

Processos criativos em ciências

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AULA 16 – 08/11/2023



sampa

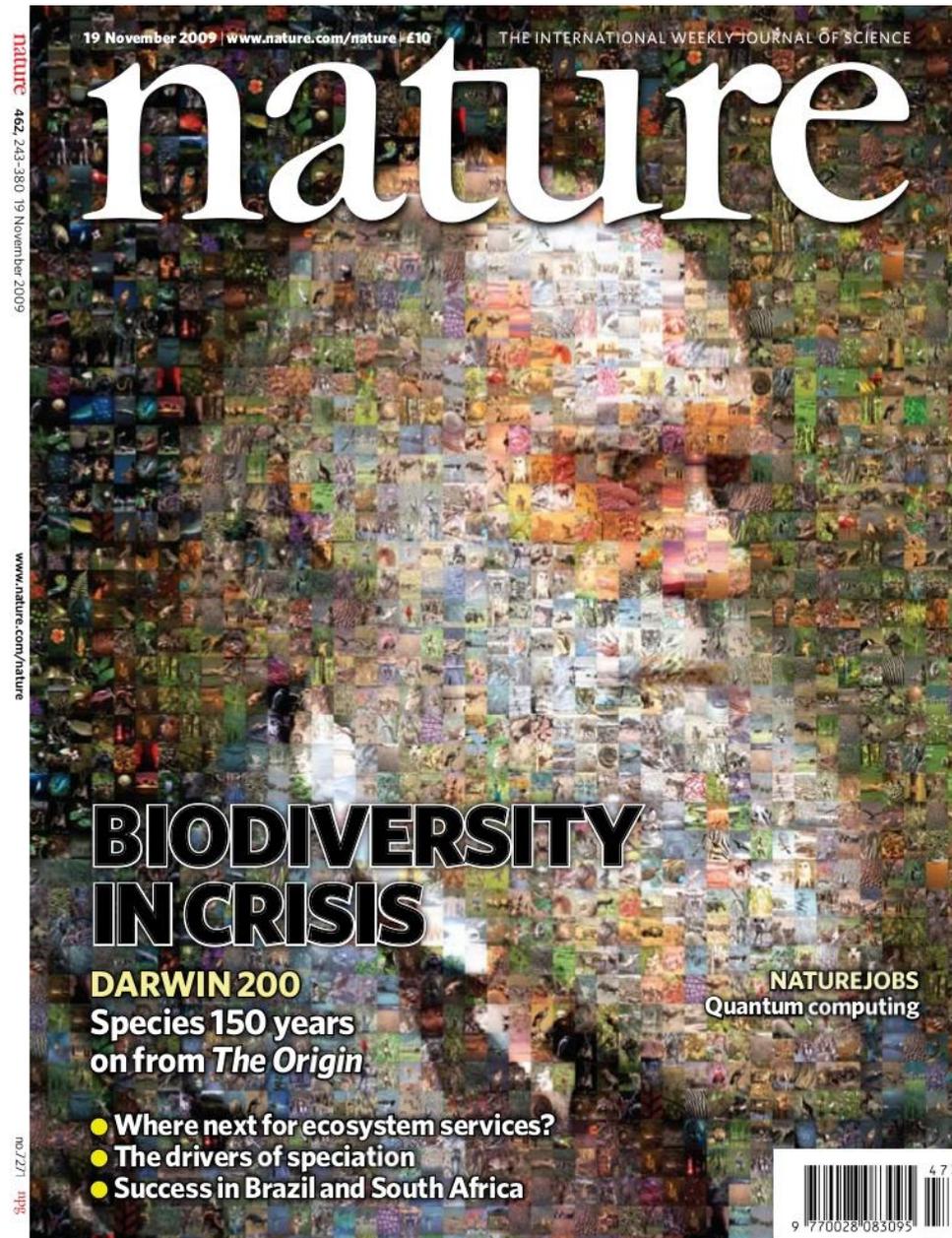


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Cronograma

CRONOGRAMA TENTATIVO - PROCESSOS CRIATIVOS EM CIÊNCIAS: DA IMAGINAÇÃO À DIVULGAÇÃO CIENTÍFICA					
DATA	aula n°	Terças (16h - 18h) - Sala 2001 - Ala Central	aula n°	Quartas (16h - 18h) - Sala 2001 - Ala Central	DATA
07-Aug	1	Apresentação da Disciplina - Dinamica (Equacoes favoritas /	2	Ciência e Arte - MAPA SENSORIAL	09-Aug
14-Aug	3	Estratégias - Divulgação Cientifica de um conceito/fenomeno	4	Visita Espaços - Exibição Curta	16-Aug
21-Aug	5	Como o mundo vê o Cientista? (Personas e Mapas de Empat	6	Oficina de Texto - Criação Coletiva	23-Aug
28-Aug	7	Texto - CONTAÇÃO (tapete/fogueira/Cafe/Wine&Cheese ?)	8	Texto - CONTAÇÃO (tapete/fogueira/Cafe/Wine&Cheese	30-Aug
04-Sep	Feriado	Independência do Brasil. Não haverá aula.	Feriado	Independência do Brasil. Não haverá aula.	06-Sep
11-Sep	9	Narrativa 2 - wikipedia	10	Narrativa 2 - wikipedia	13-Sep
18-Sep	11	Sonificação	12	Sonificação - cont. (criação coletiva)	20-Sep
25-Sep	13	PARALIZAÇÃO	14	PARALIZAÇÃO	27-Sep
02-Oct	15	PARALIZAÇÃO	16	PARALIZAÇÃO	04-Oct
09-Oct	17	PARALIZAÇÃO	18	PARALIZAÇÃO	11-Oct
16-Oct	19	PARALIZAÇÃO	20	PARALIZAÇÃO	18-Oct
23-Oct	21	Discussão - Revisao Wikipedia	22	Podcast - cont.	25-Oct
30/10	23	Artes Visuais + Ciência - Moebius	24	Artes Visuais + Ciência - Pintura Café	01-Nov
6/11	25	Artes Visuais + Ciência - Imagens Científicas	26	Infográficos	08-Nov
13/11	27	PROJETO	Feriado	Proclamação - Republica. Não haverá aula.	15-Nov
20/11/2023	Feriado	Dia da Consciência Negra - Não haverá aula.	28	Fisica - Dança (Planejar - Conceito - Coreografia)	22-Nov
27/11	29	Teat(r)o - Experiências Sensoriais e Performáticas - Futuros	30	Teat(r)o - Experiências Sensoriais e Performáticas - Futur	29-Nov
04-Dec	31	Videos - Exp. imersivas - vernissage Infografico no Meta (FE	32	Acompanhamento - Projeto	06-Dec
11-Dec	33	SARAU	34	SARAU	13-Dec
18-Dec					20-Dec

