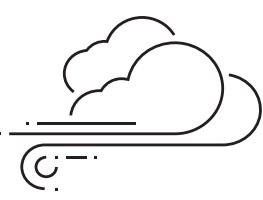
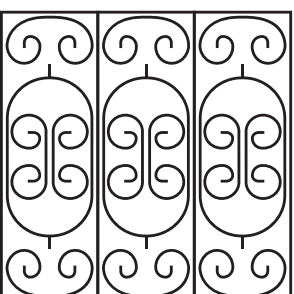
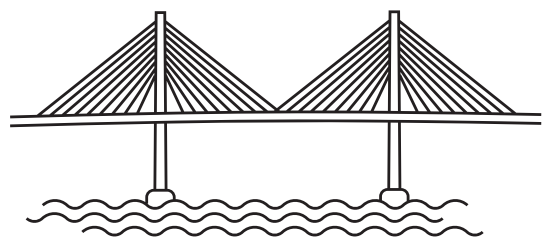
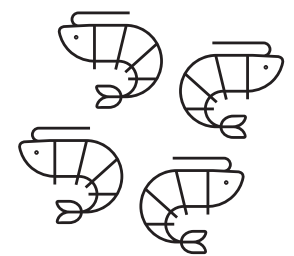
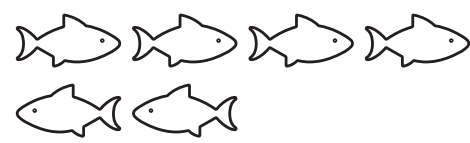
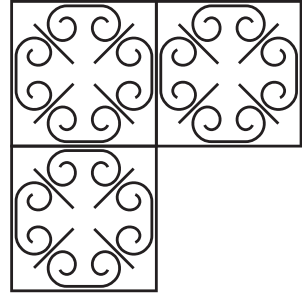
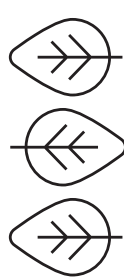
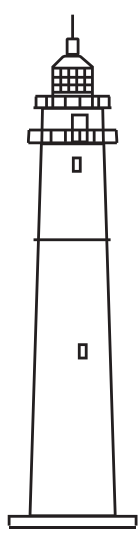
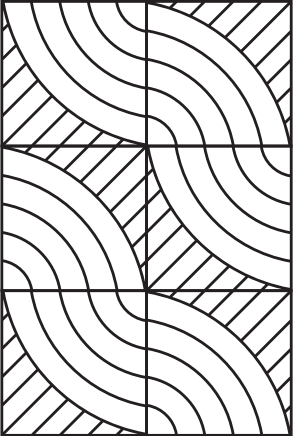


# Research Abstracts of the 8<sup>th</sup> Information Design International Conference

**CIDI** 2017  
NATAL





# Research Abstracts of the 8<sup>th</sup> Information Design International Conference

1<sup>st</sup> edition

José Guilherme Santa Rosa, Cristina Portugal,  
Luciane Fadel, Carla Galvão Spinillo (Eds.)

Sociedade Brasileira de Design da Informação - SBDI

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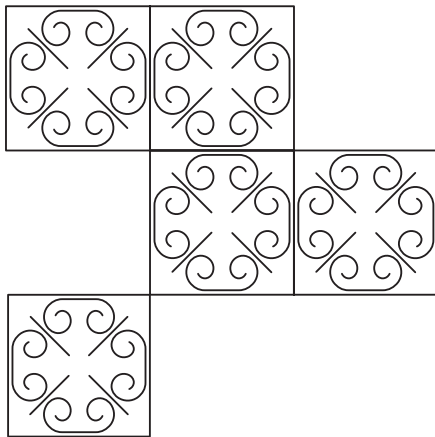
# Preface

October 2002 was an important date for the Research, Teaching and Development of Design in the Country. In that occasion was instituted the Brazilian Society of Information Design (SBDI), which among its many actions has been promoting, since 2003, the CIDI – International Congress of Information Design – an event gathering teachers, researchers, undergraduate and graduate students and professionals, not only strictly linked with the sector of Design as well as from Communication, Information Science, Computing Science, Ergonomics and others. The event also receives, students of Scientific Initiation acting in research and development in design by means of the CONGIC – International Congress of Scientific Initiation in Information Design. More than 1,000 scientific works were already presented among the editions from 2003 until 2017 passing by Recife, São Paulo, Curitiba, Rio de Janeiro, Florianopolis, Brasilia and Natal.

It is possible to imagine the impact and developments that the participation in the editions of the event may have caused in each one of us, as students, teachers, professionals or commission members – being organizer, scientific or support.

We remember the curiosity and eagerness for learning with colleagues during the several editions of CIDI/CONGIC – leaving from one session another, hungry for knowledge, transiting through the five thematic axes: Communication, Education, Society, Technology and Theory and History.

We found in the works and talks presented, impeccable methodological procedures, heated discussions about themes that bring together the different ones, precisely



because of their divergences. Each new point of view is information to be acquired, is knowledge built. Considering that the words go with the wind, we took the option of recording by means of paint and pixel our acknowledgment to teachers to whom we have respect and admiration, making the council of SBDI and who made the 8th edition of the event CIDI 2017 and CONGIC 2017 a reality, Carla Spinillo, Edna Lúcia de Cunha Lima, Guilherme de Cunha Lima, Joaquim de Sales Redig de Campos, Luiz Antônio Coelho, Mônica Moura, Priscila Farias, Rita Maria de Souza Couto and Solange Coutinho.

Also highlighted is the importance of the Technical Scientific Committee of CIDI 2017 and CONGIC 2017 as well as the actuation of all evaluator teachers had to maintain the quality of the event. In the name of professors Luciane Fadel and Helena Rugai, we thank all who helped with the evaluation and selection of the scientific papers, be them in modality oral presentation or poster, be them for CIDI or for CONGIC.

The editing of those proceedings and other activities of graphic design were under the guidance of Professor Elizabeth Romani. Professors Dino Lincoln, Rodrigo Bouffleur and Kilder Ribeiro represented all who were responsible by the sector of information technology, logistics and actions of disclosure, respectively. For all other professors, our thanks in the name of the Chief of the Department of Arts, Thiago Chellapa.

Regarding the internal secretary of the event, linked with UFRN, we had the professionalism of Jorge Henrique de Melo, secretary of the Graduate Program

in Design. The secretary of SBDI is represented by the current treasurer, Luciana Leme.

In order to make possible the edition 2017 in Natal, we had the support of CNPq, CAPES, UFRN, SBDI, Pro-rector of Postgraduate studies of UFRN, with the Management of the Center of Human Sciences, Letters and Arts and with the Department of Arts, team of teachers, technical administrative staff and students from the baccalaureate in Design and from the Graduate Program in Design, represented by the Magnificent Dean Ângela Maria Paiva Cruz. Finally, we thank the beneficial partnership with the Prefecture of Natal, represented by Mr. Mayor Carlos Eduardo and with the City Park Dom Nivaldo Monte.

We believe that the current proceedings reflect with fidelity the amount and quality of the discussions and reflections about Information Design and its application during the 8th International Congress of Information Design. We wish an excellent reading and that the material may be a reference source for your next researches as well as inspiration for future projects!

Best Regards,

**José Guilherme Santa Rosa**

General Conference Chair –CIDI/CONGIC 2017

**Cristina Portugal**

General Conference Chair – CIDI/CONGIC 2017 - SBDI

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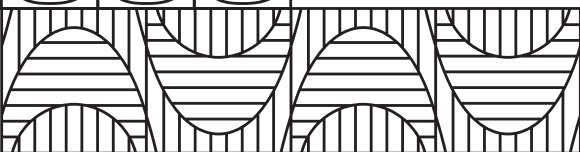
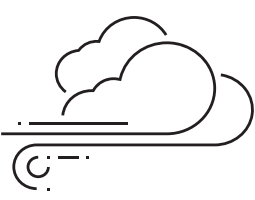
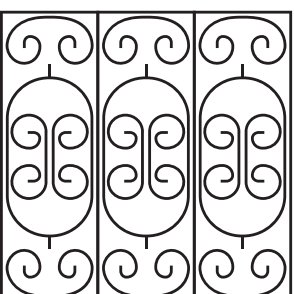
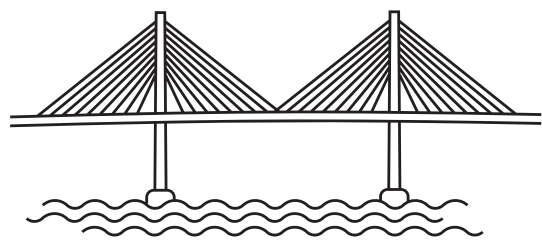
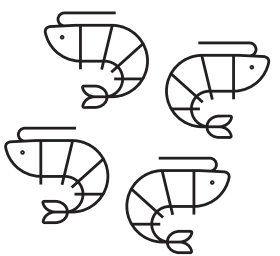
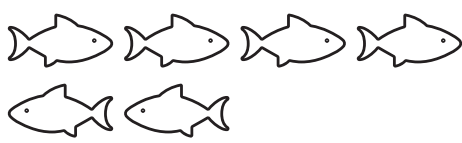
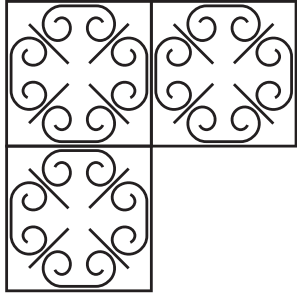
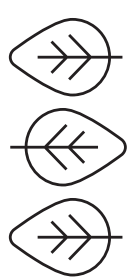
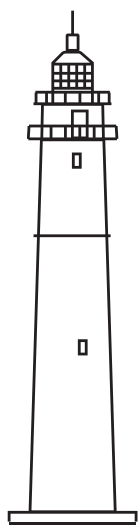
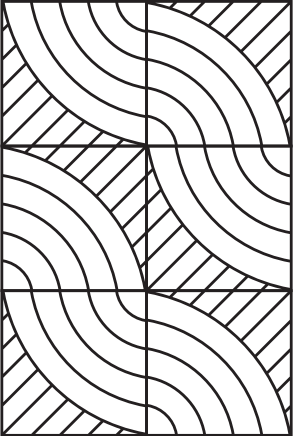
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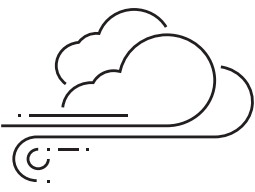
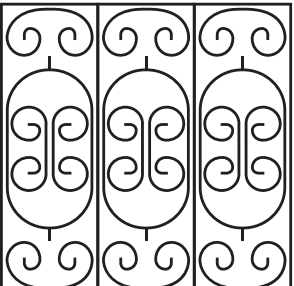
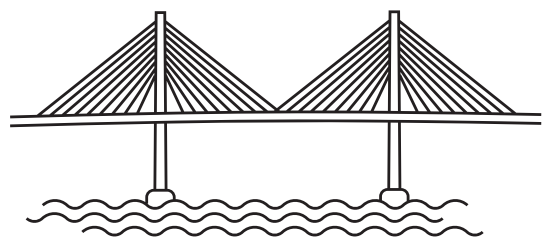
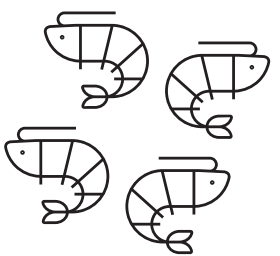
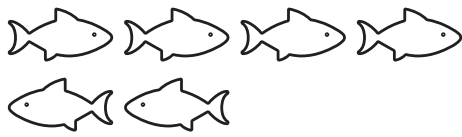
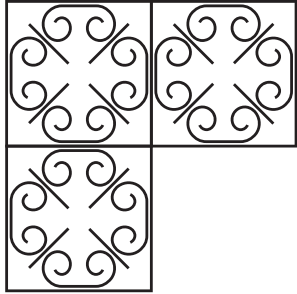
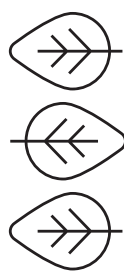
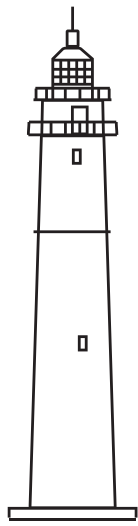
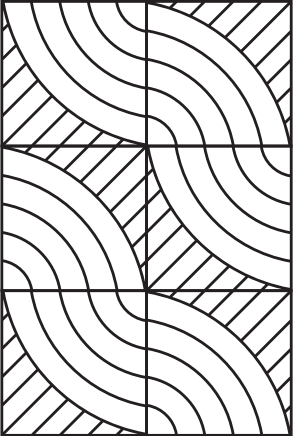
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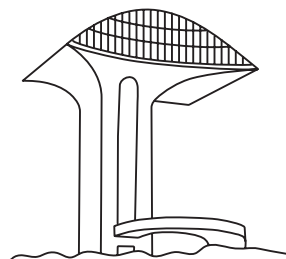
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# CIDI

## Oral Presentations



# CIDI

## Oral Presentations

### Communication

## An environmental graphic design system for Pacaembu's sports complex

Fabio Salmoni, Sara M. Goldchmit

*wayshowing, design, Pacaembu, information*

The history of Pacaembu's sports complex mixes with parts of the history of São Paulo and with the history of Brazilian sports culture. It is a public facility loaded with symbolic memory, open to the use of the community. The aim of this study is to analyze the possibilities of using the static and dynamic elements of the environment as a communication interface that brings the sports complex' users closer to the the space they occupy. The research was carried out through a bibliographical survey related to signage, environmental communication and other nomenclatures of this study area; field research and interviews with the users; analysis of collected data and project development. The result is a proposal for a new visual-environmental communication project for Pacaembu's sports complex. It is expected that this study could point out replicable solutions for other community public facilities that offer physical and recreational activities geared toward sports and quality of life.

## **Between graphic design and architecture: Louis Vuitton Foundations' visual identity under a transcreative approach**

**Laila Rotter Schmidt**

*contemporary architecture; visual identity; signage design; transcreation; Frank O. Gehry*

This essay performs a comparative reading between Louis Vuitton Foundation's architecture, designed by Frank O. Gehry, the signage design of the same building, designed by the agency Zélé-Téra, and the visual identity of the institution, developed by Studio Base. Having as starting point the visual language dimension that both disciplines share, the research focuses on investigating how signage design and visual identity express the same concepts used on the building of the Foundation's headquarters, using specific design strategies. To give conceptual support to the analysis, the Roman Jakobson's concept of 'intersemiotic translation' and 'transcreation' by Haroldo de Campos. By doing so, it is intended to show the richness coming from the dialogue between graphic design and other forms of visual expression, indicating possible pathways for a methodology of creation that would take into consideration the transposition of different languages.

## **Child reception of representation of sequentiality in illustrated culinary recipes**

**Rafaella Lopes Pereira Peres, Silvio Barreto Campello**

*information design, pictorial representation, child reception.*

Investigations related to the production of the informational design related to procedural pictorial sequences for younger audiences are still scarce. Thus, this research aimed to evaluate the reception of sequential representations of an illustrated cooking recipe for Brazilian children between 4 and 10 years old. For this, we used a collage exercise as part of a wider reception study outlined by the 'Instrumental Communication Analysis Method'. The results demonstrated a direct relationship between the idea of order and the idea of linearity and, also, with the notion of sequentiality. Given the above, it was concluded that children are able to understand the representations of sequentiality, used by DI, more easily the higher their level of development.

## **Design and art education: a methodologic union by Paradigm of Complexity**

**Janaína Campos Branco, Gregorio Bacelar  
Lameira, Daniella Rodrigues de Farias**

*design, art education, paradigm of complexity, assemblage.*

This article aims to point out the result of a dialogue between two methodologies, one about design and another about art education, in order to suggest improvements to the teaching of Art from the insertion of Design in the classroom context through reflections about their points of intersection with art. The Triangular Proposal for Art Teaching by Ana Mae Barbosa and the Industrial Design Methodology developed by Bern Lobach were selected methodologies to promote this union, whose fruitful cross is likely to promote new perspectives for teaching Art. To propitiate the dialogue between these methodologies it was necessary to carry out an overview of the areas -and the characteristics that substantiate them, as well as the analysis of their similarities and differences in order that new opportunities could emerge. As promoter of this dialogue, the Paradigm of Complexity developed and structured by Edgar Morin had the fundamental role helping the dialogue between Art Education and Design that belong to different universes in order to cause and promote new ideas for Art education in Brazil, for example, the assemblages, that are considered artistic expressions that allow us to connect characteristics of Design and Art Education.

## **Form as content: Irma Boom case study**

**Eduardo A. Souza, Gabriela A. F. Oliveira, Eva  
Rolim Miranda, Solange Galvão Coutinho, Gentil  
Porto Filho, Hans da Nóbrega Waechter**

*information design, Russian Formalism,  
book design, form, medium*

By coupling the paradigm of information design with a formal approach to the design of books, we argue that the Dutch designer Irma Boom synthesizes these two perspectives in her graphic designs. With a literature review on the theories of information design, we establish its principles, objectives, parameters and procedures, and compare them with Russian Formalism – the modern literary movement – and finally demonstrate how Irma Boom's practice expands the language of design and the possibilities of significance in a book as an object. Therefore, appreciation of the medium (the book) contributes to a dialogue between form and content, developing a concept in a manner, which is more complete and autonomous.

## **From classic literary book to the narratives of sequential art: an experimental methodological proposal using the work “A terra dos meninos pelados” as object of study**

**Beatriz Montenegro, Mariana Hennes**

*editorial design, sequential art, Graciliano Ramos, concept art*

The adaptations of traditional literary books to sequential art language have been gaining prominence in the Brazilian educational scenario because it is characterized as an alternative with a high power of engagement along with the National Library's School Program (PNBE) of the Federal Government. Thus, the present work aims to present a methodology proposed for this purpose, using the literary classic *A Terra dos Meninos Pelados*, by Graciliano Ramos, as object of study. In order to do so, the applied materials, methods and tools of design intended to meet both the needs identified in the process of creating the concept art of the book (based on the collection and analysis of data referring to the aforementioned work) and the process of development of graphic design and editorial production of the artefact. Thus, the work was divided into two distinct phases that were performed, in some steps, simultaneously. After following a path of eleven methodological steps, defined for specific purposes, a suitable editorial solution was reached for children and youth audience, which met the needs and design restrictions identified for the literary adaptation.

## **Gamification: relationships with a design management**

**Alais Souza Ferreira, Glauba Alves do V. Cestari, Luiz Fernando G. de Figueiredo, Giselle Schmidt Alves Diaz Merino, Eugenio Andrés Díaz Merino**

*design management, gamification, tools*

Gamification is seen as a means of achieving goals involving people and solutions of problems in diverse environments and contexts, increasing interest, engagement and efficiency in performing tasks using games mechanics. This way, it wonders: How has gamification been used? And how can this be applied in the design management (DM) process? This research is classified as exploratory and qualitative, having as a methodological procedure the revision of literature of scientific research. Its relevance is in the transposition of gamification into the DM context, since this multidisciplinary, man-centered activity involves diverse knowledge and interests in solving problems. The results of this study contribute to the academic environment with reflections on the applicability of gamification in DM and stimulate the development of new studies in this area when generating social impact, since Gamificação can also assist in solving society's problems. The incorporation of gamification in the DM process, as a means for achieving purposes in products and services projects, adds contributions to the decision-making and the practices of that activity engaging in the process.

## Hearing aids' manual: applying Information design in design and analysis

Camila Medina, Deborah Viviane Ferrari,  
Cassia Leticia Carrara Domiciano

*information design, inclusive graphic Design,  
instruction materials, hearing loss, hearing aids*

Hearing aids' users present difficulties regarding use and care of device, which may lead to a negative impact on intervention. In addition, these devices' manuals often have low readability and poor efficiency specially among elderly users. The aim of this research was to redesign a manual on hearing aid care and use according to survey of users' needs, bibliographical research, the application of graphic design methodologies and assessment with users and professionals. After the redesign, the manual's content was considered easy to read (Flesch's reading grade level) and considered suitable to people with 5 years of study. This manual was evaluated by 30 audiologists via an online form. The manual was considered having high quality and usefulness in clinical practice. Further investigations regarding quality and usability will be carried out with hearing aid users.

