

Communication and Arts as Structuring Elements of Wellbeing and Social Justice

BOOK OF ABSTRACTS

**April 19 - 22, 2015
Salvador, Brasil**

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



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WORLD CONGRESS ON COMMUNICATION AND ARTS – Communication and Arts as Structuring Elements of Wellbeing and Social Justice. Salvador, 2015. v.8

48p.

BOOK OF ABSTRACTS – VIII World Congress on Communication and Arts. April 19-22, 2015. Orgs. Claudio da Rocha Brito (ISBN 978-85-65992-39-8) & Melany M. Ciampi (ISBN 978-85-66680-39-3). Science and Education Research Council, COPEC – Salvador: WCCA, 2015.

ISSN: 2317-1707

1. Communication – Congress. 2. Arts – Congress. I BRITO, Claudio da Rocha. II. CIAMPI, Melany, M.. III. Title.

CDD 700

Message from the General Chair



It is my pleasure to say once again that we are very glad to have you participating and sharing experiences in its eighth edition of **WCCA – World Congress on Communication and Arts**, in the historical city of Salvador, Brazil. A congress that is a top class scientific event hosted by **State University of Bahia – UNEB**.

The art of this century has a very interesting feature which is to make use of advanced technology, sophisticated and complex be noticed and understood. The relationship between art, life and creation necessarily involves aspects of technology today also contributing to the improvement of this. The communication also has expanded its possibilities with the Internet enriching and modifying the daily relationships that has great space and takes place in the virtual world. Democratic, collaborative and inclusive the virtual world is also a cultural diversity space without feuds and borderless. No doubt, perhaps in terms of freedom of choice, the computer gave back to man the control of learning, entertainment and communication that once the books fostered this environment and with the advantage of obtaining information in almost real time. When before the advent of www television used to dictate fashion, behavior and the exposure time to images in specific period and hours what with the computer has changed since we can watch what please us when we want. The art and communication make use of virtual reality in a way that expands the imagination and encourages creativity, thus providing a fertile ground for the creation whether artistic whether communicative.

The **WCCA'2015 – VIII World Congress of Communication and Arts** addresses the very relevant theme to the moment that humanity is concurrently once there is a lack of a social development at equal level of technological and that can promote the human being who is beyond the identification number, the card's chip; it is the human being who put on face book his/her life to share it with the greatest possible number of other humans, the human being who is part of this humanity that has always reinvented and survived itself.

In this edition we are discussing the “**Communication and Arts as Structuring Elements of Wellbeing and Social Justice**” a very interesting subject that has showed interesting research works.

The congress aims to provide a discussion forum with the real presence of people who have relevance not for what he has but for what they are and their commitment to the world of art and communication and working to produce art and communication with real objectives and goals.

We are very pleased to organize this congress, in Salvador, Bahia, a state in Brazil that has a history as old as the country, a state of beauty and that has the largest collection of baroque architectural heritage in Latin America.

The **WCCA'2015 – VIII 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).

We have to thank our sponsors FAPESP (State of São Paulo Research Foundation), CNPq (National Council for Scientific and Technological Development) and CAPES (Coordination for Improvement of Personnel of Superior Level).

We want to thank in special Prof. Valnice Sousa Paiva, Local Chair of **WCCA'2015** for their probity and full commitment to the accomplishment of this congress that is certainly another success for the academic and art world.

Our thanks to all authors and participants of **WCCA'2015** for their collaboration and presence to make of this a social and educational event of importance for the international academic community of communication and arts.

Thank you indeed for your participation!

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

Message from the Technical Program Chair



I want to start thanking all the authors for their collaboration, to the reviewers for their time and efforts, in special to the coordinators and committees members of **WCCA'2015**, whose endeavors resulted in a successful event and to the participants for their presence and insightful presentations.

It is always a surprise and a pleasure to work along the process of reviewing papers once it shows the great variety of papers innovative and up to date works in the fields of art and communication.

The theme of the congress has evoked very interesting papers dealing with the world of technology where art is visible in many ways and real time communication give us the feeling of capability and at the same time the idea of instant need in life and that we have to start caring about the society immersed in this virtual world of words and images that cross the world. No doubt it is a very democratic midst that gives people opportunities to be and do in virtual world where discussions take place without the censorship of ideals. However it is a challenging life style full of changes and challenges.

Once again our thanks to authors, reviewers, participants and principally to all the coordinators from Bahia for the great job in the accomplishment of **WCCA'2015**.

We are sure that all will enjoy the scientific and pleasant experience!

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

Message from the Local Chair



Dear Colleagues

It is with joy that we are working to receive you in Salvador Bahia for **WCCA VIII - World Congress on Communication and Arts**. We have committed in organizing this meeting and we would like to share this Bahia enthusiasm with all of you, in the hope that you can feel part of this process, making sure that the true brilliance of the congress only happens with your arrival. So now, feel welcomed in the first capital of Brazil.

Bahia is a warm state where beats the joy and practice of hospitality, and the site of many arts and brilliant members as Rui Barbosa, Dorival Caymmi, Milton Santos, Jorge Amado among many others. Besides presenting considerable natural beauty of the most beautiful postcards of the world as our Chapada Diamantina, our historic towns like Santa Cruz de Cabrália, Porto Seguro, Salvador with its beaches, historical center and a unique cuisine, which is an invitation to our visitors.

For all these reasons the Research Group TIPEMSE - Technologies, Pedagogical Innovation and Social Mobilization for Education, DCHT XVI, the UNEB - University of the State of Bahia, multicampi university present in most areas of our state, is pleased to host this event and its participants, taking advantage to invite you to look at the undeniable advances in the areas of humanities, arts, music and communication and reflect their potential to address challenges for the twenty-first century, including the strengthening of the tripod education, research and extension, causing the university setting to increasingly invest in proposals concerning Justice and Welfare acting more decisively in solving social problems along with those more directly involved in them.

In this perspective, this meeting becomes an unique moment of multi referential integration, interdisciplinary efforts and discussions with a view to reflect on guidelines for the partnership of university and communities in a union of knowledge and doings that can contribute to the strengthening of action facing social challenges that show for many and hide for so many others in this game of micro powers representing the contemporaneousness.

With this motivation we are seeking not to avoid to meet the collective desire expressed in many locations thus calling to the participants of the VIII WCCA immerges in discussions on “**Communication and Arts as Structuring Elements of Wellbeing and Social Justice**”.

So we are together now and the city of Salvador waits with open arms.

Prof. Valnice Sousa Paiva
LOCAL CHAIR

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Communication and Arts as Structuring Elements of Wellbeing and Social Justice

April 19 - 22, 2015
Salvador, Brasil

PROGRAM

Edited by
Claudio da Rocha Brito
Melany M. Ciampi



WCCA'2015 – Program at Glance

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

SESSION AND PRESENTATION CODES

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

Technical Session Coding

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

Where:

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

E – designates English sessions and papers;

P – designates Portuguese sessions and papers;

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

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, 19

9:00 am – 4:00 pm
UNEB Park

Coordinator: Eliana da Silva Neiva Brito

Vice-Coordinator: Sarlete Almeida Santana Santos

Team:

Yeda Santos Nascimento

Maria das Graças de Jesus

Débora Camila Assis Silva

Carlos de Jesus dos Santos Filho

Elinalda da Silva Santos Souza

Place: Universidade do Estado da Bahia at Rua Silveira Martins, 2555. Cabula. 41.195-001 Salvador BA.

The UNEB Park constitutes of an action of Social Mobilization for Education (MSE) and Leisure held within the UNEB. In this action the university is open to children, adolescents and their families, seeking to contribute to the care of this social group as the right of access to culture, sports and leisure, as guaranteed by the Statute of Children and Adolescents - ECA. In this action, where the wheels of conversations are encouraged it promotes the dialogue on the importance of MSE and in an atmosphere where adults play with children and where the memory of childhood are brought up also aiming at the enhancement of traditional toys and games, storytelling, picnic and other activities that creativity can lead.

9:00 am – 4:00 pm

Brazilian Film Show and Human Rights: Democratizing

Coordinator: Andrea Tourinho Pacheco de Miranda – DPE - Defensoria Publica do Estado da Bahia

Vice-Coordinator: Najara Santos de Oliveira – SSP - Secretaria de Segurança Publica do Estado da Bahia

Debating Table:

Ana Karine Loula Torres Rocha

Fabricio Oliveira da Silva

João Batista Pereira Neto

Emanuela Oliveira Carvalho Dourado

Marcos Paulo Lopes Pessoa

Lilian da Silva Teixeira

Luciana Pereira de Oliveira Cruz

Movies:

A Vizinhaça do Tigre, Affonso Uchoa

Cabra Marcado pra Morrer, Eduardo Coutinho

Pelas Janelas, *Carol Perdigão*, Guilherme Farkas, Sofia Maldonado e Will Domingos;

Que Bom te Ver Viva, *Lúcia Murat*,

Rio Cigano, *Júlia Zakia*,

Sophia, *de Kennel Rógis*,

Place: Teatro da UNEB at Rua Silveira Martins, 2555. Cabula. 41.195-001 Salvador BA

4:00 pm – 6:00 pm
COCKTAIL PARTY AND OPENING EXPOSITION

All the participants are welcome to join us for the “Cocktail Party” on Sunday at 4:00 pm. There will be the opening of exposition: **INET-MD: Communicating a Research Unity** by **Álvaro Sousa, Coordinator of the Master in Design at the University of Aveiro**. It is the opportunity to get in touch with other colleagues and make new friends in a pleasant cultural environment of the University.

This exposition will be made by a group of posters that represents the graphic communication of the Research Unit “Ethnomusicology Institute - Center for Music and Dance”.

Typical Cocktail

The cocktail party will have the typical food from Bahia such as: Acarajé, abará, coconut sweets, cheesecake, corn tamales and carimã, Lele, corn cakes, carimã and cassava, corn couscous, tapioca and carimã, soft drinks, juices and water coconut.