CAPAS DE REVISTA



Audiovisual – infográfico & capas de revista

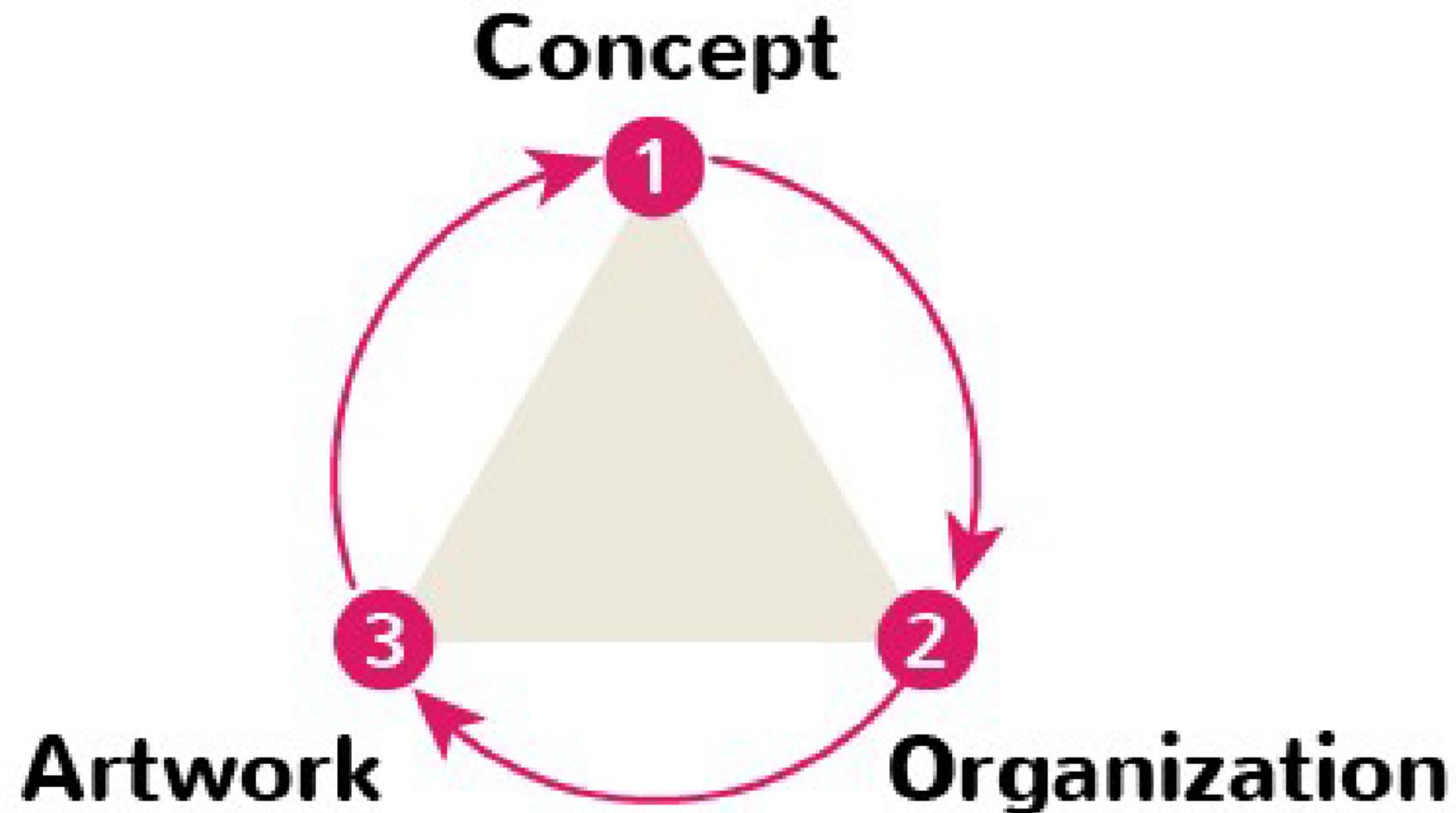


Drops de Física



INFOGRÁFICO

Aprendendo com infográficos populares



Aprendendo com infográficos populares

How to Make Infographics



What to Expect

See the Process >



Getting Started

Jump In >



Data: Finding, Using, Visualizing

Geek out >



Images: Finding, Using, and Making

Get Expressive >



Telling a Visual Story

Design Like a Pro >



Revising and Critiquing

Almost done >

Sugestões

Título - Visão geral