## Identity traits of Rio Grande do Norte, Brazil, through typography and local vernacular marks

Álvaro Sousa, José Guilherme Santa Rosa

*typography, brand, vernacular, identity, heritage*

The identity of a people is their culture, the visual expression of which is one of their most evident manifestations. If, in many cases, this identity is manipulated in a way that is perceived by the public to whom it is intended as a culture that is clear of macula, leading to the loss of much of its popular character, others exist in which it is still possible, by the most diverse reasons, to keep these identifying traits almost intact, without prejudice to being updated, that is: without crystallizing in time. Thus, the present work describes and fits the research carried out within a postdoc project on the photographic collection and geolocation of typography and vernacular marks existing in the public space of the state of Rio Grande do Norte, Brazil. It is the presentation of an external look about an identity and heritage visible on a day-to-day, but often little appreciated by its degree of ephemerality. Starting from the framework and clarification of the concepts, the criteria for image selection are presented, as well as the parameters used to classify each one. From this classification, it is possible not only to organize an open and expandable image bank, but also to establish a basis for its public disclosure, so as to take advantage of the assets to value the local design.



## **“I missed my bus”: the relationship between the human factors and informational project in the identification of the bus lines**

**Larissa Ferro, Nathan Fernandes, Antonio Almeida, André Demaison**

*cultural human factors, informational human factors, system of information, public transport*

This article aims to present the relationship between cultural aspects and informational ergonomics using as a case study the municipal transport system of São Luís, capital of the state of Maranhão. From a tender held in the year 2016, it was proposed to change the chromatic system used for more than 20 years on city buses, which caused a lot of confusion among system users, accustomed to being color-based to identify the lines and Desired paths. To better understand this relationship, 289 users were surveyed, using as techniques questionnaire and interviews. 78.54% of the respondents stated that they understood the old system, and 65,7% found it difficult to get the correct bus after the implementation of the new system. The use of color in the identification of the bus lines was also an aid factor for illiterate and low visual acuity users. The case presented here shows the importance of human cognition as guiding in the informational project, in order to facilitate the understanding of the tasks by the users.

## **Influence of color on interpretation of interaction icons used in relationship applications**

**Bruno Lucena de Castro, Carla Pereira**

*color semantics, positive and negative meanings, graphic signs, interaction icons*

This article discusses the influence of color on the perceived meaning of graphic signs. It reports an exploratory study done with a group of relationship application users to identify and compare associations assigned to color isolated and applied to icons used in interfaces of this digital product category. In the applications, the green and red colors and 'X' and 'heart' shapes have the function of exclude, stop and barge (negative semantic axis) and save, continue and release (positive semantic axis) possible partners. In a controlled environment, participants filled in an unstructured list of reactions, after observing colors and icons individually, outside the context of the interface. The work confronts the positive and negative meanings that colors and shapes assume in the context of using the applications with the data obtained in the experiment. The results show that both the formal and the chromatic elements influence the interpretation of the meaning of the graphic signs. This influence may occur differently according to the colors and forms used, and there may be a dominance of the meanings of color or shape in the suggestion of positive and negative reactions.

## **Infographic design: canvas as infographics production tool**

**Rafael de Castro Andrade, Carla Galvão Spinillo**

*Infographic, infographic design, canvas*

This paper aims to present a tool to help early stages of designing infographics, inspired in the Business Model Generation Canvas. The tool was developed based on other works that used to organize objectives, content and resources to develop a project. The canvas proposed considered visual techniques to presentsuitable representations to the informations in infographics. Finally is shown a simulation of the canvaswhich reveals the objectives stage contribute to a coherence with the other project decisions.

## **Infographics design process: a design management approach**

**Bolívar Teston de Escobar, Carla Galvão Spinillo**

*infographics, design process, design management*

The purpose of this paper is to present an analysis of infographic design processes under the perspective of the design management approach. By design management we comprehend a field of studies that bring together concepts of design and business management. Therefore, design management brings up alternatives to the comprehension of the real role of graphic designers in the production of infographics. Four design processes are extracted from the literature and its steps are discussed by design management terms. The results points towards the non-restriction of the graphic designers to mere operational assignments in organizations.

## **Macroergonomic analysis of decentralized production in fashion industries: a bibliographic review**

**Bruna M. Bischoff, Murilo Scoz**

*macroergonomics, fashion, decentralized production, outsourcing*

The present research aims to discuss methods of macroergonomic analysis in fashion manufacturing companies, emphasizing the communication relationship between the creation and production sectors, when a manufacturing process is decentralized and / or outsourced. The searches were done in the databases of SCOPUS (Elsevier), the Portal of Periodicals of CAPES / MEC and in Google. Only one of the studies found directly addresses the application of macroergonomic methods for diagnostics in fashion companies, but their approach results in proposals for improvements focused mainly on the physical aspects of the workstations in the factory. It is suggested to carry out more studies applying organizational ergonomics to the garment industry, in order to evaluate internal communication and processes of production decentralization.

## **Proposal of a descriptive model for the illustration style in Procedural Pictorial Sequence in medicine leaflets**

**Luiz Gustavo Amorim Lopes, Carla Galvão Spinillo**

*illustration style, medication leaflet, procedural pictorial sequence*

The purpose of this paper is to evaluate the instructional illustration style in Procedural Pictorial Sequence in medicinal package inserts. The purpose delimit on model descriptive in the illustration style. The method applied in this study consists on validation of the model with the participants - distributed among developers and experts - for the validation of the descriptive model, based in information obtained from two evaluation models: Ashwin (1979), for the style of variables Illustration, and, Spinillo (2001), about the composition of the elements of representation contained in the visual instructions. This paper is structured as follows: (1) Introduction; (2) illustration style - presenting the main concepts and classifications of the visual style; (3) Procedural Pictorial Sequence (PPS) in medicinal leaflets; (4) Method, with details of the elaboration of the model and how to use it on the description of PPSs in medicinal leaflets, (5) Results obtained from the participants about the performance of the model on style medication leaflet; (6) Final considerations —presenting the main modifications and adjustments to the descriptive model for the style.

## **Sense in the comics: semiotic analysis of a strip of Mafalda**

**Marcos Bernardes, Murilo Scoz**

*discursive semiotics, sense-generate route, comics, cognitive ergonomics*

This paper makes a semiotic analysis of a verb-visual text of the domain of comics, based on the model of sense-generate route developed by Algirdas Julien Greimas. The text is analyzed in order to understand the solidarity between expression and content, that is, the way which meaning is constructed and manifests itself in this type of language. As a corpus of analysis, the work takes a strip of the character Mafalda, of the Argentine comic Quino, that applies different discursive resources in its composition. The work presents the articulation of the narrative structures, seeking afterwards the approvals with the plastic categories of the visual text, which makes it possible to characterize the phenomenon of syncretism in the production of meaning in comics.

## **Study of the relations between narrative, grid and gestalt in HQ Watchmen – Final Edition (2009)**

**Carlos E. Sales Alves**

*graphic design, composition, grid, comic book, gestalt*

Discusses the use of the grid in the layout of the pages of the comic book Watchmen-final Edition (2009). It presents a brief description of the history and evolution of world graphic design, pointing out the schools and designers that have had relevance to the development of layouts, observing the types of compositions most used, their visible and intrinsic concepts. It examines the anatomy of a layout, its elements and functions, using as main reference Samara (2007). It also points out relevant facts in the history and evolution of comic books, especially those related to the layout and structure of their pages. It deals with the aspect of the composition of the frames of the pages of a comic book; a relationship between them, the page and the narrative, according to the studies pointed out by Groensteen (2015), Eisner (1999, 2008) and Macclound (2005, 2008). In addition to the grid and of the comic strip, the study discusses the Gestalt, focused on conceptual bases your importance to the graphic design using the work of Filho (2009). These three axes are the basis for research in Watchmen-definitive Edition (2009) by using the methodology of Gil (1995), in order to find out the relationship between the narrative, the composition of the pictures and the Gestalt of the pages of the comic books. In front of the results, it demonstrates the possibility or not of planning a comic strip using the grid and Gestalt concepts in the pages.

## **The interpretation of the tactile image by the blind reader: a methodology for data collection and analysis**

**Elizabeth Romani, Clíce de Toledo Sanjar Mazzilli**

*haptic reading, tactile illustrated book, methodology, blind reader*

This paper presents a discussion about the methodological process for data collection and analysis from the haptic reading. This research proposes procedures that aim to evaluate the tactile image comprehension, questioning if the tactile illustration, in the current context for tactile illustrated books, is understood by the blind. To achieve such purpose, the following stages were defined: selection of the object of study, translation of the foreign texts to Portuguese, preparation of the research protocols, designation of the meetings dynamic for the reading and, at last, data collection. Thereby, this paper aims to contribute to the discussion about the design of the inclusive book and possible paths for the production of tactile images.

## **The invisibility printed in the General Amazon Language: a study in design**

**Rômulo N. Pereira, Ricardo Artur Carvalho, Ligia Medeiros**

*Amazonian General Language, culture and society, design studies, communication*

This paper critically traces the unusual path of an indigenous language, so called general, its diffusion, mishaps, abandonment and persecution. What makes this narrative extraordinary, and of interest for design studies, is the fact that this language was mediated human communication in a wide territory of Brazil. It has also formalized in a writing, printed using movable type and taught to very heterogeneous peoples. A movement that reflects the constitution of a place not only geographical, the Amazon, but a social space where a part of Brazilian society formed with its various conflicts. Including the discourses and disputes observed from the print culture, the diffusion of information and the treatment given by others. The Amazonian General Language (LGA) is the bridge by which we seek to reach this almost invisible universe of Brazilian indigenous languages, almost all of it written, printed and read in "good" Portuguese.

## **The narrative in infographics**

Rosângela Vieira, Paulo Cunha, Eva Rolim

*Infographics, narrative, Information design*

This article aims to contribute to the discussions within the design field, related to the subject of the narrative, with the object of study infographics. The survey was conducted in two phases considering the articles published in the Journal InfoDesign and CIDI Proceedings of the last five years. In the first phase, from the infographics topic, we selected 21 articles. In the second phase, the clipping adopted considered only those articles that cited the narrative term, reducing the articles to 12. The results showed that there is no consensus as to what is a narrative applied to the infographic, and that it is necessary to create parameters for generating clearer discussions.

## **The process of text typefaces choice: an exploration of the association between typographic patterns, types and tastes**

Luiza Falcão, Luis Felipe Cavalcanti

*typeface, choice, text fonts, tastes*

This paper aims to explore the assimilation of formal differences between text sources at the time of typographic choice. Based on the premise of type designer Zuzana Licko (1997) that the letters, when applied in the context of textures show more explicitly their stylistic and conceptual characteristics, the present study aims at comparing the comprehension of such characteristics in the use in texts and in typographic patterns. Inspired by the researches of the Type Tasting laboratory (2016), the study was carried out with thirty subjects and structured to simulate the process of assembling the packaging of liquids representing the five primary tastes: sweet, sour, salty, bitter and neutral.

## **The relationship between information design and prevention of medication errors**

**Evelyn Henkel, Carla Galvão Spinillo**

*medication errors, information design, prevention.*

This article presents the process of planning and applying a systematic literature review related to the information design applied to hospital context. A survey of the state of the art was carried out. The objective was to discuss the relationship between Information Design (DI) and prevention of medication errors. The results show a gap in the researched literature regarding this relationship. Finally, limitations of systematic literature review in the scope of health information design are presented.

## **The syntactic-visual context in the development of the scientific illustration of the human anatomy**

**Tatiana de Trotta, Carla Galvão Spinillo**

*scientific illustration, visual syntax, communication, human anatomy.*

Visual syntax is the basis of visual language. The syntactic elements, their relationships and organization determine the appearance of a representation to convey meaning. In science communication, scientific illustration of human anatomy is an important kind of information representation. To represent consistent and accurate information through scientific illustration of human anatomy it is necessary to know its visual syntax and the 'illustrative path' taken by the developers. To do so, a survey (online questionnaire) was conducted with 22 scientific illustrators from Brazil, Portugal, USA, Holland, France and Andorra. The responses were analyzed qualitatively to identify internal and external factors considered by the respondents when developing scientific illustrations of human anatomy. The results showed that in the illustrative path' there are common syntactic-visual elements considered both during and prior the development of the scientific illustration, which involves different stakeholders. Each stakeholder (illustrator, client/doctor, user/viewer) plays a part in the context of scientific illustration in the scope of visual syntax. The conclusion reached is that the development of scientific illustration of human anatomy goes beyond its syntactic aspects, demanding the consideration of the illustration context. This study may contribute to the identification of syntactic-visual elements of the scientific illustration which are key to convey medical information, enhancing its communication role.

## **The user role in signage design methodologies**

**Fabiano de Vargas Scherer, Airton Cattani,  
Tania Luisa Koltermann da Silva**

*signage, design methodology, user-centred design*

This study seeks to investigate how the signage design methodologies identified in the bibliographical references consider user participation in their various stages and/or phases. It aims to understand their role in the process, in terms both of type of participation (informative, consultative, and participatory) and of stages of involvement (planning, design and implementation). Consideration of the concepts and implications of user-centred signage and design was followed by analysis of the topic according to the directives indicated by ISO WD 9241-210 (2010) and Maguire (2001): (1) understanding of user requirements; (2) user participation in the design process and if it occurs, (3) the stages at which it does and (4) the way in which it takes place. The results indicate that when users are taken into consideration it is mainly in the early stages of the design, concentrating on understanding user requirements and usage context and, more tentatively, during the design process and finalisation. Moreover, they demonstrate a dominance of the designer's technical knowledge about information gathered from different publics connected to the project (clients, manufacturers, users etc.).

## **Three-dimensional tactile images: a model for tactile translation from two dimensional static images**

**Emilia C. P. Sanches, Claudia M. S.  
de Macedo, Juliana Bueno**

*tactile image, translation model, 3D printing*

Accessibility in education of blind people is a right that must be fulfilled. Considering that information design aims to transmit an information in an effective way to the receiver, and that a static image needs to be adapted so that a blind student can have access to this visual content, it is proposed a way to translate the visual information to the tactile sense. The purpose of this paper is to present a translating model of static two-dimensional images into three-dimensional tactile images. First, it starts from a brief literature review about blindness, tactile perception and tactile images. Second, it presents the translating model in three sections: (1) literature recommendations; (2) structure and (3) finished model for testing. Then, it describes the tests with the model and two designers with digital modelling abilities (potential users). As a result from the tests, two distinct models were obtained, one using elevation and other using textures, although, both participants successfully made the intended task. Also from the test results, it was possible to perceive flaws on the model that need to be adjusted for the next steps of the research.

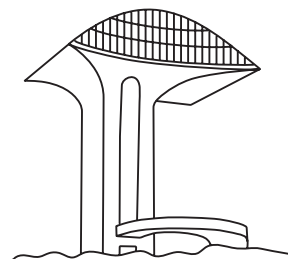


# **Understanding information search behavior in the wayfinding in healthcare environments**

**Kelly Cristine A. Silva Smythe, Carla Galvão Spinillo**

*wayfinding, information behavior, healthcare*

This paper relates the process of wayfinding with the Human Information Behavior theory (HIB) considering the need to solve a spatial problem. For this, initially concepts about spatial cognition and the stages of acquisition of spatial knowledge as part of the wayfinding process are presented. Then, some aspects of spatial orientation in healthcare environments are described and types of graphic-informational artifacts that can compose wayfinding systems are exemplified. The need driving the information search introduces the explanation about the theory of HIB, which is synthesized in the informational behavior global model. After that, this model is applied from user's hospital survey, seeking to understand the behavior of users when they need information to solve a spatial problem. As a result it can be understood the application of human information behavior theory could, potentially, provide subsidies to definition design requirements for the development of wayfinding systems from the user's perspective.



# CIDI

## Oral Presentations

### Education

## Contributions of the infography to the training of professionals that deal with students users of FM system

**Camila Medina, Tacianne K. Machado, Regina T. de Souza Jacob, Cassia Leticia C. Domiciano**

*information design, infographic, assistive technology, frequency modulation system*

FM System is an educational tool that assists children with hearing impairment in general of hearing aids and / or cochlear implants in improving speech signal comprehension and reducing background noise, especially in the school environment. Recently, SUS has made this technology available, making it more accessible to the Brazilian population. In order to adapt it, an intersectoral work is required for the transmission of information to communication systems and systems for the transmission of information to professionals who work with an adaptation of the FM System throughout the country. To support this need, a Guidance Portal was developed, the content of which was presented basically through Infographics. This article presents the process of creating the virtual environment, as well as its evaluation by 30 professionals through the Motivational Research Sheet, which evaluates a user's motivation in four domains: "Stimulating", "Significant", "Organized" and "Easy Use". Results showed high motivational satisfaction, where the participants considered the portal as impressive. As answers of the questionnaire were also analyzed according to the production room of Information Design: communication, cognition, aesthetics and usability. The "Organized" domain and the principle of "Aesthetics" are so much more punctuated, that they demonstrate a facility of reading complex and extensive contents through the infographics. The access to the modules had a positive impact on the work of the professionals.

## **Design and Information Design courses in county of Rio de Janeiro**

**Marina Barros, André Ribeiro**

*information design, mapping, word clouds*

The county of Rio de Janeiro, since 1963, has been adding pioneering courses in Industrial Design and Design. In the year 2017 the city is divided into 160 districts divided into four administrative zones. With the purpose of discovering the professional concentrations in the area of Design (especially Information Design-ID) in its different modalities of higher education (technologists, baccalaureate, undergraduate, extension and postgraduate studies lato and stricto sensu) in the city established the questions: What is the spatial concentration of these courses? What specialties in higher education design does the city have? In what areas would there be demand for creation of design courses due to the shortage of ID courses or ID events in traditional concentrations of students and professionals? Where are the best geographic opportunities for developing networks and communities of practice in ID? Or even if it is still worth investing in the segment of education in general Design and Information). Data were gathered from each institution working in the Design segment in Rio de Janeiro, whether public or private institution; classroom or distance education center. The answers to this academic research will surprise and merit attention from teaching managers, market professionals and investors.

## **From the streets to the classroom: the potentialities of vernacular graphic elements in educational practices during the process of developing children's literacy**

**Mariana Hennes, Solange Coutinho**

*popular lettering, education, literacy, educational materials, graphic memory*

Popular lettering is a manifestation of urban vernaculars that forms extremely rich iconic, semantic information systems. Although the design area has contributed greatly towards the study of these artifacts as part of the cultural identity and graphic memory of local social groups, the true potentialities of these types of manifestations have not been fully explored. When considering connections between this theme and other areas of knowledge, an opportunity was encountered in the field of education to investigate the possibilities of a multidisciplinary dialogue. During the process of Brazilian children's literacy development (still referred as encoding and decoding in reading and writing), one of the main teaching tools is ephemeral teaching materials, made by the teachers themselves and used in the classroom. Although such materials are intended to stimulate children to search and generate knowledge, it is still common to use foreign graphic references, massified or removed from their everyday realities. Thus, this article aims to provoke reflections on the role of Design/Education, proposing an investigation of educational practices that encourage learners to do more than just read words, but rather to read the world around them and recognize their own culture as educational content, which may be studied though in and out-of-school experiences.

## **Graphic representation for synthesis (GRS): proposing of an evaluation model**

**Juliana Bueno, Stephania Padovani, Kelli C. A. S. Smythe**

*grs, evaluation model, focus group*

Graphic Representations for Synthesis (GRS) have been shown to be a promising collaborative tool in the teaching /learning context in postgraduation courses in Design and even in other fields. However, it has been found through online survey that the lecturers who use GRS have difficulties in reporting how they evaluate them or often times they simply do not evaluate them because of a lack of criteria consistency. In order to change this aspect, this article proposes a preliminary evaluation model of the GRS, based on criteria raised in a focus group session with lecturers of Design, who are also postgraduate students and make use of GRS in their didactic context. In addition to the evaluation criteria, the model also includes the objectives of evaluating the GRS made by the students, proposing different ways of evaluation and also proposing ways of disseminating the evaluation to the students. As this model was designed to be flexible and adapted to the context of individual and/or collaborative evaluation, it is expected that more lecturers will use the GRS, having already discussed subsidies to apply them effectively and concretely.