Served by a “baiana” typically dressed

Place: Teatro da UNEB at Rua Silveira Martins, 2555. Cabula. 41.195-001 Salvador BA

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'2015
Prof. Dr. Melany M. Ciampi – Technical Program Chair of WCCA'2015
Prof. Valnice Sousa Paiva – Local Chair of WCCA'2015

10:00 am – 10:30 am
PLENARY SESSION I

Chair: **Prof. Dr. Claudio da Rocha Brito** – President of COPEC
COMMUNICATION AND ARTS AS STRUCTURING ELEMENTS OF WELLBEING AND SOCIAL JUSTICE
Speaker: **Prof. Dr. Melany M. Ciampi** – President of WCCA

10:30 am – 11:00 am
Coffee Break

11:00 am – 12:30 pm
PLENARY SESSION II

Chair: **Prof. Dr. Francisca de Paula** – State University of Bahia – UNEB – Brazil
COMMUNICATION AND ARTS AS STRUCTURING ELEMENTS OF WELLBEING AND SOCIAL JUSTICE (in Portuguese)
Speakers: Prof. Dr. Antônio Dias Nascimento – State University of Bahia – UNEB – Brazil and Prof. Dr. Arnaud Soares de Lima Junior – State University of Bahia – UNEB – Brazil

12:30 pm – 2:30 pm
LUNCH

2:30 pm – 4:00 pm
TECHNICAL SESSION EM3A

Chairs
Vladimir G. Zakharov
Teresa Almeida

COMMUNICATION AND ARTS FOR PEOPLES' FRIENDSHIP AND UNDERSTANDING

Vladimir G. Zakharov, Irina A. Avenarius 25

ETHICAL ASPECTS OF ONLINE ADVERTISING IN THE SLOVAK REPUBLIC

Tatiana Čorejová, Mária Rostášová 25

COMMUNICATION MULTISENSORY: COMPOSITION OF STIMULUS TO TRANSMIT AESTHETIC PERCEPTIONS OF THE PRODUCT

George Ferreira, Osmar Possamai 25

PUBLIC GLASS ART: EXPLORING THE IMPACTS OF GLASS ART IN PUBLIC SPACES

Parinaz Faghihi, Teresa Almeida, Fernando Quintas 26

TECHNICAL SESSION PM3A

Chairs
Jucineide Lessa de Carvalho
Valnice Sousa Paiva

REMOSS - NETWORK OF SOCIAL MOBILIZERS FOR EDUCATION: THE INFORMATION AND COMMUNICATION TECHNOLOGY AS A STRUCTURING IN THE PROMOTION OF FAMILY-SCHOOL-COMMUNITY INTERACTION

Osimara da Silva Barros, Najara dos Santos Oliveira, Luciane Ferreira Bomfim, Andrea Tourinho Pacheco de Miranda, Kátia Cristina Novaes Leite, Valnice Sousa Paiva, Jucineide Lessa de Carvalho 26

ART AND RECREATION AT SCHOOL: CHANGING AND BECOMING TOWARDS SOCIAL INCLUSION AND RESPECT TO DIVERSITY

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TEACHER AUTHOR: A REALITY OF THE DIGITAL SOCIETY

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Jucineide Lessa de Carvalho, Kátia Cristina Novaes Leite, Osimara da Silva Barros, Najara dos Santos Oliveira, Luciane Ferreira Bomfim, Valnice Sousa Paiva, Ymiracy Nascimento de Souza Polak 27

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Chairs

Harlei Elbert

Maria Beatriz Licursi

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4:00 pm – 4:30 pm

Coffee Break

4:30 pm – 6:00 pm

TECHNICAL SESSION PM4A

Chairs

Rosa M. Vasconcelos

Luis Amaral

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TECHNICAL SESSION PM4B

Chairs

Julia Yuri Landim Goya
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TECHNICAL SESSION PM4C

Chairs

Tereza Cristina de Farias Guimarães
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Tuesday – April, 21

8:30 am – 4:30 pm
REGISTRATION

9:00 am – 10:30 am
PLENARY SESSION III

Chair: Prof. Ana Karine Loula Torres Rocha – State University of Bahia – UNEB – Brazil

Co-Chair: Jardelina Bispo Nascimento – State University of Bahia – UNEB – Brazil

COMMUNICATION, ART AND CULTURE AND COMMUNICATION IN THE CENTER OF SOCIAL DEVELOPMENT AGENDA IN AN INTERCOMMUNITARIAN DYNAMICS (in Portuguese)

Speakers: Prof. Patrícia Santana Fonseca – SECULT – Secretaria de Cultura do Estado da Bahia, Prof. Dr. José Claudio Rocha – State University of Bahia – UNEB – Brazil and Prof. Valnice Sousa Paiva – Local Chair of WCCA'2015

10:30 am – 11:00 am
Coffee Break

11:00 am – 12:30 pm
TECHNICAL SESSION PT2A
Chairs

Antonio da Costa Cardoso Neto
Ionara de Oliveira Campos Alves

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CLOSING SESSIONChair: **Prof. Dr. Claudio da Rocha Brito** – General Chair of WCCA'2015**Prof. Dr. Melany M. Ciampi** – Technical Program Chair of WCCA'2015**Prof. Valnice Sousa Paiva** – Local Chair of WCCA'2015

8:00 pm – 11:00 pm

THE BANQUET

Let's enjoy the opportunity to be with colleagues in an inspiring environment for a pleasant dinner. The tickets will be available at the reception desk.

Wednesday – April, 22

8:30 am – 3:30 pm

REGISTRATION

9:00 am – 12:30 pm

WORKSHOP I

ACCESSIBILITY AND INCLUSION IN ARTS (in Portuguese)

Prof. Dr. Sandra R. Rosa Farias – State University of Bahia – UNEB – Brazil

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Prof. Luciane Ferreira Bomfim, Prof. José Benedito Andrade de Oliveira, Meiriane Barreto Rocha Santos – State University of Bahia – UNEB – Brazil

12:30 pm – 2:30 pm

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AUDIOVISUAL PRODUCTION OF SCRIPT IN 60' (in Portuguese)

Prof. Valnice Sousa Paiva, Prof. Jucineide Lessa de Carvalho, Lucas Sousa Paiva – State University of Bahia – UNEB – Brazil

Communication and Arts as Structuring Elements of Wellbeing and Social Justice

April 19 - 22, 2015
Salvador, Brasil

ABSTRACTS

Edited by
Claudio da Rocha Brito
Melany M. Ciampi



PLENARY SESSIONS

COMMUNICATION AND ARTS AS STRUCTURING ELEMENTS OF WELLBEING AND SOCIAL JUSTICE

Claudio da Rocha Brito, Melany M. Ciampi, Victor F. A. Barros

It is possible to state that art is a kind of creative communication and that communication is not necessarily art. Art does not equal communication, but all art is communication. Does life imitate art or art imitate life? Art also changes the way we view the world, and in fact, life sometimes imitates art rather than the other way around. What makes art different and special is that it is a communication that has value. Along the time is possible to see the number of practical use of art and communication altering the course of countries and peoples' history. These discussions are present at the WCCA'2015 - VIII World Congress on Communication and Arts organized by COPEC - Science and Education Research Council and promoted by WCCA - World Council on Communication and Arts. Researchers and professionals of these areas participate at the conference showing their interesting scientific recent works.

TECHNICAL SESSION EM3A

COMMUNICATION AND ARTS FOR PEOPLES' FRIENDSHIP AND UNDERSTANDING

Vladimir G. Zakharov, Irina A. Avenarius

The disintegration of the Soviet Union in 1991 provoked many problems both in politics and in everyday life of its peoples. The frontiers were rather formal and no obstacles for direct communications and cultural exchange ever existed. In 1992 the Moscow Ukrainian Folk Choir was created to restore and strengthen the former ties between two fraternal peoples. The folk songs in Ukrainian and Russian as well as sacred Ukrainian and Russian music are performed by non-professionals: engineers, teachers, doctors, scientists and addressed to all who do not want to see the former friendship broken. Without having in mind any political aspects the choir is an active participant of many international festivals for world peace and progress. This kind of activity is a good example of how vivid contacts and folk art can contribute to loyalty and understanding between peoples.

ETHICAL ASPECTS OF ONLINE ADVERTISING IN THE SLOVAK REPUBLIC

Tatiana Čorejová, Mária Rostášová

The Slovak Republic (further SR) has a strong interest in ensuring that the ethical principles are promoted throughout society and therefore it pays close attention to ethics in marketing communication in the e-environment. The paper is aimed at explaining the principles, the overall context and the manner of applying the provisions of the Code of online advertising, which was adopted in the SR. It presents the results of secondary research aimed at the most interesting cases of assessed advertising and decision of the Arbitration Committee of the SR. The contribution brings new consumer protection rules for e-commerce in relation to the protection of personal data and downloading web content in online marketing. The authors of the draft submit a general request of procedures and the most important rules in the application of ethical behavior in the e-environment in developing digital projects and campaign.

COMMUNICATION MULTISENSORY: COMPOSITION OF STIMULUS TO TRANSMIT AESTHETIC PERCEPTIONS OF THE PRODUCT

George Ferreira, Osmar Possamai

The searches in neuroscience show that split-second human brain evaluates objects and makes judgments unconsciously through sensory information. This article offers a new approach to product communication, integrating conditioning of perceptions that influence the trial, with the multisensory stimuli strategically designed to transmit messages you want about the product. As methodology were elaborated two surveys in specific journals. The first survey in neuroscience journals in the articles focusing on consumer behavior to identify conditioning of the perception that somehow it limit the understanding of the message. The second survey in magazine articles focusing on sensory marketing to establish the sensory stimuli, dimensions and variables used to communicate multisensory messages. As a result we present a method for communicating characteristics that are desired product more effectively through the semantic association in the sensory stimuli.

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April 19 - 22, 2015, Salvador, BRAZIL

VIII World Congress on Communication and Arts

PUBLIC GLASS ART: EXPLORING THE IMPACTS OF GLASS ART IN PUBLIC SPACES

Parinaz Faghihi, Teresa Almeida, Fernando Quintas

Public art has influenced human well-being during the past decades, as well as has contributed substantially to urban regeneration. Glass art has been explored in public art because of its great undiscovered potential in terms of production of innovative artworks and heritage enjoyment by the general public. This paper defines the term of public glass art as a multifaceted means of expression in the public realm which employs glass as a versatile material to express artists' motives and emotions, societies' culture, religion and civilization. The emphasis is on the potential of glass art to represent the world, the identity of a culture and of a civilization. As case studies, a number of successful European countries in public glass art are investigated in this paper. Moreover, an overview of the main concerns for the development of public glass art are presented.

TECHNICAL SESSION PM3A

REMOSS - NETWORK OF SOCIAL MOBILIZERS FOR EDUCATION: THE INFORMATION AND COMMUNICATION TECHNOLOGY AS A STRUCTURING IN THE PROMOTION OF FAMILY-SCHOOL-COMMUNITY INTERACTION

Osimara da Silva Barros, Najara dos Santos Oliveira, Luciane Ferreira Bomfim, Andrea Tourinho Pacheco de Miranda, Kátia Cristina Novaes Leite, Valnice Sousa Paiva, Jucineide Lessa de Carvalho

Education is a pillar for the development of a nation and potentiating the recovery of human dignity. Its practical demand necessarily the interaction between family-school-community as it seeks to the Federal Constitution. This interaction is promoted by the Ministry of Education (MEC), creating the Social Mobilization Plan for Education (PMSE) in order to strengthen these relationships. This range has not reached most Brazilian cities, requiring strategies to enhance access. In this perspective, this work emerges, aiming to develop a socio-technical network structure, using Information and Communication Technologies (ICT). From the Web 2.0 communication interfaces, open communication and interaction possibilities, becoming space conducive to social participation, the dialogue between mobilizers, and fostering knowledge about the right to education, environment planning and systematization pointing to the well being and social justice.

ART AND RECREATION AT SCHOOL: CHANGING AND BECOMING TOWARDS SOCIAL INCLUSION AND RESPECT TO DIVERSITY

Kátia Cristina Novaes Leite, Osimara da Silva Barros, Najara dos Santos Oliveira, Luciane Ferreira Bomfim, Andrea Tourinho Pacheco de Miranda, Valnice Sousa Paiva, Jucineide Lessa de Carvalho

At school and in social life, the use of creativity through artistic work is deeply necessary as an element of educational motivation. Art transmits thoughts, feelings and information and provides the person with intellectual disability a greater social circulation, beyond the limits of the school-family-health system. As a contribution for such understanding, this work intends to discuss how the artistic activity contributes to social inclusion and respect to diversity, emphasizing the potentiality of art as an activity that fosters change of objects and people who work artistically, providing them with self-esteem, respect for oneself and for the product of art as an outcome of admiration and reverence to those who contemplate it. The text also reports the successful experiments developed by Project Recriando at Jacobina's APAE, which aimed at social inclusion of people with intellectual disability through art.