Objetivo/ foco

Contexto / Público(s)

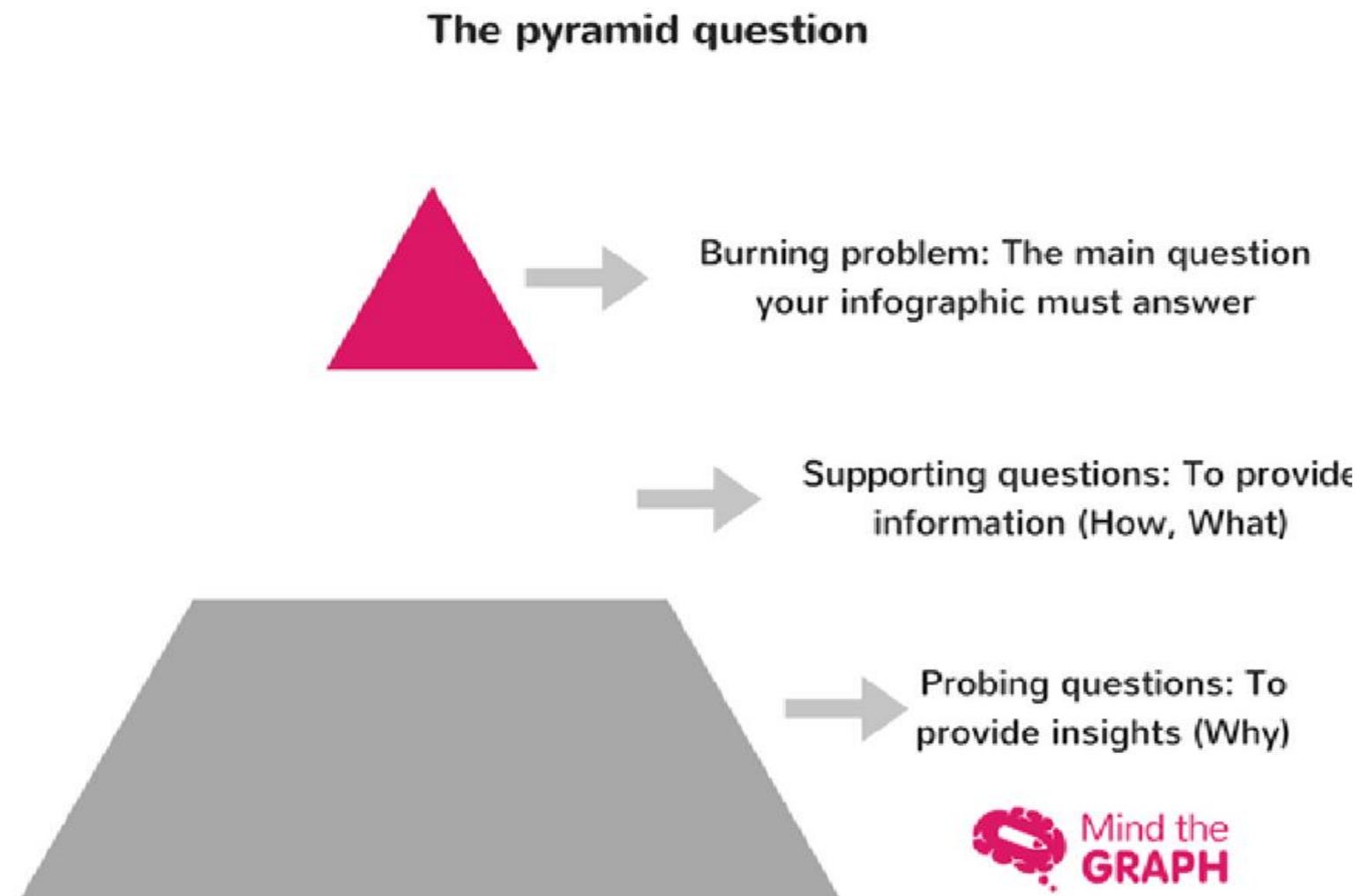
Percepção científica atual
sobre a linha de pesquisa

Dados principais

Tom e linguagem

Métricas de sucesso

Referências ou inspiração



Aprendendo com infográficos populares

1



A good infographic tells a story or presents a position.

2



The title of the infographic stands out and fits the contents and message.

3



The text can be read easily and contrasts with the background.

4



Images are clear, relevant, original or copyright free, and credited.