## **Inclusive typography: proposal of analysis of typographic elements in teaching materials for the elderly**

**Bruno Serviliano Farias, Márcio James Guimarães, Arthur José Marques**

*typography, courseware, elderly, test*

Rationalist industrial logic has produced a society that values people's purchasing power and programmed obsolescence of products. Thus, some groups, such as the elderly, are left on the sidelines because they are not part of the monetary workforce. Ageing process, in addition to this already mentioned problem, the decline of faculties that stimulate a more active action of the elderly in society, the gradual loss of visual acuity, causing difficulty in reading and learning is one of them. This article presents the Inclusive Graphic Design Research Project on the Third Age of the Third Age University of the (Blind Review). Initially, some concepts about inclusive graphic design and the importance of designing graphic artifacts for the elderly are presented. Methods of typographical analysis and validation of the test in a pilot activity are described below. The analysis method encompasses typographic dynamics with users. The data of the dynamics were tabulated in a tool of analysis through visual registers realized during the dynamics. Despite the intention to legitimize the method it was possible to raise some hypotheses about the characteristics that the inclusive typographies for the Third Age should have as elements of differentiation between the characters, internal opening, type of trait, among other issues.

## **Information design for learning: a methodological analysis from the inclusion point of view**

Vania Bitencour Serrasqueiro, Cassia  
Letícia Carrara Domiciano

*information design, learning, inclusive design*

The study aims to identify the level of inclusive concern that the guidelines of authors in Information Design present for the learning process of the individual; aiming to understand how the relevance of the information under a methodological approach is given, to include as many users as possible. The bibliographic research was carried out with the main publications in study areas. The results allow a possible re-signification of the methodologies, contributing to the consolidation of publications in design for inclusive learning.

## **Interactive children e-books as a tool to improve early literacy – Designing a research proposal from the Information Design perspective**

Lydia Helena Wöhl Coelho

*e-book, early literacy, information design*

This study aims to identify aspects related to the exploratory phase of a research about the influence of the relationship between language and its corresponding visual presentation in a digital and interactive graphic interface, during the reading experience of children under the literacy process, in the education sector. It is proposed to design a research model, it is to say, an interactive e-book for children as a tool to support the early literacy development in Brazil's public schools. This study has a qualitative approach with an exploratory objective, based on literature review includes. The literature review includes Information Design project methodologies, the construction of theoretical frameworks related to the target audience (children from 6 to 8 years of age, approximately), the literary materials developed for such a public, and the education policies from Brazilian's Primary School related to digital didactic materials. It is considered that such research, proposed by this preliminary study, can support the designers' decision-making when developing e-books with the same purpose of this study, as well as fostering researches in the Information Design field and its influence in the education sector.

## **News design in Journalism undergraduate course: a teaching experience through the information design**

**Elane Abreu de Oliveira, Juliana Lotif Araújo**

*journalism, information design, graphic language, teaching*

This article aims to report the News Design teaching experience for Journalism students in which information design is starting point for the visual organization of journalistic content. It is carried out an exploratory research on the relationship between journalism and design, and the importance of knowing how to do information reach the public through visual hierarchy, as well as we also report exercises done with the students who deal with challenge of thinking and proposing visual solutions to narrate news. The ways of exercising visual thinking and information design are worked together in the scope of journalistic information and put in practice specific graphic resources of the news construction. It should be noted that the News design teaching encompasses challenges in an undergraduate course that still understands verbal information separate from its visual presentation.

## **Reading images for telling narratives: a study of an artifact for textual production**

**Marina L. P. Mota, Silvio B. Campello, Angélica Porto C. de Souza**

*Information design and education, narratives, activity theory*

This research is supported by the CNPq, Capes and FACEPE institutions with funds and scholarships of different academic levels. First, the Activity Systems related to reading were identified within 3 primary schools. It was noticed that there was a shortage of material supporting activities also related to language acquisition besides reading such as text production. The research team designed an artifact for text production as a game board and a set of cards that in addition to a protocol to produce children's bookswritten and illustrated by the students. The first results points that the artifact provides a bettercomprehension of the fiction structure and permits an alignment between the student goals and the pedagogical aims, favouring a greater engagement in the activity. This paper presents the method and the protocol used, as well as it describes the artifact designed, finishing by pointing out the next planned steps.

## **Semiotics and Information Design: a didactic experience of metadiscipline**

**Anna Lúcia dos Santos Vieira e Silva,  
Alexander Catunda Carneiro, Lya Brasil Calvet,  
José Rondney da Silva Mendonça**

*semiotics, metadiscipline, information design, didactics*

The purpose of this article is to present Semiotics and Information Design within the context of a didactic and research experience conducted in the Design program of the Federal University of Ceará. The analyzed experiment regards the application of information design in the Semiotics course and in the research project "Metadiscipline: a semiotic focus" The metadiscipline's essence accommodates the participatory development of the course and the use of Peirce's Semiotics and information design as content and as a tool for structuring the information which concerns semiotics itself. The methodology applied in the course uses the research's basis in order to flexibilize the teacher-student- assistant roles and to assure the personal knowledge is affiliated to the process of learning, construction and knowledge exchange in a participatory way. Although the research is in progress, the finished course in 2017 offers parameters and analysis elements to the process of comprehension and transmission of acquired information, which the approach in the classroom includes, in its results, the production of infographics elaborated by the students.

## **The autistic protagonism at school: a proposal of a storytelling artifact that enables the formation of true bonds**

**Raquel Pereira Pacheco, Tiago Barros Pontes e Silva**

*autism, inclusion, education, storytelling*

The purpose of this report is to discuss the creation of an artifact that helps the autonomous, consent and true expression of children, especially the neuroatypical ones, allowing the sharing of meaningful stories with different people, enabling the formation of bonds through its manipulation and interference. From reviews of literature and interviews, it was possible to map a piece of the context of inclusive education in Brasilia, especially with autistic children and adolescents. From the design synthesis and inspiration in autistic authors such as Grandin, Lawson, Zucher-long and Fleischmann, the narrative sharing and the active voice for storytelling has been defined as the main highlight of the system. The proposed system can be influenced by several actors, and can evolve organically to suit the needs that arise from the moment of its implementation.

## **The Lêcom Method: a method that involves readability, legibility and the fundamentals of reading and writing, aiming to measure the reading output of Brazilian children in the literacy process**

**Daniel A. Lourenço, Solange G. Coutinho**

*children reading, legibility, readability, read and write*

The aim of this paper is to present a pilot study in which the Lêcom Method was applied, – a method used to measure the reading output of children in the second year of primary education in Brazilian public schools. This was undertaken from the viewpoint of text legibility and readability, together with aspects of reading and writing. All stages involved in the method are demonstrated together with its application with five primary school children from the Lions Tambaú public school, in João Pessoa, in the state of Paraíba. The results and discussion are presented during the description of the method.

## **Uirapuru - graphic design and illustrations of book for children with low vision**

**Bianca de Triana Franco**

*editorial design, low vision, interaction, visual rehabilitation.*

The present article consists in the adaptation of the graphic design and illustrations of the tale Uirapuru, written by Cléo Busatto, into a children's book for an age group from 07 to 09 years old, with low vision and in process of visual reeducation or literacy. The purpose of the book is to assist visual rehabilitation professionals, bringing them more material for use in rehabilitation therapy with children with low vision. Furthermore, the book can promote moments of reading between parents and children with visual impairment, and foment reading in already literate children with low vision, through visual and tactile interactive pages. The result is a book with enlarged typography, illustrations with the dense outline and without details that cause visual confusion, besides tactile and visual interactions on every page, encouraging not only the child to read the book, but also relate text with the proposal illustration and the interactional elements, therefore aiding visual rehabilitation, valorizing the Brazilian culture and a book accessible for small print runs



## **Videomapping development process: case study**

**Marcelo Gonçalves Ribeiro, Elane Abreu  
de Oliveira, Juliana Lotif Araújo**

*video mapping, anamorphosis, perspective, method*

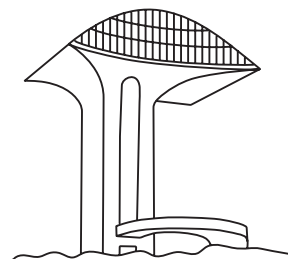
In this reported work, the videomapping projection is extended to demonstrated a method to increase the performance of student's learning of how create a illusion's space through understanding perspective and anamorphosis. This study will show that some tests, a practical perspective, and the production of imageplane with the anamorphosis can be used for understanding the potential of the videomapping projection.

## **Visuality and teaching: an experience in image theory and analysis**

**Julie de Araujo Pires**

*image, analysis, design, teaching*

The work presents a research about theory teaching and image analysis for the undergraduate course in Visual Communication Design. This concerns about knowledge based on experience and on interdisciplinary connection. Therefore theoretical-practical design charactering, the openness to critical thinking takes place from the student's encounter with his object of study and analysis. On the other hand, this proposal is based on the Visual Methodology presented by Gillian Rose in 2001 and also from the possibility of visualizing many phases of the image analysis process from the assembly of visual panels, drawings of copies and graphics. In this way, the Visual Communication allows to be part of the knowledge as agent of the knowledge. Also the student recognizes the project exercise involved in the elaboration of the image that analyzes and seeks to recognize its insertion in the visuality of the world to which it belongs. It based on the authors Steven Heller, Georges Didi-Huberman, Thierry de Duve, among others.



# CIDI

## Oral Presentations

### Society

#### **#Selfsewing: sewing and its relation with the body in a new information context**

**Luiza B. Barrocas, Maria Alice V. Rocha**

*body, sewing, information design*

To buy clothes can be an arduous task for those who do not fit body standards imposed by advertising. Among the alternatives of consumption of a clothing best suited to the body, is the act of sewing your own clothes, which has been rediscovered and redefined, thanks to more democratic communication possibilities found nowadays. Women around the world has shown his discoveries of body and sewing, sharing content, using blogs and social media tools for it , in which also offers tips and tutorials for others also sew their own clothes. This work shows how the global community of sewing blogs can be object of information design, highlighting the work of amateur producers in their content and instructional materials creations.

## **Alterity: the protagonism of “other” in a board game**

**Anne Karolyne Mendes Pereira**

*gamification, design, board game, alterity, education*

The present article aims, within a specific university campus scenario, to allow the exchange of the protagonism between the participants of a board game. In a time where personal interests are prioritized and everything is worth to make dreams come true, the purpose is to teach people to put themselves in each others places, experiencing difficulties and privileges present in society. Using the gamification feature, a game was developed, so that each person is entitled to a character with his own peculiarity aiming a college degree. The game's rules, elements, logo, colors, symbols and lettering incorporate concepts that represent, or relate directly to its theme: alterity. The players profiles were defined according to their family income, opportunities and prejudices derived from their social class. The purpose is that each player faces challenges and difficulties related to gender, ethnicity and social class issues. Despite the fact each user can have the same goal, to achieve a college degree, they will experience different situations and realize that not everyone can achieve their objectives, due to the particularities of each reality.

## **Augmented reality as a tool for tourism**

**Daniel Batista de Oliveira,  
Tiago Barros Pontes e Silva**

*creative economy, augmented reality, tourism*

This paper investigates technologies that use virtual information as a complement to the material space and its application in the field of tourism. It seeks to discuss its potentiality and viability from the perspective of the creative economy. In this sense, the fields of tourism and creative economy are presented, as well as the concept of augmented reality. Then, some existing tools that employ this technology within the defined context are analyzed. The results show that, although there are already some present alternatives of augmented reality use in this field, there is still a latent space for the promotion of tourism from the perspective of the creative economy with the aid of technologies that mix information from virtual environments with concrete space.

## **Brazilian truck art: a study of Biriba's paintings at Carrocerias Garcia**

**Jonas Silva Queiroga, Priscila Lena Farias**

*vernacular design, truck painting, ornaments, truck body*

This article aims to retrieve part of the Brazilian memory and techniques for wood truck adorned paintings, through a case study focusing on the history and work of Biriba – a truck painter who has been working on this branch since he was 12, being also somebody who today, after his 59th birthday, has experienced several transformations on the area, by having worked on three different factories and painted lots of trucks. Biriba's current work location was also taken in consideration on this study due to the company's historic importance. Carrocerias Garcia founded on 1930 at Mogi das Cruzes, is a company that witnessed the whole history of Brazilian truck production. By visiting the factory, performing interviews and analyzing the trucks painted by Biriba, it was possible to identify various patterns of adornments and to understand the way those adornments were designed and manufactured by the author.

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## **Cultural policies and their relationship with design**

**Cristina Portugal, Eliane Jordy, Alexandre Oliveira, Luciana Leme**

*Cultural policy; Information Design; Citizenship; Culture*

This article intends to contribute to the reflection on the need for a policy for the actions and practices fostered by Design, which consider, above all, its relation with Culture. It discusses the importance of the creation of the Brazilian Society for Information Design (SBDI) as an entity that promotes, through Congresses and other activities, a cultural policy for the field of Design and related areas for the prism of encouraging material and immaterial symbolic evolution. As an organized civil institution, the SBDI seeks to act in the formation of culture by aiming at the development of a critical awareness for the social imaginary, in order to guide the symbolic development, both on cultural differences, respect for diversity and intercultural dialogue. This is because, we can not ignore the importance of the experiences that extend the field of design, given its scope and scope as a social phenomenon.

## **Design of Pedestrian Crosswalk on roads crossing without traffic lights**

**Jackes dos Reis Araujo**

*mobility, design, signage, pedestrian*

In Brazil, in a certain type of roads crossing without traffic lights, there is a latent risk of accidents during the pedestrians crossing caused by invasion of drivers on Pedestrian Crosswalk. The problem occurs because the set of signals available nowadays in the traffic manuals are graphically inefficient to dynamism of these urban spaces. For these specifics places is necessary to evaluate the role of design to new projects of urban signage. Consider the guidelines of urban accessibility and mobility and analyze each signaling model available in order to understand its applications, limitations and possibilities for adaptation. Thenceforth, this work proposes a data entry bearing in mind a new signaling system proposal. Through this guide of developing is expected to elaborate a proposal that increases safety, as much for pedestrians as for drivers, during the interactions they have in this type of crossing. This new design of Pedestrian Crosswalk should be operationally feasible to the reality of public administration of these small country towns, becoming an intelligent and accessible alternative, with the possibility to progress in studying to become an urban possible deployment equipment.

## **Discursive semiotics applied to a capillary transition Facebook status**

**Isaac Matheus S. Batista, Marcelo M. Martins, Laura Susana D. Arrazola**

*discursive semiotics, cyberactivism, capillary transition*

Many people of color who struggle against racism have used internet as a means to exercise their citizenship and political activism. One example of this is the capillary transition Facebook status and posts that are a result of the black resistance against the white standard of beauty. In this paper, we will analyze the generation of meaning of the discourse of a Facebook status that shows the results of a capillary transition made by a person of color. Using the discursive semiotics, we comprehended that this status presents a valuation of blackness, by giving a new meaning, this time positive, to the origins and to the phenotypes of the people of color. Furthermore, we noticed that the discourse on the virtual environment imposes itself out to the material world, because this status also aims to manipulate others to positively value and accept the diacritic features of the black race.

## **Ergonomic study in functional design artifacts to eliminate the discomfort of working women pasta producing**

**Eliete Auxiliadora A. Ourives, Luiz Fernando G. Figueiredo, Milton Luiz Horn, Victor Nassar, Jonathan Nishida, Juliane M. S. Prodanov**

*women's health, ergonomics, aging, labour environment.*

The ergonomic study in functional design artifacts can help women over fifty, whose movements performed at work influence the health of the same. This paper presents a case study on postural discomfort of women, specifically on the breasts, caused by pasta production process of the companies Collimar and Casa das Massas. We used observation and interview data collection, as also conducted an analysis of the movements developed during the activities of the production process in order to verify the essential steps that caused discomfort to the breasts of female employees. We can identify the activities, positions and handling of certain machines that cause discomfort in the breasts. Furthermore, bras models used by them create discomfort during and after processing the pasta. Also can be seen that producers perform multiple tasks, there is discipline and organization in the continuous flow process of the products, and this, in a way, compromising the performance of the work.

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## **How did the greeks dress on the scene? An approach to costume design in theatre**

**Tainá Macêdo Vasconcelos**

*Greek theatre, costume design, drama*

The costume design in Greece, goes beyond the limits of everyday clothing, and serves as a complement to the actor's work, dressing him appropriately to move, making him bigger as an actor, using the cothurni and amplifying his voice through a mask. This research was developed through a bibliographical and visual survey about greek theater and costume design used at that time. This essay approaches the design of the ancient Greek costume by observing artifacts such as painting and sculpture, with the initial aim of making a survey of the aesthetics of classical theater by clothing.

## **Image and time in the creation process: design and narrative of the titles in the movie 9 Hours to Rama (1963)**

**Leandro Machnicki Altaniel**

*Image, time, montage, design, narrative*

This article intends to analyse the title and the poster of the movie 9 hours to Rama (1963), created by Saul Bass. Image will be discussed as representation on semiotics and in the creation process. Time will be contextualized as an event and also as chronology based on the theoretical articulations made by Jacques Aumont. At last, design as language in movies will be part of this approach.

## **Information and language of the product: the handmade confection of the loom used in filé embroidery as a vernacular practice**

**Juliana Donato de A. Cantalice, Steffane Luiza C. Neves, Layane N. de Araújo, Anderson Elias S. de Melo, Sandro Alisson N. dos Santos**

*vernacular design, handicraft, loom, information and product language*

Manual making is, above all, a form of expression for those who transform simple raw materials into art. In this context, this article presents an analysis about the making of the loom - artifact used for the execution of embroidery filé - as a practice of artisanal and vernacular nature, through the personalization and reappropriation of local materials and resources. The study consists of a bibliographical review and is based on field research, through the use of observational and interactional methods. Given that signs and products communicate, transmit sensations and have meanings, the purpose of the article is to establish a bridge between the concepts of information and language of the product, reflecting on the direct relationship between manual activities. To do so, using the loom as object of study for the present research, will be emphasized the symbolic, traditional and cultural value added to the artifact.

## **Information and urban public transportation: contribution for a conceptual analysis of the São Paulo's buses visual communication**

**Bruno G. Rodilha, Fabio Ferrero**

*information design, wayfinding, public transportation, urban design*

The following article is presented as a conceptual study of the informational dynamics demanded by the displacement process in a collective road transport network. To make feasible, we used the information system of São Paulo's bus network as an example, based on the comparison of concepts and experiences collected in the field in 2016 into the West-Center-East axis of the city. To deepen the discussion, a brief contextualization, starting from the sanction of Federal Law 12,587/12 (National Policy on Urban Mobility) to its consequences in the institutional scenario of São Paulo. Finally, conceptual and contextual framework is used analytically on the navigational aspects of the São Paulo's bus mode, understanding the informational processes and how these are served by the current infrastructure.

## **Methodology for visual identity project with focus on Method 635: a proposal for the Sala de Cuidados Antonio Piranema**

**Mariana Hennes, Jeroan Herculano, Adonai Bandeira, Monique Pereira, Thalyta Soares**

*visual identity, 635 method, hybrid methodology, Antonio Piranema*

The Sala de Cuidados Antonio Piranema is a space dedicated to health-related practices, managed by students and professors of the medical school of Universidade Federal de Alagoas. Although it serves a varied public and has a headquarters for the accomplishment of the activities, the place, until then, did not possess a consistent system of visual identity, that allowed an efficient communication between users and managers. In this sense, the present project sought to represent, both graphically and conceptually, the public's profile involved and the various holistic practices offered in this space. For this, a hybrid design methodology was adopted, which took as a reference the proposal of Peón (2003), integrating its processes, to the method known as brainwriting 635 (Pazmino, 2015) – a tool commonly used in the area of product design. Noting its potential also for the field of graphic design, yours contribution came during the generation of alternatives of symbols that made up the seven different graphic signatures of the brand. By favoring the collaborative work of creation, the use of the method had fundamental importance for the development of the project, and allowed greater integration and engagement of the team.



## **Regulated and non-regulated information artifacts based on the use of medication by the elderly**

**Claudio Henrique da Silva, Carla Galvão Spinillo**

*information artifacts, cognitive artifacts, elderly, medication-taking strategies*

Taking multiple medications by the elderly is a complex task, for which medication information is essential. To properly take their medications, the elderly use internal and external memory aids. Information artifacts, as cognitive artifacts, are examples of outside aids adopted by the elderly. The objective of this article is to discuss the information artifacts used by the elderly in their taking-medication strategies. To this end, concepts relevant to this discussion will be presented, as well as the results of interviews conducted with the elderly and with pharmacists. It can be observed that the elderly use regulated and unregulated artifacts in their taking-medication strategies. Visual elements are essential in the recall process for taking medications since they are visual clues to activate memory. It was also possible to conclude that the medication itself can be considered a regulated information artifact since its shape, size and color are used as visual information for the taking of medicines. The development of regulated or unregulated information artifacts intended for the use of medicines by the elderly constitute a challenge for designers and also in a fertile field of research for Information Design.

