

Contents

Keynotes

Pioneering disciplines of the History of Design in Brazil: the place of graphic design Braga, M.	23
Semiotics and information design. 'Metabolism' an interactive tool for designers Darras, B.	24
From Mapping to Data Visualisation: Re-evaluating Design Education at the Royal College of Art Triggs T.	24
From Science to Art, from Data to Insight: Data Visualization Now Viegas, F.	25

Cases

Usability study as a success factor: case of application Live on Youtube by Xperia Amaral, I. C.	27
Language and meaning in design: Analysis from user's perspective Bittar, V. L. M.	28
User-centered design approaches to develop a social media text analytics tool Candello, H.	28
Divide the dollar: prioritizing features with users Prata, W.	29
Information as a dimension of experience in services in the health sector Santos, A.	29

CIDI - Oral Presentations

Communication

Journalism for mobile platforms: an interdisciplinary evaluation of gestural interface communicability Agner, L, Necyk, B. J., Santagueda, A., Viegas, N., Zanfagnini, V.	31
Understanding in animated and interactive journalistic health Andrade, R. C. and Spinillo, C. G.	32
Contribuições do Design Gráfico para uma comunicação eficaz das campanhas de saúde Borba, M. R., Waechter, H. N., Borba, V. R.	32
The relationship of experts and non-experts users with text typefaces: distinction and assignment of subjective concepts Falcão, L. and Coutinho, S.	33

Information Visualization for science popularization: a method Kosminsky, D.	33
The adaptation of journalistic infographics: the relationship between on-line and printed versions Lima, R. C., Andrade, R. C., Monat, A., Spinillo, C. G.	34
Focus group reading of a sequential narrative involving the representation of time Miranda, E. R.	34
Interactive levels in social media Nicolau, B. M. and Oliveira, A. S.	35
Visual legibility for labels and nutrition information Oliveira, L. L. and Bocchini, M. O	35
A signage system for Cabedelo campus - IFPB Pereira, L. M. D. and Santos, A. I. F.	36
Draw your path: data visualization about the space usage and user participation on the design of the signage system for Universidade Federal do Espírito Santo Pinheiro, M., Gomes, R. E., Ramos, M. R. S.	36
Found! A "lost and found" campaign as an information design proposal Pivetti, M. and Molinaro, F.	37
Printed daily newspapers and the hierarchy of information Sá, R. P. and Souto, V. T.	37
The designer as identity builder: the relationship between user experience and generating meaning in the design field Sande, A.	38
Approaches about Tourist Guidebooks and Information Design Scherer, F. V. and Monsú, S. Z.	38
Semiotics for information design: a study of 2016 olympic pictograms Scoz, M., Motta, R. G., Oliveira, S. R. R.	39
New media perspectives for information and data design Search, P.	39
Semantic mediation of paper on editorial projects: an Activity Theory approach Souza, E. A., Oliveira, G. A. F., Campello, S. B.	40
Dynamics images: conceptual elements, graphics elements and reader participation Wanderley, R. G.	40
The distinction of comic characters through lettering Yamada, M. and Las-Casas, L. F.	41
Little men, little boxes: limitations of Neurath's International - Picture Language as a tool for statistical visualization Trogu, P.	41

