

4° **CIDI** | Congresso Internacional de Design da Informação
3° **InfoDesign** | Congresso Nacional de Design da Informação
4° **CONGIC** | Congresso Nacional de Iniciação Científica em Design da Informação
3° **SMD** | Seminário de Metodologia em Design



sbdi
sociedade brasileira de
design da informação



Lucia Gouvêa Pimentel

Information design and creativity: interface in the teaching/learning process

The teaching/learning process involves, inherently, in transmitting information and an internal movement to build knowledge, which, requires creative procedures to be effective. The information design search for more objectivity in communication, but cannot overlook the aesthetics to not be uninteresting. To promote the interface between the clarity of information and the challenge of instigating requires a training that considers with balance and importance the various instances of thought in the creative act. In this sense, the teaching of design information in the line of imaginative cognition can help teachers and students in the construction of knowledge in the area.