

The Challenge of Developing Creative Artists in a Standardized World

Book of Abstracts

April 20 - 23, 2014
Vila Real, Portugal

Edited by
Claudio da Rocha Brito
Melany M. Ciampi

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Message from the General Chair



As the General Chair of **WCCA'2014 – VII World Congress on Communication and Arts** it is my pleasure to say once again that we are delighted to have you participating and sharing experiences in its seventh edition, in the beautiful city of Vila Real, Portugal. An event that is a top class scientific event hosted by **University of Trás os Montes and Auto Douro - UTAD**.

The congress is a valuable opportunity for professionals from across the world to come together and share their knowledge, skills and contacts in place of millenary history. Vila Real, the capital of the province of Trás-os-Montes and birthplace of Diogo Cão (the explorer who discovered the Congo River in 1482), is the ideal starting point to explore the Douro and follow the famous Port Wine Route.

The theme of this edition is “**The Challenge of Developing Creative Artists in a Standardized World**” and we can say that **WCCA'2014** has achieved the objective to provide a high level forum for experts to discuss both common and critical advancements in order to meet the growing needs in communication and arts areas, and the exchange of new ideas and experiences. It has been also an opportunity for those who are interested in collaboration and investment in communication and arts.

The program has been designed to ensure that all attendees have an opportunity to enjoy the historical and cultural life style, to meet colleagues from different countries, exchange experiences, renew old friendships and build new ones that will continue long after the closing ceremony.

The **WCCA'2014 – VII 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), ABENC (Brazilian Society of Civil Engineers), 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), ISTECH (Ibero-American Science & Technology Education Consortium), OERN (Institute of Engineers of Portugal – North Region), Porto Gente (PortFolk), RBE (Brazilian Network of Engineering), RCI (Réseau Carthagène d'Ingénierie), SBA (Brazilian Automation Society), SEFI (Société Européenne pour la Formation des Ingénieurs), SHERO (Safety, Health and Environment Research Organization), SPEE (Portuguese Society for Engineering Education), SPEED (Student Platform for Engineering Education Development) and WCSEIT (World Council on Systems Engineering and Information Technology) and Cultural Cooperation of Vila Real, Mais Brasil Association and General Consulate of Brazil in Porto.

We have to thank in special 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.

The congress committees consist of many world-class experts from high profile organizations and institutions that make us proud of this volunteer team and that provide us a high level international congress. We would like to express our appreciation for the hard work of the team that helped us throughout the congress and that really cooperated for the success of the event such as the local organizing committee members, the staff. Our deepest gratitude to the Local Chairs Prof. Dr. Galvão dos Santos Meirinhos Director of Communication Sciences at UTAD and Prof. Dr. Carlos José Vieira Mendes Cardoso, for their exceptional efforts. We could not forget to show our deep gratitude to the host Institution **University of Trás os Montes and Auto Douro – UTAD**.

The congress is well on its way to becoming synonymous with technical excellence and has attracted the worlds' top researchers in this field.

Those many of you who travel long distances serves to remind us all just how important our work is. Thank you for coming and collaborating for the success of WCCA'2014.

Thank you all.

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

Message from the Technical Program Chair



It has been a real honor and privilege to serve as the Technical Program Chair of this congress. **WCCA'2014 – VII World Congress on Communication and Arts** has brought together a tremendous and rich diversity of authors and speakers from universities, government and industry around the world to share ideas and new perspectives on a wide range of communications and arts research and technologies.

The popularity of **WCCA** as the premier forum for communications and arts research has started to grow. The **WCCA** has already become a prominent forum, where researchers and practitioners exchange ideas and report progress in the exciting area of communications and arts. This year, **WCCA** delivers a stimulating, informative and delightful program.

The **WCCA** congress focuses on a broad range of these issues and challenges and weaves them through the Keynotes Speakers, Distinguished Lecturers, Invited Talks, Workshops, and Technical Program. This year, the response to the congress's call for papers has been outstanding in terms of quality and attendance is equally impressive. Many individuals and organizations contributed to the success of this congress.

We have to acknowledge the invaluable efforts and contributions of Technical Program Committee for their willing to review all the papers submitted to the congress. In special we have to express our deep appreciation to our host the **University of Trás os Montes and Alto Douro – UTAD** for the great job providing an amazing environment for the congress.

It is our hope and expectation that **WCCA** will become the leading forum for experts from academia, industry and government to exchange ideas and report progress on forefront on communication and arts research.

Finally, we are most grateful for the authors and participants for their valuable contribution for the congress, we thank you for attending the congress and being a part of this very important event.

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

Message from the Local Chair



Dear conference participants,

Welcome to the **University of Trás os Montes and Auto Douro – UTAD!**

It is my great pleasure to welcome you to the **VII World Congress of Communication on Arts – WCCA'2014**. Organizing an event of this usefulness and spectrum is a gratifying challenge and honor for our Course Direction of Communication Sciences and our School of Humanities and Social Sciences. The research is a key issue to the University, where such important event is an example of our continuous search for opportunities in communication sciences.

We are committed to receive all participants the best way possible, to assure them an extraordinary cultural program and scientific conference. Please enjoy our way of living and make yourself at home in the city of Vila Real.

Prof. Dr. Galvão dos Santos Meirinhos
LOCAL CHAIR

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Melany M. Ciampi

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The Challenge of Developing Creative Artists in a Standardized World

Program

**April 20 - 23, 2014
Vila Real, Portugal**

**Edited by
Claudio da Rocha Brito
Melany M. Ciampi**



WCCA'2014 – Program at Glance

Time	Sunday 20	Monday 21	Tuesday 22	Wednesday 23	Time
8:30 am 9:00 am	Free	Registration	Registration	Registration	8:30 am 9:00 am
9:00 am 9:30 am		Opening Session	Technical Sessions	Workshop I	9:00 am 9:30 am
9:30 am 10:00 am					9:30 am 10:00 am
10:00 am 10:30 am		10:00 am 10:30 am			
10:30 am 11:00 am		Plenary Session I	Coffee Break	Coffee Break	10:30 am 11:00 am
11:00 am 11:30 am		Plenary Session II	Technical Sessions	Workshop I	11:00 am 11:30 am
11:30 am 12:00 pm					11:30 am 12:00 pm
12:00 pm 12:30 pm		Plenary Session III			12:00 pm 12:30 pm
12:30 pm 1:00 pm					12:30 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					2:00 pm 2:30 pm
2:30 pm 3:00 pm		Cultural Session	Technical Sessions	Technical Sessions	Workshop II
3:00 pm 3:30 pm	3:00 pm 3:30 pm				
3:30 pm 4:00 pm	3:30 pm 4:00 pm				
4:00 pm 4:30 pm	Coffee Break		Coffee Break	Coffee Break	4:00 pm 4:30 pm
4:30 pm 5:00 pm	Technical Sessions		Technical Sessions	Workshop II	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	Free		Closing Session	Free	6:30 pm 7:00 pm
7:00 pm 7:30 pm					Free
7:30 pm 8:00 pm	Dinner Welcome	Banquet (for adhesion)			
8:00 pm 8:30 pm			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	Free		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;

S – designates Spanish sessions and papers;

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

M – designates Monday sessions and papers;

T – designates Tuesday sessions and papers;

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

1 is early morning (9:00 am - 10:30 am);

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

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

4 is late afternoon (4:30 pm - 6:00 pm);

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

Sunday – April, 20

2:00 pm – 6:30 pm
CULTURAL SESSION



Let's enjoy the first day of cultural activities starting at 2:00 pm gathering at the Town Hall of Vila Real, at the very center of the city, leaving at 2:30 pm to Palácio de Mateus. At 4:30 pm departure to visit the Cooperative winery of Vila Real; 5:30 pm wine tasting in the cooperative cellar of Vila Real and 6:30 pm return to the Centre of Vila Real.

Vila Real Love at first sight! There are many reasons to visit Vila Real, the capital of the province of Trás-os-Montes and the birthplace of Diogo Cão (the explorer who discovered the Congo River in 1482) and the first one is for the Baroque Mateus Palace (Palácio de Mateus), 4km (2.5 miles) east of the town. Described by Satchverell Sitwell as "the most fantastic country house in Portugal", it has been made famous worldwide for being featured on the label of Mateus Rosé wine and it is well worth a visit for a glimpse into the lives of the Portuguese aristocracy.

The town itself has a few buildings of interest, including an Italian Renaissance building on the town's main street, Avenida Carvalho Araujo, that is where Diogo Cão was born. Nearby is the 19th century Town Hall building, with a lantern pillory in front.

The town's cathedral, once part of a 15th century Dominican monastery, has a simple 15th century exterior, while farther north is the town's finest church, the Baroque São Pedro Church, with a ceiling of carved and gilded wood and a chancel adorned with colorful tiles. Also worth a look is the

beautiful baroque chapel the Capela Nova (also known as "Clérigos"), attributed to Nicolau Nazoni who also worked on Mateus Palace.

The grandfather of Camilo Castelo Branco, one of the greatest Portuguese novelists, built the Brocas house. In the frontispiece it has a tombstone evoking the writer. Carvalho Araújo's house - 20th century is located in Camilo Castelo Branco street, and it was here that lived the heroic captain Carvalho Araújo that died on interposing its ship between a German submarine and a cruise that was full of passengers. In his memory, the main avenue in Vila Real has its name.

The Corgo River Park is located in the shores of the river with same name, and has an area of about 33 hectares; it's connected to the Forest Park, a true lung of the city, with several facilities: multipurpose sports fields, pedestrian/jogging routes, Codessais picnic area (with grills and tables), swimming pools, playground, bars and teahouses.

Vila Real is the Portuguese city with the longest tradition in urban car racing. Vila Real Urban Races Circuit has been running since 1931 and is considered by many pilots the best urban circuit in the world. Despite the break started in 1991, to the satisfaction and pride of the locals, races got back in its entire splendor between 2007 and 2010, with a new line. The golden times of this Circuit took place during the 60's and the 70's, with the participation of the most important pilots in the world, such as Stirling Moss, David Piper, John Miles, and other ones...

