



**INTERNATIONAL CONFERENCE ON
DIGITAL DESIGN & COMMUNICATION**

PROGRAM

PROGRAMA

**5–6 NOV 2020
TEATRO GIL VICENTE
BARCELOS, PORTUGAL**

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LAST UPDATE: 2020-11-04 · 12h00
PROGRAM SUBJECT TO CHANGES



MESTRADO
DESIGN DIGITAL
ESD-IPCA





**INTERNATIONAL
CONFERENCE ON
DESIGN & DIGITAL
COMMUNICATION
PORTUGAL 2020**

Opening Session

**5 NOV 2020
9h45**

ONLINE COLIBRI - ZOOM

ZOOM LINK: [HTTPS://VIDEOCONF-COLIBRI.ZOOM.US/J/85279990440](https://videoconf-colibri.zoom.us/j/85279990440)



**INTERNATIONAL
CONFERENCE ON
DESIGN & DIGITAL
COMMUNICATION
PORTUGAL 2020**

Orador Convidado
Keynote Speaker

Fernando Moreira da Silva

Professor and Researcher in Design

ENG

Full Professor and Researcher in Design. President of CIAUD - Research Centre for Architecture, Urbanism and Design; Coordinator of the PhD degree in Design at FA_ULisboa; Coordinator of the FCT panel for PhD grants in Design, Architecture and Urbanism, and CnPq International Evaluator, Brazil. Regular participation in national and international universities; Member of Scientific Commissions of several international scientific journals; Coordination and participation in several research projects; Regular publications in peer-reviewed scientific journals, several book chapters and three books.

PT

Professor Catedrático e Investigador em Design. Presidente do CIAUD - Centro de Investigação em Arquitetura, Urbanismo e Design; Coordenador do Curso de Doutoramento em Design da FA_ULisboa; Coordenador do painel da FCT para bolsas de doutoramento em Design, Arquitetura e Urbanismo e Avaliador internacional do CnPq, Brasil. Participação regular em universidades nacionais e internacionais; Membro de Comissões Científicas de várias revistas científicas internacionais; Coordenação e participação em diversos projetos de investigação; Publicações regulares em revistas científicas com revisão por pares, diversos capítulos de livros e três livros.

5 NOV 2020 // 10h00

ONLINE COLIBRI - ZOOM

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**INTERNATIONAL
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PORTUGAL 2020**

Oradora Convidada
Keynote Speaker

Rachael Feinman

Designer, Google

www.rachael feinman.com

ENG

Rachael Feinman is a Product Designer raised in California. She studied graphic design and began her career working for digital agencies in Los Angeles and New York. She has been embedded into teams for various clients including Hulu and Airbnb before making her full-time transition in-house. Now, she finds herself designing the merchant experience within Google Maps London and is part of the Women@Google team. She loves the challenges that come with her role and always strives to put users' needs first.

PT

Rachael Feinman é uma Designer de Produto criada na Califórnia. Estudou design gráfico e começou a sua carreira a trabalhar para agências digitais em Los Angeles e Nova Iorque. Foi integrada em equipas de trabalho para vários clientes incluindo a Hulu e a Airbnb antes de fazer a sua transição para tempo inteiro. Agora, ela encontra-se a desenhar a experiência de comerciante dentro do Google Maps de Londres e faz parte da equipe do Women@Google. Adora os desafios que lhe são apresentados e esforça-se sempre por colocar as necessidades dos utilizadores em primeiro lugar.

5 NOV 2020 // 11h00

ONLINE COLIBRI - ZOOM

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**INTERNATIONAL
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PORTUGAL 2020**

Orador Convidado
Keynote Speaker

Daniel Raposo

**Professor and Researcher
of Communication Design**

www.danielraposo.com

ENG

Designer, Researcher and Professor of Communication Design at ESART. He is particularly dedicated to themes such as Design of Brand Visual Identity, Branding, Design Management, Brand Typography, Editorial Design and Design Theory. He has a PhD in Design from FA-ULisbon, a Master's degree in Design, Materials and Product Management from UA, a degree in Communication Design and Graphic Techniques, Graphic Design and Advertising from ESTGP. His papers, chapters and books on design include "Communicating Visually: The Graphic Design of the Brand" (English editions by Cambridge Scholars Publishing in 2018 and 2019 and Spanish edition by Experimenta Libros, 2020), "Perspective on Design: Research, Education and Practice" (Springer), "Investigação e Ensino em Design e Música" (IPCB Editions, 2017), "The rebellion of the lyrics" (ePub, 2013), "A rebelião dos Signos. A alma da letra" (in Portugal by Dinalivro, 2010 and in Argentina with La Crujía, 2008) and "Design de Identidade e Imagem Corporativa" (IPCB Editions, 2008).