TEACHER AUTHOR: A REALITY OF THE DIGITAL SOCIETY

Valnice Sousa Paiva, Arnaud Soares de Lima Jr., Luciane Ferreira Bomfim, Osimara da Silva Barros, Najara dos Santos Oliveira, Kátia Cristina Novaes Leite, Jucineide Lessa de Carvalho

This paper discusses limits, possibilities and potentials presented by the digital society to teacher authoring, reporting an educational experience developed in an Educator Training Course for Early Childhood Education and Early Years of elementary school, having ICT as structuring the training process, the planning the reviews, seeking to foster this process the autonomy of teacher training, through a didactic design that potencializava the self-teaching and copyright results that contribute to the increase of self-esteem and educator, among other possibilities, the ICT contributions operating through a look with a view to a more contextual education that values and bring to the fore beauty, local problems and experiences, bringing the formative process of the world of life and

stories of the subjects of training. Therefore, we use programs like Paint, Word, Power Point, Youtube, Blogger, More and others, chosen as reference authors as Freire, Black, Santos, Lima Jr and Thiollent among others.

DISTANCE EDUCATION AND SUPPORT POLES TO PRESENT EDUCATION: DIFFERENT CONTEXTS

Jucineide Lessa de Carvalho, Kátia Cristina Novaes Leite, Osimara da Silva Barros, Najara dos Santos Oliveira, Luciane Ferreira Bomfim, Valnice Sousa Paiva, Ymiracy Nascimento de Souza Polak

The objective was to point out structural aspects in pole-to-face support for Distance Education (EAD), in contexts: Consortium of Higher Education Centre Distance from Rio de Janeiro (CEDERJ), Universidad Nacional de Educación a Distancia (UNED), Spain and the Brazilian context, supporting the debate on the EAD Systems Management. A study was conducted exploratory and descriptive in nature, discussing features and actors of the three experiments cited. The propositional results indicate the need for a redesign of the EAD poles management in the Brazilian scenario, in order to meet the singularities of the diversity and function of the University. Expected to contribute to the repositioning ODL centers managers in concerning the physical, technological and administrative infrastructure, providing a fair education as proposed by the Federal Constitution, with positive effects on society.

INCLUDE: ACTION RESEARCH FOR A TEACHER EDUCATION IN INCLUSIVE EDUCATION THROUGH WEB 2.0

Luciane Ferreira Bomfim, Dídima Maria Melo de Andrade, Osimara da Silva Barros, Najara dos Santos Oliveira, Kátia Cristina Novaes Leite, Valnice Sousa Paiva, Jucineide Lessa de Carvalho

Studies conducted here in Brazil show and demonstrate the lack of preparation of teachers and the need for continued education of these professionals to work in inclusive class, to promote equal opportunities for all learners. Thus, this proposal aims intervention foster teacher training through the development of work in practice community, articulated through the use of Information and Communication Technologies (ICT). With the implementation of this project we expect to improve the quality of teacher education who wish to reframe the pedagogical praxis in relation to your digital inclusion and inclusion of people with special needs. Contributing to teacher training will be joining forces for the welfare educational partner of children with disabilities.

SCHOOL MEDIATION GRÊMIO STUDENT 'S AND ICT AS DRIVING TRIAD OF WELL-BEING AND SOCIAL JUSTICE IN PUBLIC SCHOOLS

Najara dos Santos Oliveira, Dídima Maria Melo de Andrade, Osimara da Silva Barros, Luciane Ferreira Bomfim, Andrea Tourinho Pacheco de Miranda, Valnice Sousa Paiva, Jucineide Lessa de Carvalho

The overgrowth of violence has reached an alarming rate schools, especially those located in communities made vulnerable. This situation has contributed to the increase in youth victimization and concerned educators and parents seeking to find a solution to this serious problem. This paper aims to discuss the development of Restorative teaching practices supported by dynamic technological processes aimed at peaceful resolution of interpersonal conflicts experienced by students of basic education in public schools made vulnerable communities can collaborate to cut the spiral of violence in its logo beginning when people have differing ideas. Finally, it suggests the establishment of school conflict mediation centers amalgamated to student unions as drivers of strengthening the culture of peace in schools, using the potential of ICT as'S structuring this process.

EVALUATION IN THE PROCESS OF YOUTH AND ADULT LITERACY EDUCATION

Dídima Maria Melo de Andrade, Roberta Melo de Andrade Abreu, Jucineide Lessa de Carvalho

His article discusses the evaluation in youth and adult education through the instrument called Cognitive Test used in the Literate Brazil Program / All for Literacy - Bahia. In this study, we rely on the bases that support the evaluation, education of youth and adults and the process of implementation of the Cognitive Test. From this discussion, we try to understand whether the assessment instrument in question confirms the principles that guide the evaluation act, and contributes to the following steps in its redesign, monitoring and effectiveness. Still describe the roaming this instrument (Cognitive Test) in its phases and the difficulties, obstacles and successes, taking as its starting point the categories that emerged during its application. These categories relate to the attitude and reaction of learners during test application. It should be said that the analysis of these categories provided a basis for this reflection.

"SONHO DE ARTISTA": CONSIDERATIONS ON CAMARGO GUARNIERI'S REPERTOIRE

Harlei Elbert

This paper proposes a reflection on questions related to the repertoire of the Brazilian composer Camargo Guarnieri (1907-1993). The piece "Sonho de Artista" inaugurates his trajectory as a composer and represents the starting point to better understand his creative process. The year of 1928 is a landmark in the musical life of the composer who interdicted his work in the period of 1920 to 1928 on the grounds that it should not be published but only be used for critical study. Therefore we aimed at analyzing the pieces comprising this period of interdiction and their possible relationship with the works produced after this period. Also we tried to point out questions concerning the total amount of his pieces registered. Finally, results obtained through qualitative as well as quantitative analyses of the totality of the material under study are presented.

THE INTERDISCIPLINARITY AS A ESSENCIAL FACTOR FOR SENSORY EXPERIENCE IN THE MUSICAL EDUCATION PROCESS

Maria Beatriz Licursi, Levi Leonido, Alfred Sholl-Franco, Harlei Elbert

This study aims to highlight the importance of interdisciplinary areas involved in artistic and educational process for the musical representation. We will carry out a critical review of the literature in order to explore how the knowledge of particular resources to cognitive competence, especially the musical competence, favors the structured development processes as understanding, assimilation and consolidation of learning. Thus, interdisciplinary promotes the integration of intra and interpersonal factors fundamental to the musician and the establishment of the social function of music. We emphasize the need of the entire educational process through the interface of music, arts and body language towards the appreciation of music education and the Brazilian culture. In addition to the educational aspect, we recognize the teacher as an important maestro in the process of continuous transformation of the individual dedicated to their physical and intellectual development.

THE IMPORTANCE OF SCIENTIFIC DISSEMINATION IN THE CONTEXT OF SOCIAL INCLUSION

João Cirilo Silva Neto

Science and technology represent the foundation that supports the economic and social development of the nation. Therefore, knowledge about science and technology should not be a privilege only of scientists, researchers and teachers. These professionals need to know the best ways to share this knowledge with society to promote the improvement of living conditions of the population. Brazil needs to improve the scientific level of disclosure addressed to the people. The aim of this work is to show the need to expand science communication to the general public so as to create conditions that promote the social inclusion of people from the field of basic science and technology. The work was structured to show a brief history of science communication and formal and non-formal education proposals were presented.

COMMUNICATION AND ART ON BEHALF OF THE ENVIRONMENT

Margarida Correia Marques, Luis Gabriel, António Borba

DOURO LIMPO was the theme of an Environmental Awareness and Educational Campaign held at Alto Douro Vinhateiro, a Portuguese landscape classified by UNESCO as World Heritage. The graphic design of the Campaign was conceived with the aim of fostering environmental awareness, both individual and collective, and was based upon positive aspects, notions of citizenship and common good practices. A POSITIVE and SIMPLE design was adopted, as positive information is able to mobilize the masses and simple messages are the ones making a difference in the way Douro is seen by its publics. The materials used were both MODERN and ELEGANT, they convey the idea of change and promote the adoption of new behaviours destined to build a sustainable future. The promotion and the information provided by the Campaign mobilized decision-makers and the civil society alike, thus generating a wealthier landscape and tourism for the region.

COLLABORATIVE EDUCATIONAL PRACTICES IN LITERACY STUDENTS WITH LEARNING DIFFICULTIES

Onília Cristina de Souza de Almeida, Teresa Divina Machado, Maria Luisa de Araújo Maia, Marcela Araújo Moraes

This article is a report of interclass reunification experience conducted with students of the third year of elementary school at a public school in the district federal/brazil. this experience with the participation of teachers, engineers, support staff learning and resource room for the purpose of literacy students complaining of learning difficulties and / or a history of failure. Initially, collaborative teaching practices to meet a group of 16 students were developed. the materials have been developed based on literature, specifically in the complexity approach. in this sense, the practice involved cooperation, adaptation and collaboration of conductor teacher, engineers, specialized team of learning support and resource room leading educational strategies in a quarter. It was observed that the students advanced in academic performance and test the level of psychogenesis.

MOODLE IN THE 3RD YEAR PRIMARY EDUCATION I: AN EDUCATIONAL SUPPORT FOR DIGITAL NATIVES

Glauce Ribeiro, Fernanda Alves, Sabline Ravaiane, Onília Cristina de Souza de Almeida

This work is an account of a virtual learning environment implementation experiences to mediate the teaching learning process of students of third year of elementary school in a private school. In general, the virtual learning environment Moodle is used to meet young people and adult learners. However, it is still incipient the environment use in elementary school. To meet this gap, customizations were required to suit age and educational level of "digital natives". This experiment was performed in second half of 2014 as a requirement for completion of the Faculty of Education, which led to the reflection on the importance of using technology as a pedagogical tool and as means to promote interaction between teacher / student and student / students. The achieved results were positive to expand the opportunities for learning, to stimulate the construction of knowledge mediated by technology and strengthen interactions and collaborative learning continuing the classes.

THINKING ABOUT THE REACHING OF MUSICAL GENDER THROUGH NEW MPB CONTROVERSIES

Laís Barros Falcão de Almeida

The study of controversies allows registering the socio-technical networks in Actor Network Theory (ANT), when trace discussions, debates and polemics can reveal interesting associations to understand various issues related to a particular subject. The article then presents the traceability of the title "new MPB" by musicians, journalists and the public to classify a new generation of brazilian musicians as a warm controversy in progress, identifying some of the human and non-human actants and outlining the network the league themselves, taking into account the representation, influence and interest of each, which will lead us to not only move the concept of genre for the networks, leaving for an approach emphasizing the significant role of technology and communication in the process of genesis and transformations of musical genres, but also think the potencial and attainability of musical genres to pervade years and generations through the controversies.

TECHNICAL SESSION PM4A

THE REGIONAL IMPACT OF “MARIÉE” MAGAZINE - WEDDINGS

Ana Maria Benini, Rosa M. Vasconcelos, Maria Gabriela Gama

This article discusses a study conducted to determine the impact on regional public there with Mariée Magazine – Weddings, published in the city of Londrina – Paraná in Brazil and distributed in four cities. Initially demonstrated the importance of de magazine as a means of communication and the use of social networks as communication strategies through a literature survey. As Regards the magazine was performed an analysis of the contents from is formation to the means used. By applying a survey to the target audience could understand what the needs and the impact that generates the magazine in the life of brides and their expectations.

THE IMPACT OF A FASHION CATALOGUE AS EFFECTIVE MEANS OF COMMUNICATION: A CASE STUDY

Jarlane Vailiti, Maria Gabriela Gama, Rosa M. Vasconcelos

The aim of this article is to show the impact on carried out on the investment in effective media , in which advertising and marketing stand out by fashion photography For this study, an approach was made, based on the literature review and qualitative research. Considering that the female is the stronger public brand an inquiry directed specifically to this target audience was applied. The conclusions of the study revealed that one fashion catalog symbolically elaborated, with his final consumer studied and developed by the concepts of brand, makes it reaches far more important goals, winning consumer loyalty the old, getting to that mark is identified, thereby increasing the drain.