Pictures and source of information: <http://www.cm-vilareal.pt/tourism-and-animation/885-animacao-e-turismo.html>



Monday – April, 20

8:30 am – 4:30 pm
REGISTRATION

9:00 am – 10:00 am
OPENING SESSION

Chair: **Prof. Dr. Claudio da Rocha Brito** – General Chair of WCCA'2014
Prof. Dr. Melany M. Ciampi – Technical Program Chair of WCCA'2014
Prof. Dr. Galvão dos Santos Meirinhos – Local Chair of WCCA'2014

10:00 am – 10:30 am
PLENARY SESSION I

Chair: **Prof. Dr. Claudio da Rocha Brito** – President of COPEC
THE CHALLENGE OF DEVELOPING CREATIVE ARTISTS IN A STANDARDIZED WORLD
Speaker: **Prof. Dr. Melany M. Ciampi** – President of WCCA

10:30 am – 11:00 am
Coffee Break

11:00 am – 11:45 pm
PLENARY SESSION II

Chair: **Prof. Dr. Galvão dos Santos Meirinhos** – Local Chair of WCCA'2014
A MORTE DA COMUNICAÇÃO NA ERA DA INFORMAÇÃO (in Portuguese)
Speaker: **Prof. Dr. José Manuel Cardoso Belo** – President of School of Humanities and Social Sciences of UTAD
(University of Trás os Montes and Alto Douro), Portugal

11:45 am – 12:30 pm
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Chair: **Prof. Victor Freitas de Azeredo Barros** – Publications Chair of WCCA'2014
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Speaker: **Prof. Dr. Marlene da Conceição Vasques Loureiro** – Professor at School of Humanities and Social Sciences of UTAD (University of Trás os Montes and Alto Douro), Portugal

12:30 pm – 2:30 pm
LUNCH

2:30 pm – 4:00 pm
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Chairs
Tatiana Čorejová
Laurent Moccozet

FEEL THE MUSIC: ENGAGING PUPILS IN CLASSICAL MUSIC APPRECIATION THROUGH SOCIAL MULTIMEDIA AND EMOTIONS

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Chairs

Maria Esperanza Macarena Ruiz Gómez
Melany M. Ciampi

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4:30 pm – 6:00 pm

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Chairs

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Eder Paulus Moraes Guerra

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WELCOME DINNER

All the conference attendees are welcome to join us for the “Welcome Dinner” on Monday at 7:00 pm. It is the opportunity to get in touch with old colleagues and make new friends in a nice environment.

Tuesday – April, 22

8:30 am – 4:30 pm
REGISTRATION

9:00 am – 10:30 am
TECHNICAL SESSION PT1A

Chairs

Rosa Maria Vasconcelos
Inês do Amaral

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Chairs

Maria Beatriz Licursi
Julia Yuri Landim Goya

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10:30 am – 11:00 am
Coffee Break

11:00 am – 12:30 pm
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Chairs

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Chair: **Prof. Dr. Claudio da Rocha Brito** – General Chair of WCCA'2014

Prof. Dr. Melany M. Ciampi – Technical Program Chair of WCCA'2014

Prof. Dr. Galvão dos Santos Meirinhos – Local Chair of WCCA'2014

8:00 pm – 11:00 pm

THE BANQUET

Let's have a good time gathering with colleagues in an inspiring environment for a pleasant dinner. The tickets will be available at the reception desk.

Wednesday – April, 23

8:30 am – 3:30 pm

REGISTRATION

9:00 am – 12:30 pm

WORKSHOP I

EXPANDED ENGRAVING

Prof. Dr. Marcos Rizolli – Mackenzie Presbyterian University – Brazil

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LUNCH

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**ESTAMPARIA: PROPOSTA DE UTILIZAÇÃO DE ELEMENTOS NATURAIS NA CRIAÇÃO EXPERIMENTAL DE
NOVAS FORMAS** (in Portuguese)

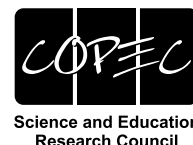
Prof. Dr. Sílvia Barros de Held – University of São Paulo – Brazil

The Challenge of Developing Creative Artists in a Standardized World

Abstracts

**April 20 - 23, 2014
Vila Real, Portugal**

**Edited by
Claudio da Rocha Brito
Melany M. Ciampi**



PLENARY SESSIONS

THE CHALLENGE OF DEVELOPING CREATIVE ARTISTS IN A STANDARDIZED WORLD

Claudio da Rocha Brito, Melany M. Ciampi

Many discussions about art and communication take place in academia community. What is Art? Is there any way to define it? How is it correlated to communication? It is possible to state that art is a kind of specialized communication. Communication is not necessarily art. Art does not equal communication, but all art is communication. What makes art different and special is that it is a communication that has value. In a world where people tend to standardize almost everything the creative artist is recognized and valued. All these discussions are present at the WCCA'2014 - VII 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 is an event that provides opportunity to bring together researchers and professionals of these areas to participate at the conference showing their interesting scientific recent works.

TECHNICAL SESSION EM3A

FEEL THE MUSIC: ENGAGING PUPILS IN CLASSICAL MUSIC APPRECIATION THROUGH SOCIAL MULTIMEDIA AND EMOTIONS

Laurent Moccozet, Camille Tardy, Hassan Lakhdar, Anne Lakhdar, Richard Rentsch, Michaël Wirth

Music teachers in secondary schools are facing a great challenge when attempting to successfully engage pupils in classical music appreciation. Moreover, the technology-enhanced learning sector has for a long time neglected to address the specific needs of teaching and learning music. We propose an approach that relies on different hypotheses: nowadays, classical music needs to be a global experience, combining audio and visual media; classical music is contemporary (many recent movies include classical music in their soundtrack) and generates emotions; pupils need to be active and creative even though they are not able to compose or create music. The result has been developed as an educational social media platform that engages pupils in creative multimedia activities organized around the emotions that music can elicit. Emotions are used as a common ground and language shared between teachers and pupils. Different experiments and results have been conducted to evaluate the approach.

ANALYSIS OF THE POLICIES AND STRATEGIES OF THE SELECTED COUNTRIES FOCUSED ON THE DEVELOPMENT OF CREATIVE SECTORS

Tatiana Čorejová, Mária Rostášová

The paper presents results of analyses carried out on the basis of purpose-oriented secondary research that focused on mapping initiatives, policies and effort of the selected countries to develop and support creative sectors and creative individuals. These countries have realized the importance of development of these sectors and consider it an important platform for interaction of knowledge, creativity and technologies, i.e. fundamental aspects of the creative economy. However, views on creative industry can differ in the respective countries, as the policies are adapted to the needs of the state, priorities and the respective cultural identity in these states. The paper evaluates development trends in this field, refers to the growing number of countries with integrated national strategies for creative sectors and it analyses the most important specialized programs and plans, which have been successfully integrated in general economic policies.

CREATIVE POSSIBILITIES OF ANALOGUE PHOTOGRAPHY: A DIALOGUE BETWEEN THE PAST AND THE PRESENT IN THE ERA OF DIGITAL IMAGES

Bruna Mitchell de Moraes Braga

In the era of digital photography and social networks, it's possible to observe a movement to bring back the creative concept that analogue photography used to and still can provide. From the 1990s, after its creation, the international community Lomography started to represent this experimentation very well and photography rescue as an artistic element. The various manipulations and effects, these analogue cameras allow, bring a round of creative possibilities that photography, prior to the methods of digital manipulation, can provide. This return to the past also ended up creating a trend in digital photography. The social network Instagram, which gives the user the ability to use filters and elements of analogue photography to digital imaging, is an example of the dialogue between past and present. This article intends to investigate these new creative possibilities and their involvement with photography in the age of digital images.

SYSTEMATIC REVIEW ABOUT CREATIVITY AND DEVELOPING ACCESSIBLE WEB SITES

Daniela Satomi Saito, Mateus Lohn Andriani, Elisa Maria Pivetta, Vânia Ribas Ulbricht, Marília Matos Gonçalves

The technologies have been evolved in an exponential speed and people are performing daily activities increasingly interconnected. Although beneficial in several aspects, this change is highlighting the difficulty of access that many people still face when they attempt to enter the virtual universe. Some of these difficulties relates to web accessibility, in other words, the right that every citizen has to access information and applications available on the web, regardless of their characteristics or abilities. The scientific community has converged efforts to support the development of an accessible web. However, it is clear that designers and developers still resist working with accessibility because they consider that the guidelines are very restrictive and limits their creativity. This paper conducted a study about the issues creativity and web accessibility aiming to approximate the concepts and identify how creativity can support the process of developing accessible web sites.

TECHNICAL SESSION PM3A

ARTE CONTEMPORÂNEA OU UMA NOVA ACADEMIA?

Norberto Stori, Petra Sanchez Sanchez

In this contemporary witness almost a sameness in the visual arts in relation to major national and international official events, the reference will be art that is contemporary art from the 1960s with Conceptual Art . Even showing up with new technology and the reference materials that may be fixed also in the art of the avant-garde artistic movements of the first two decades of the twentieth century. And , with no instigators artistic movements with his iconoclastic manifestos , but artistic events , it seems that there is not much concern among artists with the creativity and the pursuit of their own language , but references and retellings of existing , because all creative processes originate from an intense emotional upheaval in search of a new artistic language , so it seems that we are living a new academy of visual arts.

ARTE E TECNOLOGIA NA DOCUMENTA (13): OBRAS DE ANNA MARIA MAIOLINO E RENATA LUCAS EM KASSEL

Regina Lara Silveira Mello

dOCUMENTA (13) is an important contemporary art exhibition, held every five years since 1955 in Kassel, Germany. The 2012 edition presented works by Anna Maria Maiolino and Renata Lucas. 'Aqui e Ali' (Here and There), Anna Maria Maiolino's work, is an installation in the former home of the caretaker of the Karlsau park. It refers to issues such as absence of body and presence of memory. In 'Ontem, areias movediças' (Yesterday, shifting sands), Renata Lucas introduces an architectural element in the basement of Friedrichplatz, suggesting a virtual space in Kassel Central Square, redesigning borders, property and order. According to curator Carolyn Christov-Bakargiev, the show offers a reflection on the dialogue between art and science, forms of imagination that explore the dynamics of matter and life, in connection with theory. Deciphering dOCUMENTA (13) demands an interdisciplinary conceptual approach involving the fields of art, science and technology.

APLICAÇÕES E POTENCIALIDADES POR MEIO DO DESIGN DE SUPERFÍCIE NO BRASIL

Matheus Miguel de Souza, Maria Sílvia Barros de Held

This study aims to emphasize one area of design yet little known, but rapidly expanding in Brazil - Surface Design - highlighting the main fields of activity and applications. In addition to addressing historically this field of design, this study also seeks to highlight some of the key means by which the design surface acts as the main creative tool, including textile design, ceramics, interior design and new technologies from the Surface Design in Brazil.

