

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



September 9th | Wednesday

08:00	Registrations   Accreditation   Hall's RDC Auditorium (RDC Building)					
<b>Opening Ceremony   RDC Auditorium (RDC Building)</b>						
09:30	<b>Invited Speaker Presentation - Yuri Engelhardt   Thoughts on visual grammar, and on graphics for people and the planet   RDC Auditorium (RDC Building)</b>					
10:30	Coffee-break   Hall of Pastoral (Subsoil of the Sacred Heart of Jesus Church)					
10:30	<b>Book Launching   Hall of Pastoral (Subsoil of the Sacred Heart of Jesus Church)</b>					
	<b>Room 1 (RDC Auditorium – RDC Building)</b>	<b>Room 2 (CTC Auditorium – 12<sup>th</sup> floor - Cardeal Leme Building)</b>	<b>Room 3 (RDC Mini-Auditorium – Subsoil RDC Building)</b>	<b>Room 4 (Espaço Cátedra –Cátedra UNESCO de Leitura PUC-Rio Building)</b>	<b>Room 5 (Pe. Anchieta Auditorium – Cardeal Leme Building)</b>	<b>Room 6 (Theology Auditorium – 11<sup>th</sup> floor - Cardeal Leme Building)</b>
11:00	A Qualitative Investigation of the Impact of Graphical User Interface (GUI) of Color Palettes on Perception [Petrônio Bendito]	Information Design: case study about the website Design and Culture [Rodrigo Janz, Maristela Ono] CONGIC	Visual Rhetoric strategies for logo animations [Roberto Tietzmann] CONGIC	The color associated with content: an user-experience based approach [Marcos Souza Filho, Marcos Buccini] CONGIC	The Wladimir Dias-Pino's concrete poetry: writing and information visual [Priscilla Martins] CONGIC	Information design to politics literacy Graphic project of printed material [Elaine Fidalgo, Leandro Santos] CONGIC
11:45	Designing a user interface based on the calm technology paradigm and schematic visualization, and its evaluation from a communicability and rhetoric standpoint [Omar Tzec, Samuel Arteaga, Roberto Molina]	Television identity as a study object [Raquel Ponte, Lucy Niemeyer]	Multimedia game design: project based upon philosophic relationships [David Desiderio, Dorival Campos Rossi]	Informational design and ergonomics criteria: evaluation of "O Estado de São Paulo digital" website [Danielle Thomaz, Luis Carlos Paschoarelli, Mileni Gonçalves, Fabricio Pereira]	7th Eulogy of A/a: movements of inscription in space [Rogério Camara]	A study on the visual graphic language in textbooks of Pernambuco State over the decades of 1860 and 1990 [Elizabelle Costa, José Fábio Luna, Igor Colares, Solange Coutinho]
12:30	Lunch Time					
13:30	<b>Posters Presentation session [electronic display]   Hall of Pastoral (Subsoil of the Sacred Heart of Jesus Church)</b>					
14:00	<b>Invited Speaker Presentation - Ruth Emilia Nogueira   Maps and spatial information systems, visual and tactile communication   RDC Auditorium (RDC Building)</b>					
15:00	Coffee-break   Hall of Pastoral (Subsoil of the Sacred Heart of Jesus Church)					
	<b>Room 1 (RDC Auditorium – RDC Building)</b>	<b>Room 2 (CTC Auditorium – 12<sup>th</sup> floor - Cardeal Leme Building)</b>	<b>Room 3 (RDC Mini-Auditorium – Subsoil RDC Building)</b>	<b>Room 4 (Espaço Cátedra –Cátedra UNESCO de Leitura PUC-Rio Building)</b>	<b>Room 5 (Pe. Anchieta Auditorium – Cardeal Leme Building)</b>	
15:30	Ambient Information Systems [Mauro Pinheiro]	Imagetic signs in the movies: from Lumière to digital cinema [Vera Bungarten, Vera Nojima]	Relations between authorship and alterity in logos's creative process: interview with designers [Lúcia Weymar]	Parallel visual culture: the design of children's textbooks [Elizabelle Costa, Solange Galvão Coutinho]	Cultural Probes in Brazil: Vila Rosario, a case study [Andrea Judice, Marcelo Judice]	
16:15	Usability inspections by 'experts' [Isabel Adler, Marion Streubel]	Representing the realistic image in Pride and Prejudice on television and cinema [Luiz Antonio Coelho]	Proposition of an analytical model of the typography with semiotic approach [Daniela Brisolará]	Study of textual and visual categories for the description of the iconic-fabular relation in children's books: an experience report [Rosana Bines, Erica Rodrigues, Nathalia Cavalcante]	Brazilian schools and design: a possible reality [Maria Lopes, Solange Coutinho]	
17:00	Effects of number of links and number of groups of links on web search performance [Virginia Souto]	Realism and Technology in Animation Cinema [Daniel Pinna, India Martins]	Semiotic systems, cognitive artefacts and Umwelt – a contribution to Information Design [Joao Queiroz]	Visions of Design on the textbook: contributions to the multimodal literacy [Jackeline Farbiarz, Romulo Matteoni]	Discourse & Design: Analysis of Speech as a method for research in Design [Nilton Gamba Junior, Ana Claudia Sodrê, Eliane Garcia Pereira, Erika Simões Duran]	
17:45	Happy Hour					