## **The scene design of Jean Baptiste Debret**

**Fausto Viana**

*scene design; costumes; sets.*

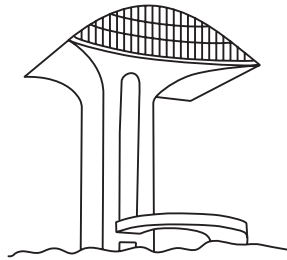
Jean-Baptiste Debret was born in Paris, in 1768. He was a disciple to Jacques-Louis David (1748-1825) and came to Brazil in the called French Mission in 1816, as part of a program of artistic development of the court in Rio de Janeiro. Officially, he was the teacher, scenographer and painter of the royal family of the Braganças, that had moved to Brazil to avoid the Napoleonic invasion of Portugal. The painted screen (1818) of the Theater of Saint John, in Praça Tiradentes (former Rossio) in Rio de Janeiro, will be the starting point of the analysis of how mythological and historical European inspiration dealt with tropical Indians and back men, thus depicting the birth of a 'new civilized nation' over the existence of local needs and traditions. We will also see his other painted screens and costume design for theater in Brazil, from 1816 to 1820, including eleven drawings that have been recently found.

## **Translating Capitu: Dialogues between art and fashion design**

**Ana Beatriz P. de Andrade, Ana Maria Rebello,  
Henrique P. de Aquino, Paula R. M. de Oliveira**

*design, fashion, art, photography, soap opera costumes.*

The article proposes reflections over the relationship between Design, Fashion, Art and Photography having as object of study costumes of the TV series 'Capitu', which was aired by Rede Globo de Televisão. Also, investigate dialogues between the professionals, specially the costume dresser Beth Filipecki. With iconographic sources, techniques, and visual arts expressions, it is put on stage the recreation of shapes, colors, textures, and patterns of aspects of apparel.



# CIDI

## Oral Presentations

### Tecnology

## Collaborative redesign on university websites: the case of UFRN's Portal

André Grilo, Stéphanie Maia, Laura Fernandes,  
Cibele Costa, Andressa Kroeff

*participatory design, graphical user interfaces,  
institutional communication, public university*

This paper discusses about redesign process on website interface of the Federal University of Rio Grande do Norte, Brazil. It was applied the participatory design approach, that involved the users in the design process, through the next techniques: interface prototyping, surveys, personas, also the exploratory navigation to detect interface problems. The website was evaluated before and after the intervention on its graphical interface, with users from the institution and external to, that evaluated according to criteria proposed for this research: (c1) content value perception, (c2) findability of content, (c3) performance and (c4) informational density. The first results obtained point to increasing of the full satisfaction levels of users about the research criteria, in comparison to partial satisfaction levels.

## **Construction of sense in hypermedia: the example of the Glossary Libras integrated to social media**

**Laíse Miolo de Moraes, Berenice dos Santos  
Gonçalves, Bruno Panerai Velloso**

*hypermedia, information design, sense construction,  
glossary of libras, bilingual interfaces*

Integrated technologies for social media (videos, messaging applications, translators, etc.) have helped users with communication skills, especially deaf people using Sign Language as a means of communication. The principles of Information Design facilitate the understanding of a message through the organization, codification and presentation of certain information, in order to give meaning to the user. Thus, the objective of this research is to present how the approaches on the construction of Sense in Hypermedia are relevant for multimedia interfaces oriented to deaf users, visualized in the example of the Glossary Libras. This glossary project is the result of a CNPq sponsorship announcement, carried out in partnership with two public educational institutions and an Association of the Deaf. It is an exploratory and descriptive research, its approach is qualitative and the technical procedures are bibliographical and analytical. The results demonstrate that it is possible to develop new multimedia tools for users with disabilities, considering their cognitive and communication abilities, enabling reading, interaction and collaboration in cyberspace, regardless of the dominant linguistic perspective. For future research, the results point out the need to evaluate with the users these interfaces.

## **Data visualization: visual language to inform absences**

**Sérgio Francisco S. Moreira, Mirtes Cristina  
M. de Oliveira e Agda R. Carvalho**

*data visualization, secondary data, interactive  
interface, cultural management, Sesc SP*

From a concrete study case of data visualization and information for the management of programmatic actions in a cultural institution – Sesc SP –, this present article seeks to demonstrate the relevance of secondary data information, which is absent in the database, as defined by Floridi (2010), necessary for immediate identification of any cultural scheduling gaps. In this context, it is observed the relevance of using the data visualization strategies through interactive interfaces that consider the adequate use of visual language, considering design fundamentals such as hierarchy, grid and color, and beyond appearances, structuring of data, multiple search possibilities and the best graphical representation for each context. The goal of the interface is to provide greater efficiency in the exploring tasks of actions performed on the dimensions of space (place where they occur), time (when they occur) and category (programmatic axes of action).

## **Development of the graphic interface of the “Every Day Design” application: a habits and tasks management tool for designer**

**Daiana Leal Fernandes Araújo, Raquel Rebouças Almeida Nicolau**

*application, time management, graphic design, user-centered design*

This article deals with the process of developing the graphical interface of a mobile application, which does not have management habits and tasks of graphic design professionals and students. The interest in this theme was aroused by the difficulty found by creative people in relation to a product as a production and time management in their work, whether academic or professional. The creation of the “Design all day” application interface is based on the Non-User Centered Design methodology (PREECE, 2002). The development of this methodology comprises as stages of research, ideation, prototyping and evaluation, besides the use of some design tools. This process allows for a dynamic and non-linear cycle between how steps, in which the user is primary focus. In this way, the application developed seeks to contribute to a quality of life for professionals and students of design, especially without knowing better management of their time and planning of habits and tasks. It is expected with your projects, for better productivity performance.

## **Digital environments and accessibility for the hearing and visual impaired: case studies**

**Fernanda Henriques, Mariana S. Iamaguti, Marcella Gadotti**

*digital accessibility, inclusive design, mobile apps, social media, empathy*

Inclusion and accessibility issues have been increasingly more considered by both designers and users. Nowadays, mobile apps offer support to the daily talks of those with visual and hearing impairment through adapted communication, by either video or text messages according to user's sensorial conditions. By bibliographical revision and investigation of case studies, we will approach solutions and initiatives on behalf of accessibility for visual and hearing impaired individuals focusing on technologies and attitudes that revolve the digital environment with user's collaboration. With emphasis on social media, initiatives and adaptations for content's accessibility via sound, hypertextual and graphic manipulation, have been found. It is worth pointing out that added to digital technologies, the collaboration of other users may offer, beyond empathy and visibility for those with impairment, the promotion of inclusion and accessibility for all and by all.

## **Digital formats of open access scientific publication: an information design analysis**

**Maurício Elias Dick, Berenice S. Gonçalves,  
Rosângela Schwarz Rodrigues**

*open access, scientific publication, digital format, information design*

The global landscape of contemporary scientific publication is characterized by the existence of open access journals that provide results of scientific research in a free and unrestricted manner, through various formats of digital files. Given the multiplicity of access devices, multi-format publication is needed and highlights the importance of adequate information design, as the form of the message influences its perception. In this context, this study aims to analyse the information design in different digital formats of scientific publishing in open access. To this end, a qualitative analysis of a scientific paper in three digital file formats, PDF, HTML and EPUB, was carried out. This procedure took place from the principles of information design brought by Lipton (2007). As result, it was observed that the PDF format presented legibility problems, compromising the principle of clarity. Moreover, in HTML and EPUB formats weaknesses were identified in the principle of hierarchy. On the other hand, there was compliance with the principles of hierarchy and segmentation in PDF format, compliance with the principle of balance and eye flow in the HTML file and the conformity of the principle of clarity in the ePUB version.

## **Ereader software as interface for active reading on smartphone**

**Alexandre dos santos Oliveira,  
Berenice Santos Gonçalves**

*Interface Design, Software ereader, Active Reading.*

The popularization of smartphones sets a new stage for reading. The characteristics of these devices impose patterns that affect the way of reading and producing texts. The reading of long texts and intellectual activities become more complex. However, surveys indicate that the use of smartphones for reading books grows. The interface of a digital book is made up of levels that comprise the ereader software. This study aims to analyze a sample of this type of software ereader as interface for active reading on smartphone. This type of reading is typical of students and intellectual workers, and involves reading, text-comparison, note-taking, etc. The results indicate that the smartphone cannot fully support the active reading process. However, ereader software offers features that can ease the weaknesses of the smartphone and enable the use of the device as support in active reading.

## **Evaluation of the interface usability of an instructional app about photographic principles**

**Ana Leticia Oliveira do Amaral,  
Berenice Santos Gonçalves**

*interface evaluation, photographic principles, instruction, mobile devices*

Smartphones, tablets, digital cameras and even accessories like smartwatches and glasses capture and share millions of images all the time around the world. The features of technological equipment are merged to enhance the mobility and interactivity of content, changing social, technological, economic and industrial relations. These changes are influencing the ways of knowledge acquisition, especially in the education of professionals such as designers, who use photography as a constant resource. In contrast, there are several offers in the area of technology to support photographic practices. In view of the above, this article aims to identify applications that can contribute to the instruction of photographic principles in the context of photography education, and to perform an analysis of the usability and usefulness of an application that supports the instruction of such principles. The results shows, among the contributions, that crossing analysis techniques helps to better understand the usability of the interface, since the result of the checklist was complemented by the specificities pointed out in the analysis with the users. Moreover, it was possible to perceive the students' interest in photography materials, different from the traditional ones, that would aid the theoretical classes.

## **From craft to technological: rapid prototyping for building a stop motion character in a short film**

**Nurian Brandão, Vivian Herzog, Flavio Andalo, Milton Luiz Horn Vieira**

*animation, stop motion, rapid prototyping, concept design*

The main purpose of this article is to observe the use of rapid prototyping within the scope of stop motion animation, its specificities and the relation between the printed material and the movement created. Analyzing the changes in the facial expressions construction stages of the character Alicia we can observe the craft production development into today's technology in the stop motion short film called "Almofada de Penas".

## **From invisibilization to visualization: interfaces for the comprehension of spatial-temporal transformations**

**Thiago Alfenas Fialho, Roberto Eustaáquio dos Santos, Rodrigo S. Marcandier Gonçalves**

*design of interfaces, visualization, spatial-temporal database, virtual reality*

This article is supported by a research that aims discussing the possibilities of visualization interfaces' use to comprehend spatial transformations over the time. Besides classical academic and professional purposes we intend expand the ordinary citizen's capacity of understanding spatial phenomena by means visualization. In this regard, the paper discuss some visualization experiments in Belo Horizonte, city in which a process of almost complete invisibilization of the urban waters has occurred. First, we present a brief history of the actions that resulted in this invisibilizations' frame and, consequently, in environmental damages to the Belo Horizonte's environment. Second, we discuss the use of visualization spatial-temporal data's tools as a device capable of broadening the understanding of space occupation processes, especially some new forms of space occupation's interpretation over time. In addition, we point out the main obstacles faced by such a work, that is, the challenge of building History from images and also the prospection's problem in itself, that is, searching, recording and, above all, assembling images. Third, we present some of our preliminary experiments on the construction of interfaces for visualization of spatial transformations in Belo Horizonte.

## **Hypermedia design: systematization of processes in the development of digital didactic materials for Distance Education**

**Jaqueline de Ávila, Giselle Schmidt Alves Díaz Merino, Eugenio Andrés Díaz Merino**

*design, hypermedia, processes, digital didactic material*

This article aims to develop a guide, in a hypermedia format, in order to systematize the practices and processes of a graphic design team (DG) that acts in the development of digital didactic materials for courses in the distance modality. For this, it is considered that the didactic and technical quality of the materials is associated to the organization of the workflows and the communication processes between those who produce them - generally, interdisciplinary teams. Thus, by using design strategies, the development processes of the DG team can be planned, documented, executed and rethought (when necessary), generating a cycle proposed from existing experiences, experiences and guidelines (bibliographic research), which often occurs in an undocumented way. After the implementation and validation of the prototype with the team, it was found that it feels safer having a material that is manageable and accessible about its practices and that the proposed material contributes to improvements in the organizational and daily processes of the team, demonstrating the importance of information design in the context presented.



## **Information Design and Cognition: reliable and meaningful experiences**

**Mariana Cantisani Padua,  
Maria José Vicentini Jorente**

*Information design, cognition, behavior, user  
experience, technological artifacts*

The “information revolution” has radically changed the way we interact with the world, we have reached a turning point in which the fields of neuroscience and information and communication technology (ICT) can collaborate to identify and frame fundamental questions about the relations between Creativity, design, innovation and research. How do individuals interpret the data? What kind of knowledge do we need to obtain so that we can make effective decisions? What guidelines derived from studies on human cognition can be applied in Information Design projects? This article intends to study the exposed problem and through them to consider the factors involved in the design of experiments. We propose a change of perspective, moving us from human-computer interaction to human-information interaction. Much of the theories and methodologies of Information Design and cognition are “human-centered” focusing on an individual’s problem. This way of designing has shown surprising results over the years. Research in this area indicates a shift to the recognition of a plurality of new perspectives, if we look at the impact of these innovations on us, it is necessary to consider the social and emotional cognitive aspects.

## **Interaction models in algorithmic media**

**Guilherme Ranoya**

*interaction, models, project, digital media*

This article seeks to outline the main projectual models and paradigms of the interactive/digital media along their historical paths, discussing their respective approaches on the issue of interaction and how to design it. Through this mapping, the conceptual differences between Human-computer interactions, Interface design, Information Architecture, User-center design, Interaction design, User experience, and new forms of computational interaction beyond the screen of computers and smartphones are confronted and discussed, in an effort that aims to collaborate with guiding and clearer guidelines on the different ways in which the interaction is understood and modeled, and also to deepens the discussion on the subject.

## **Prototype of a tourist application of Caruaru (PE) for the deaf community.**

Iara Cássia de M Florêncio. Diogo Cordeiro Cavalcanti, Luciana Lopes Freire.

*accessibility, information system, tourism*

This article presents the realization of a prototype of an application of orientation of the cultural tourist spaces of Caruaru (PE), for a certain target audience: The deaf community. From an analysis of the regional context and characteristics of these people, one can understand the needs of the deaf community regarding the existing information systems, as well as test the linguistic possibilities to be implemented through mobile information systems. The study of information systems is extremely important to understand how information should be organized so as to excel in usability, making understanding faster and more efficient. In order to create this prototype of a tourist application for smartphones, this research considered the linguistic complexity of the use of the Brazilian sign language (LIBRAS) in the application, being inserted in the form of video, with the Portuguese subtitles. Therefore, in addition to understanding the needs of the deaf in digital projects and the cultural context in which they live, we sought to better plan the interface of the application, from the distribution and location of the tourist sites of the city of Caruaru and insertion of pictograms representative of these places.

## **Relationships of Interaction, Communication and Performance among members of virtual teams: A Systematic Bibliographic Review**

Gabriela Kuhnen, Célio T. dos Santos

*communication, performance, virtual teams*

Virtual teams, as well as remote work, have become of great importance to companies as they are able to meet the competitive requirements of the market and global competition. However, mediation of technology and new communication processes can affect team performance. This article seeks to review part of the literature, through a systematic literature review, on the relations of technological mediation in communication and its influence on team performance, pointing out the main difficulties and aspects in the interaction of the members and what differ them from the Traditional. The main topics developed by the articles were related to the technologies and their influence on the communication processes, mediated by the interdependence of tasks, as well as the moderating virtuality of trust and satisfaction and interaction among the members.

## Share experience with app's at Inclusive Education

Larissa Buenano Ribeiro

*app's, inclusive education, design*

This research has as main objective to adapt to the inclusive educational context a design service as manager of information and knowledge about uses and experiences of accessibility applications as didactic resources. However, it was opted for an exploratory-explanatory methodology regarding interactivity in education and the learning potential of accessibility applications. The expected results point to more projects with social responsibility, focused on interdisciplinarity and on educational policy in inclusion.

## Support Tool for Media Design and Interactivity in the Context of a Children Book App

Bruna Bertolazi Maritan, Berenice S. Gonçalves, Deglaucy Jorge Teixeira

*children book app, interactive children book, media design, interactivity*

With the advent of digital technologies, the children's book began to use the app format, which enables the addition of multimedia and interactivity. For this reason, it has been explored for this audience. However, traditional design knowledge is not enough to support the demands of this project context. It is necessary to seek support tools for media design and interactivity respecting the premise of the children's book app, considering that these technological resources should help tell the story without diverting attention from the narrative. With this purpose in mind, this article aims to test the Matriz LIDI, originally created for analysis purposes, as a support tool for the design of the media and interactivity by applying it in a real project. The central focus of this tool is to consider the hypermiditic potential of the children's book app related to the technological possibilities with the narrative. The application of the Matriz was done in a workshop. With the results of this event, the project team built the escaletta and storyboard to organize the information needed to complete. It was concluded that the tool proved to be useful for the proposed purpose. Therefore, in addition to the analysis function, it can assist in the design of the digital interactive children's book.

## **The ergonomics and information design in virtual learning environments and its impacts on the University professors practices: interface studies on SIGAA's Virtual Class**

**André Grilo, Thiago Marques, Laura Fernandes, Gabriela Gentile**

*higher education, technology in education, cognitive ergonomics, information design*

This paper discusses about an investigation on cognitive ergonomics aspects in the information design of graphical interfaces, focusing university professors's activities. The research object was the Virtual Class, virtual learning environment (VLE) of an academic system developed and maintained by the Federal University of Rio Grande do Norte, Brazil. The participants were professors from different locations of institution, which related about their experiences and perspectives about the VLE in their education contexts and disciplines management. From the data collected, it was identified the main interface's information problems and then was designed a new interface concept, through ergonomics and information design criteria and the experiences reported by the users. The prototype was evaluated by a heterogeneous group of potential users. The results point to the significant approval by the users, that suggested new improvements on interface, also they tell about their interest to use the new interface in their activities..

## **The process of the interface design for a personal online type manager**

**Mônica M. Koblinger e Vanessa Kupczik**

*interface design, typography, online type manager*

This article reports the research that resulted in the development of a web interface of a personal type manager. The project was guided with the purpose of using design as a means of achieving relevant improvements in the process of choosing typographies for projects involving this task. Through a theoretical reference that covers the central theme and themes related to interface design, along with research with the target public, the problem was established being characterized by the precarious visualization and lack of organization of the types installed in personal and professional computers, plus a significantly much time in which the professional can lead by choosing types for their projects. From the data collection and definition of the problem, the methodology of the five plans by Garrett was adopted for the development of the interface with the intention of planning its structure, focusing on the needs of the users in all the project stages. Finally, the project was validated by means of a high fidelity prototype, proving the time reduction in the choice of fonts for a project.

## **Use of mobile devices to enhance the museum experience**

**Eveline Almeida, Cláudia Mont'Alvão**

*ergodesign, human computer interaction, user experience, ubiquity, museum*

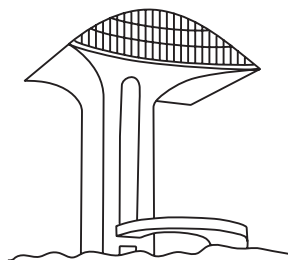
This article presents my research on behavioural patterns of museum patrons, collecting their opinions, preferences and suggestion in order to propose solutions for a better museum experience. Since museum visitors rely on the access to information as their primary way to understand the exhibitions, the purpose of the project was to investigate whether the use of digital interfaces for mobile devices may improve this access and promote an interaction between visitors and the museum environment.

## **Visualization of contractual clauses and hotel cancellation policies**

**Renata Marzullo, André de Oliveira, Paula C. Fernandes, Lucas Ramos, Daniel Huanchicay**

*contract visualization, infographics, cancellation policy*

In the information age, discussions about presentation, organization and dissemination of data are latent in several areas, such as in the legal sciences, with their complex contracts signed in physical and virtual commercial relations. The present article aims to apply concepts of information design and infographics, such as graphic language and infographic elaboration process, at the visualization of contractual clauses, as well as to present preliminary sketches resulting from the application of these theoretical references in the case study of politics cancellation policy. It is expected that results point out solutions for better communication between contractors.