O DIGITAL COMO PROCESSO DE CRIAÇÃO: MUDANÇAS NO PENSAR E FAZER A OBRA EM RELAÇÃO AO MEIO FÍSICO

José Carlos Brod Nogueira

This project focuses on creative processes included in the production of a series of images generated from a matrix / radiography digitized and manipulated in the graphics program. Interests to identify design features, connections and disruptions related to the processes of design and production of the works in relation to the previous production, considering the passage from physical to digital. The methodology is qualitative in nature, including the mapping of production, the theoretical research / artistic, poetic and reflective, registration and documentation process.

QUESTÕES DO DESIGN PARA AMBIENTES VIRTUAIS DE APRENDIZAGEM

Cleomar de Sousa Rocha, Marissol Martins de Santana

The article chooses as a point of discussion resources usability and accessibility of computer graphic interfaces in the context of distance education. Are problematized both concepts in a context of expansion of activity in Brazil. Are analyzed virtual learning environments, from the points of view of accessibility and usability of user interfaces from these heuristics segments. It is concluded that the so-called learning environments do not improve these issues, to the detriment of the course participants and elevated dropout rates registered in the courses.

SINCRETISMO CULTURAL NA JOALHERIA AFRO-BRASILEIRA

Maria Antonia Benutti, Maria Luiza Calim de Carvalho Costa

Body adornment has been used as a ornament, ritualistic object, religious icon or as symbol demonstration of status and power in many different cultures. In Brazil, own visuality develops from the cultural syncretism. Thus, together with the mode of dress, the african-Brazilian jewelry acquires peculiarities derived from cultural identities that coexist. This paper proposes a look at african-Brazilian jewelry through visual representation in some works of Jean-Baptiste Debret - French painter member of the French Artistic Mission that registered objects and everyday scenes of slaves and freemen, of poor whites and aristocrats of Rio de Janeiro in the early nineteenth century. We are looking for jewelry as a historical record of lifestyles from a time and place with a social, economic and cultural local configuration.

ARTE E DESIGN: CRIAÇÃO DOS CINEMATICS DO JOGO-SIMULADOR KIMERA

Gabriele Duque, Tânia Hetkowski, Josemeire Dias

The aims of digital and mediatics technologies point to the creation and expansion of techniques that permeate the development of motion images. Thus, art and media include new ways to produce kinetic design, for animation and visual effects, in this case to games-simulators. Thus, this paper aims to demonstrate the artistic and creative processes used in the development of Cinematics for the game-simulator, called Kimera - Imaginary Cities. The Cinematics are important to situate the player into the narrative of the game through a short animation, which does not reveal the whole plot, but it helps with immersion, gameplay, player interaction and solve problems inherent to the game. The process of creating the Cinematics involved the following steps: script, the cinematic to the Storyboard; drafts of drawings; evaluation by the group, mounting sequence in flash tool, synchronization of the drawings with the soundtrack and the Beta version.

TECHNICAL SESSION SM3A

PINTURA Y DANZA EN LA FORMACIÓN ARTÍSTICA ACTUAL DE BELLAS ARTES

Maria Esperanza Macarena Ruiz Gómez

The integration and fusion of artistic disciplines is a humanistic approach of long tradition in Art History, that has given us moments of intense cultural activity. Therefore, among the various artistic disciplines, dance and the visual arts have been inspired, enriched and complemented each other over the centuries. Currently, this is the work basis of a cooperation agreement between the Canal Dance Centre and the Department of Painting, Faculty of Fine Arts, Universidad Complutense of Madrid, led by Professor Macarena Ruiz. Through which, students of Degree go to assays of dance companies to take notes and sketches, in order to promote the reflection about the relationship between the languages of artistic expression of dancing and painting-drawing as an important instrument for training and creative stimulation for the student, and their mutual contribution to the dance.

TECHNICAL SESSION PM4A

COMICS INTERACTION IN HYPERMEDIA ENVIROMENT

Raul Inácio Busarello, Vânia Ribas Ulbricht, Marília Matos Gonçalves

The interactivity of hypermedia environments allows the viewing definition of the events order. However in these environments the elements could be connected in not logical ways, while in comics storytelling the elements must have a logical relationship each other. When frames of comics are simply fragmented it loses storytelling coherence. In this paper we discuss how to build comics based on hypermedia principles and key elements of this storytelling kind. Thus we understand the comics adaptation for hypermedia environment is a complex and cautious process. As results we believe the nonlinearity allows the reader a free read by the comics frames. It allows to the readers access links that facilitate the content understanding. However it takes certain linear frames set for reader could understand the comics story. The challenge is to allow a nonlinear and free reading of comics by readers but respecting the linearity between some frames.

EXPERIMENTAL THEMATIC SOCIAL NETWORK OF A RESEARCH GROUP ABOUT WEB ACCESSIBILITY

Luís Henrique Lindner, Angela R. B. Flores, Luiz Antônio Moro Palazzo, Vânia Ribas Ulbricht

The social networks phenomenon, widespread since the turn of the century, is well established as leisure, work and business. However, its potential is rarely used in the educational field. This article presents a proposal for a Thematic Social Network (TSN) which is being implemented on a trial basis for a research group that works with the theme "Inclusive Education on the Web." The group explores the concept of social networks and introduces the idea of Thematic Social Network as a proposal for collaborative activities. Network members have organized internal groups, representing different work fronts. The TSN has the same features of a massive social network, however, the control over these resources is done by the group, as well as defining usage policies. Thus, with the goal to research the TSN, it was used Elgg® platform for deploying this experimental network.

RELEVANCE AND IMPACT OF TECHNOLOGICAL INNOVATION IN A CONSUMPTION SCENERY TROUGH INTERVANTIONS IN FOREIGN MEDIA

Ekaterina Emmanuil Inglesis Barcellos, Galdenoro Botura Jr., José Carlos Plácido da Silva

The technological production in projection design combined with interactive features has been offering alternatives to the consumption market, to strengthen and expand the identification with consumers. In this context, changes in facades added value to products and business, surprising through innovation and art. These interventions, which create new ways of thinking and relate to the concept of product and business can be described as a "collision"

between technology, art, media, architecture, trade and innovation that impacts through design, image and excitement stimulated by interactive technology resources. This study is a description of the scenario applied in innovative media facades, checking its fit to the expectations of users in the consumer market. Examines the impact of media technologies focused on interaction, checking if this feature acts as conceptual entertainment and interactivity and shows itself as a catalyst in the public space of cities.

AVALIAÇÃO DE INTERFACE DE AMBIENTES VIRTUAIS DE ENSINO APRENDIZAGEM INCLUSIVO: USANDO PROCEDIMENTOS COMPUTADORIZADOS

Carlos Henrique Berg, Vânia Ribas Ulbricht

Among the paradigms for human computer interface accessibility evaluation computerized proceedings are the first one that can be used. Computerized proceedings evaluate the accessibility of the human computer interface based in pre-established rules. This rules are developed by public private organizations seeking the improvement of the accessibility in human computer interface. With this evaluation paradigm the inclusive Learning Management System WebGD, which gives access to blind, deaf e no impaired people, with contents of Descriptive Geometry, was used. The testing had observed three rules and none of them had their environment accessibility validated. This work finally present the recommendations for the developers from the evaluation executed.

MEDIAÇÃO TECNOLÓGICA EM REDES INCLUSIVAS

Douglas Kaminski, Luiz Antônio Moro Palazzo, Tarcísio Vanzin, Marília Matos Gonçalves, Vânia Ribas Ulbricht

This work discusses issues related to technological mediation in a community online for individuals with visual, auditory and without deficits, to investigate how they perceive the process of collaborative knowledge building when located in the same learning environment. For this it is necessary to understand the mode of perception of the actors involved, necessary characteristics of the environment and technologies that expand access. In this case, it's important the web accessibility beside other technologies for web. From this, a systematic search was formalized on the subject, beyond the proposition Model MORIC that followed the accessibility guidelines of WCAG (Web Content Accessibility Guidelines), the methodology of the UWE (Models for Adaptive Hypermedia Systems development) and recommendations from the Model TEHCo (guidelines of Situated Cognition Theory in AVEA). Finally, this work aims to provide recommendations for the inclusion of these individuals in Communities of Practice on the web in a social network.

RECOMENDAÇÕES PARA O DESIGN DE INTERFACES WEB ACESSÍVEIS AO PÚBLICO SURDO

Carla Flor, Sabrina Bleicher, Vânia Ribas Ulbricht, Tarcísio Vanzin, Marília Matos Gonçalves

Several authors identified in their studies needs and latent issues related to language aspects, visuality, usability and navigation in web interfaces dedicated to the deaf public. Therefore, as a way to decrease this gap, this study has the objective of showing recommendations for accessible web design interfaces to the deaf public. By a bibliographic and exploratory research, using the technic of literature systematic revision, it was obtained as a result a compilation of recommendations for the development of web interfaces that include, in a systematic board, general orientations, text formatting, navigation, page layout, programming language and video features in sign language. The recommendations bring benefits to the deaf community as well to the webdesigners that currently don't have available in a synthesized form practical orientations dedicated to interfaces design to this public.

INOVAÇÃO E GESTÃO DE AMBIENTE IMERSIVO GOVERNAMENTAL E CORPORATIVO

Ricardo Pedrosa Macedo, Carla Susana da Encarnação Marques, Vânia Ribas Ulbricht

The article describes the stages of creation, innovation and management of 360 ° virtual tour of the Federal Senate in Brasília – Brazil and CR Almeida. The project was developed in February 2012 in collaboration with the Institutional Coordinator of Visitation of the Senate, including Digital Marketing, Interface Design and Photography based images 360°. Virtual Tour is a way to democratize access to public spaces that are the heritage of all Brazilians. The relevance

of this research has two major contributions: enable organizations to conduct effective planning in digital marketing and contribute a model to promote education and tourism development.

TECHNICAL SESSION PM4B

O PRINCÍPIO DA DIVERSIDADE CULTURAL NA CRIAÇÃO DE PERSONAGENS ANIMADOS PARA AMBIENTE VIRTUAL DE APRENDIZAGEM

Aleksandra Previtalli Furquim Pereira, Cibelle Amorim Martins, Eder Paulus Moraes Guerra, Herik Zednik Rodrigues, Francisco Herbert Lima Vasconcelos, Márcia Cunha Silva Costa, Maria Iracema Pinho de Sousa, Marcos Dionísio Ribeiro do Nascimento

The article introduces the principle of multiculturalism related to affective design in building a VLE (virtual learning environment), introduced in Online Education Portal for the integration and training of school counselors. The methodological approach to creating the environment took into account the connection between cultural diversity, emotion, learning and design in order to consolidate the idea that learning to participate implies first to recognize and be recognized within such diversity.