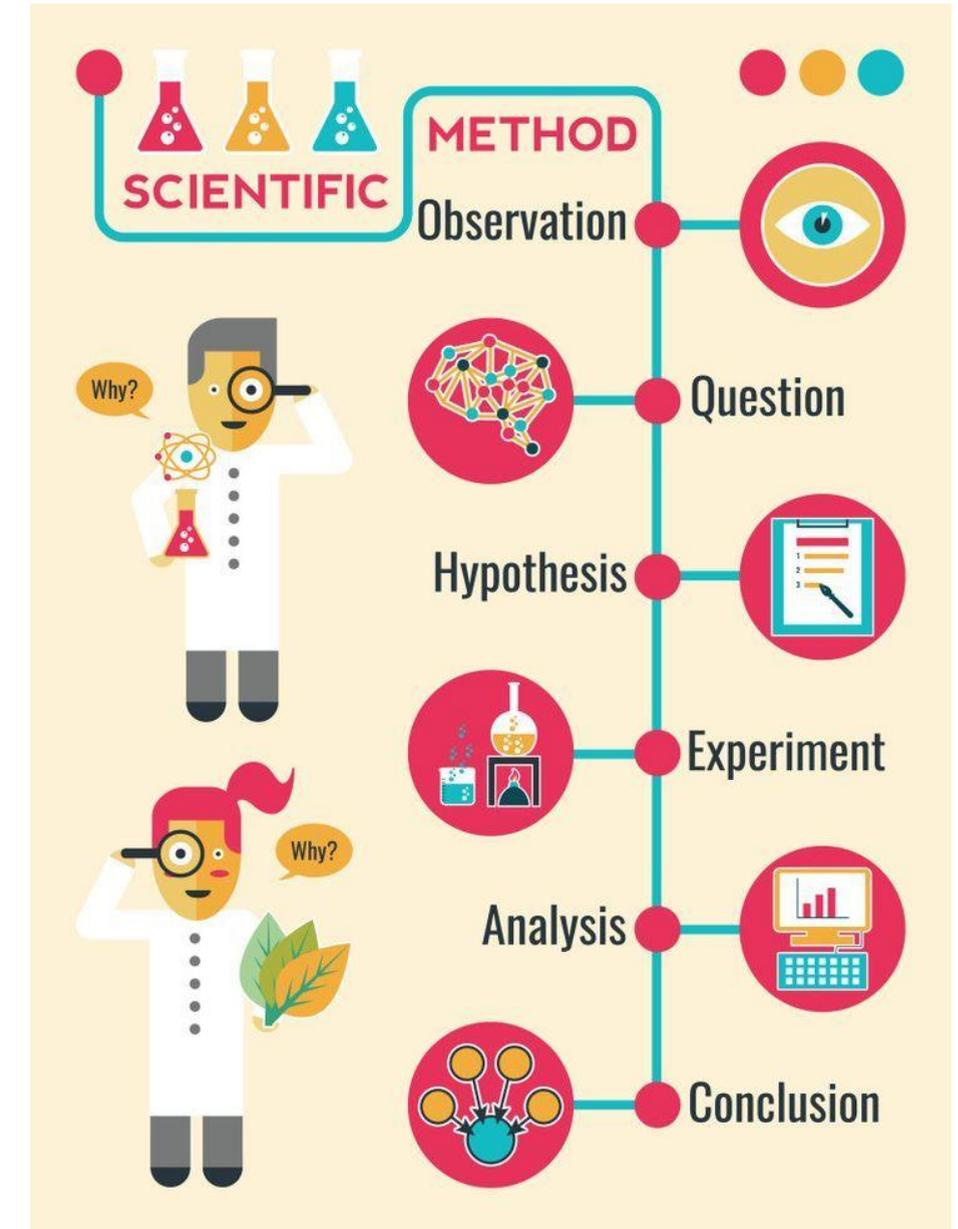
5



Fonts, shapes, and colors are consistent throughout.

Estratégias

- Primeira impressão (imediato)