PT

Designer, Investigador e Professor de Design de Comunicação na ESART. Dedicar-se particularmente a temas como Design de Identidade Visual de Marca, Branding, Gestão do Design, Tipografia de Marca, Design Editorial e Teoria do Design. É doutorado em Design FA-ULisboa, mestre em Design, Materiais e Gestão de Produto pela UA, licenciado em Design de Comunicação e Técnicas Gráficas, Ramo Design Gráfico e Publicidade pela ESTGP. Entre os seus artigos, capítulos e livros sobre design, destacam-se "Communicating Visually: The Graphic Design of the Brand" (edições inglesas pela Cambridge Scholars Publishing em 2018 e 2019 e edição espanhola pela Experimenta Libros em 2020), "Perspective on Design: Research, Education and Practice" (Springer), "Investigação e Ensino em Design e Música" (Edições IPCB, 2017), a "A rebelião da letra" (ePub, 2013), "A rebelião dos Signos. A alma da letra" (em Portugal pela Dinalivro, 2010 e na Argentina com a La Crujía, 2008) e "Design de Identidade e Imagem Corporativa" (Edições IPCB, 2008).

5 NOV 2020 // 12H00

ONLINE COLIBRI - ZOOM

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THURSDAY, NOVEMBER 5TH // 15:00h - 16:30h

Session 1A: Digital and Interaction Design

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/87147183907>

Moderator: Pedro Amado

Session in English

15:00 Office Personal Assistant. Towards a design and AI approach
Miguel Terroso, João Sampaio, João Vilaça

15:15 Thinking out of the book: Visual language and textual form in the design of ebooks
Niki Sioki

15:30 Mobile application oriented to packaging sustainability
Sérgio Marques, Rui Rodrigues

15:45 An Interaction Design Analysis of Mood Trackers
Rita Branco, Marco Neves, Paulo Noriega, Mafalda Casais

16:00 A multicase study to explore ways to integrate locative technologies in electronic stories for children
Douglas Menegazzi, Laryssa Tarachucky

Session 1B: Graphic Design and Branding

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/84807498838>

Moderator: Jorge Pereira

Session in English

15:00 Concrete Poetry and Advertising Symbiotic Relationship in Post II World War
Tiago Santos

15:15 Everyday Social Practices as a source of Design-led Branding
Bernardo Meza Guzman, Catarina Lelis

15:30 Audiovisual content for digital dissemination of non-dairy beverages brand Shoyce
Catarina Martins, Lídia Oliveira

15:45 The foreseeable future of Digital Fashion Communication after coronavirus: designing for emotions
Ana Paula Faria, Bernardo Providencia, Joana Cunha

Session 1C: Digital and Communication Design

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/84287379886>

Moderator: Fernando Moreira da Silva

Session in PT/ES

15:00 Design gráfico funcional para uma escrita musical: critérios de grafismo construtivo e de interpretação sonora na obra de electrónica fonética de Ernest Robson
Jorge dos Reis

15:15 Los rasgos visuales de los carteles de música techno
Enrique García-Sánchez, Fernando Suárez-Carballo

15:30 Plataforma digital de apoio a bandas/artistas emergentes
João Leitão, Manuel Albino

15:45 The challenges in the development of technological research projects in generational gap contexts
Rui Rodrigues, Ana Melro

16:00 Polytechnic of Portalegre: A digital Polytechnic in a time of pandemic
Cláudia Pacheco, Hermelinda Trindade Carlos, Márcia Grilo, Vera Barradas



