduced in 1778 only after the circus has become an essential figure in the show, coming to represent the modern circus. Here, the different types of clowns are presented and their main characteristics are shown as a way to differentiate between them. The difficulties faced by circus companies are pointed, trying to understand the reduction of circus companies. To understand the formation and transformation of the clown in his years at the profession, the Clown Pára-quedas, artist of Bauru / SP was interviewed, their stories help to unravel some of the satisfactions of the profession and the problems faced by circus performers.

A ESTÉTICA JAPONESA NA CULTURA BRASILEIRA: REFLEXÕES A PARTIR DE UM ESTUDO ETNO-FOTOGRAFICO SOBRE A PERFORMANCE RITUAL DA FESTA DA CEREJEIRA DE GARÇA – SP

Amilton Leonardo dos Santos, Rosa Maria Araújo Simões

Aiming to understand the Japanese aesthetic in Brazilian culture and to produce a photographic exhibition of artistic and ethnographic nature, we performed a symbolic exegesis of the ritual performance of Garça Cherry Festival - SP (Brazil). The event takes place annually and is held in memory and honor of oriental culture. The festival features various elements of Japanese culture through expressive forms such as dance, music, costumes, martial arts and cooking. Therefore, the study was based on the anthropology of performance and visual anthropology with regard to symbolic exegesis of the party and look artistic and ethnographic photographic records of the proceedings. Such procedures supported the realization of artistic display that contributed, in turn, in promoting the local culture to a wider audience, and, methodologically, have contributed in visual identification and interpretation of the cultural elements of the ceremony.

MESTRE DIDI: UM ESTUDO SOBRE ARTE E CULTURA AFRO-BRASILEIRA

Natália Fernanda Freitas da Silva, Rosa Maria Araújo Simões

The following study aimed understanding the self-esthetic of the artist-priest Master Didi, doing so a symbolic interpretation of his sculptures, considering his relations with the ritual performance of candomblé, his creative process and his artistic, sociocultural and religious influences. The interpretation of sculptures and comprehension of the process of creation from the artist with focus on the representation of orixás allowed us to evidence the relationship established between the procedures used by the artist to produce his sculptures, the materials used in his work, the relationship of works and religion, with culture and afro-Brazilian art.

AMERICA LATINA TRANSTERRITORIAL: PERCURSOS EM FRONTEIRAS FLUIDAS

Maria Luiza Calim de Carvalho Costa

Contemporary artists have proposed repositioning of the view as a psicogeographics, routes of drifts, affectives maps, subverting the physical, historical, political and social places in the global mapping. The Chilean artist Eugenio Dittborn with their "Airmail Paintings" that design, sewing, painting and collage are folded and placed in an envelope and sent by post. At your destination, the paint is removed from the envelope, unfolded and hung leaving the marks of the route traveled. The Argentine artist Alicia Herrero in his work "The trip Revolucionário - title inspired by the trip that Ernesto Guevara held in South America, traveled by navigable rivers of South America and composed the work in the form of a" novel navigated "where each chapter is a port route. As the river of Heraclitus, the writing of "novel navigated" composes processes transposing borders.

CRIAÇÃO DE ESTRUTURAS GEOMETRICAS TRIDIMENSIONAIS ATRAVES DA TECNICA DO ORIGAMI ARQUITETONICO

Thaís Regina Ueno

This article presents an experience with Design undergraduate students developing geometric 3D structures through origamic architecture design techniques. During the first stage of the experience, some potentialities of this art in paper were presented to the students through some examples of graphic design applications. Afterwards, some basic models were explored by the students in order to improve the knowledge about the exploration possibilities of origamic architecture, its physical limitations and its technical language. Finally, the students designed their own paper structures applying what they learn in graphic design products.

EXPLORAÇÃO DA FORMA ATRAVES DA DILATAÇÃO E ORGANIZAÇÃO ESPACIAL

Thaís Regina Ueno

This article is about a didactic experience of creating and exploring geometric shapes with Design undergraduate students. The cases of symmetry (reflection, translational, rotational and scale symmetry) were used to establish ways of spatial organization in the first moment. After, the internal structure of geometric shapes was explored in order to create various compositions, by using straight lines and curves. Based on the combination of these two studies, several interesting, aesthetic and compositional results were obtained.

APRESENTAÇÃO DO SOFTWARE CADNET E ANALISE DOS IMPACTOS CAUSADOS NA EDUCAÇÃO PELAS NOVAS TECNOLOGIAS DA INFORMAÇÃO E COMUNICAÇÃO

Márcia Veloso de Menezes

Actually the center of transformation is a technological revolution in information and communication technology. The advances are not only on the acquisition of knowledge about new technologies, but also in the application of that knowledge to promote the dissemination of information on various subjects. Internet is an important tool in computer-mediated communication, implemented in a network architecture. In education, the process of technological revolution is promoting new possibilities, emerging new models of education, distance education has been growing. The objective of this study was to review the changes caused by new information and communication technologies and the impacts on education, analyzing the direction of education in a networked society, considering pedagogical aspects. Will presented the Cadnet software (open source), for offering distance education courses, the paradigms that served as the basis for its design and we will present the innovative communication tools of the software Cadnet

Session PS2B

A JOALHERIA NO ACERVO DO MUSEU DE ARTE SACRA DE SÃO PAULO

Maria Antonia Benutti, Bruno Müller

The jewels, be they used as decorations or some other specific function, are carriers of meaning, representatives of groups, peoples, territories or historical moments. In preliminary studies on the history of Brazilian jewelry, and the recent ascendancy of Brazil in the jewelry market, this research seeks to delve into the history of the production of religious jewelry from São Paulo in the Brazilian colonial period, through the collection of the São Paulo Museum of Sacred Art. This study aims to analyze the museum's collection of jewelry, in two respects: the pieces of jewelry and its pictorial representation in works of art.