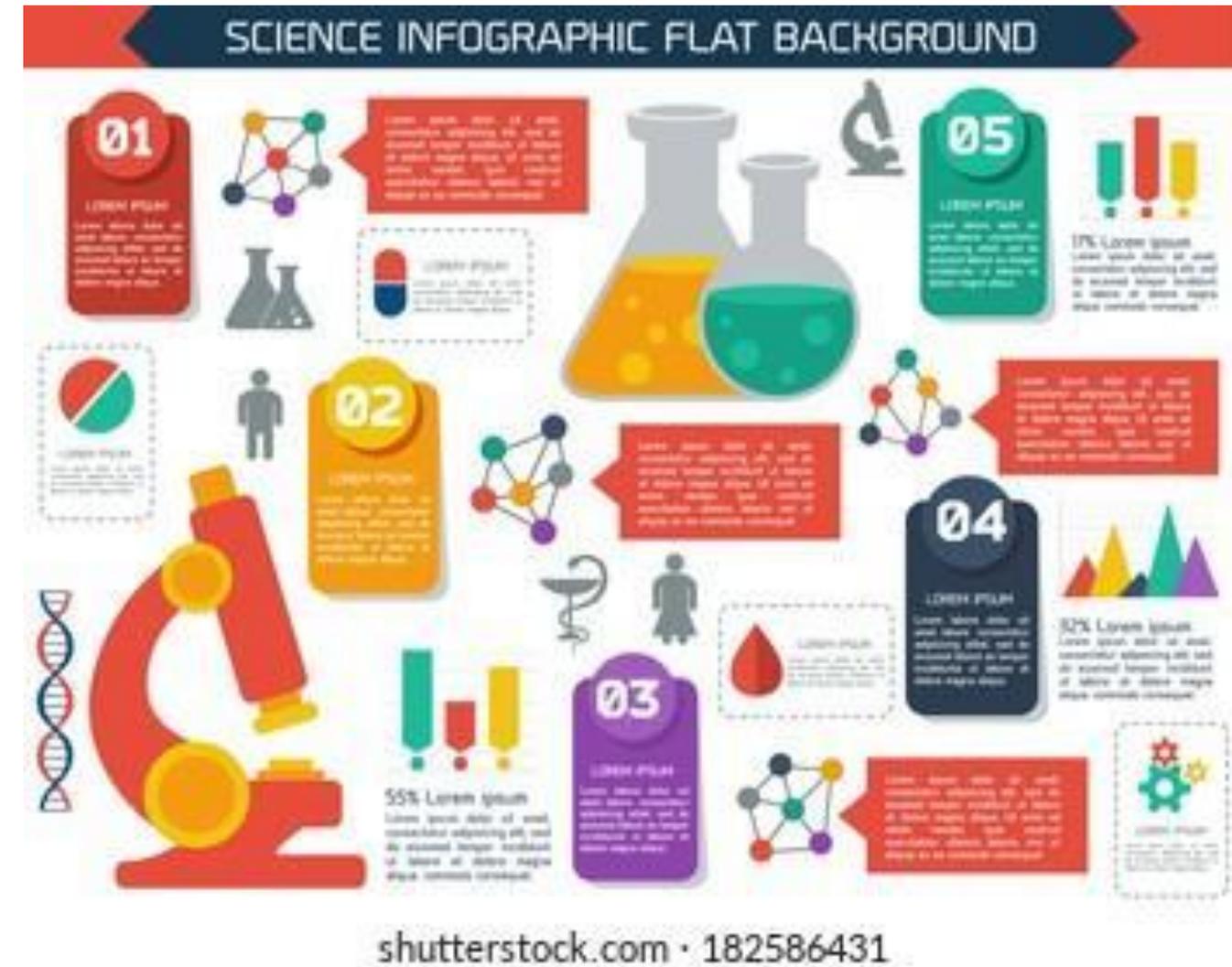
Reflexões 1

Related to *immediacy* component:

1. The infographic creates a sense of urgency. [Yes or No] How does this infographic create a sense of urgency? Or how does it not?
2. The infographic creates a sense of excitement. [Yes or No] How does this infographic create a sense of excitement? Or how does it not?
3. The infographic encourages users to take action. [Yes or No] How does this infographic encourage users to take action? Or how does it not?