## September 10th | Thursday

08:00	Registrations   Accreditation   Hall's RDC Auditorium (RDC Building)				
	Room 1 (RDC Auditorium – RDC Building)	Room 2 (CTC Auditorium – 12 <sup>th</sup> floor - Cardeal Leme Building)	Room 3 (RDC Mini-Auditorium – Subsoil RDC Building)	Room 4 (Espaço Cátedra –Cátedra UNESCO de Leitura PUC-Rio Building)	Room 5 (Pe. Anchieta Auditorium – Cardeal Leme Building)
09:00	Images with warnings on cigarette packaging in Brasil: communicational aspects [Rosane Zanotti, Vera Lucia Nojima]	Vernacular design: a quantitative and qualitative research [Juliana Saladini, Renato Bertão]	Developing Personas for the downloadable casual games market [Felipe Breyer, Luiz José Souza, Giulia Lins, Vicente Filho, Marco Túlio Caraciolo Ferreira Albuquerque]	A proposal for classification of the didactical functions of images in foreign language teaching books [Rodrigo Paiva, Carla Spinillo]	How do we imagine time? A study on the production of representations of time-related concepts from instructional messages [Tiago Maia, Carla Spinillo]
09:45	Factors that influence the medicine insert leaflet reading process [Patricia Fujita, Carla Spinillo]	Towards a typographical classification for popular letterings [Fátima Finizola, Solange Galvão Coutinho]	Development of Graphic Tools for Facial Expressions Analysis [Flávia Brasileiro, Francimar Maciel, Robson Santos, Alessandro Dias]	Usability of a Learning Object to teach Portuguese from Brazil to American and Korean students [Lúcia Nomiso, Luis Carlos Paschoarelli, David Porcaro, Gabrielle Garner, Daisyane Barreto, Ahran Choi]	Effect of the reader: its active participation in the expression and understanding of the graphical forms of representation of action [Renata Wanderley, Camila Vasconcelos, Laís Helena]
10:30	Coffee-break   Hall of Pastoral (Subsoil of the Sacred Heart of Jesus Church)				
10:30	<b>Book Launching</b>   Hall of Pastoral (Subsoil of the Sacred Heart of Jesus Church)				
	Room 1 (RDC Auditorium – RDC Building)	Room 2 (CTC Auditorium – 12 <sup>th</sup> floor - Cardeal Leme Building)	Room 3 (RDC Mini-Auditorium – Subsoil RDC Building)	Room 4 (Espaço Cátedra –Cátedra UNESCO de Leitura PUC-Rio Building)	Room 5 (Pe. Anchieta Auditorium – Cardeal Leme Building)
11:00	Information design for public documents: some relevant aspects and considerations for developing medicine inserts [Cristiele Scariot, Ítalo Mata de Araújo Gomes] CONGIC	The design in concrete poetry and the concrete poetry in graphic design [Priscilla Martins] CONGIC	Virtual Reality and Design: Augmented Reality application increased as potential tool for the Design [Diego Pareiras, Celso Guimaraes] CONGIC	Visual instructions in agriculture: an analytical study of PPSs on the process of triple rinsing of pesticide packaging [Kelli Smythe, Alexander Czajkowski] CONGIC	How to communicate? Text, image or both? [Leandro Santos, Elaine Fidalgo Dino] CONGIC