Education

Analytical framework to support the development of tactile images for accessible learning objects Adam, D. L. and Spinillo, C. G.	43
Bibliographical survey: comparative analysis between information design methodologies and educational and noneducational board games Araújo, G., López, Y., Coutinho, S.	44
The importance of the design process to create and develop educational digital materials Brunnet, N.	44
Study of the collaborative learning process through the synthesis graphical representations (SGR) Bueno, J. and Padovani, S.	45
Construction guidelines of comic's hypermedia for the deaf student learning Busarello, R., Ubricht, V. R., Fadel, L. M.	45
Graphic-informational interface of health education applications: an analysis of the app - Children's Health I of UNA-SUS/UFMA Castro, E., Reis, E., Spinillo, C. G., Oliveira, E. F.	46
A teaching method to develop infographics based on visual thinking and design thinking Costa, C. C.	46
Teaching materials for early childhood education: a proposal in action from the perspective of Design Couto, R. M., Ribeiro, F. N., Portas, R., Neves, M. A. M.	47
The animated pedagogy of things - a case about Design in Animation principles discipline Cruz, G. F. S.	47
M-Learning: ways of collective construction using mobile applications Cunha, M. D. L., GARrossini, D. F., Maranhão, A. C. K.	48
Evaluation, analysis and development of desktop digital serious game on symptoms and emergency procedures of stroke Limeira, C. F. D., Rosa, J. G. S., Pinho, A. L. S.	48
Design-Based Learning: a pedagogy that strengthens the paradigms of contemporary education Martins, B. and Couto, R.	49
MapLango app: design of educational digital network for mobile-enabled language learning Petit, T. and Santos, G. L.	49
Pictograms and teaching drawing in visual impairment: the case study of bird by a teenager Piekas, M. I.	50
Creative process: complexity and interpretations Pires, J. A. and Ribeiro, M. G.	50
Reflections on the techniques of tactile image construction found in museums and possible paths Romani, E., Henno, J. H., Mazzilli, C. T. S.	51
Variables for analyzing interactive infographics: a descriptive study of educational artefacts for secondary school Santos, G. M. S., Campello, S. B., Coutinho, S. G.	51

Tactile perception of graphic variables in recognition of three-dimensional objects for congenitally blindy
Silva, S. C. P., Ulbricht, V. R., Padovani, S. 52

Society

Innovation in service of merchantability crafts
Amorim, W. G., Teixeira, M. B. S., Maciel, W. D. 53

Cousin Basilio ("O Primo Basílio"): weaving Design, Fashion, Art and Society
Andrade, A. B. P., Magalhães, A. M. R., Oliveira, P. R. M., Aquino, H. P. 54

Green eternity
Arañó, J. C. 54

Typographic Landscapes of Pelotas: initial survey of the collection and some methodological definitions
Brisolara, D. V. 55

The McQueen Harlequin: the fashion information translated by transtextuality imagery
Camargo, A., Pinheiro, O. J., Moura, M. 55

Street Kiss ("Beijo da Rua"), a newspaper with the voice of the prostitutes
Cesar, F. L., Andrade, A. B. P., Aquino, H. P. 56

Doulas, mothers, and cell phones: Storytelling and a supportive doula approach for mothers at risk for postpartum depression
Moldenhauer, J. A., McComish, J. F., Groh, C. J. 56

Developing of shoes from the reuse of materials, in the conception of a fashion collection from the slow fashion perspective
Moura, G. C. and Carlan, C. P. 57

Information Design and city: an embryonic exercise taking Brazilia as a backdrop
Santos, F. A. 57

Design method study for integrated Brand Identity, Information Design and Wayfinding systems
Scherer, F. V. and Schere, G. B. 58

Technology

Effects of the heads-up display in the occurrence of immersion: an experiment with gamers
Araujo, R. P. and Souto, V. T. 59

Holography: Innovation and Metaphor of Interactivity in Communication and Optics Representation
Barcellos, E. E. I., Mercaldi, M., Pinheiro, O. J., Botura Júnior, G. 60

Pay by cash? Quickly design-inspired studies to gain insights about people financial transactions
Candello, H., Millen, D., Bianchi, S., Braz, A 60

The metaverse usability: contributions to human interactions and in interactions of individuals with educational contents and activities
Cardoso, S. G. 61

Informational elements in games for children with developmental dyscalculia
Cezarotto, M. A., Alves, M. M., Battaiola, A. L. 61

