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Nuno Martins · Daniel Brandão  
Editors

# Advances in Design and Digital Communication

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Conference on Design and Digital  
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November 5–7, 2020, Barcelos, Portugal

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# Preface

Digicom - 4th International Conference on Digital Design and Communication is organized by the Design School of the Polytechnic Institute of Cavado and Ave and by ID+, Research Institute for Design Media and Culture with the cooperation of CECS-UM. Digital is increasingly ubiquitous and prevalent in our networked and global society. This conference aims to be a space for reflection and analysis on the constant challenges of digital communication for society, institutions and brands. This event brings together annually the work of researchers, academics and designers from around the world. Although Digicom is focused on the area of communication design, the objective is the promotion of an open, broad and plural discussion, aggregating different areas of knowledge, namely arts, technology, communication sciences, education sciences, branding, etc. The conference thus seeks to stimulate interdisciplinary relationships that contribute to a solid development of scientific activity.

The event took place between November 5 and 7, 2020, and, due to the COVID-19 pandemic, it was exceptionally held online.

The Digicom received three keynote speakers:

**Rachael Feinman** is 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.

**Fernando Moreira da Silva**, Full Professor and Researcher in Design; President of CIAUD-Research Center 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.

**Daniel Raposo**, Designer, Researcher and Professor of Communication Design at ESART—Escola Superior de Artes Aplicadas do Instituto Politécnico de Castelo Branco.

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).

In addition to the guest speakers, we also had the opportunity to attend a set of approximately 80 communications, strictly selected by Digicom's Scientific Committee, from different researchers and international designers. The three days event resulted in extensive debate sessions, where the participants' personal and professional perspectives encouraged the discussion, showing the importance of this kind of event.

The current book gathers the 56 best papers selected out of 124 submissions, upon a rigorous double-blind peer-review process.

The promotion of a panoramic vision of digital design and communication is a trademark that Digicom has been affirming and that it intends to continue to build and consolidate in its upcoming editions.

After many months of preparation for this fourth edition of Digicom, we could not forget to register and transmit a special thanks to all those who believed in this event and, in different ways, have contributed to its success!

Thank you very much to all participants, book contributors and people who have collaborated to the success of this edition, and to all the readers of this book, we hope you enjoy it and see you next year!

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