Conference Registration & Welcoming + Post-conference activities | Hotel Quality

	**Wednesday	October 10**
9:00am	Conference Registration	*Hotel Quality until 5:00pm*
10:00am	Conference Sightseeing: Curitiba
12:30pm	*Lunch on your own*
2:00pm	IVLA Board meeting	*Hotel Quality*
	Conference Sightseeing: Curitiba
3:30pm	End of the board meeting
7:00pm	*Dinner on your own*
8:00pm	IVLA Welcoming reception	*Hotel Quality*
9:00pm	End of the welcoming reception

	**Saturday	October 13**
8:30am	IVLA Board meeting	*Hotel Quality*
9:00am	Serra do Mar day trip by train to Morretes *(optional paid event)*	*Leaving from Hotel Quality*
10:00am	End of the IVLA board meeting + Serra do Mar day trip by van to Morretes *(optional paid event)*
6:00pm	Back from the Serra do Mar day trip to the Hotel Quality

Conference presentations and activities | UnicenP Campus

Thursday | October 11

8:30am	Registration **|** *UnicenP Main Hall*
10:00am	**Opening session :** Keynote address: *Rhonda Robinson*	*UnicenP Lecture Theatre*
11:00am	**Exhibition opening :** *Patricia Search*
11:30am	**Workshop :** Visual Literacy and assessment: are we there yet? *Maria D. Avgerinou*	*Room 106*
12:30pm	Conference lunch	*UnicenP meal area*
	Online papers available for interaction at the Event lounge during the coffee breaks and lunch time.

Sessions

	Room 104	Room 105	Room 106	Room 107	Room 108	Room 111
1:30pm	Photography and architecture: what became from the image? *Cameron Campbell*	Typography and visual literacy in the school environment: … *Daniela Velleda Brisolara Antônio M. Fontoura*	The National First Ladies Library: making history visible Cindy Kovalik	Design knowledge: how research contributes? *Cláudia Alquezar Facca*	A brief history of Brazilian film credits and its visual rhetoric *Roberto Tietzmann*	The visual design of nazi propaganda posters… *Steven A. Seidman*
2:10pm	How time-related concepts are pictorially represented …. *Tiago C. Maia, Carla G. Spinillo*	Looking at children's books: the story is in the pictures *Rhonda S. Robinson*	Verbal-visual puns across ages and cultures: … *Jeims Duarte dos Santos*	A model for visual perception useful for designers and artists *Paula Csillag*	Todd Klein and the lettering of Promethea *Fabio Luiz Carneiro M. Silva*	Identities in advertising and packing graphic design … *Elisa C. da Silva Rosa*, *Maristela M. Ono*
2:50pm		The drawing as a consummate activity in the design process *Claudia Alquezar Facca*	Mapping the signs: uncovering the hidden structure of… *Paul Bruski*	Drawing: the advent and translation of ideas in design … *Carl Rogers*	Video games, learning and Jihad: a critical examination of… *Michael K. Thomas, Ian A. Lubin*	
3:30pm	Conference coffee break	*Event lounge*					
	Online papers available for interaction at the Event lounge during the coffee breaks and lunch time.					

Round Tables

	Room 106	Room 107	Room 108
4:00pm	Visual documentation for middle school engineering projects *Susan Daniels, Linda Reynolds*	The intersection of race, class and gender in visual literacy and multicultural & social justice scholarship *Carl A. Grant, Michael K. Thomas*	Cognitive visualization in problem solving *Amy C. Bradshaw*
4:50pm	Reality and illusion in electronic art *Fabio Luiz Carneiro M. Silva*	Envisioning social justice *Marylou Matoush*	
5:40pm	End of day activities		
6:30pm	Samba class (Registration required)		