THURSDAY, NOVEMBER 5TH // 17:00h - 18:30h

Session 2A: Digital and Interaction Design	Session 2B: Pedagogy, Society and Communication	Session 2C: Digital and Communication Design
ZOOM LINK: https://videoconf-colibri.zoom.us/j/85141173549	ZOOM LINK: https://videoconf-colibri.zoom.us/j/84044996480	ZOOM LINK: https://videoconf-colibri.zoom.us/j/84732569399
Moderator: Álvaro Sousa Session in English	Moderator: Miguel Terroso Session in English	Moderator: Manuel Albino Session in PT/ES
<p>17:00 Learning Experience Design: Instructional Design applied to the onboarding of digital products Filipa Sousa, Nuno Martins</p>	<p>17:00 Co-designing a Care Plan Guide app to support early conversations about end-of-life care in dementia Sandra Neves, Alastair Macdonald, Emma McLellan, Marie Poole, Karen Harrison-Dening, Sue Tucker, Claire Bamford, Louise Robinson</p>	<p>17:00 Notas sobre design de iluminação: o caso Renato Russo Alceu Silva Neto, Priscila A. C. Arantes</p>
<p>17:15 A bilingual in-game tutorial: designing videogame instructions accessible to deaf students José Carlos Neves, Andreas Melo, Fernando Manuel Soares, João Frade</p>	<p>17:15 Three Pillars for a Trajectory in Design Education Rodrigo Hernández-Ramírez, Rodrigo Morais, Carlos Rosa</p>	<p>17:15 A dimensão memorável do branding no contexto digital Afonso Veríssimo, Bruno Giesteira</p>
<p>17:30 Minard Revisited – exploring augmented reality in information design Ana Beatriz Antunes Marques, Vasco Branco, Rui Costa</p>	<p>17:30 Design Innovation for Historical Townscape Preservation: A Civic Engagement Intervention Sajini Lankadari, Dilina Janadith</p>	<p>17:30 Produção cultural mediada por smartphones: uma abordagem pós-fenomenológica dos média Yuri Lima Delgado, Andreia Pinto de Sousa</p>
<p>17:45 Assessing the Usability of Truck Hiring Mobile Applications in Bangladesh Using Heuristic and Semiotic Evaluation Mehedi Hasan Muaz, Khandaker Annatoma Islam, Muhammad Nazrul Islam</p>	<p>17:45 MASK: A visual study on the facial expression behind the health mask Vasco Santos, Miguel Macedo, Renato Bispo</p>	<p>17:45 Soluções de design participativo e experimental na interação social em contexto familiar para crianças com perturbações do espectro do autismo Elisa Caetano</p>
<p>18:00 Different types of design tools in design education Mafalda Casais, Santiago de Francisco Vela</p>	<p>18:00 Play as a trigger for designing significant experiences Carla Suzana Dias, Ana Baptista</p>	<p>18:00 The lens of Anticipatory Design under AI-driven Servicesxt Joana Cerejo, Miguel Carvalhais</p>



FRIDAY, NOVEMBER 6TH // 9:00h - 10:30h

Session 3A: Digital and Interaction Design

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/86506988766>

Moderator: Pedro Amado

Session in English

9:00 Design Guidance for Interactive Visualization of Movies and Videos in Time and Space
Ana Jorge

9:15 Reuma.pt project: comparative analysis of online digital solutions aimed at treatment of rheumatoid arthritis
Luís Santos, Nuno Martins, Daniel Brandão

9:30 Indian Typefaces in Digital Platforms: Issues and Challenges
Subhajit Chandra

9:45 Design and Initial Evaluation of an Online Portal-Repository: The Case of Gamers4Nature Project
Pedro Beça, Sofia Ribeiro, Rita Santos, Mónica Aresta, Ana Isabel Veloso, Cláudia Ortet

10:00 Asynchronous interactions between players and game world
Abel Neto, Pedro Cardoso, Miguel Carvalhais

Session 3B: Pedagogy, Society and Communication

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/82860037236>

Moderator: Cristiana Serejo

Session in English

9:00 Digital Communication on Higher Education Institutions: Challenges and Tools for Research
Arlindo Santos, Luisa Lopes, Marcus Ramusyo de Almeida Brasil

9:15 Health, Pleasure, Physical Appearance: Which Motivates Food Involvement Mostly?
Ana Tavares, Rita Espanha, Sandra Miranda

9:30 Internet and Social Networks: reflecting on contributions to employability and social inclusion
João Pinto, Teresa Cardoso

9:45 The protagonism of Afro-Brazilian and indigenous in Comics
Tamires Lima, Larissa Vieira de Oliveira Ribeiro, Edivan Menezes, Danilo Itabira