Design and interactive digital literature bilingual Couto, R., Jordy, E., Alram, F.	62
Comparative study of informational characteristics of crowdsourcing platforms considering the user's perspective Dickie, I. B., Rojas, C. F. U., Pezzini, M. R., Santos, A.	62
Data visualization: advances by Brazilian researchers Giannella, J. R. and Medeiros, R. P.	63
The interaction process evaluation in a glossary in ePub format: an empirical and prospective approach Gonçalves, B. S., Nunes, J. V., Fantini, G., Martini, G.	63
Information about medicinal products on mobile devices: An analysis of typographic features on the MedSUS application Hammerschmidt, C. and Spinillo, C. G.	64
Evaluation of the interaction between users with low vision and digital graphical interfaces of a tablet: focus on usability Kulpa, C. C. and Amaral, F. G.	64
Between seeing and interpreting: fundamental role of Design Matsunaga, C.	65
Brain-Machine Interfaces: interaction design based on concentration and meditation users Menezes, M. and Souto, V. T.	65
Proposal for a new digital product for the newspaper Zero Hora Monteiro, H. and Perry, G.	66
Analytical study of graphics-informational elements in m-commerce: trends and characteristics Napo, P. R. and Padovani, S.	66
Orientation aids and obstacles in smartphone interfaces: a user-centred studyry Padovani, S., Napo, P., Schlemmer, A., Rocha, E. M. C.	67
Analysis of a Brazilian MOOC platform from the perspective of Information Design: VEDUCA Padua, M. C., Nakano, N., Jorente, M. J.	67
Social interaction guidelines for Brazilian digital television: the example of "Tereres" TV program Sousa, T. A. C. and Souza, P. F. A.	68
Interactivity and immersion in digital storytelling of interactive storybook Teixeira, D. J. and Gonçalves, B. S.	68
 Theory and history	
Seven theories for ID Petterson, R.	69
Considerations about Almirante Collection (Pernambuco, Rio de Janeiro and São Paulo) Almeida, S. S. T. A. and Coutinho, S. G.	70
Notes on the Argentine modern graphic design: the magazines nueva visión and Summa Amorim, P. and Cavalcanti, V.	70
Dupla Coração do Brazil: hick visual language on album covers of the 1960's Ardinghi, M. B. and Farias, P. L.	71

A Raposa: influences of Herb Lubalin in Miran's work Caldi, L. and Lima, E. L. C.	71
Language and Design: about the impossibility of neutrality of information Carvalho, R. A. P. and Emanuel, B.	72
A proposal for cataloging and analysis of the beer labels of microbreweries in the state of Rio de Janeiro Coutinho, L. G. and Lima, G. C.	72
Manuscript letterforms on books from the Guarani-Jesuit Reductions Diniz, K. C.	73
Digital graphic memory: collecting internet memes Emanuel, B., Rodrigues, C., Lima. E. C.	73
Methods and practices of Brazilian designers on digital projects Faria, P. C. L. A. and Souto, V. T.	74
Sao Paulo city and London architectonic epigraphs: a comparison from an information design perspective Farias, P. L.	74
Tuscan typefaces in Jorge Seckler typographic repertoire (1883-1895) Farias, P. L. and Onoda, M. A.	75
Analysis of two methodological proposals for research on History of Graphic Design Martins, F. O., Lima, E. L. C., Lima. G. C.	75
Exhibitions and its Graphics Memory - Collection and production in Area Village's Museum and Room People's Artist in Rio de Janeiro Melo, S and Lima, E. L. C. L.	76
Photon Phototypesetter, an example of technological innovation in the printing industry Mirabeau, A., Lima. E. C., Lima, G. C., Medeiros, L.	76
Plain language associated with the Information Design with a focus on environmental communication and sustainability Mota, M. Q. and Waechter, H. N.	77
A discussion about the information design object Passos, R., Mealha, O., Lima-Marques, M.	77
Visual identity of the first catalogs of the Pinacoteca: historical relations Piaia, J. S. and Pfüzenreuter, E. P	78
The visual pattern of illustrated magazines in Pernambuco dated the second half of the nineteenth century Poças, M. T. C. and Waechter, H. N.	78
Learning Management System Hypermediatic Narratives Quevedo, S. And Vanzin, T.	79
An Overview of the research on creativity in Graphic Design Silva, J. B., Campos, F., Campello, S. B.	79
The visual perception of the hydraulic tiles in the city of Recife and its social representation by Brazilian tourists and devotees from Recife Vasconcelos, C. B. and Campello, S. R. B. B.	80