ARTE E DESIGN APLICADO: PROCESSOS CRIATIVOS PARA AULAS DE ATELÊ

Célio Martins da Matta, Pelópidas Cypriano Pel, Andre Martins da Matta

The article discusses possible correlations between Art and Design. Correlations with possible application in the classroom, within a controlled environment (studio) through experiments, and via more empirical facilitate discussion, analyze and find solutions to ease the materialization of some thought (insight) or feeling that students can be developing or looking, feeling or analyzing in order to solve problems of various products and presentation projects.

O 'FOOD DESIGN' COMO FERRAMENTA DE CRIAÇÃO – ANÁLISE DO UNIVERSO DE BISCOITOS RECHEADOS PARA ATRAIR O PÚBLICO CONSUMIDOR INFANTIL

Cynthia Brasil da Nóbrega, Rita Dione Araújo Cunha, Sandro Fábio César

Inside a standardized world of edible products, the food design appears as a tool that allies creativity to search sensations and meaning for products differentiation with common features and that competes on the food market. This article addresses the analysis of some Brazilian brands of sandwich cookies, verifying their features and identifying the difference among their strategies on attracting the child consumer. Based on a visual analysis methodology, we seek to characterize the packages and their products (cookies), observing the aesthetic, sensory and symbolic aspects that brings the consumer experience for the children. As a result, creative and communicative ways from food design is presented to formulate variations of a standardized product as sandwich cookies.

O DESAFIO DE DESENVOLVER ARTISTAS CRIATIVOS NO MUNDO DAS MÍDIAS DIGITAIS

Gislene Victoria Silva, Vânia Cristina Pires Nogueira Valente

From the second half of the twentieth century, with the proposal of working active listening, exploring sounds, the experience, the search for new forms of contemporary music notation, improvisation and experimental music composition, arise music educators Paynter Schafer and Koellreutter, known by the active method of second generation who contributed greatly to the development of creative processes in the classroom. Also arises, in the same period, the encounter between art and technology, expanding opportunities through digital media, open, participatory and interactive works such as Video art, Web art, Nanoarte and Locative Art, augmented, not only against the art with the public, through connections mediated by digital interfaces, providing new learning situations attractive for the development of creativity and artistic production as challenges in contemporary.

CINEMA 4K: NOVOS DESAFIOS CRIATIVOS

Aldrin Vianna de Santana, Cleomar de Sousa Rocha

The focus of this article is the 4k definition of image. Here was show an overview of the hybridization of the cinema with the new digital technologies, the 4K. A Brazilians author discusses aspects of visual poetics and photonic networks. Thus notes were presented here in order to understand the technical processes and realize significant visual changes. The authors believe that the inclusion of 4k in the country will bring new impetus to research and development, focusing on quality and image magnification rate of data transfer, essential to your full advantage in cultural practices of cinema.

ARTE E LITERATURA: CRIAÇÃO DE JOGOS LÚDICOS PARA AUXÍLIO NA EDUCAÇÃO DE JOVENS

Maria Helena Segnorelli

The reading incentive through the arts and the process of knowledge acquisition has been the object of studies and projects for an improved academic and social formation. Reading is to decode words, images, being the expression of inventiveness, of creativity and ultimate intellectualism of the human being. We have observed that the adoption of educational games contributes to the students recreational and pedagogical development, bringing, with Art, the understanding of the literary universe, enabling the interaction with works with pleasure. The project has the objective of preparing students for the entrance examination, starting with the literary research, and using as the research material, books by Brazilian and Portuguese authors indicated by the Permanent Committee for Entrance Examination of the University of Campinas. The result of the project was the creation of a game called "Literary Dominoes", with which the students could assess their knowledge, thus producing a meaningful learning environment.

OS RETRATOS DE UMA NOVA NAÇÃO: BRASIL, ENTRE O IMPÉRIO E A REPÚBLICA DO SÉCULO XIX

Marcia Regina da Silva Ramos Carneiro, Brunno de Souza Barros Guimarães

In the late 19th century, Brazil was in a unique situation, it was under the rule of the Emperor D. Pedro II. The country held its economy based on slavery producing for the free market. Slavery was abolished in 1888 and the Republic proclamation would come in a year later. With the change of regime, the Brazilian art has adapted to the new policy, contributing to build a national history. Important painters portrayed wars, and other emblematic events with their heroes, as a way to collaborate in the implementation of a project to shape the Brazilian people. This paper aims to analyze the works of these artists, the painter Pedro Américo that, across the boundaries of the Empire to the Republic, was one of the most representative interpreters of the changes that distinguishes the two regimes.

TECHNICAL SESSION PT1A

O EMERGIR DAS REVISTAS DE MODA: A REVISTA HAPPY WOMAN: UM ESTUDO DE CASO

Rosa Maria Vasconcelos, Maria Gabriela Gama, Ana Catarina Pires

Nowadays the fashion communication emerges in another support different from the printed one, namely the internet. Spite this new way of communication there is still a market for the fashion journals. In 2006 a new journal appears in Portugal- "Happy Woman"- . The aim of this work was to determine if "Happy Woman" journal communicate a fashion message among their readers. In order to achieved the objective purposed a survey was carried out among fashion and communication students. The data analysis leads us to conclude that 82% of the inquiries considered that "Happy Woman" journal has a good fashion communication message and the fashion students are the ones that mainly read this journal read.

PERCEÇÃO INFANTIL DOS LOGÓTIPOS: CORES E 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 the combination of color and shape. There are many factors that 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 constituents' aspects of the logo, such as colors and shapes, 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 and the sample included 305 children. After collecting and analyzing data, it was found that young children prefer red hearts. Their choices are also influenced by their ages and genders.

CULTURA DIGITAL EM ESPAÇOS DE ENSINO NÃO FORMAL: PERSPECTIVAS E PROSPECÇÕES

Olira Saraiva Rodrigues, Cleomar de Sousa Rocha

The article discusses the importance of non-formal education spaces such as museums and art centers and technology, from the perspective of an education that goes beyond the school walls and interact with the city in its many dimensions. The methodological contribution is the analysis of documents, as LDB nº 9.394/96, Plan of Action for Science, Technology and Innovation for National Development and Encouraged Projects, in addition to bibliographical study and conceptions of authors Azevedo, Bianchetti, Gohn, Steffani, among others, that question the science and technology, culture and education policy issues. The proposal points to progress, before the possibility of better use of these spaces. It follows that there has been some setbacks, limits and ranges, with the purpose of appropriating spaces such a way that complements rather than as opposed to formal and informal arrangements.

DO TEXTO IMPRESSO ÀS REDES SOCIAIS: AS TRANSFORMAÇÕES QUE CONFIGURAM NOVOS HÁBITOS DE LEITURA

Sabrina Bleicher, Tarcísio Vanzin, Ana Isabel Veloso, Berenice Santos Gonçalves, Marília Matos Gonçalves

In the current scene where is observed a growing development of several kinds of media communication, it is noticeable that the "reading" concept exceeds the consolidated codes that were established with printed books, in order to embrace moving, interactive and shorter messages, such as the several ones published in social networks. Behind this perspective, this study aims to describe – by a bibliographic and exploratory research that considers the development of the printed media, the electronic media and digital media – the media communication transformations and the consequences on reading habits. As a result it is obtained a systematization of features for different kinds of readers related to different historical periods of media technologies' development. The studies expose the influences and relations involved in this evolutionary reading process and contribute with other researches that seek following and evolving with the new social habits from the current media transformations.

OS VITRAIS EM FORMA DE ROSÁCEAS DA CATEDRAL DE NOTRE DAME DE PARIS

Maria Antonia Benutti, Andressa Bernardo da Silva

The paper presents a historical explanation of the Notre Dame de Paris, studying the symbols and the elements of each of its major rose windows. Analyzes the stained glass in the form of rose windows from the point of view of their meanings, functions, symbols used in their divisions and plays its geometric construction.

ANTI-SEXISMO EM PERFORMANCES E EXPERIMENTAÇÕES FEMINISTAS: CONTRA A VIOLÊNCIA E A DISCRIMINAÇÃO DE MULHERES

Tamires Pereira Schmitt, Fabiana Aparecida de Carvalho, Patrícia Lessa dos Santos

Our research of scientific initiative proposes artistic interventionst to be presented to the community through our involvement with the Maria Lacerda de Moura Collective (Maringá / PR), aiming a performative discussion of the "biopolitical" [1] and subordinated body, as well as its ways of resistance and re-signification. The main objective is to build body performances [2] that includes the feminist activism with the possibility of scenic expression. Our methodology covers theoretical foundations of feminist references and productions in the arts and also the development of interventions in public spaces and events. In our preliminary results, we describe two activities carried

out in 2013: a) at the International Women's Day (March 8) and b) in the Maringa's SlutWalk (August 3). We believe that political and feminist appropriation of the artistic languages assists in the re-signification of the body building new representations and meanings about women.

SER CRIATIVO EM UM MUNDO PADRONIZADO: ALGUMAS REFLEXÕES

Linda Bulik

The post-industrial era - called information and knowledge society, led to the logical conclusion that it was a characteristic of the first and second phases of the Industrial Revolution - standardization of good, labor specialization, but innovated with regard to quality life, dilution of time and space, ie, do the same thing in different times and places. Knowledge knows with discernment and critical awareness, generating symbolic capital. The question that arises, and will be developed during the work to be presented, is where and how creativity can join in the formation of symbolic capital. Reflecting on the challenge of developing creative artists goes through issues of cultural identity in a hybrid space-time and marked by dispossession, the processes of conflict and ethnic mix and new poetic and aesthetic perspectives in the production and reception of media.