10:00 How do I feel when... A card-based communication game to stimulate empathy among family members with Anorexia Nervosa
Viviane Peçaibes, Pedro Cardoso, Liliana Castro, Bruno Giesteira, Livia Lopes, Clara Junqueira

Session 3C: Digital and Interaction Design

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/83268205091>

Moderator: António Ferreira

Session in PT/ES

9:00 Hogwarts Mystery: a convergência da obra literária no formato de videojogo para a criação de um ciberespaço colaborativo
Maria Júlia da Cunha, Andreia Pinto de Sousa

9:15 Videojogos e Comunidades: conter o discurso de ódio na Rede
Susana Costa, Beatriz Isca, Bruno Mendes da Silva, Mirian Tavares

9:30 Usabilidade no design de sistemas de busca em línguas de sinais: Revisão Sistemática da Literatura
Sérgio Scolari, Gilson Braviano

9:45 Para uma Interação Digital com o Método das 28 Palavras
Carolina Caeiro, Marco Neves

10:00 Intermediality and Residual Artefacts in Memory Representation
Frederico Dinis



FRIDAY, NOVEMBER 6TH // 11:00h - 12:30h

Session 4A: Digital and Interaction Design

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/81225407967>

Moderator: Vítor Quelhas

Session in English

11:00 Using the Probe Methodology to Investigate the User Experience in a CRM system
Demerval Junior, Rodrigo Hernández-Ramírez

11:15 No-Places and Immersion in Open World Games: A Rock Star Case Study
Flavio Almeida, Herlander Elias, Ernesto Filgueiras, Eulerson Rodrigues, Stephan Alexandre

11:30 From a Linear Literary Narrative to an Interactive Digital Narrative: A Study on Potentialities through Two Tales: "The Mystery of the Tree" and "Red Riding Hood"
Ana Ferreira, Soraia Ferreira

11:45 Kickstarting type design education with SLOType
Pedro Amado, Ana Catarina Silva, Eduardo Napoleão

Session 4B: Design Strategies and Methodologies

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/85372592676>

Moderator: Fernando Moreira da Silva

Session in English

11:00 Quality Perception with Attrakdiff Method: A study in higher education
Iara Margolis Ribeiro, Bernardo Providencia

11:15 Data Artification
Gabriele Salciute Civiliene

11:30 Can diverse futuring strategies inform an ecology-centred speculative design practice?
Craig Jeffcott, Ana Margarida Ferreira

11:45 Culture Biofiction: Imaginary Transgressions of Living Knowledge
Maria Manuela Lopes

Session 4C: Editorial and Digital Design

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/83299684920>

Moderator: Nuno Martins

Session in PT/ES/EN

11:00 Journalism reconfiguration from data – A review on mainly possibilities and limitations of data journalism
Alice Assunção, Adelino Gala, Vania Baldi

11:15 Jornalismo móvel e novas formas de produzir conteúdo jornalístico
Luis Pedro Rodrigues, Vania Baldi, Adelino Gala

11:30 Producción periodística de patrones de diseño multipantalla
Sandra Méndez-Muros

11:45 Análisis y Desarrollo de Infografías como Herramienta de Comunicación utilizada en el Jornal Público
Gabriela Castillo, Célia Figueiredo

12:00 'Altamira Game': Diseño y creación de un videojuego educativo a través de software libre
Dario Lanza, Carmen Pérez, María de Iracheta, Borja Jaume, Lara Sánchez, Marcos Casero



FRIDAY, NOVEMBER 6TH // 14:00h - 15:30h

Session 5A: Design Strategies and Methodologies

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/81793561034>

Moderator: Catarina Silva

Session in English

14:00 Design in the Anthropocene: Intentions for the Unintentional

Pierre J.J. Oskam, João A. Mota

14:15 The Sustainable Smartbottle: a proposed design methodology to minimize plastic pollution

João Mendes, Ana Filomena Curralo, António José Candeias Curado, Sérgio I. Lopes

14:30 Thinking through Design and its Contribution to Data Collection Methodology in Interdisciplinary Research Practice: Questionnaire/Interview Construction and Analysis