THE COLOUR IN CHILDREN'S PLAYFUL SPACES

Inês do Amaral, Maria Graça Guedes, Maria Gabriela Gama

Given the high significance of playing on a children's life, the existence of spaces for the same becomes essential. However, there are elements that should not be overlooked during its conception. In order for the space to become of the child, he must establish with it three relationships: with the space, with the objects in the room and with the other children. This article describes a part of the first empirical phase of an investigation. This phase of the project observed 14 children's play areas inserted in different environments, from the point of view of one of the main visual elements of design: colour. The aim is to understand which colours are the most used in the spaces and how the colour combination is performed. Thus, by crossing the observed colours and their meaning it is possible to determine what kind of space environments are intended to be created.

NETWORK HOUSES OF KNOWLEDGE: PROMOTION OF INFORMATION SOCIETY IN LOCAL CONTEXTS

Luis Amaral, Cláudia Amaro

The general aim of the project 'Knowledge Houses' (Casas do Conhecimento) is to enable and promote the active participation of citizens in the Information Society, through their enrolment in educational, cultural and social initiatives, supported by information and communication technologies, in a close territorial context. These Knowledge Houses are also the way to take a public University to regions where this presence did not exist before. In this paper we intend to write a short description of this project, discuss the results of the first years of its implementation, as well as anticipating its future developments.

BRANDING PROJECT FOR A RESEARCH UNIT: INET-MD CASE

Álvaro Sousa

This paper aims to demonstrate the process of constructing INET-MD's visual identity, gradually developed over the past seven years. The centre for research in Music, established in 1995, unites researchers from four higher-level Portuguese institutes. The research centre was not born with a definite visual identity, and actually neglected and postponed the implementation of an identifiable image. As a result of the research centre's growth, the addition of new branches and its increasingly widespread influence, the problems stemming from the lack of integrated communication devices became evermore visible and unsustainable. Due to the research centre's multi-disciplinary nature, with branches in various locations, the process of constructing its graphic image was developed through constant and dynamic dialogue between the designers and the research centre directors. This is an account of how inter-disciplinary dialogues can contribute to building a graphic image which integrates the perspectives and visions of different actors.

GLASS ART: A FEMININE EXHIBITION

Teresa Almeida

On the 19th of October 2013, the new space for Contemporary Art of the Marinha Grande Glass Museum, Portugal open a "feminine" exhibition. Marinha Grande is known in Portugal as the land of glass", nevertheless, men are the ones responsible for producing the glass pieces, and the women labour on the cold work. Until not so long ago, it would have been impossible for a woman to make a piece through glass blowing in the factory. In total, 15 artists were invited to participate in this event, such as, Netherlands, Argentina, Poland, Turkey, United States, Brazil, Estonia, Australia, England, Ireland, Mexico, Estonia, Latvia and Norway. With this set of pieces the aim was to show that glass art presents itself as a contemporary and innovative search for a component connected with research and experimentation. The exhibition was display until the 27th April 2014 and exceeded the expectations.

THE GREAT PARADE OF NELSON LEIRNER: A STUDY OF MULTIDIMENSIONAL ART

Marcos Rizolli

This study wants to analyze a particularly job. Namely: the installation The Big Parade, presented at the 1999 Biennale di Venezia - Italy, by Brazilian artist Leirner, he was born in 1932, in São Paulo, and he has invested in eccentric forms of expression, presenting objects announcing the notion of ownership and that would mark his career and his job. Before, Leirner formed the Rex Group, a collective that questioned, through the exposition, actions and debates the over measure of the art institutionalization. He Held happenings and he produced pieces made to be handled and conceptually by the public.

TECHNICAL SESSION PM4B

LEARNING AND TEACHING PROCESS WITH GAMES: STUDY CASE IN A DESIGN COURSE

Julia Yuri Landim Goya, Mellina Yonashiro, Dorival Campos Rossi

The interdisciplinary nature of games allows its use for teaching other great knowledge, not only itself. From this, we can say that there is a metalanguage, when teaching game design from games or from playfulness, resulting in a product that can also come to teach the same subject or other skills. We selected, as the object of study, five video games produced by students of the Design undergraduate major in UNESP Bauru campus, in the discipline of Game Design - Introduction to Developing Digital Games. They are available on the blog of the course. In this course, designers and programmers work together to develop these languages. It is studied in this work to be presented the end of a cycle of learning that resulted in another, to the students themselves and for other people who experience video games.

AFFECTION MARKETING: AN ETHICS AND AESTHETICS WAY TO CONSUME

Julia Yuri Landim Goya, Mellina Yonashiro, Solange Bigal

The consumer experience, their perception and impression, satisfactory or not is an invisible contract, via social and cultural rules, and this should be align with consumer expectations and brand promises. It is necessary to try to keep it positive, sincere, positive image, aesthetics and ethics for all. The brand has to show what the company does, either with logo or tagline, or show its essence, a message, to be done visually and emotionally via symbols. All these elements have to be integrated as if they came from the same head has to fit for the consumer to have a complete and affective experience.

DESIGNERS AND THEIR MATERIALS: ADORNMENTS FROM SECOND HALF CENTURY

Julia Yuri Landim Goya, Maria Antonia Benutti

In this research we made a analyzed historically the materials used in adornments since the early twentieth century so we could contextualize the importance of the 50's and the second half of the twentieth century for the use of different materials in jewelry. This analysis included a literature of designers, jewelers, historical studies, socio-cultural and economic research at the time, besides reading books fashion. The importance of it was the analysis of how these new materials have brought new meaning to the jewelry without taking their original meanings (spruce; represent power, social class, location of tribes; identification in general). The research focused on the regions of Europe and the United States during these years were considered the main creative jewelers and poles.

ACESSIBLE PACKAGES: STUDY CASE WITH LOW VISION USERS

Julia Yuri Landim Goya, Cássia Carrara, Ana Beatriz Pereira Andrade

In this article we present the completion of course work in progress that has as main objective to investigate and analyze food packaging and exclusion relations to the public with low vision. Specifically will be addressed aspects of legibility and readability, and others put up throughout the development. Within this context, the work is the analysis of food packaging sold in supermarkets so it can be suggested an improvement in both its ease of readability, differentiation on the shelves, among other difficulties in daily life. The final results could lead to

products more accessible to users surveyed, as well as generating projective parameters covering concerns necessary to expand the accessibility of these users and bring contribution in Inclusive Graphic Design.

COMMUNICATION AND ART: DEFENDING THE NEED OF A REPERTORY

Fabiana Crispino Santos

In undergraduate programs in Social Communication, along with the theoretical and practical contents studied throughout the courses, building a cultural repertoire becomes a fundamental task. This paper aims to examine the operation and consequences of acquiring a set of knowledge and references that can be accessed whenever needed. Hence, the concept of repertoire will be discussed from three points of view: its aesthetic nature, its connection with the practice of Social Communication and an experience report related to the discipline Aesthetics and Mass Culture, chair of the 4th period of Journalism and Advertising of UNISUAM.

PEDAGOGY HOLISTIC AND VISUALITY: A (RE) CONSTRUCTION OF A NEW LOOK THROUGH ART

Giselle Anzini da Costa

This article aims at assessing synergy among teachers, students and multimedia material at the 'Lar Escola Hilarinho Sanzovo', located in Jahu, São Paulo, Brazil. The children were 7-14 years old and observation, elective and registration of educators, performance, and clothes were the focus. It also included games—especially their colors and mobility—in the following disciplines: dance; capoeira and folklore; circus art; integrated art (guitar, flute and theater); ethics; values and citizenship; computer; environmental education and garden; food and hygiene education; career guidance; P.R.A. (Recreational Practices in Water); P.E.B (Educational Practices with Balls); and checkers and chess. This investigation potentially redraws new evaluation strategies, methodologies and registration and procedurally (re)builds material that provides a cognitive enhancement to the educator. The starting point is visually and poetically present and refers directly to those new capabilities.

THE MOBILE DEVICES USE TO OPTIMIZE THE DISSEMINATION OF INFORMATION IN VIRTUAL LEARNING ENVIRONMENTS

Ábia Cristina Oliveira de França, Itana Stiubiener

The Internet made it possible for students to have access to information and independent learning content of their geographic location and their personal attendance or non-formal courses. The Virtual Learning Environments emerged to allow this remote access, where there is interaction between students, Teachers, information and knowledge. To leverage this paradigm shift in education emerged educational applications on mobile devices, in which the student may have access to information anywhere and anytime without being necessarily connected via a Desktop. Currently there is a new profile of students, making it more necessary to quick and easy access to information, even without being in their jobs or educational institutions. This work aims to investigate the use of mobile devices to access information in the LMS and present a tool to improve the dissemination of information in these environments.

TECHNICAL SESSION PM4C

INTERACTIVE ALIVE WALL

Tereza Cristina de Farias Guimarães, Antonio José Batista de Azevedo, Euclides Xisto, Ana Claudia Araújo de Souza, Izana Luiza Sales Lago, Priscila de Jesus Silva, Maria Luiza Rabelo Dias Trindade

The present work considers a new art concept concerning knowledge, construction and expression. An interaction among art, expression, materials science and physics, involving design students participation together with teacher's orientation is one of the objectives during the construction of our "alive wall". While knowledge, it aims an interdisciplinary activity at the Bahia University UNEB design curriculum. A landscape context look at the northeast way of life with its characteristic vegetation and clothes has been performed by students using recycled materials for the wall construction. The behavior of those materials exposed to ambient atmosphere will be appreciate for the next years related to its resistance properties to weather conditions. Periodical changes in materials could be done considering its useful life. Interactivity has been expressed in musical instruments, fit in furniture and smart illumination. This project proposes also a reflection of a new integrating method for art, research and teaching.

DESIGN AND CRAFT AS AN INSTRUMENT OF RESOCIALIZATION: THE DASPRE CASE

Ekaterina Emmanuil Inglesis Barcellos, Galdenoro Botura Jr.

This article aims to present a study about the training project and social reintegration developed by FUNAP for prisoners and former convicts. The project consists on learning through the Design, Arts and Crafts, conceived as a potential tool for rehabilitation programs in prisons of the State of São Paulo where handcraft workshops develop objects and sustainable products of popular and cultural appeal. Social programs with this profile contribute to the recovery and social inclusion; acquires training and employment opportunity; results in the elevation of the moral and physical level of people gathered in the prison units; generates a future perspective of job placement and improvement of life quality; reframe the symbolic dimension of the popular handmade objects through the visceral and reflective Design that brings forth a solution bias and popular handcraft revival, based on the local art of diversity and identity of national culture.

LIMITATION WHILE CREATIVE ACTION

Daniel Conceição Gonçalves

Freedom walks with creativity? Creativity is the result of the unconscious? The altering of reality or escape from it is a creative expression? We consider artworks as: Sandman (Neil Gaiman and various designers, 1989), Watchmen (Allan Moore and Dave Gibbons, between 1986 and 1987), V for Vendetta (Allan Moore and David Lloyd, 1982), Spider-Man (Stan Lee and Steve Ditko, 1962) under the creative aspect? But by that parameter? Understand that creativity while reframing within what is offered, such works do not fit. Therefore this article aims to clarify what we elect a certain fictional work is the result of a creative action which conditions the second author was post and the context in which it is inserted. Check what were the problems and solutions as a personality within your time constraints and how these act in creative action.