# CIDI

## Oral Presentations

### Theory and history

#### **“Capixaba press”: Chanaan magazine - 1936-1939**

**Júlia Sousa Azerêdo, Leticia Pedruzzi Fonseca**

*design, graphic memory, graphic analysis,  
magazine, Espírito Santo*

This paper presents a result of editorial and graphic analysis of the magazine Chanaan, from Vitória, in the state of Espírito Santo (Brazil), from 1936 to 1939. This periodical was a portrait of local life during a period of great political and socioeconomic transformations in the State, reflecting intellectual and artistic progress, the daily life of the citizens who lived in the capital, and the politics of the time. Using a method of collection of digital data developed in our research laboratory, it was possible to recognise patterns and the use of various graphic resources. The magazine is a rich source of graphic experiments, use of typography, lettering, photographs, photocomposition and advertisements. Its editions, full of experimentation and graphic personality, show the time and the society that produced and consumed it. The study aims to reveal a publication of the Capixaba press, from the perspective of graphic design in the 1930s, contributing to the study of the graphic memory of Espírito Santo.

## **A model for description and categorization of early twentieth century letterpress printing offices' advertisements**

**Fabio Mariano Cruz Pereira, Priscila Lena Farias, Marcos da Costa Braga**

*interface design, typography, online type manager*

This article reports the research that resulted in the development of a web interface of a personal type manager. The project was guided with the purpose of using design as a means of achieving relevant improvements in the process of choosing typographies for projects involving this task. Through a theoretical reference that covers the central theme and themes related to interface design, along with research with the target public, the problem was established being characterized by the precarious visualization and lack of organization of the types installed in personal and professional computers, plus a significantly much time in which the professional can lead by choosing types for their projects. From the data collection and definition of the problem, the methodology of the five plans by Garrett was adopted for the development of the interface with the intention of planning its structure, focusing on the needs of the users in all the project stages. Finally, the project was validated by means of a high fidelity prototype, proving the time reduction in the choice of fonts for a project.

## **A proposal for a data gathering form for the analysis of archives of images**

**Luiza Avelar Moreira, Letícia Pedruzzi Fonseca**

*method for collection data, analysis of images, graphic memory, archives of images*

This article proposes a method for collection of digital data gathered for analysis of archives of images. A bibliographical research was carried out to determine the relevant technical variables and a magazine collection was used as a case study, to assist in the development of categories and classifications. The objective of the study was to standardize and speed up the collection of data and to validate the analyses through the systematization of procedures and statistical processing of the data. In order to do so, the data tabulation and results generation stages are also discussed in the article, demonstrating use of the data collected for a data set. It is concluded that the data collection method proposed allows researchers to draw a graphical profile of a data archive that can be adapted according to the desired information output, allowing analysis of single data sets or comparison of multiple data sets.

## **Almanacs of the Amazon (1870 to 1927): impressions of a time**

Rômulo N. Pereira, Washington  
Dias Lessa, Ligia Medeiros

*almanacs, brazilian graphic memory, society and culture, graphic design history, Amazonas*

This work proposes the registration and organization of data on the almanacs related to the Amazonas and is associated to a larger research that deals with the printed artifacts of that locality, from 1851 to 1930. It is composed of the information collection editorial, graphic and other observations taken from reading almanacs. This set of data gives us a perspective on the development of the graphical activity circuit and its culture, which is not only printed, but also in which we perceive a greater specialization of printed communication and an the domain expansion of commercial information over others. In this sense, a greater complexity of the graphic design of the almanacs, in the visual rhetoric present in the ads, and the greater use of the image are concrete indications of this movement and also a portrait, or representation, of the society from which they organized information and, to a certain extent, life.

## **An examination of Clive Ashwin's analytical model applied in the illustrations of Vera Cruz – a graphic artist in Pernambuco – from the end of the 19th and beginning of the 20th century**

Íkaro Santhiago Câmara Silva Oliveira,  
Solange Galvão Coutinho

*graphic memory, analytical model, Clive Ashwin, graphic artist, Vera Cruz*

This article reexamines the analytical model that deals with the ingredients of style in illustrations developed by Clive Ashwin in 1979, applying it to a set of ten illustrations by Antonio Vera Cruz, a graphic artist (lithographer and illustrator) who made history in Pernambuco in the late nineteenth century. Thus, the study aims to verify characteristics that compose the graphic style of this artist in the selected temporal sample. Initially the steps of the methodological process are described and later used throughout the article to assist presenting the research developed. Sequentially, we present the object of study and its relation with information design and graphic memory, concluding with a presentation of the analytical model and its application in the groups of selected illustrations. All illustrations presented in this work were collected by the authors of this article from photographs, based on research carried out on the collection at the Public Library of the State of Pernambuco.



## **Digital infographics: proposal of an analysis tool for visual and aural presentation**

**Fabiano de Miranda, Carla Galvão Spinillo**

*digital infographics, graphic language, analytical tool*

This paper proposes a tool for descriptive analysis of the visual and aural presentation of digital infographics based on the theoretical framework of information design. For such, theories of graphic language, animation and interaction were reviewed in the literature. Then, based on these studies, four groups of variables were synthesized: modes of symbolization, graphic relations, presentation of animation and presentation of interaction. Within its limitations, from this work it is hoped to contribute with the still incipient research about digital infographics in the field of information design.

## **Heinrich Moser's Graphic Productions and the imaginary of Pernambuco modernity**

**Leopoldina Mariz, Hans da Nóbrega  
Waechter, Virginia Pereira Cavalcanti**

*history of design, graphic memory, imagery  
and repertoire, Heinrich Moser*

This article reflects on the graphic productions of the German artist, Heinrich Moser, who lived in Pernambuco at the beginning of the 20th century, seeking to relate them to the Brazilian social imaginary at the time they were developed. Thus, this article tries to identify elements of the imagery of the Pernambuco's society of this period expressed by the artist through his repertoire that was initially built during his life and professional formation in Germany.

## **Proposal for an integrated taxonomy for design representations**

**Marco A. Mazzarotto, Vânia Ribas Ulbricht**

*taxonomy, design representations, information design*

The present work aimed to propose an integrated taxonomy for design representations. In the literature, it is possible to find a multiplicity of approaches for the classification of these representations.

Based on this scenario, the present research aimed to aggregate these different strategies into a single and comprehensive taxonomy. Methodologically this work was mainly based on the literature review of the area, through which the different classification proposals were identified, in order to be grouped and hierarchized. At the end of the research, a visual model to represent the taxonomy was developed.

An example of your application is also presented.

## **The ingenious pioneer of typography in the Grao – Pará Province – João Francisco Madureira**

**Fernanda de O. Martins, Edna Cunha Lima, Guilherme Cunha Lima**

*design, history of design, history of typography, Pará*

This paper aims to present new information about the role of João Francisco Madureira in Pará's history of typography. Madureira dedicated himself to building a typography workshop in the early 1820s. The Paraense assembled the press, cast types and printed commercial ephemera, before the arrival of typography bought in Lisbon, traditionally considered the first of the Province. It was carried out through a bibliographical review and documentary research in primary documents that prove the result obtained by the typographer and its pioneerism, based on a document found in the Brazilian Historical and Geographical Institute. This article questions the information traditionally presented by authors of the area regarding the typographies that operated in Brazil and extends the understanding on the introduction of typography in the Brazilian colonial provinces.

## **The photomontage and design**

**Paulo Diniz, Paulo Cunha**

*photomontage, design, art*

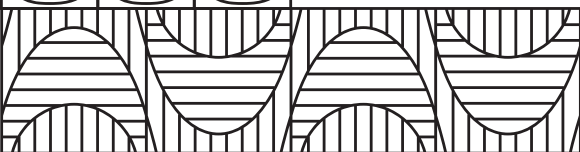
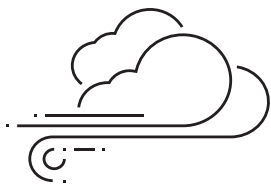
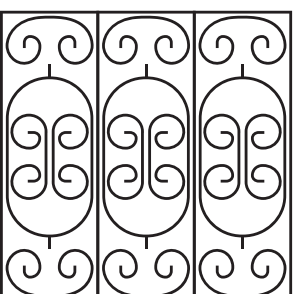
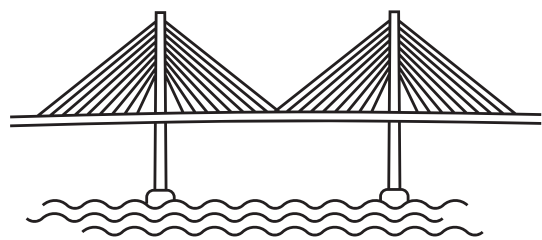
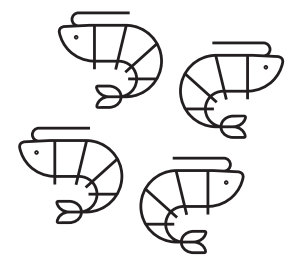
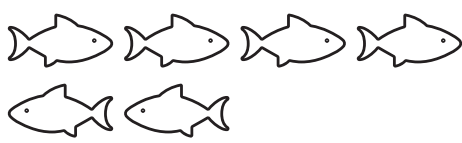
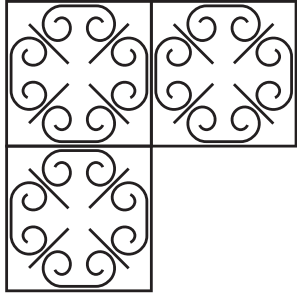
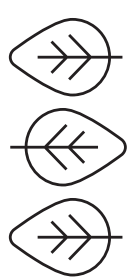
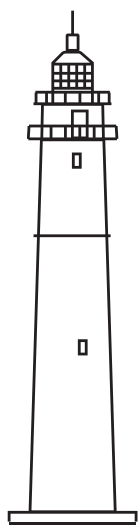
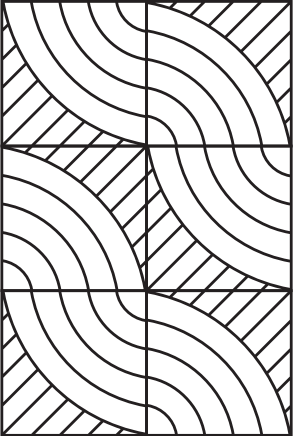
This article intends to analyze the relation of photomontage as an image elaboration tool to define concepts and ideas. As a tool, photomontage links the principle of assembly in the elaboration of images and ideas in mechanical media, such as photography and cinema, combining new forms of graphic design in advertising and magazines. The main movement that brought photomontage to the category of idea production was Soviet Constructivism, the vanguard of the first decades of the twentieth century whose guiding principle was the incorporation of maquinicist logic into artistic production and merging design with art and vice versa.

## **Trademark registration in Brazil and imitations of cachaça labels from the middle of the 20th century**

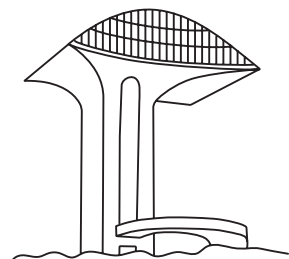
**Swanne Almeida, Solange G. Coutinho**

*trademark registration, cachaça labels, imitations*

This article presents the development of trademark registration in Brazil, with particular emphasis on the mid-20th century. During this period, although specific legislation existed in order to protect trademarks from possible plagiarism, imitating the labels of competitors was a common practice. We therefore present cases of imitations encountered in the Almirante Collection of cachaça labels, and analyze these artifacts from a compositional viewpoint, using Twyman's (1979) matrix for the study of graphic language.



**CIDI**  
Poster  
Presentations



# CIDI

## Poster Presentations

### Communication

## **Analysis of contents: A qualitative approach on the visual instructions of medicine leaflets**

**Luiz Gustavo Amorim Lopes, Carla Galvão Spinillo**

*medication, visual instruction, content analysis*

The purpose of this paper is to analyze the contents of the visual instructional in the medicinal package inserts, from a qualitative approach in order to assist in the insight of the visual instructions applied to the medication leaflet. The study of investigate development the information no numerical as analysis of the contents collected, through a semi-structured interview. Therefore, the present article divides in the following topics: (1) introduction; (2) qualitative research through content analysis, with the explanation of the research approach, (3) the contextualization of the problem and the research objective in which it wants to develop its results; (4) method, with the details of the participants and the material of data collection; (5) search results with the collection discussion and its relationship to the content analysis method.

## **Effect of the reader: information needs to dynamics illustrations**

**Renata Garcia Wanderley,  
Camila Brito de Vasconcelos**

*illustration, action, reader, content*

The actions, being a dynamic, changing and temporal theme, qualify with a complex graphic representation process. They require, therefore, the participation of the conceptual elements, of the forms of representation and mainly of the readers. Given this context, this experimental research discusses the ability to indicate the action of the conceptual elements before different profiles of readers. Their results characterize the behavior and influence of each conceptual element, demonstrating the informational needs and indicating the conceptual elements that are indispensable and irrelevant to the different readers.

## **Graphic representation of Synthesis applied in the Guidelines for the Production of Accessible Educational Material of Macedo (2010)**

**Renan P. Binda, Vânia R. Ulbricht, Luciane M. Fadel**

*guidelines, accessibility, RGS, education*

The purpose of this document is to present a graphical representation of synthesis applied in the guidelines for the production of accessible educational material by Macedo (2010). The graphical representation of Padovani synthesis (2012) are cognitive tools created to serve as visual facilitators. The guidelines for producing accessible educational material bring together recommendations and good practices to provide content teachers and educational object developers with support in the production of these materials. Contents made available on the web that consider general guidelines of accessibility and usability extend their use to different user profiles. In this context, we present the principles of accessibility and usability to compare with the proposal of the guidelines of Macedo (2010), also is presented the principles of graphical representations of synthesis. In final consideration, we propose a graphic representation as a visual facilitator of the recommended guidelines for authors and content writers who wish to create inclusive content.

## **Image and discourse in sex education: a theoretical-analytical approach**

**Marina Borba, Vicentina Ramires, Suzana Parreira**

*Imagery speech, graphic analysis, didactic books, sex education*

This article presents a technical-interpretative analysis of images present in graphic sex education materials. These materials, aimed at children and adolescents, are used as educational aid instruments and are available in the Brazilian market. The image is a graphic resource commonly used in textbooks and carries with it meanings and speeches. The research pointed out relations between the graphic elements and the ideological marks of the speeches. For this, an imaging analysis based on the Discourse Analysis theory and on the Graphical Analysis model proposed by Ashwin was performed. The results were summarily discussed based on a comparative table of the analyses aiming at the possibility of perceiving the probable visual relations of the ideology and the graphic language. This work intends to apply the design of the information in the understanding of the functioning of the imagistic discourse, considering the audience for which it is intended (adolescents) and the importance of the theme, which for many is controversial and even forbidden.

## **Journalism and information design: Notes for co-authorship**

**Yara Medeiros**

*infodesign, editorial design, journalistic design, special supplements, newspaper.*

The article tries to understand if there is a place of co-authoring between journalists and designers in the production of specials reports and how this production can be considered information design. It seeks to understand the threshold between editorial design and information design and whether journalistic information should have its own design nomenclature given its particularities. In order to do so, two examples of specials reports produced by the newspaper O Povo are analyzed in an exploratory way, concentrating the analysis on the visuality of the printed notebook and the graphic editorial of the edition. The reflections suggest co-authoring when the designer produces the content and its participation is fundamental making the journalistic artifact a product of information design.

## **Korean webtoons: the sequential art focused on digital media**

**Danielly A. Lopes, Gabriela G. Melo**

*webtoons, digital, sequential art*

The increasing use of digital technologies turned out to create a user that incorporated features of this environment to his wishes. We are talking about a user that searches for fast products, easy access and fast consumption. Although this description can generate the illusion that this user has a minor attachment to those products, what it turns out is that this user wishes to consume the same product in different formats and genres. What was satisfied before by printed publications today appears supported by a multitude of derivatives in various genres (movies, animation, licensed objects, and others). This new user of comic books led to an adaptation of the traditional means of comics' production for digital media support, and found in webtoons, Korean publications created in digital platforms, a product that meets their demands. This paper seeks to present how the webtoons adapted the traditional formal aspects in the world of comics and which innovations they added to this universe.

## **Manga's emotion through facial expression**

**Natali Furquim de Souza, André Luiz Battaola, Tiago Vinicius de Souza**

*manga, comics, emotion, facial expression, japanese culture.*

The manga is one of numerous types of comics, and have characteristics that make them unique. The manga is part of Japanese culture since childhood, and still part throughout his life, as there are manga for all types of people, regardless of age, gender or sexual orientation. Therefore, the manga has a language that is part of Japanese culture, and it has being learned along with it. Moreover, a part of this language is the emphasis on emotion, all within the pages interconnects and complete so that an emotion is transmitted and the reader felt it. The starting point is the facial expressions, already widely studied in humans and widely used in comic books. In the manga they are transformed into a form of language. This paper evaluate how to expose emotion in manga under the concepts of facial expression research.



## **Spectator Experience: Audiovisual as an Enabler of Experiential Possibilities**

**Renan P. Binda, Vânia R. Ulbricht, Luciane M. Fadel**

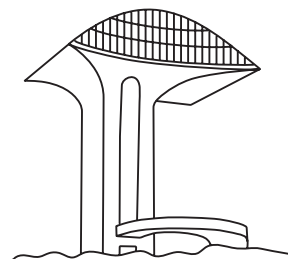
*symbolic experience, audiovisual, sense and meaning, education*

From the subjective reality to which we are all subject, we go through the structure of the audiovisual product to understand its organization and forms of expression. With this understanding, we seek in the universe of the dimension of the imaginary and its intriguing process of construction of meaning how much the sound and visual stimuli of the audiovisual product can influence the symbolic experience of the spectator. And understand how the audiovisual product transcends your ability to communicate by being able to delight and entertain. Adopting, theoretically, a perspective that relates education and communication, we observe through storytelling the possibility of offering dimensions of meaning and meaning with audiovisual product, being this an educational object with great force of aesthetic attraction and strong subjective content. This work, therefore, seeks to reflect on possibilities of production of audiovisual projects, aiming to explore the aesthetic and subjective potential that the power of attraction and engagement are possible through the audiovisual language.

## **The macro universe of Attack on Titan**

**Danielly A. Lopes, Mariana P. F. Silva, Amaro X. Braga Jr**  
*Manga, Market, Convergence*

The market of Japanese comics - manga - is of intense production and feeds the business with hundreds of titles for all tastes. Among these, many achieve distinction beyond Japan, reaching print and product licensing records. However, these titles usually take decades to establish this status. This was not the case of *Shingeki no Kyojin*, published in English under the name "Attack on Titan" and by Brazilian publisher Panini since 2013. The manga by Hajime Isayama was first published in 2009 by monthly teen magazine *Bessatsu Shonen* by Kodansha press. This article clarifies the transmedia narrative in which the story operates through different media supports, going beyond the conventional comics x animation, making the work reach worldwide repercussion in less than five years.



# CIDI

## Poster Presentations

### Education

## A teaching methodology proposal for creating unusual film posters

Isabella Ribeiro Aragão, Renata Garcia Wanderley, Clara Simas

*teaching methodology, graphic representation of action, film poster*

The graphic representation of actions can be considered as one of the most complex subjects of information design. By approaching the issue in Undergraduate Design Courses, it is possible to improve competences and abilities related to the configuration of artefacts that aim to communicate actions in future designers. Therefore, this paper describes a teaching methodology proposal, planned for the taught course Graphic Design & Movement from Bachelor of Design at UFPE, in order to create unusual film posters. These graphic artefacts represent the history of the movies in an abstract and less obvious way. With the creation process' description of one of the posters from the 2017 class, we demonstrate that the methodology is effective as a didactic instrument for creating graphic artefacts.

## **Active methodologies and interdisciplinarity in the teaching of computer graphics**

**Rangel Sales, Júlio Alessi, Akemi Ishihara.**

*interdisciplinarity, active methodologies, computer graphics*

This study proposes the discussion on the use of interdisciplinarity and active methodologies in infography teaching. In this sense, the main objective of the study is to update active educational practices and, in specific terms, to contribute to the training of graphic design professionals aligned with postmodern needs. In order to develop such a proposal, it was assumed that the use of active methodologies could contribute to the development of skills and competences for future design professionals related to problem solving in an innovative and interdisciplinary way. For this publication, a case study on the Interdisciplinary Work of Graduation (TIG-II), a discipline that composes the curricular grid of the technological course in graphic design, offered by the University Center of Belo Horizonte (UniBH) was carried out in the second semester of 2015. In the end, it was observed that from the combined actions of the disciplines taught during the module, as well as the use of active methodologies, results were obtained consonant with the current professional requirements of the publishing market.