Renata Arezes, Joana Quental, Anabela Pereira, Raquel Guimarães

14:45 Visual literacy framework for animation movies

Jorge Luís Barcelos

15:00 Identifying-Capturing-Revealing: An Alternative to the Conventional Recruitment in the Creative Industry

Cátia Carvalho, Catarina Lelis

Session 5B: Graphic Design and Branding

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/88972516216>

Moderator: Leonardo Pereira

Session in English

14:00 Branding for social innovation: the importance to communicate consistently

Álvaro Sousa, Teresa Franqueira, Ana Afonso

14:15 Modec, a fashion regional branding for the enhancement of the Campania's style

Patrizia Ranzo, Giulia Scalera

14:30 The importance of a digital strategy: The international Conference on Corporate Social Responsibility as a case study

Joana Silva, Cátia Rijo, Nuno Martins

14:45 Master in Food Design, the creation of a new brand identity

Vera Barradas, Carolina Galegos, Cátia Rijo

15:00 Revisiting branding and rebranding: Implications in Marketing and Design

Sergio Dominique-Ferreira, Andreia Roque

Session 5C: Digital and Communication Design

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/85814629501>

Moderator: Maria João Félix

Session in PT/ES

14:00 Movimentos Cívicos de Âmbito Municipal: O Papel das Redes Sociais no Engajamento dos Cidadãos

Lucinda Caetano, José Luís Crespo, Rodrigo Cury Paraízo

14:15 Design Participativo – desenhar com crianças para a prática de uma alimentação saudável

Carla Cadete

14:30 Análise heurística do modo multi-janela no Samsung Galaxy Fold

Filipe Raposeiro, Pedro Costa, Rodrigo Hernández Ramírez

14:45 Design e envelhecimento: explorando conceitos e significados

Yago Rodrigues, Cristiane de Menezes, Luís Dias, Ana Veloso

15:00 O papel do Design de Interfaces na marca

Patrícia Góis, Célia Figueiredo



FRIDAY, NOVEMBER 6TH // 16:00h - 17:30h

Session 6A: Pedagogy, Society and Communication

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/83855710008>

Moderator: Jorge Pereira

Session in English

16:00 The impact of visual communication in COVID-19's prevention and risk mitigation
Inês Saraiva, Cristina Ferreira

16:15 Technological Change in London's Commercial Printing Trades, 1980-1992.
Alexandra Heslop

16:30 Design as a Driver for Behavioural Change: Oceans and Plastics, approaches for a shift towards sustainability
Dília Nunes, Joana Lessa

16:45 Analysis of Social Design Projects based on Krippendorff's Four Pillars of HCD
Melissa Pozatti, Natalia Plentz, Caio Oliveira

17:00 Storytelling in Advertising: From Narrative to Brand Distinctiveness
Sara Santos, Pedro Espírito Santo, Sónia Ferreira

Session 6B: Design Strategies and Methodologies

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/83157655032>

Moderator: Daniel Brandão

Session in English

16:00 The future is now: what's next for film posters?
Igor Ramos, Helena Barbosa

16:15 The Byproducts of a Graphic Design Education: An Ethnographic Case Study
Pushpi Bagchi

16:30 Visual representation of design process: Research projects in communication design
Daniela Oliveira, Daniel Raposo, Jose Gago Silva, João Neves

16:45 Optimised taxonomy for the analysis and design of canvas-based tools
Catarina Lelis

17:00 Why Digital Design Needs a Privacy-Centered Ethical Framework
Davide Parrilli

Session 6C: Digital and Communication Design

ZOOM LINK: <https://videoconf-colibri.zoom.us/j/83704847962>

Moderator: António Ferreira

Session in PT/ES

16:00 Sixstripes: Promovendo a representatividade LGBTQ através de uma plataforma de visualização de dados
Renato Rocha, João Victor Maciel, Suzana Cardoso

16:15 Honra: um revivalismo tipográfico
Ângelo Gonçalves, Vítor Quelhas

16:30 Derivações Tipográficas: da Música ao Stencil
João Ventura, Vítor Quelhas

16:45 Ceci n est pas Design? O processo de criação no design contemporâneo brasileiro
Valéria C. Barbosa, Priscila A. C. Arantes

17:00 Immersive challenges of interacting and publishing 3D content on the Web
Rodrigo Assaf, Rui Rodrigues

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Manual Install

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<https://videoconf-colibri.zoom.us/download>



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