EVOLUTION OF COMIC LETTERING

Marjorie Amy Yamada

With its own aesthetics, comics are a medium that integrates the world of words and the world of images. To reach the popular format we know today, with its sequence of frames, use of balloons, onomatopoeia and other visual resources, it took decades of trials that sought to combine illustration and text. The purpose of this study is to provide a historical overview of the evolution of textual layout in the universe of comics, following from precursory works of the first comic strips to current standards for the ninth art production. In order to better understand these changes, the step of comic lettering is briefly described as the textual insertion in comics. Then, through literature review, there is the chronological trajectory of how this process has developed, with emphasis on graphic innovations and influence elapsed of historical events, such as wars and artistic movements.

CONCEPTS OF ART, DESIGN AND ARCHITECTURE APPLIED: PROCESSES AND PROCEDURES FOR DESIGN AND WORKSHOPS-LABORATORIES USE

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

The article deals with the possible use of Art concepts and theories, Design and Architecture and its possible correlations for physical assembly workshops that will be used in experimental classes in universities. Also the possible creation of facilities (within a controlled environment) and implementation of experiments in class. These tests, applications and installations favor the trials that provide data to the physical assembly workshops. An empirical way that facilitates discussion, analysis and search for solutions and data for realization of studies of thoughts or creative insights is preferably used. Users looking for a space and its modification to facilitate the resolution of several issues for further development of products and / or services. These data are the basis for the creation of collective use workshops and rules regarding their use.

THE PHOTOGRAPHIC VIEWS OF THE MARGINS OF SALVADOR, BAHIA: NARRATIVES EXPERIENCES FROM THE PHOTOGRAPHER-NARRATOR

Claudia Albuquerque de Lima Q. Costa, Ana Isabel Soares

The memory and tradition (of the losers) are the foundations of contemporary History's narrative. Supported by this argument, upheld by Walter Benjamin, we shall reflect upon the work of three photographers who applied an auteur's, poetic and aesthetic narrative to Salvador in Bahia. The image of this Brazilian city was built with help from the peripheral vision of Pierre Verger, Mario Cravo Neto and Adenor Gondim; who being passionate about the urban look of the city during the last 70 years. Subverting the norms of discourse imposed by the Bahian elite those artists gave rise to a perspective of the city from the interventions of its inhabitants recording marks left by people living on the margins of society. The "screens", which covered the deprivation and the city's forgotten characters, were pulled back by the lenses of the photographers who began to tell stories permeated by daily struggles.

ART CONTEMPORARY: METHODOLOGICAL CONTRIBUTIONS BY ABY WARBURG

Cristina Susigan

This article intended to establish the relationship between the formation of Mnemosyne Atlas and contemporary art. As a consequence of the democratization of art, from the twentieth century, a superabundant universe of artistic works generated a vast territory of problematizations. The need for different methodological proposals is necessary, for this reason, and if we assume that they must monitor the diversity and complexity of processes and artistic products. The relevance of this research lies in the appreciation of the methodological content in the concept of Denkraum ("thinking space"), and their contribution to scientific structures which allow the flexibility analysis and imponderables. With the thus obtained results we can determine a set of clues that this communication is intended to take, relying on considerations of Georges Didi-Huberman on Warburg, whose theoretical field multidisciplinary falls outside the boundaries of aesthetics.

TECHNICAL SESSION PT2A

ASPERGER'S SYNDROME: EDUCATIONAL ASPECTS AND INCLUSIVE EDUCATION

Vilma Dias da Costa, Marcia Silva de Oliveira

Asperger's Syndrome is a Pervasive Developmental Disorder resulting from a genetic disorder, which has many similarities with autism, which was described in 1944 by pediatrician Hans Asperger. School inclusion is still a controversial topic, diverging opinions of educators and scholars. Discusses the lack of training of educators, especially teachers, as well as lack of material resources, whether educational or physical structure of schools to receive students with disabilities. The purpose of this research is to assist teachers, parents and students with a study on the syndrome in question in order to disseminate knowledge that will promote greater understanding of disabled pupils, and as a research method interview with public school teachers Planaltina/DF, which is drawn a profile of difficulties, skills and methods used by these professionals.

MENTAL AND INTELLECTUAL HEALTH AT WORK

Pâmera Santos Marques, Marcia Silva de Oliveira

Depressive disorders have become a matter of public health, every day more often women are embracing the use of black bars (prescription drugs) with the illusion of finding happiness and attempt to take refuge in a comprehensive routine. Unfortunately, many of these women are unaware of alternative and promising measures that would return a healthy lifestyle, such as exercising, eating healthy, good relationship with friends and family, reading and even a religion. Habits that help a good quality of life. The research will be conducted with women 20-30 years working with the public service, commerce and hospital using specific instruments to collect data for comparison between the studied environments. Expected to warn young women about the benefits and harms that drugs can cause, and emphasize the importance of having a truly healthy life.

TEACHER AND MANAGEMENT ACADEMIC-PEDAGOGICAL IN HIGHER EDUCATION: A REAL AND NECESSARY ASSOCIATION

Marcia Silva de Oliveira, Mauro Pinto Serpa, Andréa Lopes Ramires Kairala

There is a pressing need that academic managers are trained/updated to perform their functions. In this context it is valuable to score the problems and envision solutions for managing the academic world, both in undergraduate courses, as the courses of post-graduation. Presenting the teacher from the perspective of students and study the

teacher's posture from the perspective of other teachers. Study the educational process in this professional fits and discuss to what extent this method is adequate to reality. Finally, to demonstrate the importance of the role of the teacher in the teaching and learning process, using a variety of teaching methods; addition, to demonstrate the importance of using new technologies to the success of this process, be it related to any field of knowledge. No to forget, however, that the path is long.

WISTAR RATS TREATED WITH READY TO FEED FROM SOYBEAN

Marcia Silva de Oliveira, Juliana Paiva Lins, Liliane Moreira Gomes, Adelson Alves Machado, Darlles Bruno de Sousa Pereira, Luiz Gustavo Ferreira Costa, Antonio da Costa Cardoso Neto

Isoflavones present in soybeans belong to the family of polyphenols, a large class of substances synthesized by plants. In addition to antioxidant activity, common to the polyphenols, isoflavones by its structural similarity to human estrogen, determine major estrogenic effects and are therefore referred to the phytoestrogens. The purpose of this show the adverse effects of isoflavones on human reproduction due to excessive consumption of soy. The research will use Wistar rats (biological reagents of choice) and food prepared with soy, Given to Them. After continuous administration of that ration, we obtained visible changes in coat, size and behavior of animals. In this way, we hope the results show a correlation between the consumption of soy-based food and pet infertility because they have changed their sexual behavior pattern.

TEACHING TAX LAW IN YOUNG EDUCATION

Ionara de Oliveira Campos Alves, Marcia Silva de Oliveira

In this essay we are going to show the importance that must be with the pecuniary obligations and pointing with the greatest possible clarity that the incentive of the same in education primary. The modern pedagogical theories preach that the school must, above all, prepare people for life, to live in society. To maintain their responsibilities and obligations. In the same way as we learned the chemical elements, the Portuguese language to communicate with one another and the geography the environmental media, its forms and directions; therefore should not be different with the Taxes that as all the parties of the Right.

TAX LAW: THE USE IN DAILY LIFE IN DIFFERENT AREAS OF EXPERTISE

Ionara de Oliveira Campos Alves, Marcia Silva de Oliveira

This is a descriptive study with qualitative approach. In this work, we report on the study on "The Tax Law", its object, sources and interpretation, for a better understanding of what determines the Brazilian Tax Code. The theme although specific, requires seriousness in its fulfilment, to not suffer penalties resulting from your failure, from the assumption that no one is given the right to not know it as a whole, because it is a basic guideline for the maintenance of the State, having the citizen as a generator of the functionality of that State, because its main source is the tax revenue.

CHIMERA SYNDROME

Luana Carolina Alves Calazans Cavalcante, Marcia Silva de Oliveira

To get a good understanding of what is searched, it must be differentiated from mosaicism in detriment of chimerism, by the simple reason that at the moment in which embryogenesis occurs, the chimera junction originates in different embryos, to form one individual, making the same tissue formed by cells having genotypically different from each other. What the Mosaic becomes different due to cellular changes occur with a single embryo, due to the loss or gain of chromosomes, causing some cells be equal to the original and other modifications of a second generation cell. Means true hermaphrodite, a person who has in his anatomy both ovarian and testicular gonads, with the karyotype 46, XX/46, XY. Lastly, this project aims to quantify, the District level, will these pathologies, clarifying laboratory procedures, taking insight physiological and biochemical this and related diseases, such as Down syndrome and its complications.

TECHNICAL SESSION PT2B

ART, SENSITIVITY AND HELPING RELATIONSHIP

Carlos Santos Leal, Regina Célia Faria Amaro Giora

The art one can say that it is a human, social and cultural mechanism that enables the human being to reveal in their innermost completeness, non-transferable, not reproducible, since the act with Art is reaching a spectrum of what is deeper as human possibility. Should make the Education Act a wider process than simply reproduce information, so that education focused on banking education need to understand that the human being can only assume and resume his human condition whose characteristics are met which is be free, its historical nature and change processes. Thus, the psychological counseling is one situation where it provides the necessary conditions for the occurrence of the personal and social development of those involved; the helping relationship that also offers the possibility of human encounter.

NEW HYPERMEDIA COMMUNICATIONAL PROCESSES OF CULTURAL INFLUENCE: CONSEQUENCES ON THE CONTEMPORARY MUSEUMS

Janaina Quintas Antunes, Priscila Zanganatto Mafra

Culture and Technology -Due to the universal spread of cyberculture, currently each individual suffers cultural influence of cyberspace content, even those who do not have access to this receive this influence indirectly. The completely timeless global influence and cyberspace ageográfica this brings about new cultural objects have become unclassifiable due to interactivity typical of cyberculture. The various interactive museums that arise reflect the new paradigms of contemporary society and are a direct result of needs revealed due to new communication parameters. An analysis of contemporary hypermedia society, its new communication processes, and in particular its new languages and media will be made. Established these will sketch the history and evolution of the museums to the emergence of interactive museums. From these, we will establish the consequences of such a rise.

EPISTEMOLOGY HEALTH: REVIEWING CONCEPTS AND CONDUCT

Marie Sassim Rodrigues

Faced with the need to seek a secure foundation for psychodiagnostic, the clinical psychology reviews the concepts of Man, health-disease, normal- pathological. Criticizes the positions of psychopathology towards these concepts; explains its limitations and breaks with the conceptual heritage by redefining it. Objective to demonstrate how this conceptual redefinition was operated by clinical psychology, through a methodological review of the bibliographical part in which this redefinition was made. Emphasizes the phenomenological existentialism as a philosophical foundation necessary to overcome the formal view of psychopathology, by expanding the understanding of man beyond its biopsychological limits, redefining him in a wider and dialectical way as nature-history-existence, for a more dignified and human traitements conditions. Concluded by demonstrating that the solutions, for dealing with human being in health field and for redefining the treatment used, must be found within its natural conditions, respecting its determinations and differences, without including him in external patterns.

EXPLANATORY MODELS OF BIOETHICS AND ITS PHILOSOPHICAL FOUNDATIONS: SIMILARITIES, DIFFERENCES AND APPLICATION

Marie Sassim Rodrigues

Explanatory models of bioethics, principlism formal and dialectic principlism, differ philosophically. Kant's formalism and Habermas's discourse ethics approach one another for ethic principles, commun to theirs foundations and to the promotion of human dignity. They require a different application conditions due to internal policy. This article aims to explain how the ethical principle of promoting human dignity approaches the two models, basing their different standards of conduct which guide all the practices in the area of life sciences, health and describes the internal logical structure that differentiate them from showing the conditions of its application. The methodology adopted is the description and comparative analysis of the data by the nature of the proposed objective. It concludes that the ethical principle of promoting human dignity approaches the aforementioned explanatory models of bioethics and it guides throught the different rules of conduct which requires formal application on principlism and dialectic in principlism.