TECHNICAL SESSION PT1B

BRASLENDAS DO ALÉM-MAR: TRANSMISSÃO TEATRAL DE LENDAS BRASILEIRAS

Maria Beatriz Licursi, Maria Ione Silva, Sefisa Quixadá Bezerra, Levi Leonido

This study consisted of preparing a public presentation in text and theatrical version of the following legends Brazilian folklore: Caipora, Iara, Headless Mule, Saci Pererê, Tata Boi, Papa Figo, Victoria Regia and Little Black Pastoreio. The goal was to conduct interdisciplinary areas involved in this artistic process - education to promote a peculiarity of Brazilian folk culture. The methodology included an account of experiences for individual interpretation of the legends according to the specific characteristics of the plots and characters. As a result the entire aim of teaching applied through the interface of music, art, folk language and body language. The composition of the characters coupled with relevant features mentioned, this streamlined artistic production revealing to the public the essence of legends selected preserving the characteristics of the folkloric fact: anonymity, functionality and oral transmission.

ABORDAGENS COGNITIVAS SOBRE A INTERAÇÃO CORPÓREA NA INTERPRETAÇÃO ARTÍSTICA: PERCEPÇÃO, INTELECÇÃO E TRANSMISSÃO

Maria Beatriz Licursi

A musical interpretation requires the participation of the body – instrument musical – brain. The neuroscientific approach regarding the processes of motor learning in line with the musical performance seems to be important for the development of artistic skills of the work. The superior skills of musicians are developed in order to become functional and structural adaptations plastic brain systems sensory-motor and auditory. The goal of this research is to perform a cognitive approach to neuroscientific basis under an interdisciplinary perspective on the interaction body in artistic and musical interpretation with emphasis on motor and musical learning. The joint application of qualitative and quantitative research will provide better information gathering emphasizing measurable attributes enabling emphasize the dynamic and individual aspects of human experience. The knowledge of the brain mechanisms aimed at musical performance contribute significantly when applying intellectual resources requested for the development of musical skills and structuring of artistic interpretation.

O PROCESSO AUDITIVO, A MEMÓRIA E SUAS INTERFACES NAS HABILIDADES MUSICAIS: UM ESTUDO NEUROCIENTÍFICO

Maria Beatriz Licursi

This paper discusses the innate capacity, expandable memory and essential to human learning . Music requests very intensely abilities of the auditory system as well as the motor cortex . The intense instrumental practice leads to neurological reorganizations differentiating the brains of musicians from no musicians . The musical perception among other peculiarities instrumental timbres identifies and recognizes the changes in height of a sound in a vast brain complexity . This is organized by building sensory maps forming networks that talk to each other continuously. Objective of this research was to review the literature that addresses the neuroscience knowledge and mental faculties involved in auditory processing and memory mechanisms that interfere with the performance of skills musical . The keywords used were : memory, music cognition and neuroscience . Vocational guidance consolidated neuroscientific studies may optimize the musical development.

A LINGUAGEM DO VIDEOGAMES COMO FERRAMENTA AUXILIAR NO PROCESSO DE ENSINO E APRENDIZAGEM

Julia Yuri Landim Goya, Dorival Campos Rossi

This article discusses issues related to the design language with a focus on teaching and learning through the use of games as a tool to uncover the world. The games are able to systematize the language so that you can learn by playing this way and making the interface more playful, more accessible and like us. Playing as a pusher element of new possibilities and games are emerging as a playful argument for teaching in the man-machine interface.

ABORDAGEM DO DESIGN EMOCIONAL: UM ESTUDO DE CASO COM BARBEADORES DESCARTÁVEIS

Julia Yuri Landim Goya, Bruno Montanari Razza, Luis Carlos Paschoarelli

In this research, the objective was to identify the emotional perception that everyday products can bring to their users. Disposable razors were chosen for they are present in everyday life of most people and have a good level of interaction with the user. The study included 22 adult men and users of disposable razors were used 10 products with different characteristics. Subjects rated the product through a Semantic Differential scale, which was structure with 17 pairs of bipolar adjectives and analyzed by Factor Analysis. The results showed that the positive and negative factors were concentrated predominantly in two products and structural elements [the number of blades, for example] as well as product design have influence on individual preference.

REPRESENTAÇÕES DE ARTISTAS PLÁSTICOS NO CINEMA: UMA BIOGRAFIA CINEMATOGRAFICA?

Mônica Mitchell de Moraes Braga, Jackeline da Rocha Peixoto, Gabriel de Azevedo Soyer

Cinema can be fictional or based on 'real events'. And when it is based on real events, what is its commitment to the truth? Many of the principles of narrative audiovisual production were articulated from literature or biographies. But is the approach of a biographical text the specific truth of the matter? How is this transposition to the cinema? Is there room for poetic license? Does this mean no historical or biographical research? This research aims to analyze the film productions that deal with the lives of three artists: Frida (2002), The Agony and the Ecstasy (1965) and Aleijadinho: Passion, glory and punishment (2001). The three films explore the works of the artists, their physical suffering and perseverance. We realize that in a movie based on actual events, like the ones being examined, there is an intention to immerse the audience on controversial issues such as racial and sexual prejudice.

HISTÓRIA EM QUADRINHOS: MOTIVAÇÃO PARA O PROCESSO ENSINO/APRENDIZAGEM DE MATEMÁTICA

Renata Cristiane Fusverk da Silva, Letícia Uchoas Santos

The process of teaching / learning mathematics has numerous experiences gained in the classroom, where, often, there are difficulties with regard to learning content. This fact implies creativity that reference the use of activities for the study of some themes Linear Algebra, Discrete Mathematics and Mathematical Finance at FATEC Jessen Vidal, São José dos Campos / SP / Brazil. However, this presents considerable discipline remarkable for its exploration activities, among which we highlight the Comic (HQ). The theoretical study is based on the theory of Didactic Situations developed by BROUSSEAU (1998) [1], which presents itself as a reference to the process of learning mathematics in

the classroom, a situation in which the teaching-should lead the student to act, talk, reflect, and evolve on its own, knowing that the problem was chosen to take to acquire new knowledge.

TECHNICAL SESSION PT2A

CONTROL C CONTROL V DAS IMAGENS. PROCESSOS CRIATIVOS NA ARTE CONTEMPORÂNEA

Marcos Rizolli

The collage is since long been a fascinating in the framework of the arts, since artist, by joining elements from different media construct something new. The accompanying digital collage from its origins. Let us see: the first image files were worked during the 1960s. The digital media certainly changed the technique. The digital images can then understand in their creative journeys drawings, prints, photographs, info images. Exemplified method are the peculiar artistic productions of Andreas Gursky, Michael Reisch and James Faure Walker. In digital collage, the computer replaces the manual work of cutting and pasting to adopt the procedure Control C, Control V. The composition of digital, through a program of image processing, the computer processes data algorithmic pixels and all sorts of computer structure. Here, it should be understood as a creative method that works in the very conception of contemporary art.

ARTE E COMUNICAÇÃO: COMO OS ARTISTAS SE COMUNICAM COM A CIDADE CONTEMPORÂNEA?

Marcelo Erick, Marcos Rizolli

The article in question, proposed level of scientific initiative has as main purpose the study and analysis of artistic demonstrations in urban areas defined as urban interventions. The information collected, selected, analyzed and integrated have attempted to answer this central goal. The article was initiated through an introductory essay , it is described the whole process of development and transformation of art through the ages , coming to the production of urban art , so the following are the object of this problem and scientific research, along with the methods that were addressed during the study process. Shortly thereafter we present the development of the work. Later biographies of artists Eduardo Kobra Eduardo Srur and Os Gêmeos explaining its features, styles and influences will be described. And finally the conclusion that the young researcher reached during this search process.

A FANTASIA NO TRABALHO FOTOGRÁFICO DE CHARLES DODGSON: UM OLHAR ENTRE A ICONOLOGIA E A SEMIÓTICA

Marcos Rizolli, Mariana Hossein Fontes

Through the semantic interpretations of Charles Dodgson's photographs (author of Alice in Wonderland, under the pseudonym Lewis Carroll), we approach the possible meanings of the embodiment of fantasy. Dodgson is inspired by the little girl Alice Liddell in both creation fields: literature and photography. Besides a writer, he was also mathematician, Anglican clergyman and talented amateur photographer. Starting from the theme "fantasy" present in his photographic work, the scope of the study is the understanding of man's relationship with pictorial signs, which are products of the imagination. Dodgson's photographs have characteristics that often recur in his body of work, attending for analysis, interpretation and categorization. This process develops from the approaches of Warburg and Panofsky's iconology and Charles S. Peirce's semiotics.

COMUNICAÇÃO POR MEIO DA ILUSTRAÇÃO: CRIATIVIDADE INSTIGADA PELO MÉTODO DE ENSINO

Laís Cristina Licheski, Maria de Fátima Faccio de Assis, Tatiana de Trotta

In order to make an illustration it is necessary to master the technical contents of the representation, as well as the development of the critic, creative and communicative thinking. Therefore, it was created a sequence of steps and established a teaching method for an illustration course for the design graduation. The method acted as a facilitator agent for the construction and production of creative illustration on both aspects, technical and communicative. The steps were intended to speed up the creative process and demonstrate that the planning decisions could be based on concrete elements. The use of this method resulted in the establishment of integrated elements for the execution of the

illustrations, capable of point out suitable techniques and proper configurations to achieve the desired meaning contributing to established suitable features for the social diversity of the target users. This paper aims to present this method its results and applicability.

METÁFORAS E PROTÓTIPOS NA GERAÇÃO DE PICTOGRAMAS

Laís Cristina Licheski, Rosamelia Parizotto Ribeiro

This article aims to analyse the results obtained in previous research that versed about the development of pictograms. The purpose of the analyses is to verify the characteristics of the pictograms created as well as pointing out the representatively of the intended prototypes as possible metaphors used in its development process. In order to accomplish this task, it was done a comparative analysis and the results were discussed in the light of Gestalt concepts and cognitive ergonomics.

MITOLOGIA GRECO-ROMANA E OS MASCOTES OLÍMPICOS: UMA TENTATIVA DE APROXIMAÇÃO CULTURAL

José Moreira Marques

Opening up the perspective of cultural study this paper presents elements of rapprochement between the Greco-Roman myth of the Faun or Pan and Mascots of the Olympic Games of the modern era. The study adopts the analytical context the mythological imagery (gods and other beings) in convergence with sports practice (in which, in Greece, athletes were considered heroes). Thus, the platform is transported from history to contemporary analysis: using textual and figural narratives - in favor of an interdisciplinary discourse. The Greek mythology has exerted a great influence on the culture of Western civilization and remains part of the heritage and language of the West. Poets and artists from ancient times to the present have been inspired by Greek mythology and discovered that they bequeath mythological meaning and relevance. With the myths then will the culture of myths to sports.