Maria Antonia Benutti, Elissa Soares

The ornaments have always been appreciated by human. And today is obviously the need to include the concepts of ecology in all areas. In this scenario ecodesign becomes a great ally for professionals who work in the making of ornaments, including jewelers. Aiming to decrease and the preservation of noble metals and the use of alternative materials, the ecodesign of adornment makes even more valued and attractive, it promotes sustainable consumption. Based on these concepts, this paper aims to investigate the Brazilian professionals who use sustainable ideas for making your accessories and social work related to this activity.

O DESENHO NA OBRA DE WIM WENDERS: “ATÉ O FIM DO MUNDO”

Joedy Luciana Barros Marins Bamonte

The present work is an investigation into the possibilities of development of drawing in the contemporaneity and the detachment which certain poetic art could have to the point of absorbing more than one language in the materialization of the idea as it meets the development of the individual approach from the producer's work. This reading is sought in the work of the filmmaker Wim Wenders, more specifically in his film "Until the End of the World" and the way it presents the images are due to the proximity of different artistic languages. While cropping, framing are part of the procedures present in the artist's creative process to meet the needs of its poetics.

PROJETO ARQUITETÔNICO COM A INTERVENÇÃO DO DESENHO UNIVERSAL E DO CONFORTO AMBIENTAL

Marco Antonio Rossi, Silvana Aparecida Alves

All People interpret the functions and sensations of a given environment, in which they are inserted. At this point it is important to consider in residential architectural designs the concept of universal design, responsible for allowing the user to use the spaces without discriminatory treatment that the lack of accessibility in buildings. Were applied the concepts of universal design and environmental comfort with the goal of perfecting the little available space for the exhibition of products in establishing and ensuring the accessibility of customers. The site chosen to develop this theme was a wet and dry market small-sized for the intervention of this research.

EDUCOMUNICAÇÃO E VÍDEOS EDUCATIVOS: UMA NOVA PERSPECTIVA SOBRE O PROJETO TE VEJO NA ESCOLA

Maria do Carmo Jampaolo Plácido Palhaci, Bianca Barbis, Talitha Plácido Palhaci, Murilo Rodolfo Penteado Leonardo Filho

Based on the successful work of the Extension Project "See You in School", with started in the middle of 2009, we started to redesign the project format and production. Developed at the Architecture, Arts and Communication Faculty of UNESP Bauru, with the participation of students from the Radio and TV, Journalism, Design and Biology courses. The project aims to produce artistic and educational video documentaries with short duration approaching themes related to diverse fields of biological sciences. Using Educommunication theoretical foundations, we align our products and applicability to this method. We expect a higher return and higher production at scientific level when we establish a new dialogue with this rarely studied science that combines education with different media types. In this article we are going to use as an study object the new episodes of "See you at School" Project: "Earth Sciences".

OS BENEFÍCIOS DA ARTE PARA UM ENVELHECIMENTO SAUDÁVEL

Solange Maria Leão Gonçalves, Greisse Aparecida da Silva Faria, Adriana Maschio, Gabriela Bonafim

Aging is one of the great riddles of life, and second Spirduso (2005) beyond birth and death, is perhaps the only experience that every human being shares. In recent decades the growth of the elderly population is a sobering fact. This work is proposed to highlight the benefit that the stimulus to creativity through art can bring to this audience, whether in terms of social inclusion, from the point of view of health. In extension project with Art Aging, active since 2003, FAAC - UNESP works with the possibility of improving the quality of life of people in the aging process. From the point of view of social inclusion, the simple access to university is a stimulus socialization of the individual. Have access to knowledge and stimulates the reasoning offered depending on the activity can promote the opportunity to practice motor skills, among others.

HISTORIA, ARTE Y TRADICIÓN: PRODUCCIONES TEXTILES EN AMÉRICA DEL SUR. EL CASO DE ARGENTINA, BOLIVIA Y BRASIL

Solange Maria Leão Gonçalves, Ariadna Raquel Bello, Jorge Alejandro Vazquez

This study aimed to make visible the framework of cultural environment, textile art of the indigenous peoples of Argentina, Bolivia and Brazil. Productions were selected Huarpes, Tupi-Guarani and Jalq'a. They work with everyday clothing and traditional, to investigate the poetics of his images, the construction of symbols, techniques and materials, its changes and adaptations over time. This has implications for interpreting social constructs represented in his works. This article argues that the modes of textile production are the result of knowledge and processes related worldview symbolic and social activity of human beings. This was a descriptive-comparative study of literature and documentary sources. For this study we used concepts of art history, semiotics and cultural studies.

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