THE CONCEPTS OF LABOR AND MANAGEMENT OF PEOPLE IN BUSINESS ORGANIZATIONS

Marie Sassim Rodrigues

This research aims to show the many concepts that work has acquired over time starting from the scientific view to become an item of debate on the tripod of economic science field as well as science of management of organizations and science of sociology, in an attempt to better understand the intricacies of Work in modern capitalist society, in order to support and suggest more compatibles management strategies to the real challenges of the globalization process. The methodology adopted in here, is the description and comparative analysis of the data by the nature of the proposed objective. It notes, through the foundation of the conceptions of work in capitalist society developed from a socioeconomic context, that human resourses management action strategies should take into considarations external enterprise organizations, where formal and informal groups, which are organized in "clusters management" that includes systems of work by grouping, have a prominent role.

LIP SYNC APPLIED TO THE ANIMATED FILM: A CASE STUDY OF THE FILM "A SAGA DO PALITO MUCUIM"

Mauro Coutinho, Cristina Fonseca Rennó

Produce animated films with dialogues in Portuguese, especially those using the technique known as stop motion, is still a major challenge for the aspiring filmmaker in this narrow niche. This is mainly due to the lack of documentation of the techniques that may be applied, as well as the available tools for this purpose. This paper, besides presenting an overview of the main techniques for lip sync, evaluates the results of the tests conducted using Portuguese phonemes to make the final result more convincingly. All analyzes are given by a case study from the film "The saga of the Mucuim Toothpick".

THE LIFES OF OTHERS: FROM THE GDR PRISION TO KARL MARX BOOKSTORE. HUMANIZATION AND VOYEURISM IN THE CINEMA

Livia Maria Marques Sampaio

This communication intends to make a reflection about the trajectory of the character Gerd Wiesler, a spy who works for the STASI, the dreaded secret police of the GDR (German Democratic Republic) in the film The Lives of Others(2006), the debut of filmmaker Florian von Donnesmarck. The plot takes place between 1984 and 1993 and tells the story of Wiesler who is assigned to spy a couple of artists : the praywright Georg Dreyman and the actress Christa-Maria. Filmed basically in shadowy colors, with typical elements of thriller, this movie was a success of public and critical, receiving numerous awards including the Best Foreign Film Oscar in 2007. Spying the couple, Wiesler gradually becomes affectionate. The proposal is analyze the transformation of agent behavior, considering especially the concepts of voyeurism in the cinema, and aesthetics.

TECHNICAL SESSION PT2C

PERCEIVING THE ACT OF SEEING AND THE WORK OF SEBASTIÃO SALGADO

Renata Barboza Carvalho, Elcie F. Salzano Masini

Western philosophy since its foundation has been discussing the enigma of seeing. For ages, the philosophical approach to the act of seeing influenced artists, scientists and thinkers. This article intends to discuss the trajectory of the theories about the looking at things in philosophy in connection with the perception of reality in the photojournalism, of the Brazilian photographer Sebastião Salgado. This paper analysis the criticism of Salgado's work from the point of view of Merleau – Ponty's "Phenomenology of Perception".

DIGITAL JOURNALISM AND NEW READERS: AGILITY AND ACCURACY IN WORLD NEWS

Nilton Marlúcio de Arruda

The objective of this paper is to discuss the challenge of online journalism to ensure quality of news content on the characteristics of online vehicles. It is estimated that, to attract young readers, the news sites need to invest more

on visuals than on deepening proper materials. In this sense, research was carried out with young readers of online journals, analyzing your preferences, habits and difficulties with online journals. Proposed curriculum of journalism courses were also analyzed by this study to observe the presence of digital content in the grids of trainees.

DESIGN & PHYSIOTHERAPY: AN INTERDISCIPLINARY APPROACH

Diego Dalvan Pereira, Paula da Cruz Landim

The Design when it interacts with the ergonomics and other sciences such as physiotherapy, featuring an interdisciplinary field. The Design is a design activity to search through objects better interaction between users and products. This article aims to review literature about the design concepts, the different possibilities of defining and demonstrating how its interdisciplinary design with other areas can be an ally in project development.

DESIGN MANAGEMENT: A CREATIVE PROCESS FOR SMALL ENTERPRISES

Denise Guimarães, Paula da Cruz Landim

The theme design management has been applied consistently, with emphasis on the creative and development processes used in design. A comprehensive and integrative dynamic, the multidisciplinary and holistic views of the design of these processes make an important strategic resource for companies that aims to operate in accordance with the important pillars that sustain it: economically viable, technically possible, and especially designed to suit the user's needs.

ANALYSIS, REFLECTION AND DISSEMINATION OF COMPUTER ASSISTED TECHNOLOGY IN ART, IN DESIGN AND ENGINEERING, BASED IN MADE-UP EQUIPMENT, AFFORDABLE TO COMMUNITY, IN DESIGN COURSES

Luiz Antonio Vasques Hellmeister, Maria do Carmo Jampaulo Plácido Palhaci, Carmem Francisca Lourenço Pinto Hellmeister

The use of digital technologies by society, has a direct influence on the culture of the population, especially in computer technologies such as CAD - Computed Aided Design, CAM - Computed Aided Manufacturing, CAE - Computed Aided Engineering and CNC - Computed Numerical Control, used in engineering projects, designers products, and in the works of artists. This interdependence between culture, behavior, and use of these technologies will be critical for future societies. This paper aims to illustrate, analyze and disseminate the use of these technologies by engineers, designers and artists, based on the work developed by students of these areas, based in the project and manufacture of affordable cost and technology equipment as a CNC milling machine, and a 3D Printer developed in academic and institutional environment, including community extension activity.

ART AND NATURE: THE NATURAL DYE IN PICTORIAL POETIC

Eliane Patricia Grandini Serrano, Cássia Lindolm Bannach

Natural pigments have their origin in prehistory, but were evolving and transforming gaining ground in the artistic context. Currently there are plenty of ink in the Arts Market, and the Schools massively consume these processed products. However the use of natural pigments allow children to exploitation and colors of discovery, textures, aromas contained in nature differently from conventional materials. Such pigments favor schools with or without resources, with a view to its reuse proposal of materials that would otherwise be discarded. Thus the contribution goes beyond simple cost cutting, because it is a job that can involve various areas of knowledge; artistic, social, and cognitive will be explored, including creating a more conscious individual in relation to the care of the environment. All this will be through the art that is the mediator of a more sensitive and creative human development.

THE POENTIALITY OF THE CONTEMPORARY ART TO TRANSCEND THE LANGUAGES FAVORING LIFE

Joedy Luciana Barros Marins Bamonte

Reflection about the contemporary production artistic, the own make artistic and the creative process that involve them it is noted that, comes to the poetic construction the action to greater understanding the being as artist and from the being while humanity. In current procedures that do not prioritize more materials, supports or languages

for the production of works, but human being and his complexities, the art is manifested as the essence, need of renovation. From the documentary "Window of the Soul", directed by João Jardim and Walter Carvalho, and from personal creations is studied the transcendence of materiality in hybrids process, actions at resignify the look that investigates and reinterprets. In this exercise, art is justified as experience necessary, metaphors for the life, to teach us to see, feel and restructure us.

TECHNICAL SESSION PT2D

CONTEMPORARY ART AND ENVIRONMENT: DIALOGUE ON THE MUSEUM INHOTIM

Maria Lúcia Wochler Pelaes, Norberto Stori, Petra Sanchez Sanchez

This study presents a brief analysis of the Nhotim Museum, the largest open air museum in the world. In it are exhibited works of contemporary art inserted in the environment, in a dialogue with nature, present in a forest reserve which was an old farm process. In gardens, architecture and art, the works also relate to each other. At the local cultural, artistic and educational tours are offered, because the museum has an educational sector facing education through reflection on the works of art exhibited and the environment, the preservation of environmental and cultural heritage. The art in this context, wins one based on some concepts of Contemporary Art, which are based on studies proposed by authors such as Giulio Carlo Argan, Umberto Eco, Michael Archer, Ernst Fischer, Fayga Ostrower, among other analysis.

AN HISTORICAL AND SOCIAL RECORD ENGRAVING IN WOODCUTS: BAGÉ GROUP AND PORTO ALEGRE PICTURE CLUB

Norberto Stori, Petra Sanchez Sanchez

The woodcuts created by the "gaucho" artists of the Bagé Group and Engraving Club in the 1950 decade, are an historical and social record of rural workers, slaughters and miners of a given region State of Rio Grande do Sul. These are works with truly expressive works and not mere illustrations of the day to day life. These woodcuts developed, in wire woods, clean, strong and synthetic cuts were prepared with fluctuations of light and shadow. The process of the woodcut, through the multiplication of images increases according to their deployment, since it allows familiarity possibilities without, social and cultural barriers, with images and concepts which transmute a reality. The woodcut as an artistic language and due to its reproduction capacity, carries in itself a democratic attitude in the spreading of ideas and images of a given political, economic, social and cultural moment, whether regional, national and international.

HYBRID IDENTITY: THE THIRD SPACE

Maria Luiza Calim de Carvalho Costa

While rubbing two universes of Peruvian culture - the pre- Columbian legacy and Western colonial culture - contemporary artists put into question the Peruvian identity where appropriations and resignifications in hybridization processes expose the asymmetries, the contrasts, conflicts. In search of ways in which cultures may find themselves in their differences- as the third space coined by Bhabha - artists such as Susana Torres, Milagros de la Torre, Alfredo Márquez and the photographer Carlos 'Chino ' Dominguez demystify characteristics of the Peruvian national identity as the idyllic notion of Inca culture in the imagination and national culture as well as the Eurocentric idea subordinate role in the development of the Andean culture of Peru.

TECHNOLOGY SPREADING ART: WHAT ARE THE PROSPECTS FOR THE FUTURE OF DIGITAL TV

Alexandre Navarro Teixeira, Vânia Cristina Pires Nogueira Valente

Digital Television offers a resolution of high-definition images and the possibility of interaction with the user. There is an estimate that by 2018 all municipalities in Brazil have digital signal availability and thus there will be a wide spread of Ginga. Ginga is a technology developed for digital television, which runs between the operating system and yours applications. However, the extensive use of Smart TVs would invalidate this technology? This article to cast a look on the topic, arousing reflection that effect and seeking bring issues that link the advantages and disadvantages of the two technologies, considering the current situation of Digital TV in Brazil.

THE ART OF ORIGAMI, KIRIGAMI AND ORIGAMIC ARCHITECTURE HELPING IMPROVE THE SPATIAL ABILITIES

Vânia Cristina Pires Nogueira Valente, Carolina Yukari Ota

Many professionals in the areas of arts, sciences and techniques require spatial visualization skills. According to leading scholars, it is the ability to manipulate, twist, rotate, and flip images of objects mentally. Despite its importance, many higher education students that have undeveloped skills, presenting difficulty in the basic disciplines of Technical Drawing, Descriptive Geometry and applied course as Mechanisms Projects and Topography. Several studies were conducted by applying computerized visualization tests with progressive difficulty and concluded that people who initially treated the subject with great difficulty can achieve the ability of spatial visualization. The intent of this research is to propose an increase in the skill through origami, kirigami and origamic architecture, japanese arts that only employ paper as stock and transform it into a real artwork both at 2D plan as 3D plan.