UM ESTUDO DOS PROCESSOS DE SIGNIFICAÇÃO EM MENSAGENS PUBLICITÁRIAS

Márcia Brisolla, Livia Brisolla

This paper analyzes the representation of women in print ads from Dove campaign for real beauty, served in Brazil, in the period 2004-2005. The campaign proposes to break stereotypes disseminated image of women in the media, in their ads using ordinary women, who are not professional models. The visual and verbal representation in advertising functions as an ideological mechanism for the construction and reproduction of gender identities. Such representations are produced and reproduced, considering the meanings circulating in the media culture, related to the ways in which conceptions of gender and sexuality are constructed to justify behaviors and attitudes socially assigned to women. The information obtained from the analysis revealed that the real beauty proposal by the brand is tied to certain benchmarks and attributes considered as naturally feminine.

TECHNICAL SESSION PT2B

ANÁLISE DE CONHECIMENTOS E PROCESSOS DE APRENDIZAGEM ENVOLVIDOS NA CONSTRUÇÃO DE PROTÓTIPOS

Ana Paula Perfetto Demarchi, Cleuza Bittencourt Ribas Fornasier

This work aims to study how the scientific initiation students used their expertise to build fashion's prototypes and to realize semantic analysis of this activity. To do so, will be addressed knowledge management concepts, considering how knowledge is used by the individual for the production of new knowledge, and how the learning process is involved in this. The knowledge management study will be used as a reference for the comparison of the two knowledge conversion processes of the two students. The prototypes made by them, from descriptions of a single piece of fashion history, referring to the Rococo style, will be used for the analyses. It was used the qualitative research

method, of an exploratory nature, from the ethnographic method with participant observation, in which the authors participated as adjuncts of the experimentation process, and then perform retrospective research with constructivist approach of the learning process.

INTERSECÇÃO DOS CONHECIMENTOS EM UMA ORGANIZAÇÃO COLABORATIVA

Jaqueline da Silva Albani, Cleuza Bittencourt Ribas Fornasier, Ana Paula Perfetto Demarchi

This article deals with the influence of organizational culture and organizational knowledge in the design management, considering that innovation is important to the survival of collaborative organizations and working with the hypothesis that culture agent is an important person for the integration of organizational culture in the collaborative organization. Through a bibliographical research, a qualitative and descriptive field research, through ethnographic methodology from the analysis of questionnaires video-recorded, the article tries to explain what is the knowledge used by the innovation's agent, and the importance of it to the collaborative organization articulation, trying to identify the source of this cultural awareness that raises the company's organizational culture. Therefore the article intends to identify the intersections of cultural knowledge of the innovation agent with the knowledge of the collaborative organization.

DESENVOLVIMENTO DE RECURSOS EDUCATIVOS EM MUNDOS VIRTUAIS

José Duarte Cardoso Gomes, Mauro Jorge Guerreiro Figueiredo

Virtual Worlds are an important area for development and implementation of educational resources, especially by their enclosing potential in terms of interaction, collaboration, participation and immersion factors regarded as significant stimuli in the teaching-learning process. The modeling and exploration of virtual worlds can provide users innovative learning environments, as well as means to develop ideas and concepts, conveying the creation of new knowledge. The Virtual World can act as a platform for synthesis and sharing of information using various types of media. In this article we contextualize Virtual World technology applied to learning of music history, and describe the creation and implementation of a VW, developed with the program Vivaty Studio. This virtual world recreates a musical gallery, focusing on Aesthetic Periods of Music History, used in educational context, for an audience consisting of students from the 2nd Cycle of Basic Education, in Musical Education area.

ORIGAMI NA TERCEIRA IDADE

Thaís Regina Ueno Yamada, Isabela Aline de Farias, Natália Maiara Pilati Perez

The extension project named "Aging with art" of FAAC – UNESP searches for better life quality of the elder population through various artistic activities, as well as their knowledge increase and social inclusion. Among numerous artistic techniques known, origami (paperfolding) is an important ludic, educative and cultural resource because it requires and develops accuracy, patience and memory capability at the same time it is a funny activity to obtain various figures through their sequential folds. This article reports an experience using origami with two distinct groups that took part of the project. One of them was consisted of people who had never done any origami model and the other one of Japanese descendents with experience levels from none to higher one. A few recommendations about how to work this art with an adult public, specially the elderly one, were formulated as a result of the observation and the reports of participants.

ORGANIZAÇÕES E REDES SOCIAIS: COMO FORTALECER OS RELACIONAMENTOS A PARTIR DA INTERATIVIDADE

Nilton Marlúcio de Arruda

The article analyzes social networks and their potential to help organizations in improving the institutional and market relationships, from the interaction with stakeholders. The business performance shows that there is huge gap between the potential of digital communication and their exploitation by organizations. After researched material, it can be seen that the strategies with this type of communication organizations repeat the same mistakes already checked in using traditional means. In this case, it seems still to prevail a logical broadcast network to the detriment of Socialcast network. The one-way communication, without regard to the wishes and aspirations of the public interest, leads firms to

lack of conversation in an environment whose *raison d'être* is the interactivity itself. And in this case, more is invested in perception and attempt to persuade the public than the very will to address it.

AS NÃO CIDADES: O QUE PODERIA TER SIDO E NÃO FOI

Manuel Rivas, Adriano Ribeiro, Micael Miranda, Nelson Sampaio, Nuno Faria

Cities are living organisms; they are born, grown, setting their identity's throw time. Today cities are also a promotional tool to attract investors and visitors, something that distinguishes them from other cities. Viana do Castelo, is a coastal city with centuries of history were lies a lot of her identity to tell. So why not find in those historical elements, with the support of three-dimensional modeling tools, and give life to projects that have been lost or never materialized to show a reality different from what we know, an identity hidden in history. Based on records of what urban structure could have been, we can see a virtual reality, completely different of the real modern city. The augmented reality tools allows accurate modeling of buildings, making it possible to show this new vision of urban life, on a mobile phone or other equipment, with vast technical and recreational potential.

AS EXPERIÊNCIAS RADIOFÔNICAS DE WALTER BENJAMIN NA REPÚBLICA DE WEIMAR (1929-1933)

Iray Carone

Writings of Walter Benjamin for radio during the Weimar Republic (1929-1933) to children education are now available and reveal his Hörspiele, Hörmodelle, Funkspiele, catastrophes narratives, etc. The author had no radio theory but was intending to give another function to radio as educator, exploring its esthetical and political potentialities. We are comparing the Benjamin's view of the radio with the radio theory of Theodor W. Adorno, in the period that is remembered as 'the radio days'. The differences are rather based in their different objects of analysis the radio music and the oral narratives by the radio. Besides the radio experiments of Benjamin, his assertions about the cinema and photography are extremely important for esthetical evaluations of art and technology relationship.

TECHNICAL SESSION PT3A

A UNIÃO DA ARTE E CIÊNCIA NA CRIAÇÃO ARTISTICA

Teresa Almeida

We assist to an increasing of collaborations between scientists and artists, between art/technology and art/science. Many artists and art students involve the concepts and the instruments of scientific research in their artistic practice; sometimes it is a multidisciplinary and collaborative work, as the artist becomes more engaged with scientific methodologies, desiring to understand the reactions that occur. It is possible to recognize this in today's relationship concerning art/science: the existence of a new style of artist, the artist-scientist. It is fundamental to understand and investigate the multidisciplinary relationship that unites the artists and the scientists.

EM DEFESA DE UMA ESTÉTICA DA RECEPÇÃO MUSICAL

Pedro Carneiro

This work aims to transpose to the field of music the issues problematized by Hans Robert Jauss in his aesthetics of reception (as defense of a literary hermeneutics). From the perspective of aesthetics of the musical reception, the analysis models that are constrained to the limits of the sheet music's text describe only one of the poles in the communicative situation. The limited emphasis just on the syntax of the text ignores that music is not actualized immediately in the consciousness of the listener; the exclusive focus on the syntax of the sheet music is not enough to foreshadow the complexity involved in the dynamics of the musical reception process. Within a musical reception aesthetic, the aesthetic experience does not occur in a one-way street (from the sheet music to the listener); the musical signs only gain meaning and purpose due to the possibility of being actualized by the listener.

EDUCAÇÃO MUSICAL: O SOFTWARE MUSIC-AR PARA O ENSINO DE PERCEPÇÃO SONORA PARA CRIANÇAS DA PRÉ-ESCOLA

Leticia Gomez, Valéria Farinazzo Martins, Jonas Nogueira Júnior

Since the massification of the medias and non-compulsory musical education in Brazilian schools, there is a loss of sound/music perception of Brazilian children. Sound intensity, for example, is confused with the radio volume knob. This fact, associated with the lack of software for the teaching of sound perception, gave rise the Music-AR, software that uses Augmented Reality technology for the teaching of sound properties, such as timbre, pitch and sound intensity. The project, aimed teaching sound perception of children in preschool, was based on the Murray Schafer study, a major Canadian music educator. Thus, the software allows the child to manipulate virtual objects linked to sounds, such as the notion of loosening and stretching virtual objects relating them to the (bass and treble) sound pitch.

PRODUÇÃO DE HISTÓRIAS EM HQ CONTEXTUALIZADAS NO MISTÉRIO E NA FICÇÃO DA PESQUISA ESCOLAR EM BIBLIOTECAS

Valéria dos Santos Gouveia Martins

The construction of citizenship necessarily involves the issue of access and use of information, because both the conquest of political, civil and social rights, such as the implementation of citizen, is crucially dependent on free access to information. In this context we have libraries that work with this access, spreading knowledge, which is the key resource for the development of any nation. This project aims to demystify the process of scholarly research, using the building as a teaching resource for comics (comic books). As a result the project was obtained from a set of three comics, whose narrative approach has as roadmaps that complement stories about library use, research methodology, research in open sources, preservation of bibliographic materials and accessibility to information through the use of assistive technologies. The project was sponsored by Pró-Reitoria de Pesquisa of University of Campinas, whose target audience is high school students.

UTILIZAÇÃO DAS TECNOLOGIAS ASSISTIDAS NA CONCEPÇÃO, NO DESENVOLVIMENTO E NO PROJETO DE UMA ESCOVA DENTAL SUSTENTÁVEL E ERGONÔMICA

Leticia Alcará da Silva, Augusto Seolin Jurisato, Luiz Antonio Vasques Hellmeister

The toothbrush is identified as one of the most important inventions in human history. Most of them are made by polypropylene, a recyclable polymer. Some are made of polypropylene and polyethylene leftovers from others industrial processes. However, the toothbrushes are discarded incorrectly and end up in landfills, which could be avoided by using a material and design suitable for the manufacture of the product. This study aimed, based on research, develop and design a toothbrush model with great features. For the conception of the prototype, was used rapid prototyping technologies. With the intention of improving the product quality, was created an ergonomic, sustainable and environmentally friendly model, seeking maximally reduce the generation of waste and environmental damages. The solution adopted was the use of "interchangeable head", which can be discarded after their useful life, keeping the rest of the body.

