Message from the General Chair

It is my pleasure to say once again that we are very glad to have you to 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), IFEES (International Federation of Engineering Education Societies), IGIP (Internationale Gesellschaft für Ingenieurpädagogik), INTERTECH (International Council for Engineering and Technology Education), ISTEC (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