## **Design and emotion: An analysis of the Emotional Design approach in articles published in Brazilian periodicals**

**Laís Helena G. Rodrigues, Fabio Ferreira da C. Campos; Lucas Moreno C. Araújo**

*emotional design, brazilian periodicals, scientific articles.*

This work aims to present a brief overview of the researches related to the theme Emotional Design, published in the magazines Estudos em Design and InfoDesign. Based on an analysis that aims to delimit and relate characteristics of construction and elaboration of the structure of the article, as well as observation of the theoretical foundation, main authors used and the knowledge generated by each one of the works, it was possible, although with a small sample, List characteristics of thinking and construction of texts that can point out tendencies and characteristics present in the works related to the area of design and emotion.

## **Design Thinking for educators: an application in video lesson**

**Paulo Vitor Tavares, Luciane Maria Fadel,  
Gisele B. Rosumek, Richard Perassi L. de  
Sousa, Francisco Antonio P. Fialho**

*design thinking, education, video lessons.*

This paper analyses the empiric process used in the production of a range of video lectures. This production process is centred on the student as the producer. The method applied for the analysis is the Design Thinking, and the process was analysed considering its five stages. The results suggest that is possible to identify actions that are related to all phases but Ideation. Using Design Thinking could highlight the education practice based on problem resolution and collaboration, which can motivate the student to experience his own process of knowledge construction.

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## **Instructional design and media as a support for Online Distance Education**

**Gean F. A. Lima, Milton L. H. Vieira,  
Alice T. C. Vieira, Ricardo Triska**

*design, media, distance learning, instructional design.*

The present article permeates the context of Distance Education (DE) through the universe of instructional design and approaches the various media that are used with didactic resources that go from this digital interfaces to Virtual Learning Environments (AVAs) to the instructional material from where Design can be an essential part of the teaching and learning process. The main approach involves the process of how the media has been explored in the context of Distance Education and highlighting the role of instructional design for the contribution in the development of instructional material taking into account the particular characteristics of the teaching process of this modality. The purpose of this research was to identify how media are used to assist in online distance learning in the process of teaching and learning in today's society. The Systematic Review was the method chosen for the elaboration of the discourse with the intention to identify what has been discussed about the approach of the media and the design in the context of the Distance Education. It was thus possible to identify the scenario in which the media are fundamental element to achieve that, the student who proposes to improve his training through online teaching, is encouraged to dedicate himself to learning, since the interactions offered by the media, especially the digital ones, Are those that are part of the daily life of these students, especially the young ones.

## **Lícia and the bicycle, discovering stories of Brejo do Cruz**

**Raquel Rebouças A. Nicolau,  
Williana W. Fernandes da Silva**

*children's illustration, popular culture, children*

This project has as study object, historical narratives of the city Brejo do Cruz, illustrated in a children's book. The book aims to teach local children about the culture and values of the city. The study was developed through researches and collections of oral narratives and illustration analysis, added to an editorial project. Hence, as a final result a illustrated book of brejocruzenses stories that has as a goal to contribute to the children's intellectual and cultural growth.

## **Limits and subtleties of the construction of scientific knowledge: a discussion of the epistemological conflicts on design**

**Ana Carolina de Moraes A. Barbosa, Fábio Campos**

*epistemology, design and scientific knowledge*

This paper aims to situate the scientific study of the multidisciplinary approach to design within the epistemological universe, in particular on the qualitative and quantitative sciences of classical pillars. These are steps and scientific methods studied in order to understand not only the purposes and concepts, but also the subtleties and gimmicks that can bring unexpected interference to the quality of the study evidence. The structure of argumentative understanding of this study uses as a tool to facilitate the epistemological joint research problem involving the design and its multidisciplinary character. The result shows that questions about the subject beginning in the complex notion of the construction of scientific knowledge.

## **The potential use of Design Thinking in the context of Science Teaching**

**Francisco George de Sousa Lopes,  
Tiago Barros Pontes e Silva**

*design thinking, science teaching, complexity,  
cyberculture, learning object*

We live in an age of intense transformations in interpersonal relationships and in the way we establish ourselves in the world, dealing with huge flows of information and the emergence of alternative spaces, abstract and immaterial, increasingly numerous. Accordingly, the present work aims to identify the challenges that are posed to contemporary teaching-learning relations and the impacts of these transformations in the teaching of science, suggesting the design thought as a tool capable of dealing with these challenges, proposing current and relevant solutions. For this, we define design thought as a synthesis of certain areas of the design's field, with characteristics that we believe essential for the design and/or development of any current learning tool or learning object. We hope that the proposed articulation can help in the insertion of design in the education's field, not in a superficial or inert way, but at the heart of the difficulties and aspirations found in teaching, especially the science teaching.

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## **The professional designer perception about design teach method in university**

**João Carlos RiccÓ Plácido da Silva, Valéria Ramos Friso, Luís Carlos Paschoarelli, Paula da Cruz Landim, José Carlos Plácido da Silva**

*methodology, market, professional, teaching*

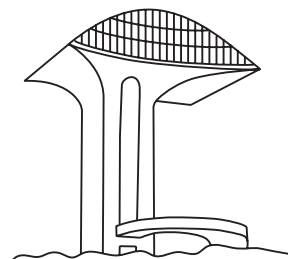
This article discusses the teaching of the methodology focused on design courses, especially graphic brands. The objective of the research is to establish a relationship between the concepts taught at the University and the understanding of their effectiveness by potential contractors already established in the market. The data collection were from an interview with 10 professionals of the design of marks and survey and analysis of two curricular matrices of universities in the city of Bauru. Like interviews and so on face-to-face and directed by a form with five essential questions. A survey pointed to the importance given by the market to the professionals working with methodologies, the discontent with a training of the designers entering the market and the need for a linearity in the approach of the methodologies by curricular matrices.

# **Think TCD: infographics as an instrument to facilitate the definition of the theme of Graduation Work in Design**

**Alexia C. Brasil; Mariana M. X. Lima, Camila B. F. Barros**

*canvas, map of empathy, design research*

This paper presents an instrument proposed to facilitate the definition of graduation work themes for design students. In order to help the student in the definition of the research topic, an open infographic model was developed, whose completion results in individual maps of topics for the conclusion of the course. The infographic model was based on the Map of Empathy, a tool that is part of the Canvas method for developing business models. The research followed the methodological strategy of action research, and was implemented by professors who teach the disciplines associated with the graduation work, with the participation and collaboration of students who are developing such work. The instrument titled Think TCD was proposed, revised, applied and evaluated. The results indicate that the Think TCD is a generator of self-knowledge for the student, facilitating the definition of the research theme.



# CIDI

## Poster Presentations

### Society

#### **Accessibility in school environments: identification of physical barriers**

**Ana Beatriz S. Pereira, Matheus Alberto  
M. Silva, Lara Maria A. Ferreira, Anselmo  
C. de Paiva, Ivana Márcia O. Maia**

*accessibility, school inclusion, universal design.*

This paper presents partial result of research to appropriate school environment for inclusive education developed in the project of Scientific Initiation in Middle Level. Thus the school accessibility traps are identified that act as physical barriers, sometimes almost imperceptible, that hinder access and use of environments by people with physical disabilities, such as floor differences, doorknobs, doors, windows, switches, drinking fountains, toilets, flushing valves, taps, sinks and paper wafers. The study enables to identify the varied models of these elements used in public and private schools, in addition to pointing out the most suitable models for the inclusive school. The methodology is research by direct observation, followed by bibliographic review and qualitative analysis, based on consistent scientific evidence about the usability of physical elements common to school environments.



## **Analysis of the collaborative and socio-environmental project “Ocupe Rio Doce”**

**Júlia Giesbrecht Castello Branco,  
Tiago Barros Pontes e Silva**

*design thinking, environmental education, gamification*

On November 5, 2015, the Fundão mining tailings dam, located in Mariana-MG, broke off, causing more than 60 billion cubic meters of tailings to flow out contaminating the entire aquifer system in the region. The magnitude of the tragedy mobilized public officials of the judiciary as never had occurred in the country's environmental history. In this context, a socio-environmental, voluntary and collaborative project was started for the Rio Doce region, with a focus on environmental education, aiming at the progressive mitigation of problems related to water scarcity and treatment, called Occupy Rio Doce (ORD). Thus, the present research aims to make an analysis of the ORD project in function of its continuity and sustainability from the perspective of design thinking. The analysis developed in this article was based on the experience and observation of a complete cycle of the project, which included 4 expeditions to the rural community of Barretos, located in the municipality of Barra Longa (MG). The results of the study allow identifying the practices necessary to mobilize the stakeholders in a project of social impact of a collaborative and voluntary nature. It is recommended the proposition of a process of gamification from the elements raised in the study to guarantee the continuity of the ORD project, and can also be replicated in similar projects.

## **Design and Occupational Therapy Confluence: a Methodology Focusing on the Alzheimer's Disease**

**Aline de Souza Aride, Rita Maria de Souza Couto**

*methodology, interdisciplinarity, occupational therapy, alzheimer's disease*

The Alzheimer's disease is a subject that draws attention of the public health. However, the condition remains scarcely addressed by Brazilian designers in their scientific research. The lack of investigation to organize complex, interdisciplinary information derived from Design and Medicine, intertwined strengthens academic gaps and obstructs the formulation of project possibilities. In the face of the current panorama, this article uses the Information Design as an organizational tool for the methodological data of the Graphic Design and Occupational Therapy in order to propose a methodology applicable to projects focusing on the Alzheimer's disease. The proposal, created from a bibliographic review, presents possible project guidelines adaptable to researches that include more serious illnesses as well as offering practical and intellectual contributions to all areas involved.

## **Design methodology for typical craft food product packaging: a case study on tapioca**

**Pedro Oliveira, Mariana Hennes**

*methodology, packaging, tapioca*

90 Considered a product of great cultural and market value in Maceio, the tapioca is featured in the local cuisine and is appreciated both by residents and tourists. Despite the quality of the product itself, its presentation shows to be quite deficient in many communication, usability and sustainability aspects. Establishing that, by choosing tapioca as the object of study and establishing as the main objective of this research the elaboration of a design methodology focused on the packaging of typical food products, the principles of UX design and design thinking were used for its planning and development. In addition to addressing the primary needs to package, protect and transport the product, the result shows the improvement in consumer experience by users, the cultural appreciation of tapioca as a typical handmade product, and the adoption of sustainable materials and practices in production and disposal of packaging.

## **Design with minimalism for slow fashion**

**Flávia Pereira Conti, Luiz Fernando Figueiredo, Eliete Auxiliadora A. Ourives**

*minimalism, slow fashion, design.*

The article aims to analyze the positive and negative factors of the application of a minimalist design focused on the slow fashion system in fashion companies, as well as the exposure of Brazilian companies that already do it in their work environment. In order to do so, it was used the tool developed by Bruno-Faria and Alencar (1997) which, through the analysis of a creative environment, seeks to evaluate the factors that influence expression of creative potential, both with individual employees and at the organizational level. As a result, it was obtained a positive analysis of the work environment with the application of the minimalist design for slow fashion, observing a greater freedom of action, encouraging new ideas, availability of material resources, autonomy of the production schedule and the opportunity to rethinking the Fashion system, opening up new possibilities for creation and production. As the only ambiguous factor, one has the probability of blocking ideas through superiors, which may be positive or not. Finally, it is perceived that the practice of a minimalist design for a slow fashion system is positive and efficient, as well as creating an emotional link with the consumer through its products, also enabling society to rethink its mode of consumption, noting the resumption of a more critical thinking in each action, seeking a greater global awareness, given this through a reading of contemporary thinking.

## **Graphic improvisation: creative processes of artisanal books by Aloisio Magalhães and Flávio Vignoli**

**Julia Contreiras**

*graphic design, creative processes, artisanal book, Aloisio Magalhães, Flávio Vignoli*

The present study discusses aspects of the materiality of artisanal books from the perspective of creative processes of graphic design, form and relations between word and image. Accordingly, two books presenting remarkable relationships were selected: "Improvisação Gráfica" (Graphic improvisation), 1958 by Aloisio Magalhães, pioneer of Brazilian modern design, and "Improvisação Gráfica Aloisio Magalhães" (Graphic improvisation Aloisio Magalhães), 2016 by Flávio Vignoli, designer from Minas Gerais involved in the contemporary context of independent artisanal publications. The analysis was done through handling of original books and literature review. The objective of this article was to discuss the intrinsic relation between doing and thinking of the book itself, with special attention to formal and narrative aspects.

## **Information design and how it can contribute to the production and dissemination of cyberactivism**

**Geraldo Lins de Oliveira Neto, Helena Rugai Bastos**

*infography, cyberactivism, information design*

This paper aims to present the conception of an infographic, in order to both cooperate with current cyberactivism practices and analyse the application of information design concepts in the specific field of digital activism. The article presents partial results of a larger research on information design and cyberactivism undertaken by the authors. Therefore, the subjects of cyberactivism, information design and infographics were studied. The methodology used in this project was adapted from Carvalho and Aragão (2012). Certain changes were made in the original methods to include the journalistic part of the process, as well as to exclude all the commercial-related steps. The complete procedure included researches, interviews, briefs generation, the production of visual elements and several other steps which helped to produce the final infographic.

## **Nintendo leaves square one: how the giant is back in place in the market through branding**

**Leandro Alves de Menezes Oliveira, Silvina Ruth Crenzel**

*Branding, experience, technology, design*

There are many ways that can lead a company to success. Among them, there is strategy planning and branding. Consumers figure the brand's value out through symbolic representations of the products they are mostly fond of, emotionally speaking. On this thesis, we discuss how Nintendo changed their perspective when they lost track of the videogame market leadership for years: a new trademark planning management was helpful for the company to understand what the general public wanted. The results were more than satisfactory, reaching a new kind of public, and replacing Nintendo at the top again, scoring high as a videogame sales leader.

## **Pictograms for gender-neutral restrooms – a social design academic exercise**

**Olivia Chiavareto Pezzin**

*pictogram, gender-neutral restroom,  
social design, design education*

The idea of union of human culture is expressed in many examples of design, as the search for the ideal chair, the ideal typography, and beyond, a visual language capable of transmitting messages in a universal way, as the idea that generated the pictograms. The pictograms, appearing in the universalizing context of the Modern Project, continue with their standardizing importance, in the sense of giving more autonomy to users of a signage system, such as an airport, for example. However, they keep ideas or communicational contents that can be prejudicial and exclusive, since they start from hegemonic sociocultural demands. One example is the bathroom pictogram, historically divided by binary gender (male and female). The article seeks to work on the theory and reflection of the praxis of the designer, to present the academic experience of students in proposing a pictogram gender-neutral restroom - which also reveals itself as a practice of innovation in the field of social design, by showing an alternative to the visual culture of the status quo.

## **Relationship between the information Design and research with Laminated Composite derived from the “Fibrobarro”, as a means of interpretation, communication and information dissemination and socialization of knowledge of this technique**

**Vicente Jesus dos Santos Ramilo,  
José Luiz Mendes Ripper**

*construction, clay, form, interpretation, information.*

The article discusses the relationship between the composite laminate research derived from “Fibrobarro” developed in the laboratory of research in Free Drawing-LILD, Department of Arts & PUC/Rio’s Design, and the Design of information revealing the importance of the material for the environment and your sustainability and influence and contribution of this area of Design in visualization, cognition and information for dissemination and socialization of knowledge about this technique. Throughout the research, interdisciplinarity between different areas of knowledge, such as Design, engineering and architecture, revealing the understanding and communication between them, collaborating with the Designer’s function in the development of these materials, in search for the best solution to problems common in Design and construction of Civil engineering structures, involving researchers from LILD. The research methodology is the Social design of Native-themed and models, in which the objects are developed, through small and anticipations of alternation between the ideas and achievements, referring to a systematization of procedures, as the laminates are made with different materials[...]

## **The Rainbow Flag and the Making of the LGBTI Movement Discourse**

**Bruno Leonardo de Andrade Santana**

*rainbow, flag, LGBTI, symbology, discourse*

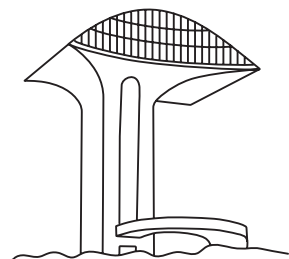
This research brings to the fields of Design and Sociology the legitimization of the rainbow image as a symbol that holds the discourse of the LGBTI movement (lesbian, gay, bisexual, transgender and intersex) used as a flag, and the relation that this legitimization brings to the figure of the rainbow itself, as a natural phenomenon and its representations in everyday life. The main objective of the work is to assess whether the attribution of the rainbow symbol to the LGBTI movement, while constructing a unity of discourse A movement legitimized by it, departs from its primary meaning, the natural phenomenon. Given that the gay community is still massively marginalized, and prejudice with its identity elements is ordinarily perpetuated. For the development of the research, there followed a historical contextualization and a theoretical foundation that intends to describe the path traveled of the image of the rainbow, From its primary meaning, to the construction of the myth of the predominance of the gay community, its symbology. In order to verify the legitimization of the symbol, a search of association of concepts with images of rainbows was applied in several representations

## **The role of design in cultural representation: synthesizing information in the construction of the logo Agosto Negro**

**Diego de Souza e Silva, Luiz Carlos Cardoso**

*black august, graphic design, information design, logo, image*

The aim of this study is to present the relationship between Graphic Design and Information Design with Anthropology, aiming to understand the role of the designer in the construction of visual communication and the meanings present in it. It is highlighted the responsibility that the designer must have in the search for the understanding of what is culture and how to interpret them in the construction of visual solutions. We present the ways in which the visual researches were carried out to construct a logo for an August Black event in the year 2015, in the city of Juiz de Fora, MG, Brazil. Finally, studies are presented on the construction of the logo and the understandings that surround it based on the functions of the images.



# CIDI

## Poster Presentations

### Tecnology

## Attention-deficit/hyperactivity disorder and Human-Computer Interaction an analysis of digital artefacts

Danielly A. Lopes, Fellipe R. Silva

*ADHD, human-computer interaction, digital artefacts, attention*

This article aims to present a brief analytic description of some digital artifacts that have focused the attention deficit disorder and hyperactivity. We began our studies doing a literature review about the disorder and how design could contribute in the development of artifacts to this audience. We leave then for an analysis about the digital artifacts developed for Android and present in the virtual shop Play Store. Of the total number of applications that have been exposed by the search centered under ADHD and ADHD, those who showed best results were listed for descriptive evaluation, thus new horizons for future research.

## **Cultural differences and web design: a study of KFC's websites**

**Marília Costa, Marcos Beccari**

*high-context and low-context cultures, web design, cultural differences, KFC*

This article aims to point out the communication differences between high-context and low-context cultures, according to Hall (1976), and how these differences may affect the presentation of information in web design. Thus, four samples of KFC websites from countries with opposed cultures were selected, in order to illustrate how each communication style is translated graphically. The results of this study were compiled in a comparative table. The contents discussed in this article may contribute for further research and offer directions for the development of web design projects focusing on international and multicultural users.

## **Design contributions to virtual cultural collections from an approach based on concepts of usability, pleasurability and user experience**

**Cláudia Souza e Silva**

*UX, virtual culture collections, usability, pleasurability*

This paper intends to analyze how the design area, from the approach of usability, pleasurability and UX concepts, can contribute to projects of cultural collections on the web, in face of the new challenges of popularization and greater access to information. With the new technologies, institutional collections began to have an expression on the web and new collections were born from the internet. Design, although already present in some projects of this nature through graphic interface, have a lot to contribute by its knowledge of techniques and methodology of user-centered design projects. The understanding of technical attributes, allied to sensory factors and the importance of the user perception makes that design area provides a difference to projects of online collections.



## **Evaluation of accessibility and usability of virtual dressing room for visually impaired – a user-centered study**

**Andrea Pereira Rocha, Virgínia Carvalho Chalegre**

*accessibility, usability, visual impairment , e-commerce, virtual dressing room*

This study presents part of the Master's Degree ongoing research for the Design of Digital Artifacts Postgraduate Program of the Faculdade do Centro de Estudos e Sistemas Avançados do Recife - Faculdade CESAR. The study covers the analysis of the accessibility and usability of clothing e-commerce websites that use virtual dressing rooms as facilitators in the process of selling their products. Methodological aspects adopted include the steps in the Design Science Research scientific method. The results hereby presented detail the early diagnosis of the accessibility and usability of existing artifacts, obtained through automatic and manual evaluation of the sites chosen for the research via the execution of tests done by visually impaired users.