CIDI - Poster presentations

Communication

- Models and Flow maps: Tools to Design Centro Universitário Norte do Espírito Santo (Ceues-Ufes) Signage
Esteves, R., Pinheiro, M., Carnielli, V. 81
- Rethoric of design: visual discourse and persuasion in the production of infographics
Nogueira, D. M., Nojima, V., Braidá, F. 82
- Child interpretation of illustrated procedures
Peres, R. L. P., Vilar, N. M., Campello, S. B. 82
- Infographics: Trends in editorial design from the magazine Superinteressante
Rinaldi, B. C. and Domiciano, C. L. C. 83
- An experimental study of the communicative functionality of dynamic images in electronics products manuals
Wanderley, R. G. 83

Education

- The information visualization in the teaching material Distance Education developed in the IFSC
Adorno, L. A., Braviano, G., Reginato, B. R., Fialho, F. A. P. 85
- Disabled and non-disabled students: Similarities and differences in operations in light of Activity Theory
Branco, J. and Campello, S. B. 86
- Development of reflective practitioners: analysis of Design courses and ENADE
Ferreira, C. L., Lona, M. T., Chimirra, V. 86
- A look to the classrooms under the perspective of the Information Design
Ferreira, E. E. S. and Coutinho, S. G. 87
- Principles for graphic analysis of vinyl record jackets
Gomes, L. V. et al, Brod Júnior, M., Medeiros, L., Santana, V. N. de Macêdo 87
- Children's reading: methodological and evaluative techniques involving legibility and readability
Lourenço, D. A. and Coutinho, S. G. 88
- Legibility and readability: the correlation between reading and writing from the opinions of primary school teachers
Lourenço, D. A. and Coutinho, S. G. 88
- Maritime safety through information design
Moroni, Y. P. S. and Moroni, J. L. S. 89
- Inhotim education network: information design and educational methodology using digital network and mobile application
Rodrigues, C. S., Rapôls, M. E. S., Silva, S. A. 89
- Relationship Between the emotional design end learning theory : Tools for the Study of Children's Interaction with the toy.
Rodrigues, L. and Campello, S. B. 90
- The interdisciplinary experience in game development methodology
Silva, T. B. P. and Castanho, C. D. 90

Society

Construction of cultural probe: emotional aspects in the perception of quality of Brazilian wine
Castro, M. S., Júdice, A. C. B., Velasco, B. M., Muñoz, I. K. 91

Technology

Adaptations of classic works of literature for mobile devices
Alessi, J. and Ishihara, A. 93

Design management and the restructuring of qualification at UFSC: Qualification's Website
Altaniel, L: M. and Stein, M. 94

Projective features of responsive design applied to digital interfaces
Anjos, L. S. and Mülling, T. T. 94

Open data for e-citizenship: an experience in information design to present the Report and prior diagnosis on the Brazilian Federal Government accounts
Assreuy, G., Cunha, M., Santos, M., Garrossini, D., Arakaki, C. 95

Challenges of uses of technology as a social integration factor
Barbosa, D. 95

Investigating projections: criteria for analyzing digital slide shows
Cadena, R. and Coutinho, S. G. 96

The 3D printing contributing in information design projects
Chicca Junior, N., Castilho, L. G., Coutinho, S. G. 96

User Experience Measure for News Websites – evidence of validity of a questionnaire
Cruz, R. R. and Souto, V. T. 97

Designing health mobile applications: framework focusing on persuasion
Demonte, M. L. B. and Souto, V. T. 97

Interactive technologies and relations of use by old adults: a case study in home appliance segment
Fagundes, V. H. and Santos, A. S. 98