DORIS SALCEDO: MEMÓRIAS DA EXCLUSÃO E VIOLÊNCIA

Maria Luiza Calim de Carvalho Costa

The Colombian artist Doris Salcedo demonstrates, through his works, the universal vulnerability of human beings. The artist uses a concrete materiality such as furniture that is part of everyday life, and builds abstract works, sometimes unusual images, requiring the reader to excavate layers of memory and adjust his perception to decipher the poetic deviation and establish the sense. The theme is violence that humanity was and still been submitted in all corners of the world, particularly Latin America in the stories of oppression, dictatorships, civil wars, civil rights violated, etc. Her works echo the "silent scream" of the vulnerable.

IDENTIDADE, DESIGN E CULTURA NA CIDADE CONTEMPORÂNEA

Mariana Petruccelli Pires, Olympio José Pinheiro

This article reflects on the characteristics of cultural identity, observable in urban design inserted in the environment of cities in the observation process. Our aim is to bring the discussion of contemporary urban identities with reference to cities with cultural diversity and hence projective variety. It is intended to contribute to the design theory when registering expressions of cultural identity today, in the cities referenced. The identity of a culture reflects the way of life in this complex urban society and adds value to the field of design, exposing a variety of languages and interrelationships material and immaterial. In this analysis, the elements only make sense if seen in context, the surroundings should be observed in a complex network of inter - systemic relationships of factors and functions.

TECHNICAL SESSION PT3B

PROJETO CONCEITUAL: RELÓGIO DE PULSO INTERATIVO

Manuela Gortz, Rosamelia Parizotto Ribeiro

This paper describes the proposition of a conceptual wristwatch, which besides showing hours, has as its main purpose emphasize social interaction between two people who are distanced from one another, essentially when one is traveling, through quick and casual messages. The concepts of emotional design, mental models and design approaches were applied as fundamentals for building the project, as well as research references on websites and books on the subject. Based on these sources, the initial proposal for a generic model of the watch was developed, illustrated and rendered three-dimensionally, in order to aid the visualization and explanation of its functioning. Also, a brief field research was conducted by checking the opinion of potential users, as a way of validating the initial proposal of the conceptual product.

PARALELAS QUE SE CRUZAM: CRIAÇÃO DE UMA NARRATIVA INTERATIVA

Guilherme Mendonça de Souza

The reading incentive through the arts and the process of knowledge acquisition has been the object of studies and projects for an improved academic and social formation. Reading is to decode words, images, being the expression of inventiveness, of creativity and ultimate intellectualism of the human being. We have observed that the adoption of educational games contributes to the students recreational and pedagogical development, bringing, with Art, the understanding of the literary universe, enabling the interaction with works with pleasure. The project has the objective of preparing students for the entrance examination, starting with the literary research, and using as the research material, books by Brazilian and Portuguese authors indicated by the Permanent Committee for Entrance Examination of the University of Campinas. The result of the project was the creation of a game called "Literary Dominoes", with which the students could assess their knowledge, thus producing a meaningful learning environment.

MÉTODO DE ANÁLISE DE MENSAGENS VISUAIS PARA A VERIFICAÇÃO DE CONDUTORES DE SIGNIFICADOS CULTURAIS

Larissa Avanço de Souza, Cleuza Bittencourt Ribas Fornasier

This paper believes that visual messages are conductors cultural meanings. Thus, the authors have developed a method for analyzing visual messages (MEV), in the form of protocol analysis, and applied in two layers of influential national rap CDs. The analysis resulted in the creation of brand concepts and collection for product development menswear-style casual fashion, in order to strengthen communication and meet the aesthetic expectations of the target hip-hop.

FAYGA OSTROWER: ESTUDOS SOBRE A PESQUISA PLÁSTICA E TEÓRICA NOS PROCESSOS CRIATIVOS

The way we look express our soul, so there is no way to disregard the presence of intuitive processes in the creation of any work, like say Fayga Ostrower. Based on the theories of the artist, intends to investigate how their own texts read his plastic production, heavily influenced by German Expressionism. The concernment of the research is in the approach how their publications favor the understanding of artistic making as a moment against the intuitive and the fullness of the original creation and true to the thought of the artist.

PROPOSTAS PARA A MUSICALIZAÇÃO INFANTIL: REVISITANDO O MÉTODO SÁ PEREIRA ATRAVÉS DE SEUS PROCEDIMENTOS DIDÁTICOS

Harlei Elbert, Elizabeth Lucas

The children musicalization process methods tend to create paths that aim to develop the ability of the child to practice music. The present work proposes new approaches to the utilization of Sá Pereira methods, which was inspired in Jaques Dalcroze. Sá Pereira was the creator and professor of the first brazilian course directed to the development of the children musical skills. He analyzes critically the regular procedures for musical initiation and also suggests a new approach in relation to this topic. Revisited and maintained in its essence and legitimacy, this method was applied for classes of Children Musicalization Course at UFRJ. This led to new perspectives adapted to the infantile universe in the XXI century. In this case study, we observed the utilization and results of this method of in-class activities, and it was possible to concluded that its method is still in compliance with its original objectives.

OS DESENHOS DA CIDADE OBSERVADA: UMA REFLEXÃO SINGULAR

Alexandre Suarez, Sidney Tamai

How are teachers Cartoons observation Architecture Schools in several decades , the idea was to try and explain firsthand the look and fundamental elements of drawings to the Architect . We start looking through the design of: 1 A projective gaze : the invisible is made visible by interactivity and space and time are perceived by the distance that look place between them ; 2nd In bidirectional contamination : the object fills the subject , double- hand , bringing the tactile qualities of architecture in continuous resonance , 3rd Strangeness by slow look : draw as perceptual expansion strategy; 4 Articulation of the structural elements of the design while similar language to architecture and city through the selection of appropriate signs and codes , exclusive and singular.

A COMUNICAÇÃO NA PELE

Leonardo Alexandre Leonel de Oliveira Costa

The reading incentive through the arts and the process of this project shows the importance of tattooing as a means of communication in the social sphere, the difficulties and its evolution over the years to strengthen as an art and as a conveyance of ideas and feelings. Exemplifying with their meanings and messages tattooing as an art, people want to move to the prejudice that was created and the block with this type of communication. Show a part of its history and its essence and importance to those who have it and those who do not know this language option. The proposal is to introduce a differentiated and privileged look that few can observe as well as to demonstrate that technology and globalization have changed this type of communication and brought new ways for this art.

TECHNICAL SESSION PT4A

PROPOSTA DE SEQUÊNCIA DIDÁTICA PARA O ENSINO DE HISTÓRIA DO DESIGN: A LEITURA COMO FONTE DE CRIATIVIDADE E REFLEXÃO

Emmanuel Guedes de Toledo, Paula da Cruz Landim, Eliana Marques Zanata, Antonio Francisco Marques

The linkage between past and present in the history of design can be an important tool to broaden the perspective and creativity of future designers. The aim of this study was to propose a didactic sequence that allows exploring this possibility through an integral process of teaching and learning. It is based on the constructivist perspective of the educational practice proposed by Antoni Zabala (1998) and uses as teaching material the Rafael Cardoso's book *Uma introdução à história do design* (2008). In his approach to design, this author understands the activity from their dynamic and complex sociocultural context. In this sense, the proposed didactic sequence emphasizes the value of reading to develop autonomous and reflective student in order to make him able to identify and discuss the various questions that characterize the history and practice of design activity in his place in the modern and contemporary world.

RELAÇÕES PRAGMÁTICA E EMOCIONAL NA INTERFACE USUÁRIO X TECNOLOGIA

Paula da Cruz Landim, Juliana Araújo, Daniela Nobrega

This research intends to verify the role of design as attractive to improve the image of the product, adding value. It is intended to know the impact that the subjective visual planning can provide to the public, and what the main visual elements mentioned are in the process of visual perception, understanding that design has a decisive role in ensuring that the ways in which users search technology are visually and symbolically appropriate and usable. If the technology is no doubt that sets the tone, followed by the designers in creating attractive boxes for complex electronics that go inside them. The technology has also transformed the nature of the images, consumer goods and services, and brought consumer reaction. The designers had to respond to these challenges that appeared and redefine their roles and practices in light of these.

EDUCAÇÃO, ARTE E HISTÓRIA DA CULTURA: UM OLHAR INTERDISCIPLINAR SOBRE AS MULHERES NA EDUCAÇÃO PROFISSIONAL

Maria Cristina Rizzetto Cerqueira

This article aims to reflect on the role of women in formal education and their relationship with topics such as education, arts, the history of culture using an interdisciplinary and contemporary approach. Interdisciplinary relationships have been established using bibliographic references and images and creating a dialogue between the authors and the research object. This object is the restrict presence of females among lecturers in technological degrees.

REVID REDE DE VÍDEOS - PRODUÇÃO AUDIOVISUAL E FORMAÇÃO DE IDENTIDADE: UMA PESQUISA-AÇÃO PARA EMPODERAMENTO DE COMUNIDADES

Valnice Sousa Paiva

This work emanates from eavesdropping conducted in communities with high social vulnerability and high rate of Lethal Violent Crimes Intentional (CVLI), where its residents indicate that they are also victimized by prejudice promoted by serving negative image ideologically constructed by the mainstream media about these communities. Thus, through action research, we aimed to understand how this is constructed, who is interested in this construction and how to contribute to change it, to foster a repair that leverages the increased self-esteem of residents affected by these images. So along with representatives of these communities, we are building a Network Video - REVID using contemporaneously available equipment such as domestic camcorders, notebooks, mobile and resources available on the WEB in the quest to build alternative media processes through this research about how these processes may enhance this repair image, regain self-esteem and empowerment investment in these communities.