Friday | October 12

Sessions

	Room 104	Room 105	Room 106	Room 107	Room 108
9:00am	Synoptic and intermediary relations in mental images and images from comic-books *Fabio L. C. M. Silva*	The mimetic aspect of the children's book illustration *Bárbara Jane Necyk, Cristiane de Oliveira, Nathália C. S. Cavalcante*	Teaching design at primary and secondary schools in Brazil *Solange Coutinho, Maria Teresa Lopes*	What happens when there are no rules? Exploring culture and diversity … *Ian Brown,Pauline Lysagh,Ros Westbrook*	Meeting new media and marketing needs: Redefining the art of music video… *Marilyn Terzic*
9:40am	Christian symbolism: a visual space, a virtual space? *Francesca Braida*	Understanding the visual language of picturebooks: optimizing the early … *Dominic Catalano*	Open work. Long-lasting design *Esther Mare*	Paths of tradition: graphic design for STD/AIDS prevention at native-Brazilian … *Ricardo A. P. Carvalho*	Virtual museum to teach efficient energy concepts *Talita Christine Telma, André Luiz Battaiola, Maristela M. Ono, at al.*
10:20am	Constructs of interactivity of Educational Portal Infographics *Carolina Calomeno*	Visual language in children's textbooks *Fabio Luna, Solange Coutinho*	Website to promote sustainability in graphic design area *Nelson Luis Smythe,Andre Luiz Battaiola*	Decorative elements on Yoruba wood carving of Southwestern in Nigeria *Lade Joel Adeyanju*	Presentation of British museums in print, on the web, and in person: … *Thomas Hergert*
11:00am	Conference coffee break	*Event lounge* **Online papers** available for interaction at the Event lounge during the coffee breaks and lunch time				
11:30am	Membership meeting + IVLA Board election				
12:30pm	Lunch (Conference sponsored)	*UnicenP meal area* **Online papers** available for interaction at the Event lounge during the coffee breaks and lunch time				

Sessions

	Room 104	Room 105	Room 106	Room 107	Room 108
1:30pm	Multimedia research principles and the design of effective instructional video-podcasts: … *Maria D. Avgerinou, Rune Pettersson,Lennart Strand*	Graphic design of children's books under the perspective of visual literacy *Luiz Antonio Coelho, Jackeline L. Farbiarz, Renata V. Lima, Ricardo A.P.Carvalho*	Pictorial analysis of educational videoconference practices in Northeastern Brazil *Catia Harriman, Robert Maribe Branch*	Computer based color design *Petronio A. Bendito*	Armor or adornment: hi-tech clothing as a visual expression of self and … *Annie O. Cleveland,M. Barrett Cleveland*
2:10pm	Applying ID principles and Processes to video-podcast design *Maria D. Avgerinou, Rune Pettersson, Lennart Strand*	Design for educational artifacts: an evaluation of the use of images in young … *Veronica Freire, Solange Coutinho*	Three-dimensional visualization in the classroom: the power… *Mervyn Lowe*	Framework used to develop a qualitative media attributes inquiry: … *Petronio A. Bendito*	Metaphor or comparison? *Jon Ashmann*
2:50pm	A discussion about visual literacy competence diversity in on-line courses *Alexandre Farbiarz, Jackeline L. Farbiarz, Guilherme A. Xavier Renata V. Lima*	Visual literacy and design process representations: … *Stephania Padovani*	A visual method for teaching object oriented programming to art and design students *Leif Allmendinger*	*Kaleidoscope*: the dynamic discourse of visual literacy in experience design *Patricia Search*	Designing faculty development initiatives to develop Visual Literacy competencies in university faculty *Janet Giesen*
3:30pm	Conference coffee break	*Event lounge* **Online papers** available for interaction at the Event lounge during the coffee breaks and lunch time				

Round Tables

	Room 106	Room 107	Room 108
4:00pm	Visual enhancement of second language acquisition using RSS feeds *Jerold A. DeHart*	Perceptions of hidden curriculum on our walls *Jim Banning, Karen Kaminski*	What a day in the school with a camcorder at hand reveals about the elementary education systems of Japan and the U.S. *Harumi Kajihara*

4:50pm	Analysis of functional aspects of the image in comic-books *Fabio Luiz Carneiro M. Silva*	Visual literacy of developed video cassette on Animal care and management practices of milch animals in Rajasthan (India) *Rajandra Rathore, Anumitra Chouhan, Archana Raj Singh*	High tech smart fabrics: a multisensory experience *Janet Giesen*
5:40pm	**Conference closing session**	*UnicenP Lecture Theatre*		
8:30pm	**Awards Banquet - Silent & Live auction - Election results** (*Conference sponsored dinner)	Restaurant (TBA)* Invited speaker: *Anna Mae Barbosa*		