11:45	The Development of a Validated Medical Icon Library [Wilhelm Steiner, Heimo Müller, Kurt Zatloukal]	Field research forms for a study on nominative typography in Rio de Janeiro city architecture [Alexandre Salomon, Anna Gouveia, Priscila Farias]	Challenges for Information Design in Augmented Reality [Romero Tori]	Computational interfaces of social interaction: hybrid space elements [Denise Santos, Marcelo Tramontano]	Communication Process: Representative Icons of Multiple Intelligences [Ana Lucia Zandomeneghi, Vania Ulbricht]
12:30	Lunch Time				
13:30	<b>Posters Presentation session [electronic display]</b>   Hall of Pastoral (Subsoil of the Sacred Heart of Jesus Church)				
14:00	<b>Invited Speaker Presentation Luciano Meira   The question of meaning in design of information: a cognitive approach with pragmatist inspiration</b>   RDC Auditorium (RDC Building)				
15:00	Coffee-break   Hall of Pastoral (Subsoil of the Sacred Heart of Jesus Church)				
	Room 1 (RDC Auditorium – RDC Building)	Room 2 (CTC Auditorium – 12 <sup>th</sup> floor - Cardeal Leme Building)	Room 3 (RDC Mini-Auditorium – Subsoil RDC Building)	Room 4 (Espaço Cátedra –Cátedra UNESCO de Leitura PUC-Rio Building)	Room 5 (Pe. Anchieta Auditorium – Cardeal Leme Building)
15:30	Information Architecture and E-Gov: Citizens-State Dialogue via Internet – Some Conclusions [Luiz Agner]	Pinart and Balonchard, Type Founders in Rio de Janeiro during the 19th century [Edna Lucia Lima]	collectable: a Natural Interface for Music Collections [André Maximo, Maria Paula Reis, Luiz Velho]	The use of outdoor mobile technology: a study of mobile cultural guides [Heloisa Candello, Vania Ulbricht]	Do the dynamic images of handbook of electronic products instruct its reader to execute the necessary action? [Renata Wanderley]
16:15	The pros and cons of providing interaction flexibility for animated step by step demonstrations [José Marconi]	Indications about Digital Type Design in Brazil [Ricardo Esteves Gomes, Washington Lessa, Guilherme Silva da Cunha Lima]	Sound design in multimodal interfaces [Carlos Laufer, Daniel Schwabe]	The experience of use of TAE.web-u (Technique of website-Aesthetics Evaluation with users) by design students [Marcos Porto, Stephania Padovani]	Animated Visual Instructions: an Information Design analytical approach [Deisy Buba, Carla Spinillo]
17:00	Information Design Cases   RDC Auditorium (RDC Building)				
17:30	<b>SBDI membership meeting</b>   RDC Auditorium (RDC Building)				
20:30	Conference Dinner				