The improvement of interface perception for people with visual disabilities through smartphone's components: An information design perspective on digital accessibility
Filho, A. G. T. S. and Santos, G. M. S. 98

Interface analysis of the interactive digital book Volcano Boy
Licht, M. C., Melo, B. C., Gonçalves, B. S. 99

Redesign of the RLE system (Registration and Licensing of Businesses) focusing on User Experience
Menezes, K. B. and Athayde, Y. A. 99

Applying Nielsen's heuristics in augmentative and alternative communication devices for autistics
Murta, A. S., Franco, N. M., Fidalgo, R. N. 100

Text in digital library environments: An analysis of the elements of digital narrative
Nunes, J. V. and Gonçalves, B. S. 100

Fast development of videogame assets using Pixel Art Oppido, V., Nitsch, W., Marlon, F.	101
Information Design and Social Network Analysis: exploring forms of network visualization Zago, G. S.	101

Theory and history

Towards a Taxonomy for Drawing Based on the Media Ecology Principles Aguilar, N. and Coelho, L. A.	103
Analysis of the graphic aspects of the Journal Vanguarda Bezerra, M. F. C. G. F. and Souza, R. V.	104
Landscape transformation views of Belo Horizonte City: From Aarão Reis until nowadays Fialho, A. T. and Santos, R. E.	104
The impact of speculative fiction in interaction design Jesus, A. M. and Silva, T. B. P.	105
The evolution of hearing aid instruction manuals under the design perspective Medina, C., Ferrari, D. V., Domiciano, C. L. C.	105
Brazilian Graphic Memory - From memory to the ephemera: the case of the vinyl album covers Reis, S. R., Lima, E. L. O. C., Lima, G. C.	106
The influence of print culture in the digital types of the first GUIs Silva, D. M.	106
Metacognitive aspects in user's interaction with information artifacts during wayfinding in hospitals Smythe, K. C. A. S. and Spinillo, C. G.	107
Researching the state of the art: graphics memory, cultural heritage and participation of active observer in meaning artifacts Vasconcelos, C. B., Campos, F. F. C., Waechter, H. N.	107
Bohemian Art Nouveau: the influence of Alphonse Mucha in illustrations by Calixto Cordeiro Xenofonte, D. and Hennes, M.	108

CONGIC - Oral presentations

Communication

Inclusive Graphic Design: a study of packages Goya, J. Y. L. and Domiciano, C. L. C.	109
Bergman faces: visual rhetoric applied to the creation of conceptual movie posters Leite, H. and Waechter, H.	110
Memories, an eye to the pursuit of life. Melara, L. F. and Andrade, A. B. P.	110

A study on the use of paper on books published by Cosac Naify Oliveira, G. A. F. and Waechter, H. N.	111
Health and diabetes: a contribution of information design Pereira, A., Cassel, D., Mont'Alvão, C.	111
Observational management board –information design assisting in projects administration Pereira, G. K. C., Lima, P. C., Pedruzzi, L.	112
Development of mascot for Chocolates Garoto – a semiotic course Pereira, G. K. C. Garone, P.	112
Designer-made visual communication and consumer perception: a case study Santos, M. V. O. and Souto, V. T.	113

Education

Analysing the use of digital smart boards in primary education in Recife Bittencourt, S., Coutinho, S. G., Cadena, R.	115
Academic hackerspace – technology and participatory design Cruz, L. S., Rodrigues, R. F. C. C., Aviani, F. L., Júdice, A. C. B.	116
Design and education: analysis and development of educational methods for students at primary schools applying the design projects methods Farias, L. S. and Fleury, A. L.	116
The design approach contributions to the education of children with autism Pacheco, R. P. and Silva, T. B. P.	117
Violation of intellectual property in design Ramos, G. L. and Alves, M. A. F.	117
Design Interfaces Applied to Inclusive Education. Santana, E. L., Lopes, M. S., Maia, I. M. O.	118
Information design and physical space at the pre-school in São Tome, Africa Valle, C., Jordy, E., Couto, R.	118