VISUAL SYMBOLS IN PACKAGING: REFLECTIONS ON SEMIOTICS AND DESIGN

Marco Antonio Rossi

Semiotics works with language and that language is a cultural system, generated for message communication. The design operates on objects of operations, which target the three-dimensional and two-dimensional design. The designer is a receiver of the everyday system. This process is a semiotic distinction, where the communication between the project (object) and the user gets ever closer to the message. With the contribution of the structuralism view, which provides a possibility to interpret and understand the formal systems. The visual symbols on packaging and consumer products with the evidence of the health and well-being may, in indiscriminate use of the word, emptied. The objective of this research is to evaluate between design objects, visual symbols with reflections on the images and messages about health and wellness in a semiotic and structuralism view.

ART AND DESIGN: REFLECTIONS ON MATERIALITY

Eliane Patricia Grandini Serrano, Marco Antonio Rossi

Some even reuses the use of some materials discarded to disuse are leveraged to develop new objects that are considered artistic and / or design objects. Also considering the needs of society in objects of consumption in open system communication. The purpose of this research instigates reflection from contemporary questions the relationship between art and design as art object and purpose of use. The considerations are relevant to questions of current artists and designers, which present the choices of materials in the objects to be created, and also how they can adapt to visual text and the object of utility. The practical methodology, linked to practice with the theoretical framework will be addressed by authors dealing with aspects of the form, object, material, art and design.

TECHNICAL SESSION PT3A

PUBLIC HEALTH AND ITS RELATION TO EPISTEMOLOGY

Antonio da Costa Cardoso Neto, Marcia Silva de Oliveira

Public health must prioritize a set of actions that should be undertaken with concrete to achieve population health purposes. We studied the public health and its relationship with epistemology. This was a descriptive qualitative study on public health, which reviewed 34 publications on the subject addressed. Reported in this study brief reviews of international conferences and letters of health promotion, definitions of 'old' and new 'public health, health promotion as well as education, innovation in the scientific field, the conceptual and epistemological limits of health promotion and the development of critical attitudes related to community health problems. It is concluded that there is need for the establishment and implementation of measures to disseminate access to health education and greatly maximize the quality of life and health of individuals.

SOCIAL JUSTICE AND THE RELATIONSHIP WITH HEALTH AND BIOETHICS

Antonio da Costa Cardoso Neto, Marcia Silva de Oliveira

In this research we studied the social justice and the relationship between health and bioethics. This was a descriptive study with qualitative approach to ethics and social justice, which analyzed 11 articles on the subject addressed. Presented in this study reinforce the need for the construction of social justice as a way to prevent social inequalities and turn protection on a broader bioethics epistemology that encourages health promotion and healthy public policies. It is concluded that there is need for implementation and dissemination of measures that can awaken society to the realization of fair and aimed at health and social actions as well - being of all in the same equality and contribute to the fulfillment of the principles governing human life, respecting and valuing well bioethics.

SAFE PRACTICE OF PROSTATE CANCER IN THE CITY OF SANTA INÊS/MA

Antonio da Costa Cardoso Neto, Marcia Silva de Oliveira

Prostate cancer is a disease that can be detected early through diagnostic screening methods. We verify the performance of preventive screening for prostate cancer in Santa Ines in Maranhão. This was a descriptive study with a quantitative approach, which evaluated the preventive examinations in a sample of 136 male respondents, with 40 or more years. 78% of respondents reported knowing the age for completion of the first examination, 97% know or have heard of prostate exams. 44% reported they had not done any of the tests, the men who claimed to have done, 89% did the control examinations in SUS, 62% indicated a pelvic ultrasound and 39% underwent transrectal prostate biopsy. It was concluded that despite the clinical examination, serum, radiological, and histological measures are admittedly institutionalized as a preventive for prostate cancer with high impact action, the male population in the Santa Ines and know little use.

PUBLIC HEALTH MANAGEMENT AND QUALITY OF LIFE IN MATURE AGE

Antonio da Costa Cardoso Neto, Marcia Silva de Oliveira, Andréa Lopes Ramires Kairala

Public health must be understood as the science and art of preventing disease. Discussed in a critical and innovative perspective the quality of life, management and healthy aging. This was a descriptive study with a qualitative approach to management and quality of life, which examined 23 publications on the subject addressed. We present brief reviews of the quality management of services in public health that stand out to civil society participation in policy decisions, actions related to quality management in health care, the benefits to the user, the quality of life, the issues and ways to achieving healthy aging. It is concluded that implementing measures are necessary to disseminate improvements in quality of life, care and management of the health services provided to seniors system.

HMI AND PERINATAL COMPLICATIONS: A CORRELATION OF FACTORS POSSIBLY TRIGGERING

Andréa Lopes Ramires Kairala, Ana Cristina Barreto Bezerra, Marcia Silva de Oliveira

Identify possible cases of molars and incisors hypomineralized in children born in Brasilia-DF and correlate the data to clinical history of the progenitor during perinatal periods, in order to obtain data that clarify the causes of pathology studied. All data should be included in the medical records. Analyze the records and correlate the events during the prenatal and perinatal period of mothers during pregnancy accompanied at the selected hospital to detect possible causes of HMI.

EVALUATION INDICES AND CONSEQUENCES OF BULLYING IN A CENTER FOR PUBLIC EDUCATION GAMA-DF

*Andréa Lopes Ramires Kairala, Lorrany Rosa Viola, Paula de Lima Soares Varella, Eduardo Henrique Bafutto,
Jéssica Rodrigues Nogueira, Guilherme Gonçalves Silva Pinto, Mariana Oliveira Barbosa Alves, Raissa
Nascimento Hamaoka, Marcia Silva de Oliveira*

Bullying, term derived from the English word "bully" (bully, tyrant), is a subcategory of aggressive behavior that occurs among peers. It is used in interpersonal relationships where there is an imbalance of power, and can occur in situations where the target of aggression is physically weaker than the perpetrator. There may be a numerical difference, in which several students act against a single victim. This practice is verified the need that the offender has to impose on the other, both for profit and power, and for personal satisfaction. From this, the present study was based on experience of medical students of 4th period Faciplac with students in class at school. 6 range. And

yet, some questions were raised, such as the impact of these attacks on the lives of these students, which the main refuge of those teenagers, and what is done to prevent or avoid aggression as already practiced.

THE USE OF AQUATIC THERAPY AS A METHOD OF REDUCING THE PAIN OF NEONATAL ICU (CASE REPORT)

Luciana França Ribeiro, Glaciele Nascimento Xavier, Andréa Lopes Ramires Kairala, Marcia Silva de Oliveira

The newborn feels pain in most potential and resources such as aquatic therapy can minimize it. Evaluate the aquatic therapy as pain reduction of method in hospitalized infants in private Neonatology Intensive Care Unit (NICU). Patient M.S (12 weeks old), dependent on ventilation mechanic. Treatment (5 sessions performed water bucket 98F degree, for 10 minutes, with sensory motor movements organization, immersion and relaxation. Applying Neonatal Infant Pain Score scale (NIPS), to evaluate pain before and after the procedure. After each session, there was the sleepy patient and improvement in vital signs. Before the therapy according to NIPS, the patient was 4 score (pain) and after the procedure, it was 01 score pain. The Aquatic Therapy was effective in treating pain and vital signs of the patient, however more studies are needed to ensure the real benefits of this therapy in newborn and infants.

TECHNICAL SESSION PT3B

INCLUSIVE FASHION: UNIVERSAL DESIGN APPLIED TO SHOES

Regina Lara Silveira Mello, Renata Tesoni Reis

The article presents a study carried out on individuals with the lower limbs asymmetry, analyzing the handicapped integration possibilities in the fashion design of shoes. These people have height difference between the legs because they had an illness, accident or genetic complications, and their shoes need specific adaptations. Stores of orthopaedic shoes and welfare institutions were visited in order to know the products and understand projective questions about design. Initial results directed the search to a female audience, qualitative interviews with users reported discontents about the market shoes, and also allowed their own shoes were analyzed and photographed. The interviews underline the high cost of shoes, unsightly and not very functional. But fundamentally reveal the stigma and the prejudice, emphasizing the importance to disseminate information to promote inclusion in fashion through the Design. The study followed the Search Code of Ethics (CONEP).

THE EDUCATION SOFTWARE USE IN LEARNING SPANISH LANGUAGE

Alecia Saldanha Manara, Bento Alvenir Dornelles de Lima, Paulo Admir Sanguinete Pires

We discuss the use of educational software in learning the Spanish language where technology used as an ally of the teacher can be a pedagogic support representing new ways of doing education. Thus, this study aims to build a learning object, a software called Español para Niños, used as a mediating tool for learning the Spanish language for students of Early Years. This is one where three cooperating teachers and twelve students from the early years qualitative study. Interviews with teachers were guided by semi-structured with open questions and the students script the interaction of these with the software being recorded and later transcribed data was observed. We conclude that there are difficulties for teachers in using technology as a pedagogical resource due to lack of skills, time planning activities and lack of technology as an educational resource, creating difficulty in students.

ARTISTIC ACTIVITIES FOR SENIOR PEOPLE: REPORT OF AN EXPERIENCE WITH PAPER MACHE

Natália Maiara Pilati Perez, Thaís Regina Ueno Yamada

The extension project "Renewing with art" organized by FAAC-UNESP promotes a series of artistic activities in order to improve quality of life, increasing knowledge of culture and arts, and social inclusion of senior people. Among numerous artistic activities known, paper mache is an interesting ludic and educative resource because there are many aspects that can be worked with it, such as: concepts about recycling, environmental consciousness, memorization, motor coordination, persistence and patience, as the person imagines and makes the transformation of the clay. This article reports an experience using paper mache with a group of senior people

that have never had worked with this technique before. Important information was obtained during the activities, through local observation and data provided by a questionnaire, such as their main difficulties and benefits.

AUTOMATA PROJECT: ENCOURAGING GIRLS WITH ART AND TECHNOLOGY

Patrícia Machado, Sara Rosa, Ana de Sousa, Anna Caroline Lopes, Bárbara Nascimento, André Gonçalves, Vania Almeida, Carla Koike, Dianne Viana, Aldo João de Sousa

The development and construction of automata models introduce concepts of art, design, mechanics, electronics and computing, combining both play and technology. Automata project aims at motivating a group of low income, female students from a public high school, using a pilot strategy of active and meaningful learning to explore the concepts mentioned above in an interdisciplinary way. The role of art within the automata design was both conceptual and practical.

THE DIGITAL REPRODUCTION AND THE LOSS OF AURA

José Marcos Cavalcanti de Carvalho

The changes through technical reproduction provided new possibilities for interaction with information through technical means of reproduction was possible to see new relationships arising from reproductions and transmissions of information. There was a profound change in the relationship between people and the transmission of information from the digital reproduction technique, which provides a list of great dependence on the distribution of information. Every kind of joint or cultural production and dissemination are characteristic of historical and technological period itself, each advancing stage is the product of a particular time and it is own. So we live a revolution based on reproduction and transmission of our social referents, mainly driven by digital transcription. This discussion is embedded in the current transformation of reference and analog proceedings for its digital transcription, creating new ways of articulation of information.

OPTIMIZED RENDERING AND INTERACTION OF CROWDS AT GAMES USING LANGUAGE CUDA

Tiago Ungaro Bardella, Ismar Frango Silveira

The history of digital games shows games using many types of enemy models and types of characters to control, like Real-Time Strategy games, for example. These huge amount of models into an important scene are called crowds. The crowds needs a high computer performance and specific algorithms in their interaction control to avoid immersion loss. With the popularization of graphic board languages like NVIDIA CUDA, new algorithms were created to easily increase the performance of crowds in digital games and their overwhelming superiority compared to the methods used in linear programming were proved in many researches. The goal of this work is to use these GPU techniques as base to implement a framework using CUDA language that will present better performance and simplicity compared to the others algorithms on the area of crowds in digital games.