Estratégias

- Primeira impressão (imediate)
- Maleabilidade



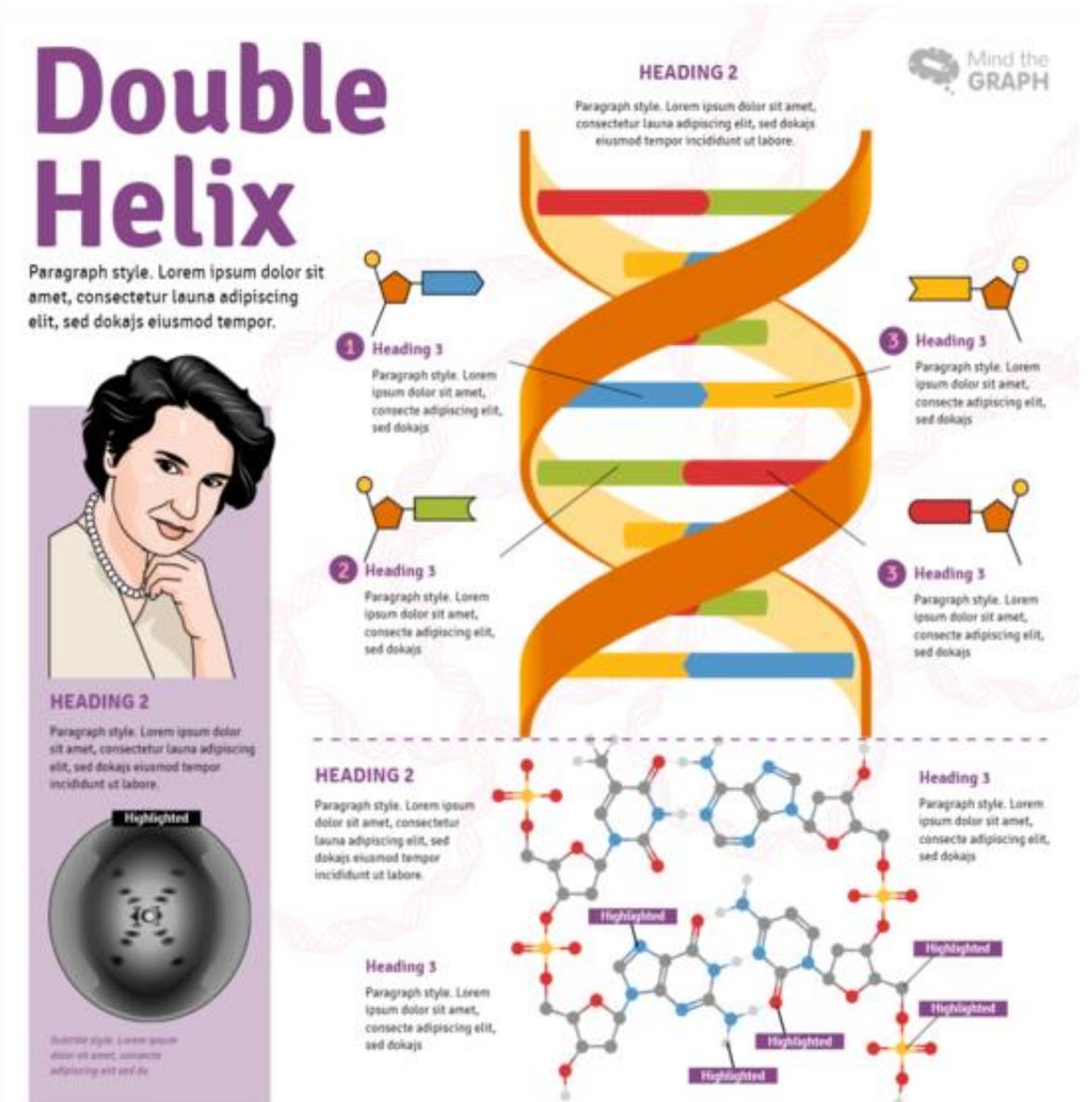
Reflexões 2

Related to *malleability* component:

4. The infographic enables users to apply the content in various ways. [Yes or No] How does this infographic enable users to apply the content in various ways? Or how does it not?
5. The infographic allows users to determine their own personal meaning and relevance. [Yes or No] How does this infographic allow users to determine their own personal meaning and relevance? Or how does it not?
6. The infographic allows users to explore the content. [Yes or No] How does this infographic allow users to explore the content? Or how does it not?

Estratégias

- Primeira impressão (imediatto)
- Maleabilidade
- Convincente



Reflexões 3

Related to *compellingness* component:

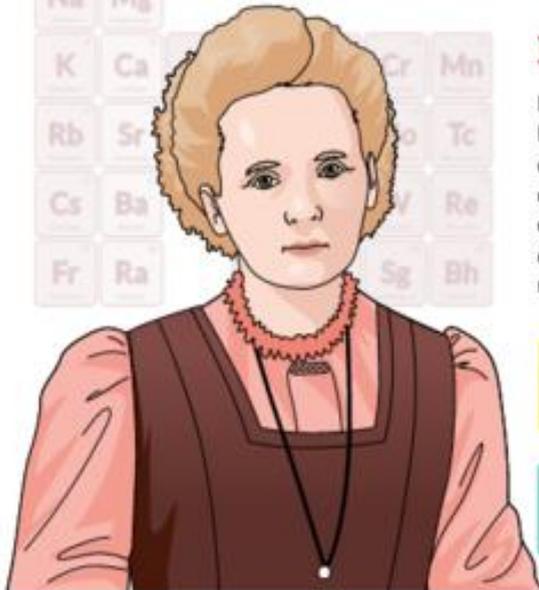
7. The infographic grabs users' attention. [Yes or No] How does this infographic grab users' attention? Or how does it not?
8. The infographic holds users' attention. [Yes or No] How does this infographic hold users' attention? Or how does it not?
9. The infographic shares a provocative idea or problem. [Yes or No] How does this infographic share a provocative idea or problem? Or how does it not?
10. The infographic shares a novel idea or problem. [Yes or No] How does this infographic share a novel idea or problem? Or how does it not?
11. The infographic uses storytelling to deliver the message. [Yes or No] How does this infographic use storytelling to deliver the message? Or how does it not?
12. The infographic uses unexpected design elements. [Yes or No] How does this infographic use unexpected design elements? Or how does it now?

Estratégias

- Primeira impressão (imediatos)
- Maleabilidade
- Convincente
- Ressonância

Mind the GRAPH

Marie Skłodowska Curie



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Reflexões 4

Related to *resonance* component:

13. The infographic helps users see how the content is relevant to them. [Yes or No] How does this infographic help users see how the content is relevant to them? Or how does it not?