O DISCURSO MUSICAL-LITERÁRIO NA OBRA DO COMPOSITOR CAMARGO GUARNIERI

Harlei Elbert

This paper proposes a reflection on the predominance of vocal music in the work of the Brazilian composer Camargo Guarnieri (1907-1993). Over 70 years of uninterrupted activity, this composer has always used texts in his native language for his songs, fact never seen before in the history song in Brazil. From 1928 onwards he got in touch with

the writer Mário de Andrade and began producing regularly "acalantos" ("lullings") and "toadas" ("tunes"), by creating his own kind of lied that represents more than half of his extensive work. Firstly, a study on these new formal, harmonic, timbral, rhythmic, onomatopoeic incursions is developed beginning with collaborations made with texts, poems, essays and other literary genres produced at that time. Secondly, we present the results obtained through quantitative and qualitative analyses of the material explored, which show the evolution of the composer's musical discourse closely articulated with literary discourse.

AGÊNCIA INTERIOR: CRIATIVIDADE PIONEIRA PARA EMPREENDER NO JORNALISMO DIGITAL

Barbara Franchesca do Nascimento, Beatriz Aparecida Alves Bugiga do Nascimento

This research analyzes the trajectory of Interior Agency and features contributions from her to the Brazilian Digital Journalism. Founded in Araçatuba (SP), the then managing director of today University Center Toledo, Antonio Afonso de Toledo, the news agency has pioneered the development and implementation of features in the web journalism Oeste Paulista between 2000 and 2001, and appear as the first news agency in Brazil to implement Digital Journalism without bond with another vehicle or group communication model. The study reveals that the language required, the technological framework for building convergence projects, creativity and entrepreneurship in the digital environment are not practical or current trends and, yes, old and developed a pioneer in the Brazilian São Paulo, proving to be crucial to know the actions of the past, identify mistakes and successes, to develop initiatives in this that generate results in the future.

O USO DO WEBFÓLIO NA PERSPECTIVA DO LETRAMENTO MULTISSEMIÓTICO

Onília Cristina de Souza de Almeida, Glayce Ribeiro Gonçalves, Priscila Wrencher Teodoro Gomes

This article presents a case study of multisemiotic literacy practices within a virtual learning environment (AVA), the Blackboard platform. WEBFÓLIO was selected as a tool for recording activities related to the supervised internships of Pedagogy students. It was determined that the artifacts used in this academic social network promote literacy practices that are contemporary, intersemiotic, and that increasingly require students to have skills related to reading and production of definitions, working with different media, and transforming the environment into a space for the sharing and construction of knowledge. The posts point to the capacity of students to develop a fairly sophisticated literacy for self-presentation and management of the Webfólio itself, enabling reflection on present multimodal trends for development of the academic social network.

INFORMAÇÃO E TECNOLOGIA: APROPRIAÇÃO E PRODUÇÃO DE CONHECIMENTO NA WEB 3.0

Francisco Carlos Paletta, Edison Puig Maldonado

Information Literacy has become a new research field, concerning information science, education and the cognitive sciences. The challenge, at first, is to learn the basic use of technological resources - digital literacy - and then the appropriation of knowledge to generate new knowledge - information literacy. The importance of social network as a collective framework of authoring and production of knowledge, introduces major disruptions in the traditional roles of publishers and librarians. The new contours of this network society are object of study and research of professionals from various fields in the WEB 3.0.

TECHNICAL SESSION PT4B

DINAMIZANDO O ENSINO ATRAVÉS DA CONSTRUÇÃO DE UM JORNAL DE DIVULGAÇÃO CIENTÍFICA

Danila Fernandes Mendonça, Rodrigo Cândido Borges, Victor Freitas de Azeredo Barros

This paper presents an activity of creating and developing a newspaper for students of 6th semester of the Bachelor in Chemistry, Federal Institute of Education, Science and Technology of Goiás - Inhumas Campus, in 2013. Students were divided into groups that performed tasks like editing, creating materials, cartoons and other arrangements for

newspaper articles. The concepts used in making the Journal were the Acid-Base and Water theme. The results showed a large interaction between students and teachers, as well as an effective learning what worked was considering the future repercussion in other periods and opinions of students and other professionals. Leisure activity was important for generating interest by making the concepts that the student was an apprentice at the same time and author of the construction of the meaning of these.

IMPLANTAÇÃO DO CENTRO DE PESQUISA E TECNOLOGIA NA ÁREA DO PARQUE TECNOLÓGICO NA CIDADE DE SANTOS – SP – BRASIL

Juliana de Matos Santos Braga, José Claudio Paneque

This research proposes the establishment of a Center for Research and Technology in the Technology Park area in the city of Santos - SP - Brazil. To do this research it has involved the scientific and technical knowledge produced in universities and schools in the area, along with the production areas of industry, commerce and the provision of services to the local population. Santos is a sea port city headquarters of the Metropolitan Region of Santos, located on the coast of the state of São Paulo, today has 419 400 inhabitants on 280 675 km and is home to the largest port in Latin America, which is primarily responsible for the economic dynamics of side town tourism, fishing and shopping district.

TEORIA E PRÁTICA DA PRESERVAÇÃO E DO RESTAURO DO PATRIMÔNIO ARQUITETÔNICO E URBANÍSTICO

Juliana de Matos Santos Braga, Leila Regina Diégoli

This article refers to the study of the set of buildings belonging to the Society of St. Vincent de Paul and proposing the protection and restoration for all. This is a collection of buildings with their main characteristics (elements that make up the facade and structural system) maintained since its construction, early twentieth century. Historical studies of the assembly and deployment of its activities were performed in the historical and social context in Santos, photographic and architectural survey of buildings, identification of existing conditions in the internal facades and environments.

INFÂNCIA, ESCOLA COMO ARTE E EXPERIÊNCIA INSTITUINTE

Cássia Maria Baptista de Oliveira

This article brings the ability to reflect on the founding experiences and childhoods, from the following question: How the founding experiences in dialogue with childhood may allow a reinvention of the school? To answer this question, it relies on the concepts of contemporary Agamben and instituting Guattari. After discussing the relationship between instituting, contemporary and childhood, focuses on the school as art, according to the conception of art as "self-care" Foucault and interdependence of aesthetic and Jacques Rancière policy. We end by highlighting the importance of the difference in your child attend the important role of bringing the dimension of incompleteness of knowledge and the ability to invent a life to come as the central issue so that we can reflect on the junction of instituting experience with childhood and school. Thus becomes possible to think of school life as a work of art.

EXPERIÊNCIA DE RESGATE CULTURAL A PARTIR DO DESIGN PARA O NOVO ARTESANATO DE MODA – O CASO DOS ARTESÃOS DE SÁRIS E BORDADEIRAS DE VARANASI NA INDIA

Rita Dione Araújo Cunha, Sandro Fábio César

In a global and standardized fashion context, traditional crafts textile products need updating their design to suit current needs of fashion market and fashion consumption in order to survive. This article discusses some experiences with Sarees weavers and Embroiderers from Varanasi city, in India, which had received help from designers to get creative improvements in craftsmanship, redirecting this to a consumption of current fashion. This work identifies some formal and symbolic elements and craft techniques with a strong meaning in Indian garments that had been kept in the new design, so that the manual product could enter the market, linking the old and new without loss of craftsmen cultural

identity. As results the research concludes that the design can be a tool for adaptation and updating of production and promotes the crafts through the redesign, approaching it to globalized market, but differentiating the tradition and art.

PRODUTO FINAL ARTÍSTICO-COMERCIAL OBTIDO ATRAVÉS DA RECICLAGEM PARA AUMENTO DE RENDA FAMILIAR DE COMUNIDADE CARENTE: UM ESTUDO DE CASO

Maria do Carmo Jampaulo Plácido Palhaci, Juliana Fernandes Pereira, Talitha Plácido Palhaci

Art that uses recycling techniques is one way of creation where his creator develops a perception and critical spirit, extending his visual and manual sensitivity. The aim is to produce works with social importance and passes it through techniques for the construction of objects by persons that belongs to disadvantaged communities. The apprentices use disposables materials for increase in family income and searching for a better life. A change of thought seeking the diverse types of personal or family income is considered as relevant. The importance of works involving art, communication, technology, society and environment was investigated. This paper discusses a project carried out by a student of Design at UNESP - Bauru in a needy community with ample success and consequent improvement in people's lives.

CINEMA NO CAMPO: UMA AÇÃO PARA EMANCIPAÇÃO SOCIAL ATRAVÉS DA PRODUÇÃO AUDIOVISUAL

Valnice Sousa Paiva, Arnaud Soares de Lima Junior

In this work, besides the film shows, propose training for local audiovisual production, enhancing the entry of this type of farming communities, thus enabling the socialization of knowledge inherent in these places from their own , thus presenting local singularities with desired naturalness. Presents a differential search of breaking the barriers of arrival at the place, using for this a pulled by a " donkey " that brings culture to local audiovisual production wagon, where some outdoor classes, classes are held as public, and this time to display the necessary audiovisual learning and exhibition of audiovisual produced in communities process , with a view to forming public for this kind of production and also lead to formal education for a more involved with the work context and contemporary demands.

O ENSINO DE TEATRO NAS ESCOLAS DE NÍVEL FUNDAMENTAL DE CRUZEIRO DO OESTE (PR)

Loane Nayara de Paula, Fabiana Aparecida de Carvalho

The paper discusses the contributions of teaching theater in elementary education offered in schools in the city of Cruzeiro do Oeste (PR). We aimed to establish relationships between the theatre and children's skills, considering the structure of thought in childhood, the importance of play, pretend and play in the processes of cognition and growth. Adolescents who had school theatrical experiences in the early years of schooling and attended some theater workshops during childhood were interviewed. The research is guided by the theoretical framework of Vygotsky and authors in the context of theater and education. The results allow us to reflect on the importance of the theater beyond the pedagogical context of his teaching, as also records the feelings left on the participants during their experiences and backgrounds.

MEMÓRIA AUDIOVISUAL E RECONSTRUÇÃO DE VIDA NO DOCUMENTÁRIO ELENA (BRASIL, 2012)

Joao Hidalgo

In this documentary director Petra Costa rescues the brief and troubled life of his sister from family videos, cassettes used as voicemails between Elena, who was in New York and the family who remained in Brazil. Using various media technology she has created and developed for audiovisual, writer and director Petra Costa renews the language of audiovisual, building a fresh storyline and polyphonic, which enlightens the audience and serves as catharsis for the story of the suicide of a loved one that marks the life of a family. The richness of images and sounds documentary takes us to the English School in the 30s and 40s and mainly of Brazilian novels of the 80s and 90s, who are part of the memory of Petra and Elena and that has been recovered and reissued in Brazil in the latest releases in digital format.

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