THE CONTRIBUTION OF PHOTOGRAPHIC TOOL FOR SPACE REPRESENTATION OF ARCHITECTURAL MODEL

Júlio César Riccó Plácido da Silva, Cibele Haddad Taralli, Simone Priscila Marciano Melz

The work has like object of inquiry exposes the contribution and value of photography in the representation, but, especially like element of inquiry, of experimentation, of simulation and test from three-dimensional models in scale, for comportamental investigation and structure of constructions, and also like possibility of checking of the forms, defining for this study the project of Colony Güell Church. The possession of the information gathered in inquiries on bibliographical references, all the technical used proceedings were identified, as well as the concepts and relations between form and resistance conceived by Antoni Gaudí in the construction of the projectual models for the structural calculation. The following are discussions and analysis showing the importance of the work on the picture, held by the architect, highlighting the relevance of the use of photography in the creative and technical procedures, which enabled the construction of this architectural model in context and considered time.

TECHNICAL SESSION PT3C

LIVING MEMORY PROJECT: ART, CULTURE AND HISTORY

Maria Teresa de Arruda Campos, Taciana Ferreira Carapeba Panini

The “Living Memory Project: art, culture and history”, created and organized by the Public and Historic Archive “Oscar de Arruda Penteadó” of the Rio Claro city government and supported by the UNESP and by the ONG “Rio Claro Cidade Viva”, has been organized since 2009 and seeks to fill the gaps of history through the video recording of oral history, and has as objective to resume city histories that have not yet been registered. Each oral testimonial become a resource to elaborate the documents and archiving, providing an analysis of different contexts of the history. Thus, these histories, ignored by the official historiography, are narrated by yours protagonists and registered through audiovisual resources. The full material becomes part of the collection and can be accessed in the institution building. Some interviews are edited into short documentaries and are available in the website www.memoriaviva.sp.gov.br, providing greater democratization of information.

AESTHETIC EXPERIENCE PROCESSED IN WORDS

Mirian Martins da Motta Magalhães

This article is the result of a didactic experience with journalism students of Augusto Motta University Center (UNISUAM). It was realized they had much difficulty with writing essays, since the composition of simple texts, in the beginning of graduation, until the end of college, when the demand increases, for example, in preparing the final paper degree. Thus, emerged the idea of transforming the text production lessons into practice fields, but seeking to diversify, expanding the aesthetic experiences of students. Taking advantage of what the institution offers to the students, conventional classes were replaced by visits to UNISUAM Cultural Center (CCULT), a space dedicated to embrace all forms of artistic expression, with the aim to approach the culture of the academic community. The experience amplified the students' creativity and diversified the possibilities of themes and types of texts produced.

COUNTERCULTURE BRAZILIAN MUSIC IN TIMES OF DICTATORSHIP

Rafael Malvar Ribas

The idea of this work is remember the Brazilian countercultural movements that stand during military dictatorship, and to map these. It is clear that in a country of continental dimensions such as Brazil there has been several local cultural demonstrations that differ and intersect on another. The main association made by the academy and the media about our counterculture is with the Tropicália movement, which brought external features adding to the local, in an hybrid art that led to its canonization. But there were other movements, although not exalted at the same level, have significant historical and cultural value. As an example there is Udigrudi in Recife, Raul Seixas from Bahia, Grã Órdem Kavernista centralized44in44Rio44de44Janeiro, the44Rock44and44Roll44and44the Progressive44Rock / Psychedelic especially in large.

WORLD CUP 2014 IN 8K

Aldrin Vianna de Santana

The focus of this article is to analyze the production and transmission of the 2014 World Cup in Brazil starting from articles published about the event and in major firms: NHK, NTT, Globo and RNP. An overview of the technical development regarding the collection and transmission of new videographic technologies, 8K appears. NHK and NTT are Japanese companies and Globe and RNP, Brazilians, all of them responsible for all television and optical transmissions, respectively. Thus, it presents notes in order to understand the technical processes employed and realize the significant technological advances in video images.

TECHNOLOGICAL EDUCATION - OVERCOMING CHALLENGES OF LEARNING IN PHYSICS THROUGH EDUCATIONAL ROBOTICS

Luis Otoni Meireles Ribeiro, Rosimeri Gonzaga Guarenti

The Educational Robotics presents itself as a possibility to make the process of learning more effective in teaching science and technology. His practice inclusion in the classroom empowers student the chance to understand more

abstract concepts. This feature has been used as an educational enrichment, to assist students in the first year of High School with limited understanding / learning concepts in the discipline of Physics, concerning the content of Dynamics. The strategies described in incorporating pedagogical work occurred through direct intervention, using the educational workshops that propitiated the assembly and concrete manipulation of an autonomous robotic device called robo Buggy.

TECHNICAL SESSION PT3D

MASONIC SIGNS PRESENT IN ARTISTIC WORKS

Maria do Carmo Jampaulo Plácido Palhaci, Luiz Antonio Vasques Hellmeister, Ricardo Nicola, Carmem Francisca Lourenço Pinto Hellmeister

The signs of Freemasonry are in great artistic works whereas the arts were deeply influenced by it. Many artists were members of this entity and left as a legacy in their works the symbols and messages of Freemasonry. Everything that was forbidden to be said directly was interpreted through the great works of humanity. Knowing that human beings should not live without arts, painters and esculptures included in their works, Masonic teachings in order to be identified later by mankind. The hidden symbolism in art works refer back the strength of Masonry so that humanity can live in deeper awareness. The artist Aleijadinho belonged to Freemasonry and included discreetly, Masonic signs in many of his art works, highlighting among them the sculptures of the prophets made in 1805.

THE DECOMPRESSION OF AUDIOVISUAL ADVERTISING: AESTHETIC, POETIC AND NARRATIVE ASPECTS OF THE BRANDED CONTENT PRACTICE

André Bomfim dos Santos, Amanda Aouad Almeida

Audiovisual products created by brands, which go beyond the promotional purposes, are called of branded content by the marketing studies. Their construction provides a movement of diversification on language and duration of advertising contents, here defined as decompression of audiovisual advertising. The focus of the study are the changes brought by this practice for the audiovisual language of the field. To investigate them, we developed an analysis of winning campaigns in the branded content category of the Cannes Lions advertising festival. Were analyzed the internal arrangements of the works, their process of aesthetic adherence and technological context. The results reveal aspects that distinguish the branded content of traditional advertising, such as a hypertrophy of the aesthetic dimension, the replacement of the goods by the brands and the playful aspect of their narratives.

THE NEW THEATRICAL ADAPTATION OF THE MAN OF DE LA MANCHA (2014) OF MIGUEL FALABELLA AND THE USE OF THE WORK OF ARTHUR BISPO DO ROSÁRIO AS THE SCENARIO DESIGN, COSTUMES AND AMBIANCE

João Eduardo Hidalgo

The adaptation of the musical Man of La Mancha by Dale Wasserman made by Miguel Falabella, created a sense of connection, visual and content of the character Don Quixote and the work of the artist, and the end of the messiah of time, Arthur Bispo do Rosário previously unthinkable and brought an unprecedented force for the work. The musical written by Wasserman in 1966 has a simple structure, transform the author of Don Quixote, Miguel de Cervantes, the character created by him. Madness or the alleged lack of sanity is at the core of the piece. With the inclusion of the work of Bispo do Rosário, which came out in the world and cross-manufactured garments embroidery and markedly medieval banners, the character Don Quixote found a creative mirror. Understanding interartísticas links between the two symbols characters, Quixote and the Bishop of the Rosary itself is the purpose of this work.

PICTORIAL FEELINGS: FRANCIS BACON AND CLARICE LISPECTOR

Eliane Patricia Grandini Serrano

The effect caused by the Art is in a unique force capable of promoting the artist experiences and especially to the visual text reader. The painting, especially, is to keep the feeling, established from the lines, colors and all codes within it. In this respect two artists shock the reader; in an attempt to seek themselves in chromatic plots, produce images without pictures and / or without models. His paintings are built without external beacons and it is precisely

this character not figurative that detonates the kinesthetic aspect in every visual text. Artists to be investigated in this work are Francis Bacon and Clarice Lispector. The first with its shock - images, as he claimed. The second of painters little circulation, but that reveal constant search of herself in another language, since the author is internationally recognized for its literary and non- pictorial work.

INVESTIGATING A CULTURAL AND GENDER IDENTITY IN LA PIEL QUE HABITO OF PEDRO ALMODOVAR AND HIS INTERARTISTIC RELATION WITH THE WORK OF LOUISE BOURGEOIS

João Eduardo Hidalgo, José Leonardo do Nascimento

When the film by Pedro Almodóvar *La piel dwelling* (2011) presents the Vera character, she appears bent in an arc on a sofa arm, as the work the bow of hysteria Louise Bourgeois, yet unidentifiable, but the next moment see the busts built with your sewing technique / fabric collage and a reference book on the artist appears among the materials of the character. Vera is mysterious, a beautiful woman with a fantastic skin, but it takes many medications and lives prisoner. The identity of Vera is too perfect, her feminine attitudes in excess and your name Vera Cruz, in Spanish 'true cross' leads us to questions that will be answered by realizing as the construction of the character is made an interartistic speech that is completed between Almodóvar and the work of Bourgeois, which is focused on the male / female ratio and its limits.

THE ETHNOGRAPHIC DOCUMENTARY AND ITS MODIFICATIONS: FACING ROBERT FLAHERTY, LENI RIEFENSTAHL AND JEAN ROUCH

João Eduardo Hidalgo, Rosa Maria Araújo Simões

When Robert Flaherty (1884-1951) pointed his camera to Nanook, a Northern Inuit of Canada in 1921 he created without knowing the actual record for the audiovisual and also the ethnographic genre, because he framed an ethnic group. In the 1930s the German Leni Riefenstahl (1902-2003) built for Hitler a visual representation of Aryan Man Myth in *Triumph of the Will* (1935) and *Olympia* (1938) and revolutionized the language of documentary, also having an ethnic intention in mind. Investigating the social conditions of the population of Paris, with a question 'Are you happy?' Jean Rouch (1917-2004) entered the designation of 'cinema verite' in this type of documentary in 1959 and sought to show the conditions of the French colonies in their works *Le maîtres fous* (1954) and *Moi un noir* (1958). Our goal is to reflect on the legacy of the three key authors to understand the documentary such as logging and construction of an identity.

ANTONI GAUDÍ A CATALAN WHO BUILTS DREAMS WITH EARTHLY MATTER

João Eduardo Hidalgo, Rosa Maria Araújo Simões

Antoni Gaudí (1852-1926) was the great Catalan architect of the period of art known as Modernism. With his innovative approach to construction projects made their worthy deeds representatives of Catalan culture, its mountains, vegetation and light as used in these materials as the stone of Montjuic, brick made of mud on the outskirts of Barcelona and bars made of textile needles and designed windows, roofs, stairs based on flowers and butterflies living in the region or inhabited the imaginary as the dragon and gargoyle. Through four of his works: *The Park Güell* (1900), *The Crypt in Colonia Güell* (1908), *La Casa Batllo* (1904) and *the Sagrada Familia* (1883) they describe the organic conception of Gaudí, his concern with the man and his connection with the divine or immaterial.

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ISBN 978-85-65992-39-8



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