## **ONI Project - Network's Omniscience**

**Dorival Campos Rossi, Daniela Nóbrega de Souza**

*social tool, network empowerment, emergence*

This research aims to create a relation about the emergent movement of collective actions by situating them at a map. Throughout the works of Steven Johnson in Emergence and Pierre Lévy in Collective Intelligence and Cyberculture, the research culminates in the creation of an online platform as a tool for spontaneous and collective actions around the city. The proposal supports theories to create a platform that promotes a network of actions shared by the awareness of similar interests or relevant issues to the people around them. Based on the principle of knowing the forthcoming action, it generates this sharing of the participatory actions. In addition, the project hopes exploit the graphic area of space-environment and digital-space.

## **Searching for requirements for RedeParaná redesign: an application of the survey method**

**Christianne Steil, Stephania Padovani**

*survey, social corporate network, personalization*

The RedeParaná is a platform designed to fill a gap of cooperation and communication between public coworkers and the Government of Paraná departments. The development had occurred without the involvement of users, due to this, there was difficulty in implementing the system. The research focused on the user-centered design is being conducted, in order to prepare a redesign proposal for RedeParaná. This article proposes the presentation of results of the survey in which the profile of the participants was identified and the requirements were defined. With that, the survey presented itself as a relevant tool to the initial phase of the research diagnosis.

## **Shoulder friend: Interface design of web portal for patients and individuals involved with depression disorder**

**Gabriella Rebouças Freire Pereira,  
José Guilherme da Silva Santa Rosa**

*depression, interface design, user experience*

The present study presents results of the exploratory survey and development of a Web Portal called Shoulder Friend, aimed at counseling and support to Brazilians who have their lives impacted by the depressive disorder, who have their lives impacted by the depressive disorder, whether they are patients, relatives or specific caregivers. The methodology used included bibliographic research on Depression, Cognitive Behavioral Therapy, Emotional Design and User Experience, interviews with patients, caregivers and mental health professionals, and application of questionnaires and "diaries" to a group of twenty individuals with degree of depression. The information collected was considered in the elaboration phase of the Portal prototype, which counted on information architecture design, storyboards, prototyping and evaluation.

## **Study about the reception of transhumanist products in Brazil**

**Camila L. Holanda, Marcelo F. Pereira**

*transhumanism, cyborg, ethics, emerging technologies.*

This study aims to understand the interest, reception and opinion of the public about transhumanist products such as digital implants and accessories and to approach the subject from the people who do not work in the areas of technology and design. By presenting augmentations as a real product available for consumption, this research brings the discussion about ethics that are present in technical contexts to a more informal context. To do so and collect data for analysis, it was produced a website for Aeon Cybernetics, a fictional company that has arrived in Brazil and is looking for people who are willing to test their products. In this website, the users could read about the products, history and mission of the company, as well as get information about the installation process, read news related to transhumanism and register to get one of the augmentations. It was also created a Facebook page to spread the information and get in touch with people who were interested in the subject, but not willing to adopt one of the products available. It was possible, this way, to obtain a better understanding about the perception of both people who are in favor and against these technologies.

## **The Augmented Reality Technology as a complementary information system in products - a survey of packaging applications**

**Angélica de S. G. Acioly, Allisson José F. de Andrade, Lidia Perside G. Nascimento, Marcelo Márcio Soares**

*augmented reality, information system, packaging*

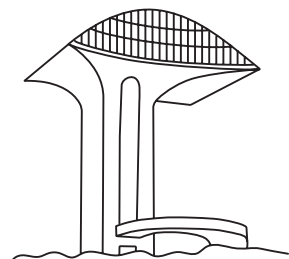
The Augmented Reality Technology has been used as a complementary information system and interaction in packaging. In order to better understand this use and the interfaces involved, this article presents a survey of Mobile Augmented Reality (MAR) systems applied to packaging. The survey presented was based on a bibliographical research about the concepts and applications of the technology. And a field survey conducted in the national and international markets, as well as company websites, marketing/news agencies and MAR applications. The article also presents a brief history of the applications, as well as the evolution of the interfaces adopted and the expansion of its objectives and contents.

# Typography application factors in digital publishing: a prospective study with professionals in the field

Maíra Woloszyn, Berenice Santos Gonçalves

*typography, digital book, digital publishing*

The books underwent several transformations with the advancement of information and communication technologies and the emergence of mobile devices. In this universe, the text is considered one of the main forms of information presentation, making typography an essential element of editorial publications. In addition to changes throughout the productive chain of the book (design, production, distribution), the texts presentation mode on screen need to be revised. Thus, this article aims to identify which typography application factors should be considered in digital book design. For that, a prospective technique was adopted, namely a questionnaire applied to professionals who work in the design of digital books (app books and ebooks) and digital magazines. The results increase the typography application factors identified in the literature review, highlighting the technical aspects, which are dealt with in less depth in the literature. Also, it was possible to note the existence of little theoretical reference that supports the process of applying typography in digital publications.



# CIDI

## Poster Presentations

### Theory and history

## A street as an information system: the case of Avenida Paulista

Wilma Ruth Temin, Roberto Temin

signs, history of brazilian design, Avenida Paulista

The office Cauduro / Martino Arquitetos Associados began its activities in 1964 and completed fifty years in 2014, the year in which it dissolved. One of his winning works was the urban visual planning for Avenida Paulista. The goal of this article is to study how Paulista Avenue's signaling project, carried out in 1973, was, even if conceived in a short space of time, a project that showed that it is possible to visually organize the landscape of one of the busiest avenues in the city of São Paulo of the time. Until now, reference for the citizen of São Paulo, the project has solved different levels of information at the same time, guiding both drivers and pedestrians. With a single language, it served all types of users and their different information needs, when locating and moving. The scope of the work comprises the presentation of the signaling project and its elements to identify the unique language and organizational solution. And to realize its importance, it also covers the comparison with the current landscape of the Avenue.

## **Information Design and Theory of Social Representation: possible theoretical dialogues**

**Natália C. Barbosa, Luiza B. Barrocas, Solange G. Coutinho, Maria Alice V. Rocha**

*information design, theory of social representation, individuals, society, dialog*

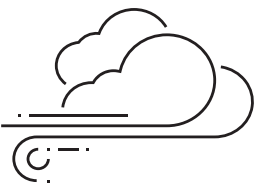
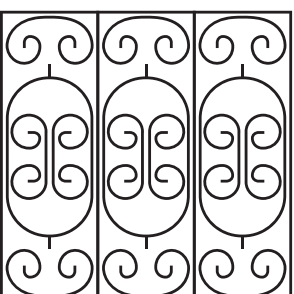
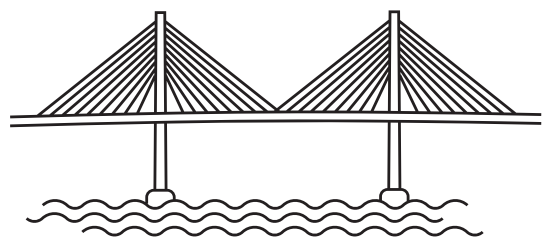
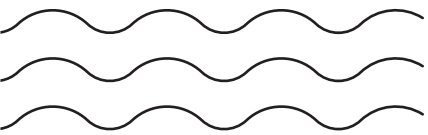
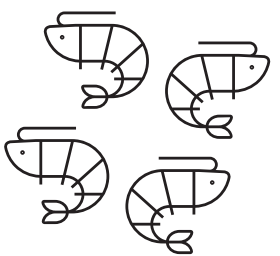
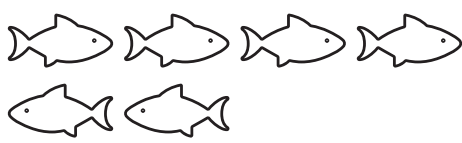
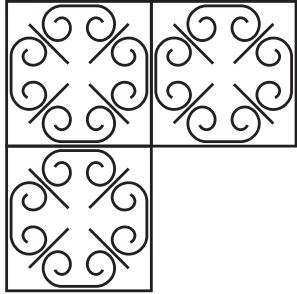
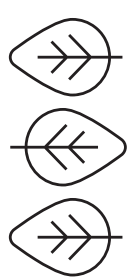
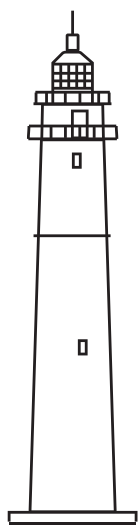
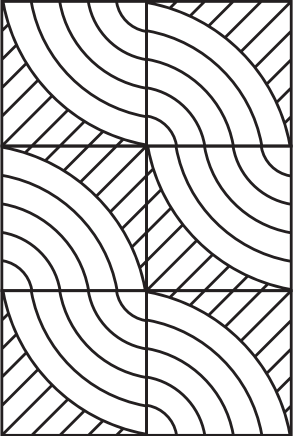
This article intends to discuss possible ways of interaction between information design (DI) and the Theory of Social Representation (TRS) through the theoretical similarities found in their approaches. Interest in investigating this relationship was motivated from a survey conducted by the authors in the annals of the P&D Congress and CIDI on TRS. From this research, was only found one article, which despite having been the only one provided the necessary opening to start an investigation. Based on the links established and discussed relations we were able to understand how the Theory of Social Representation is up to contribute the research in information design that purport to understand the entire set of intrinsic aspects pertaining individuals and the society of which they are part.

## **The coat of arms of the State of São Paulo in the visual identity of the Pinacoteca**

**Jade Samara Piaia, Edson do Prado Pfüetzenreuter**

*Graphical memory; Pinacoteca; Visual identity; Graphic signature; Coat of Arms of the State of São Paulo.*

This article analyzes the Pinacoteca's visual identity from its graphic memory, delimiting the institutional graphic pieces, like the catalogs and official documents, in which the State of São Paulo's Coat of Arms is found. The State of São Paulo's Pinacoteca is the oldest art museum in the state that is still in full operation, possessing graphic pieces of more than one hundred years preserved in the collection. These are preserved in the Documentation and Memory Center's (Cedoc) collection, which is the primary data source of this article. The objective is to observe how the historical and political aspects influenced the Pinacoteca's visual identity, from the material preserved which includes institutional graphic pieces that present the institution's identification. Three Cedoc's catalogs collection published in the 1950's by Gráfica João Bentivegna and the official letterhead documents that lead the State of São Paulo's Coat dating from the 1950's to the 1980's were analyzed. This article covers the Pinacoteca's visual language identification in its relationship with political aspects and the relation with the historical periods lived by the institution and the graphic field in the mid 1950's.



# CONGIC

## Oral Presentations



# CONGIC

## Oral Presentations

### Communication

#### **Beatnik literature: a study of the graphic language used in the creation of a bookobject**

Alice Câmara da Rosa, Elizabeth Romani

*graphic design, book-object, editorial design, beatnik literature*

This article describes the development stages of a book-object composed of selected texts by one of the icons of the Beatnik culture, the author William S. Burroughs (1914-1997). The project was developed based on the methodology of Munari (1981) and the tools compiled by Lupton (2013). This research aims to discuss the means of representing the language in the process of editorial creation.



## **Creation process for the children's picturebook "Selina e os corsários"**

**Laila Alves, Elizabeth Romani**

*picturebook, illustration, editorial design, children's book*

This paper approaches the process of creating a picturebook called "Selina e os corsários", developed over four months. This study consists of the description of each step of the process and the decision making behind adapting the project to its target audience: the reader in development, also the proposition of complementary text and image. The goal of this paper is discuss the phases of development of children's books, from the conception of the script to, later, the characterization of the cast.

## **Design and visual communication: a rapprochement between Panofsky and methods of project design**

**Alessandra, V. D. Ley; Maria Eduarda R. A. Soares, Rúbia Melo, Danielly A. Lopes**

*design, method, iconography and iconology*

The visual language is one of the most widely used forms of communication in contemporary times. Investigate the process of formation of meaning from these graphic compositions has been the subject of study of many areas over time, including contributing to the development of increasingly efficient design and assertive. Within the field of visual language and graphic design, we understand that the image is one of the fundamental components of information designer and therefore, need to be carefully analysed and understood by the designer. Therefore, we seek in this work, establish connections between the concepts of "iconography" and "iconology" proposed by the art historian Erwin Panofsky (2011) in your work Meaning in the Visual Arts and a possible use of these concepts by the design.

## **Erotic Art: a reflection on the use of eroticism and pornography in the scope of Graphic Design**

José Arruda, Daniel Lourenço

*art, erotic, pornography, design, illustration*

This work opens discussion about eroticism and pornography, contextualizing under the perspectives of art and design, based on some propositions made by philosophers and authors. Besides, parentheses are opened that address the post-porn movement and also the relationship between sexual appeal and advertising. Throughout the essay are presented some artists who contributed historically in the construction of an erotic as an expression of art, as well as some contemporary names that were interviewed in order to add knowledge to the research.

## **Recommendations in the Use of Illustrations in Visual Instructions Preventive the R.S.I. / M.S.D.s**

Leandro Velloso Albuquerque

*illustrators, trends, illustration, R.S.I. / M.S.D.s*

This study aimed to instrument illustrators with recommendations for the elaboration of preventive materials on R.S.I. / M.S.D.s., and was established in three stages: survey of literatures in information design, as well as information and related literature from the area of health / physiotherapy; Methodological approach, divided between an analytical study on twenty samples of similar materials available on the Internet, to identify trends in representation, and consultations with health professionals and illustrators; Formalization of recommendations, from the triangulation of the results obtained in the previous stages, that is, data from the theoretical study, the representation trends and the demands of the professionals involved. In this third stage, a preliminary study of the practical application of these recommendations was presented, on an already existing model selected among similar ones. Thus, the study sought to raise recommendations for the work of illustrators along with information design and the areas of health/physiotherapy, and identified a lack of literature on the subject and a field of study that can be developed.

## **Reflections on methods applied in signaling design: the planning for data collection in public environment**

**Giulia M. C. Cornelli, Elizabeth Romani**

*signaling, methodology, campus, information*

This article approaches the methodological process of a signaling project developed for the Federal University of Rio Grande do Norte main campus. The study consists of the planning phase description, making reflections about the decision making and application of methods that fit the specifics inherent to the public space, in which the data is performed through interviews and in loco records.



# CONGIC

## Oral Presentations Education

### **Development of didactic material for the teaching of photographic techniques taught in photography discipline**

**Wallace Caldas, Elisangela Lobo Schirigatti**

*photography, photographic techniques, infographics,  
instructional design, model ADDIE*

This article presents the development of an educational material for the teaching of photographic techniques that were discussed in the discipline of Photography on Bachelor's Degree in Design and Technology in Graphic Design courses from Federal University of Technology - Paraná. First it was presented the methodology used for the research and realization of this work. Next, through the analysis of the educational plan, interviews with teachers, classroom observation and questionnaire with students, it was made a research about the learning needs, the target audience, the restrictions contextual and the content to be studied. From this, it was generated a briefing for the project and, by means of bibliographic and documental research, were refined all the techniques studied in the material. As a result, based on basics of typography, illustration, photography, color theory and layout, it was developed and directed to the faculty and students of the department, a lot of infographics containing the definition, the step by step and the result of each one of the techniques that were discussed.

## **Fuxicando in I.GO: testing the prototype method of crating logotypes – Fuxico**

**Silvia Oliveira de Alencar Matos, Igor Ferreira de Sousa.**

*method, technique, design, visual identities*

This paper presents the evaluation of the prototype of creating visual identities, called FUXICO for the designing the I.GO logotype. The prototype is being developed by research design of IFRN Natal-Cidade Alta and has been tested in 28 logotypes. The motivation for the test in I.GO logo is because the identity belong to the personal category, which differs from other projects used as previous testing before. As a result, we found that the prototype was read for the design and had been discovered gaps considered important for improvement of the method.

## **Schematic model for classification and syntactic categorization of printed infographics**

**Gabriel Ferreira Alves, Michelle Pereira de Aguiar**

*infographic, visual syntax, information design*

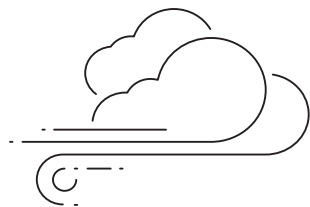
This article presents the results of an undergraduate research project. Whose aim was to identify and categorize visual representations that makes a print infographic, having Superinteressante Magazine infographics as analytical material. For that, it was made a bibliographic research to identify the infographic syntactic elements and the characteristics of their print representations. Thereby, it was possible make a requirement list to select Superinteressante's samples. The samples were analyzed and helped to review Wurman's template to propose an adapted classification to syntactic categorization of print infographics. The original template was tested and configured in an adjunct model to assist on Informational Design class.

## **Tactile Type: teaching material for the visually impaired**

**Luciana Eller Cruz, Virgínia Tiradentes Souto**

*Typography, accessibility, visual impairment, touch*

The purpose of this article is to describe a study on the teaching of typography for visually impaired people. The research proposes the development of a didactic material that aims to enable the visually impaired to know more about typography through touch. The article presents the studies done with the visually impaired for the development of this material. The studies show that the 'Tactile Type' kit can aid in the teaching of typography to the visually impaired.



# CONGIC

## Oral Presentations

### Society

## Data Visualization on public parks in Rio de Janeiro

**Victória D. Sacagami, Larissa E. Silveira,  
Lucia M. Costa, Julie A. Pires**

*design of interfaces, visualization, spatial-temporal database, virtual reality*

This article is supported by a research that aims discussing the possibilities of visualization interfaces' use to comprehend spatial transformations over the time. Besides classical academic and professional purposes we intend expand the ordinary citizen's capacity of understanding spatial phenomena by means visualization. In this regard, the paper discuss some visualization experiments in Belo Horizonte, city in which a process of almost complete invisibilization of the urban waters has occurred. First, we present a brief history of the actions that resulted in this invisibilizations' frame and, consequently, in environmental damages to the Belo Horizonte's environment. Second, we discuss the use of visualization spatial-temporal data's tools as a device capable of broadening the understanding of space occupation processes, especially some new forms of space occupation's interpretation over time. In addition, we point out the main obstacles faced by such a work, that is, the challenge of building History from images and also the prospection's problem in itself, that is, searching, recording and, above all, assembling images. Third, we present some of our preliminary experiments on the construction of interfaces for visualization of spatial transformations in Belo Horizonte.

## **Designing multi-sensory narratives: weaving in/of the culture**

João Paulo Piron, Luisa Paraguai

*data visualization, multi-sensory, narratives, culture*

From the perspective of experience, this text seeks to approach the project actions, which perform/happen in the time of access and reading of information, as mediation between data and cultural elements. The Data Cuisine (2016) and Data Driven Scarf for Malaria no More (2015) projects are taken as exploratory design exercises of other senses (taste, smell, touch), in addition to visuality, as they constitute multi-sensory narratives. It is important for this research to investigate ways of operating/ designing from objects, practices and places, from local knowledge, to the constitution of modes of expression.

## **Education, dialog and health: design contributions to create a network of empowerment and health promotion among women**

Manuela Andrade Abdala, Beatriz de Deus  
Bitencurt, Tiago Barros Pontes e Silva

*woman, culture, sexuality, education,  
communication, empowerment*

This project aims to investigate the relationship between women and gynecological health, seeking to understand the context and the problem in which the subject is inserted. The present project presents an investigation of the relationship of women with gynecological health, trying to understand the context and the problematic in which the subject is inserted. Therefore, it also aims to study the relationship between education and culture and its impacts on the construction of health habits, as well as on the subjectivity and identity of women. The research was carried out in two ways: (a) designing a system that promoted a better understanding of female anatomy and physiology, assisting women in the knowledge and management of gynecological health, and (b) promoting the free circulation of relevant knowledge and content among women, not concentrated exclusively on health professionals. It is hoped to promote from these interventions the self-knowledge, the autonomy and the strengthening of sorority networks, bringing to the transparency subjects that are considered a taboo. The first strand developed a thermal cushion with menstrual cycle monitoring system, with informative prints related to anatomy and female physiology. The second strand designed a bracelet that acts as a recorder to promote the sharing of experiences and knowledge of diverse subjects.[..]



## **Graphic design and the user from the perspective of inclusion: some considerations**

**Matheus Petroni Braz, Fernanda Henriques**

*inclusive design, graphic design, accessibility, social inclusion*

The discussion of themes like inclusion and accessibility has grown inside the Design area during the last years. The development of more user-centered projects is a trend, and it is important to consider and include the users with any kind of disability, inability or disadvantaged by a particular physical or social context. This article presents the development of a scientific research in Graphic Design and Inclusive Design, which pretends to identify some design practices to attend users with special needs, in order to promote the discussion and awareness about the theme, as well as to provide sufficient theoretical and technical background for the development of a new visual identity for an event of accessibility and social integration in Bauru, countryside of São Paulo.