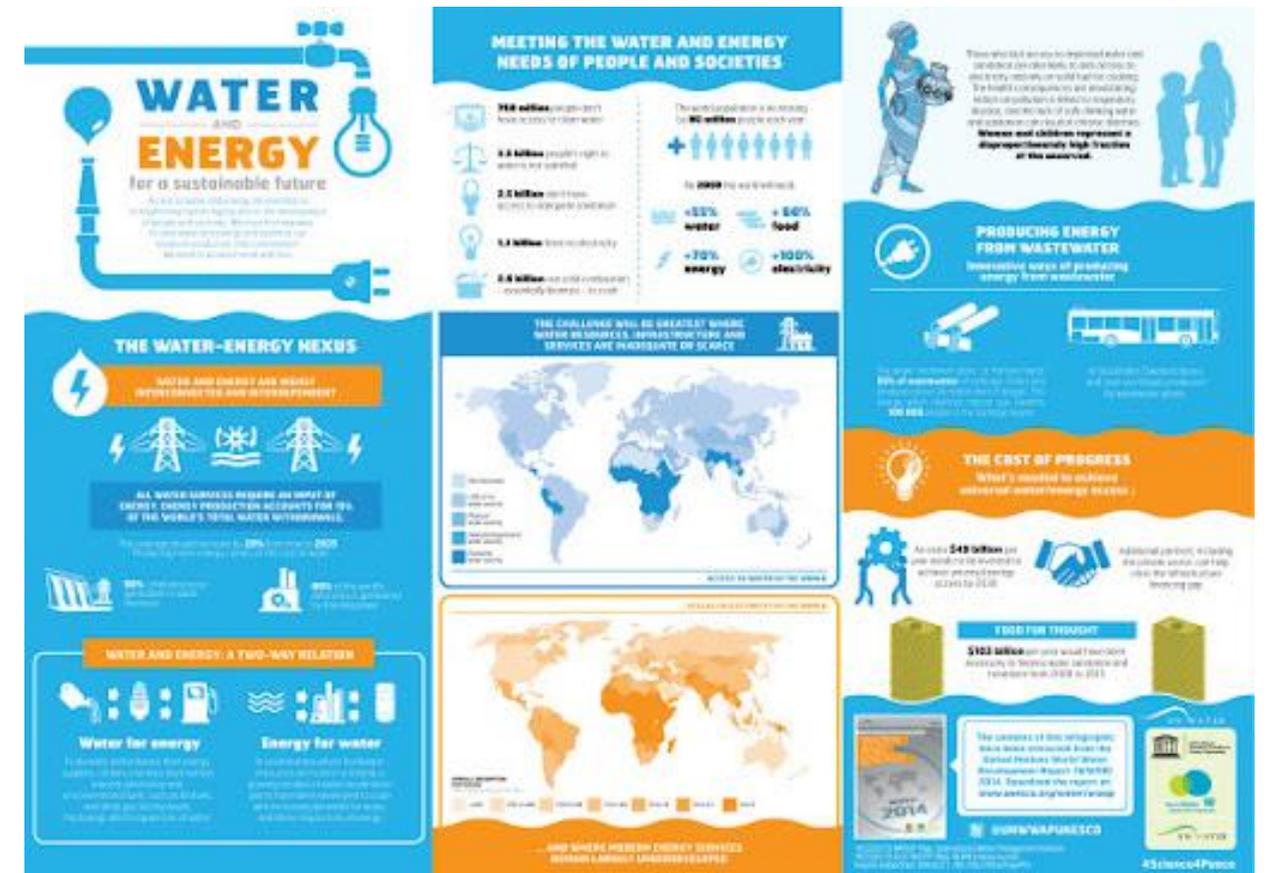
14. The infographic helps users see connections (e.g., past, present, and future; existing and new ideas and perspectives; theory and practice). [Yes or No] How does this infographic help users see connections? Or how does it not?

15. The infographic evokes users' emotions and memories. [Yes or No] How does this infographic evoke users' emotions and memories? Or how does it not?

16. The infographic is credible (e.g., includes reliable content from trusted sources). [Yes or No] How is this infographic credible? Or how is it not?

Estratégias

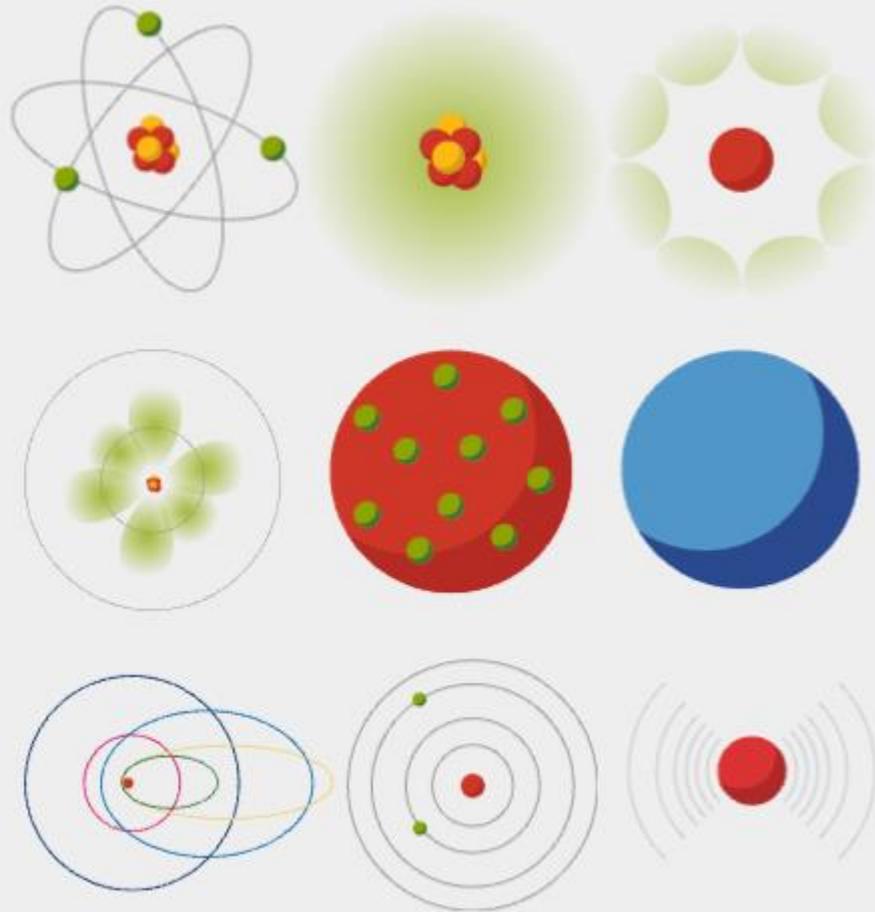
- Primeira impressão (imediato)
- Maleabilidade
- Convincente
- Ressonância
- Coerência