## September 11th | Friday

08:00	Registrations   Accreditation   Hall's RDC Auditorium (RDC Building)				
	Room 1 (RDC Auditorium – RDC Building)	Room 2 (CTC Auditorium – 12 <sup>th</sup> floor - Cardeal Leme Building)	Room 3 (RDC Mini-Auditorium – Subsoil RDC Building)	Room 4 (Espaço Cátedra –Cátedra UNESCO de Leitura PUC-Rio Building)	Room 6 (Theology Auditorium – 11 <sup>th</sup> floor - Cardeal Leme Building)
09:00	Teaching user-centred design through low-fidelity sketches [Milena Radzikowska, Brian Traynor, Stan Ruecker, Norma Vaughn]	The reproduction of images in the brazilian press at the end of the XIX century [Letícia Fonseca]	The Politics of Participation in Interaction Design [Frederick van Amstel]	Project E: projectual methodology for digital-virtual environments [Heli Meurer, Daniela Szabluk]	Developing movements illustrations of the Brazilian Language of Signs - LIBRAS [Rita Couto]
09:45	Visualizing Data: how technology has affected the practice [Isabel Meirelles]	The visual articulation of Aloísio Magalhães' project for the first series of banknotes printed in Brazil [Washington Lessa, Almir Mirabeau, Guilherme Silva da Cunha Lima, Edna Lucia Lima]	The (re)configuration of the digital environments under influence of the social web [Paula Sobrino]	The CMS's graphic interface as information systems: comparative analysis of two Moodle based on e-learning courses [Alexandre Farbiarz, Igor Pontes Macário Costa]	Mind maps by the visually impaired as a support to the urban information design on the Web [Geisa Golin, Ruth Emilia Nogueira, Gabriela Alexandre Custodio]
10:30	Coffee-break   Hall of Pastoral (Subsoil of the Sacred Heart of Jesus Church)				
10:30	Book Launching   Hall of Pastoral (Subsoil of the Sacred Heart of Jesus Church)				
	Room 1 (RDC Auditorium – RDC Building)	Room 2 (CTC Auditorium – 12 <sup>th</sup> floor - Cardeal Leme Building)	Room 3 (RDC Mini-Auditorium – Subsoil RDC Building)	Room 4 (Espaço Cátedra –Cátedra UNESCO de Leitura PUC-Rio Building)	Room 6 (Theology Auditorium – 11 <sup>th</sup> floor - Cardeal Leme Building)
11:00	The infographics in the printed media [Milena Quattrer, Anna Gouveia] CONGIC	Typography and Graphical Language Laboratory Poster Catalogation [Luciana Figueira, Regina Wilke] CONGIC	The importance of users in the design of visual instructions [Guilherme Storck, Rodrigo Jardim] CONGIC	Evaluation of informational systems of home pages in Pernambuco e-commerces [Cíntia Amorim, Silvio Lourenço Junior, Vanessa Freitas, Marcel Sabino] CONGIC	A Step Organization Method for Research with Online Applications [Ricardo Seiji Sato, Stella Rodrigues, Daniela Kutschat Hanns] CONGIC
11:45	Data visualization: maps and cartographies of cyberspace [Daniel Ribeiro]	Modernizing Cycle. Examples of Evolutionary Acceleration in Brazil [Almir Mirabeau, Lauro Cavalcanti, Guilherme Silva da Cunha Lima, Edna Lucia Lima]	Development and application of a descriptive-normative model for the evaluation of task analysis graphic representations [Stephania Padovani, Kelli Cristine Assis Silva Smythe]	Development of instructional material for Descriptive Geometry: a participatory design experience [Carlo Alessandro Zanetti Pece, Stephania Padovani, Diego Mafioletti, Anna Carolina Murata Galeb, Pedro Serigheli da Rocha Paranhos]	Studying the communication aspects of Interactive Map interfaces [Lucia Maziero, Cláudia Sluter, Laura Garcia]
12:30	Lunch Time				
13:30	Posters Presentation session [electronic display]   Hall of Pastoral (Subsoil of the Sacred Heart of Jesus Church)				
14:00	Invited Speaker Presentation Lucia Pimentel   Information design and creativity: interface in the teaching/learning process   RDC Auditorium (RDC Building)				
15:00	Coffee-break   Hall of Pastoral (Subsoil of the Sacred Heart of Jesus Church)				
15:30	Student Award - 4 <sup>o</sup> CONGIC   RDC Auditorium (RDC Building)				
16:30	Invited Speaker Presentation Karen Schriver   Information Design in Transition: Evolving Conceptions of Expertise   RDC Auditorium (RDC Building)				
17:30	Closing Session   RDC Auditorium (RDC Building)				