## **The design process applied to the context of infant vaccination**

**Emille C. R. Cançado, Jorge L. de Amorim Junior, Lucas C. Silveira, Tiago Barros P. e Silva**

*service design, narrative, infant vaccination*

Infant vaccination is commonly seen as a painful, scary and stressing process for the children and for the other individuals involved in the process: parents, nurses, doctors and the health post managers. Despite this stigma, it is possible to optimize this process through service design. Through systemization and delimitation of the design problem, it was possible to provide a better support to the problem and clarity on how to solve the problem. By the means of design methodology, which included interviews and observation of the users of the project, it was presented a solution that has the potential to become the not frustrated vaccination experience and possibly a fun one. This solution came through a series of elements that transformed the vaccination experience into an attractive and educational narrative to the children, besides speeding up the work of the professionals involved in the process.

## **The method co-creation in development of benzedeiros's icons of Maceió-AL**

**Arlindo da Silva Cardoso, Juliana Donato de Almeida Cantalice**

*design, benzedeira, icons, co-creation*

The present article is a research project for completion of a Bachelor of Design course and aims to present a stage of co-creation with a persons from the city of Maceió-AL, to elaborate an iconographic catalog about benzedeiros of this city, culminating in analysis of icons collected in this activity. The research make use of a methodology with tools and methods in Design projects and researches in Social Sciences, due to its ethnographic character. The iconographic catalog is being developed through extensive action of the same university, being this work a contribute to the thought about research in development of graphic-informative artifacts.

## **Usability and accessibility guidelines for interface design for elderly users**

**Alinne Victória M. Ferreira, Lara Maria A. Ferreira, Anselmo Cardoso de Paiva, Ivana Márcia O. Maia**

*graphical interface, ergonomic, Criteria, Graphic design*

This work aims to contribute significantly to the Human Computer Interaction (HCI) involving elderly people can be complete and satisfactory, providing comfort and safety to users. The accessibility is a right guaranteed by law in all respects, however, much still needs to be done so that older people can interact with the interfaces without enforcement constraints. A website, through its interface, should facilitate actions for the execution of commands, thus, the interfaces developed to serve elderly users should present peculiar characteristics addressed in this research, whose methodology consists of a bibliographic review on the subject described, followed by analysis of the ergonomic criteria and usability of the graphic interfaces.



# CONGIC

## Oral Presentations

### Theory and history

## A study about the typefaces of two *Diário de Pernambuco*'s covers

Vanessa Fernandes, José Jonatan  
Neves e Isabella Ribeiro Aragão

*typography, brazilian typographic history,  
Diário de Pernambuco*

This paper presents a study that analyzed the typefaces printed in two covers of the newspaper *Diário de Pernambuco*. The purpose of the analysis was to identify the design and type foundry that cast them. The pages were composed with twenty different typefaces and the final result of the research revealed that Funtimod, the largest Brazilian type foundry of the twentieth century, manufactured most part of the eleven types identified. In addition, we also present some peculiarities related to the shape of the accents.

## **Carnival banners from Alagoas: an analysis of its graphic elements**

**Felipe D. Albuquerque, Mariana Hennes**

*carnival banners, popular culture,  
cataloging, graphic language*

Carnival banners are cultural artefacts of artisan production that work, in the contemporaneity, identifying street carnival groups. They are holders of great iconographic richness, because they have, in their configurations, a varied range of colors, forms, materials, compositions and graphic elements that represent an important part of the local material culture, the content of which is still unexplored, from the point of view of design. In this sense, the objective of this study was to record, catalog and describe the elements and graphic attributes present in the Alagoas carnival standards, based on a quantitative-qualitative methodology was adopted, adapted to the needs of the research. The results found allowed us to outline the elements of the graphical language of twenty four artifacts. Thus, it is concluded that there is a great production of banners made by artists with technical expertise in the state of Alagoas, elaborated from a wide variety of materials and graphic elements, which have similarities among themselves.

## **Dingbats from 'O Tico-Tico' magazine: revisiting Brazilian childhood in the 1900s and 1910s**

**Rafael M. Bressan, Edna C. Lima**

*graphic memory, typography, dingbats, comics*

This article is analyze the creative process of dingbat fonts using a graphic research about the influence of the children's magazine O Tico-Tico (1905-1916) and its characters in the education of kids in early 1900s in Brazil. This article presents the historical and pictorial universe in which the magazine exists (1); analyze the creation and influence of the magazine's main characters in Brazilian childhood (2); shows how dingbats are important tools to publish historical graphic researches and explains the creative process behind its development (3); concludes the main subjects presented in the previous topics (4).

## **Graphic analysis of Bonde Circular magazine**

**Amanda Ardisson Bento, Letícia Pedruzzi Fonseca**

*design, graphic memory, printing, magazine, Espírito Santo*

This paper presents the Bonde Circular magazine's graphic analysis which was published into the thirties' decade in Vitória-ES. To achieve this paper's objective, it was used the Laboratório de Design: História e Tipografia (LadHT) methods. The magazine had approached several subjects in its pages, such as politics, economics, healthcare, sports and the thirties' society. It was also named after the city's tram. This research aims to contribute to the the capixaba's graphic memory for being the first study in this area with this object.

## **Identifying typefaces printed in Revista de Pernambuco**

**Loudovico Soares, Lucas Arcanjo, Bruna Oliveira, Vanessa Macedo, Isabella Ribeiro Aragão**

*typography, type setting, Brazilian typographic history, Revista de Pernambuco*

This paper presents an analytical research about the typefaces printed in some pages of Revista de Pernambuco's editions from 1926. The research aimed to identify the typefaces, relating them to their historic context and tracking their origins in specimens of national and international foundries operating in the early twentieth century. By using comparative analytical methods between the magazine's typefaces and the specimens' ones it was possible to identify some designs from Funtimod, the largest Brazilian type foundry from the twentieth century, and to point out the need for studies about types commercialized in Brazil.

## **São Paulo City Graphic Memory: the typographic repertoire of Jorge Seckler printing shop between 1878 and 1884**

**Heloísa Barbosa de Oliveira, Priscila Lena Farias**

*typography, graphic memory, letterpress  
printing, 19th century*

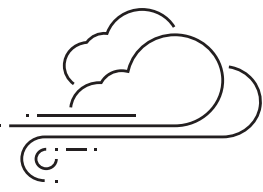
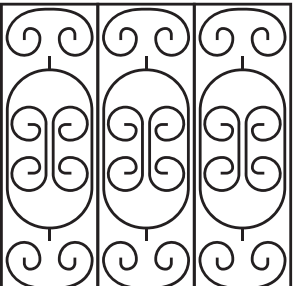
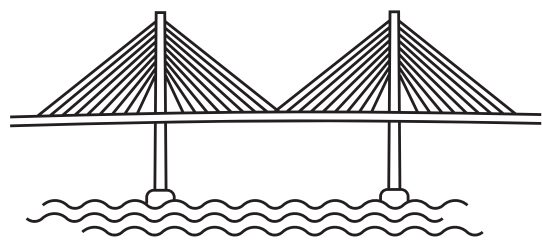
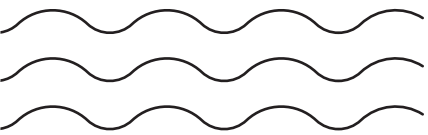
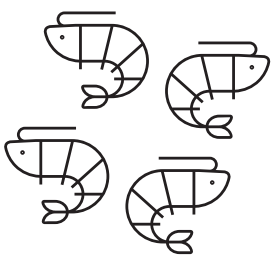
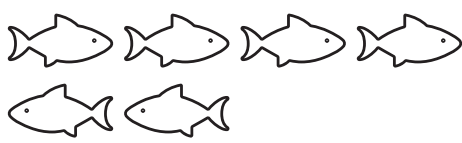
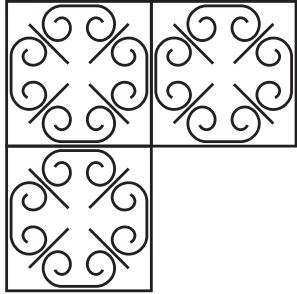
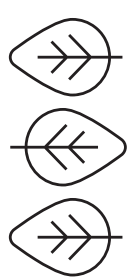
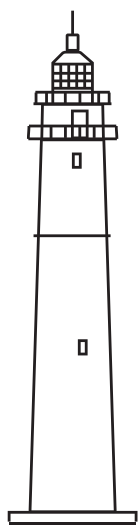
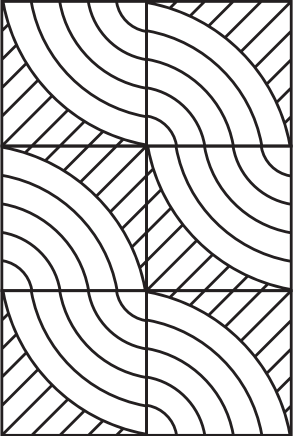
Aiming to know more about Brazilian typographic production, in particular that from São Paulo city, contributing for the studies on the graphic memory of the city between the 19th and 20th centuries, the research reported in this article consisted in cataloguing the typographic repertoire of Jorge Seckler, an important printer of São Paulo commercial almanacs. Continuing the research started by other members of the team, the almanac edited by Seckler for year 1884 was examined. The 46 type families found in this almanac were then compared with the typefaces used by the same printer for a publication issued in 1878, arriving at a description of the evolution of his repertoire.

## **The cordel leaflets edited by Memory Project of the Universidade Federal do Rio Grande do Norte: a cover study**

**Gabriel Gurgel Dimas, Elizabeth Romani**

*cordel, woodcut, design, collection*

This article presents a study of the covers of the cordel brochures edited by the Memory Project of the Universidade Federal do Rio Grande do Norte, between the years of 1980 and 1982. For this research, it was established a timespan that aided in the systematization of graphic analysis throughout the three years of its existence. Therefore, this study aims to analyze the cover design developed by EDUFRN, establishing a parallel between its peculiarities and the popular brochures. The research of the graphic identity of these covers confirmed the maintenance of the characteristics presented in the modern Brazilian cordel brochures: a publication of a maximum of 16 pages, in the 16 x 12 cm format, low cost of production and predominance of woodcut.



# CONGIC

Poster

Presentation



# CONGIC

## Poster Presentations

### Communication

#### **Inventiveness and renewal in CULT's magazine covers**

**Gustavo Augusto L. de Sousa, Andressa  
Kaynara da C. Figueiredo, Lucas Augusto  
A. de Oliveira, Elizabeth Romani**

*editorial design, semiotics, CULT magazine*

This article aims to analyze the graphical renewal and inventive capability of the CULT magazine on its covers since its foundation in 1997. To verify such competence, three covers from the quoted magazine were studied with the image analysis method as described by Barthes (1990) and Joly (2012). From semiotics analysis, it was identified that the magazine used certain graphical artifices to produce the images figured on its covers, such as: illustrations, montages, color alterations, which creates a visual rhetoric on the handling of same themes throughout time



## **Resident Evil: Analysis of gender and language transitions**

**Gabriela M. L. C. dos Santos, Janaina F. S. de Araújo, Danielly A. Lopes**

*Resident Evil, survival horror, dystopic universe.*

Created in the 90s, inspired by another game called Alone in the dark, Resident Evil was one of the works responsible for the consolidation of the survival horror genre. With remarkable characters, Resident Evil has often tended between Hero's Journey, a Manichaeian approach, and the very genre of survival horror in an unprecedented way. Hero's Journey deals with a genre that transits between adventure and fantasy - the protagonist is endowed with virtues that are exalted as he follows his journey to accomplish his mission, usually overlapping that of a normal human being. The survival horror is a genre that deals with the approach of the protagonist with the humanity of the player; It is an approach in which what is important is not necessarily the virtues of the character of the narrative presented, but of its ability to survive the challenges. Thus, we start from an aesthetic approach and fantastic Utopian language to something that approaches the dystopic and mimetic universe.

## **The importance of the application of wayfinding system into libraries, with focus into Biblioteca Pública Benedito Leite library at São Luís, Maranhão**

**Maria Flávia Costa de Carvalho, Vitória Maria Carvalho Silva, Edilson Thialisson Reis**

*Wayfinding, library, information design, infodesign*

The purpose of this article is to analyze the situation for the application of wayfinding in libraries, in this case, the Benedito Leite Public Library located in São Luís, Maranhão. It seeks to explore the importance of the presence of a well-elaborated wayfinding and how this can affect the well-being of the visitors, highlighting points such as: sensation of location and well-being, how the degree of accessibility of the library is influenced by the wayfinding that concerns -and topics focused on the analysis of the wayfinding of the Benedito Leite Public Library.

## **The influence of stylized representation to stabilish values on animation characters**

**Gabriela Airi Akyama, Ana Beatriz P. de Andrade**

*concept art, character, animation, visual language, shapes*

This article explains the importance of stylized representation of animation characters. Semiotic concepts were used, like paradigmatic and syntagmatic relationships, sign values and the process of encoding and decoding symbolism. A figure that is empty of imagery or full of them, however not coherent, cause a negative impact on the audience, making the animation forgetable and uninteresting, causing financial and time loss for the production team. If the film has an harmonic and symbolic filled characters it turns it into an fun and interesting animated movie as well as an economic benefit. Disney and DreamWorks Works with semiotic approach when creating a concept art for their characters, such as 'UP' from Disney Pixar and 'The Croods' from DreamWorks.

## **Usability of graphical interfaces principles: a review**

**Ana Beatriz Souza, Helena M. Cutrim, Lara Maria A. Ferreira, Anselmo Cardoso de Paiva, Ivana Márcia Oliveira Maia**

*usability. ergonomics. interface design. computational systems.*

The purpose of this article is to elucidate to the reader the importance as well as what are the principles of usability, dealing with the ergonomic criteria applied to the development of accessible interfaces. These principles were developed by several scholars at different times and contributed to the development of a more friendly relationship between the computer and its user. In this way, this work is a bibliographical review on the subject.



# CONGIC

## Poster Presentations

### Education

#### **Duolingo platform: a study of the teaching tools**

**Beatriz L. da Cruz, Luiza Saad de Moura,  
Elizabeth Romani, José G. Santa Rosa**

duolingo, instructional design, teaching  
platform, teaching-learning

This article presents an analysis of Duolingo, a free online teaching platform. The study is based on works about teaching-learning aiming to analyze the adaptation of the on-site teaching to the correspondence course with the help of technology. Besides, a quantitative survey with the users was deployed for gathering data in order to complement the analysis. This case study aims to comprehend the functioning of the tools used in the language software, computer version, and how it uses the instructional design to ease the correspondence course, as well as ascertain the reason of its popularity among the users. From this study, it was perceived that Duolingo stands out as a free teaching platform, but it's not as effective as an on-site course.

## **Elaboration of a collaborative game for foreigners who do not speak Portuguese**

**Guilherme Senoo Hirata, Camila Lombardi Torres, Andrea Castello Branco Judice**

*design process, game, inclusion, portuguese language*

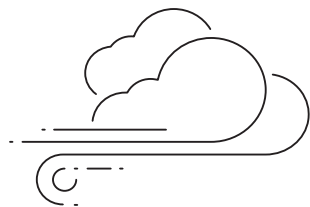
This article concerns the process of creating, planning and executing a game project aimed for foreigners who don't speak the Brazilian Portuguese Language as their mother language and it is based on studies performed during the "Visual Design 1" classes, of the Industrial Design Department of University of Brasília. The Project was done by undergraduated students, under the supervision of the subject's professor, aswell as the help of a Masters student and of a undergraduate student appointed to assist the teacher. The group also had assistance from the professors of NEPPE (Núcleo de Ensino e Pesquisa em Português para Estrangeiros). The proposal presented in this article aims to help and support the Portuguese Language process of learning. Several aspects were analyzed taking into account the technical characteristics and possible limitations of the project, observing all the possible factors that might affect the implantation of the game.

## **Information Design, Graphic Design and the thinking of sustainable**

**Suemmey Rocha Albuquerque Ramos, Fabianne Azevedo dos Santos**

*information design, graphic design, sustainability*

The present article proposes to highlight the contribution of Information Design to thinking and acting sustainably in design courses, especially in graphic design. Sustainability is a necessary subject to be debated among students and teachers, making easy their perception and proposing practices that can minimize environmental impacts, whether by reusing or recycling materials, or by choosing biodegradable materials. However, based on literature, many of the courses of design do not even have the debate about the environment. To do so, it is necessary to recognize the importance of these two instances, the design of information as a propelling vehicle for information and organization of content, and the design courses, for theory and practice.



# CONGIC

## Poster Presentations

### Society

#### **Interface design and gender: a parallel between the creation of object design and the need for structural informational**

**Dorival Campos Rossi, Guilherme Cardoso Contini**

*sex design, information design, erotic market,  
sexuality, transdisciplinarity*

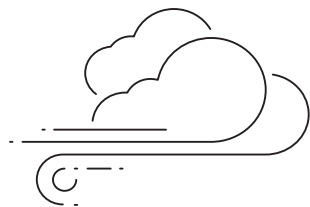
Edward Laumann and his team argue that we are living under the aegis of “recreational sexual ethics” (2000). Sex and pleasure begin to compose the field of the consumption of emotions that mark this new economy of desire, which objects that make up sexual games are important elements. Based on reflections from the field of sex design, we discuss the Foucaultian proposals about sexuality as a device and the discourses as constituents of truths, to think about the place of designers in the conception of these artifacts. In this reflection we mobilized contributions of the Queer Theory in order to analyze the sex and gender referents that guide these creations, as well as to face critically the binary positions that materialize in the sexual objects. Regarding the design universe, Cardoso points out in his studies on the projection of the attractiveness and effectiveness of the artifacts that the focus was to reconfigure the complex world, adapting the objects to their purpose. Without forgetting the contribution of the information design for this analysis. In this sense, mobilizing some provocations brought by Preciado (2014), we intend to problematize the relationship between the effectiveness of artifacts and the conventions of sex and gender that binarize bodies from heteronormative perspectives, which capture not only the practices, but also guide the way in which objects should be designed and used. So that certain “truths” about sex still appear materialized in these products.

## **Marajoara vernacular iconography: element of memory and cultural identity in Vila do Pesqueiro in Soure / Marajó / Pará**

**José Leuan Monteiro, Ninon Rose Jardim**

*Identity, esthetics, iconography, vernacular design*

The article is part of the scientific initiation research, approved by the PIBIC / UEPA-2015 program. The objective of this study is to analyze the vernacular design in. As an everyday aesthetic experience based on the compositional patterns of the façades of the village house. The methodology used in the interviews with the residents was based on Oral History, the aesthetic standards were cataloged from photographic record. The discussions dealt with in this work brought us reflections about the importance of deepening the vernacular design as a way to register and enhance cultural identities.



# CONGIC

## Poster Presentations

### Technology

## **Nonlinear reading for RPG manuals on smartphones: a case study**

**Rafael Scholze Zerbini, Virgínia Tiradentes Souto**

*RPG, non-linear reading, usability, interface design, smartphones*

This paper presents a study on non-linear reading interface for Role-Playing-Game manuals in smartphones. For this, a reading library was developed in the IGOR application - an RPG game assistant. The books originally designed for print platform have been adapted for easy navigation and consultation on smartphones. Using the application prototype, a survey was conducted with the target audience to verify the suitability of the proposed nonlinear reading interface. The results show that IGOR app is efficient and that the users are satisfied with it.

## **Over 50 years users emotional relationship analysis from learning while using smartphones**

**Renan Rabay Rodrigues, Julia Yuri L. Goya, Paula da C. Landim Goya**

*teaching-learning process, smartphone, emotional design*

This manuscript has the intention to present the initial results from a student research focused on nowadays technologies and elderly people. Its importance relies on attending the market necessity of these users and their difficulty to use objects such as smartphone while using alone or in group. It is possible to analyze market Brazilian and international initiatives beyond acknowledge of this target group more and more interested on actualizing their way of life connected to these new objects by a social demand. However, there is still a satisfaction analysis gap from these users proving the necessity of researches in emotional design, ergonomic design and informational design. This writing will show initial observations and attempts of primary understanding from the target group behaviour, searching to validate the necessity observed on similar products, the industry way to fill this consumer group and also a online quiz with the users to aim a understanding of the users necessity and learning process.





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