Reflexões 5

Related to *coherence* component:

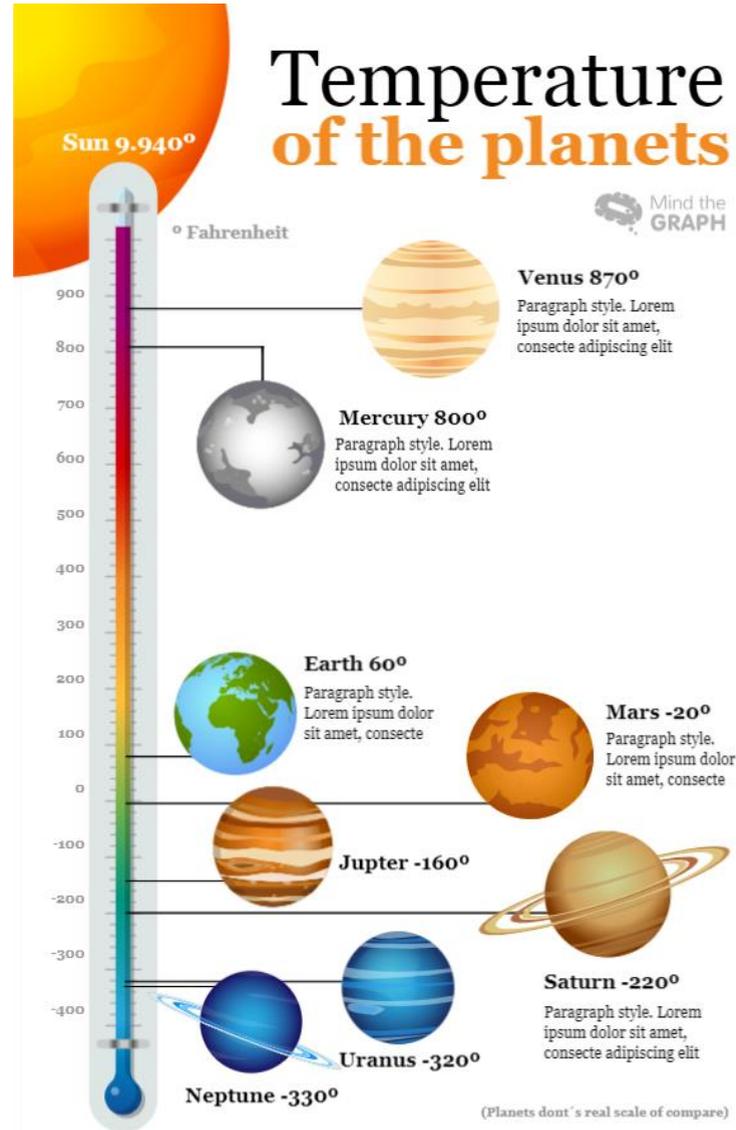
17. The infographic presents a complete message. [Yes or No] How does this infographic present a complete message? Or how does it not?
18. The infographic presents a well-formed message. [Yes or No] How does this infographic present a well-formed message? Or how does it not?
19. The infographic is logically structured. [Yes or No] How is this infographic logically structured? Or how is it not?
20. The infographic's message is clear. [Yes or No] How is this infographic's message clear? How is it not?
21. The infographic includes relevant text and images. [Yes or No] How does this infographic include relevant text and images? Or how does it not?
22. The infographic includes consistent design elements. [Yes or No] How does this infographic include consistent design elements? Or how does it not?



Atomic Models

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AUTHOR NAME
Institution



Micro Scales

Mind the GRAPH

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AUTHOR NAME

Zoom Scale

1

Blood cell

Mitochondria

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Hydrogen

Hydrogen

Oxygen

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Neutron

Proton

Electron

1

Experimentações

<https://visual.ly/science-infographics>

<http://science-infographics.org/>

<https://mindthegraph.com/templates/>

Criação coletiva IV – Entrega 26/11/2023 – 23:59

Tópicos em Física e ciências afins

Linhas do tempo – Cientistas / Áreas da Física

Institucional – Recepção de Calouros/Visitantes

Grupos de pesquisa / Projetos Ens. Pesq. Cult & Ext.

Infográficos para recepção de calouros

1. IFUSP
2. DFMT
3. DFN
4. DFG
5. DFEP
6. DFMA
7. DFA
8. Associações de discentes (Cefisma, Atlética, teatro, Cherateria, coletivos, ...)
9. IAG
10. Bacharelado vs Licenciatura
11. História da Ciência
12. Cultura & Extensão
13. Grupos de Pesquisa