Society

Visual communication as a point of reference for analyzing locations and urban space Miranda, K. G. and Santos F. A.	119
Neighborhood Units: between the permanent and the flow. Schirmbeck, C. and Camara, R.	120
Slow Design, upcycling and consumption: the role of design in the production chain Silva, S. M. A. and Silva, T. B. P.	120
Unicidade: Proposal to an active citizenship in the augmented urban space of Casa Amarela neighbourhood Torres, M. and Waechter, H.	121

Technology

- Hypermedia design: the website for Ala Cultural
Hermogenes, F. A., Savaris, M., Roza, J., Gonçalves, B. S., Batista, C. R., Fadel, L. M. 123
- Application of sensory interaction and synesthetic visualization
Oliveira, F. D. and Kosminsky, D. C. 124
- Study of possible interactions for a interactive e-book for deaf children
Ribeiro, L., Couto, R., Portugal, C. 124
- Design Quiz: A digital game based on pictograms for the teaching of Art History and Design
Santos, L. O., Cordeiro, W., Aguiar, M. P., França, A. P. 125

Theory and history

- Magazine Chanaan and the graphics memory capixaba
Azerêdo, J. S., Toso, A., Pedruzzi, L. 127
- The International Typographic Style on the covers of Módulo magazine (1955–1965)
Botelho, G. S. and Amorim, P. 128
- Montage: from alienative process to enlightenment for a Russian avantgard contribution
Diniz, P. F. D. 128
- Tuscan types on the Almanak Laemmert of Rio de Janeiro during the 19th Century
Lima, E. L. C., Figueiredo, A. L., Cidrini, C. A. C. 129
- Cataloguing movable types from FAUUSP printing shop collection: type cabinet A
Strazzi, J. R., Portella, R. C., Farias, P. L. 129

CONGIC - Poster presentations

Communication

- Symbols of a criminal life: Identities unveiled in tattoos
Mathias, A. F. and Andrade, A. B. P. 131
- Pictorial representations in the Olympic games: a study of the syntax, semantics and pragmatics relations
Mognon, N. S. and Aguiar, M. P. 132
- Bathrooms signs: syntactic, semantics and pragmatics of pictorial representation
Munhê, K. C. and Aguiar, M. 132
- Brand identity based on experience and emotion
Oliveira, P. S. and Passos, R. 133
- Visualizing Reddit: Exposing user communication patterns through data visualization on Reddit.com
Peter, J. 133

Education

- Zoonotico: Game Design and Ludicity applied for Education
Goya, J. K. L., Orfão, B. M. K., Bortolussi, L. M., Wakamatsu, L., Tagliatela, L. B., Rodrigues, O. V. 135
- The use of design thinking method in the development of interdisciplinary projects the course of technology degree in Public Management
Nunes, F., Alessi, J., Ishihara, A. A. 136
- The information hierarchy as a tool for facilitating user navigation in online learning platforms - Case study: My English Online
Paulino, V. M., Lima, W. G., Pedrosa, M. B., Ferreira, E. S., Coutinho, S. G. 136

Society

- Owl Guardian: drone for the visually impaired
Dias, F. A. and Rosa, V. I. 137
- The exhibition design of Young Typographers: from the crafts school to the Brazilian graphics memory
Gomes, D. D. and Fonseca, L. P. 138
- The role of the designer as mediator of human relations
Gomes, R. F. and Silva, T. B. P. 138

Theory and History

- Data visualization: graphic representation and data patterns
Pereira, A., Riff, C., Castro, B., Kosminsky, D. 139
- Visualization on social networks data
Riff, C., Castro, B., Kosminsky, D. 140
- Model of analysis tool for digital magazines
Santos, M. L. U. and Licheski, L. C. 140
- Study of Human-Computer Interaction in online collective portfolios
Silva, F. and Lopes, D. 141