



**design
education
& design
studies
at the
University of
São Paulo**

Priscila L. Farias

Head, Design BA

Coordinator, Visual Design Research Lab - LabVisual



DESIGNE

estudio 5

estudio 3

ASSEMBLEIA
REGULARIZAÇÃO DO
MUSEU 24.9 QUI 17H

Simpósio
da
Pos-2015
Gradação

Pro
Arquitetura

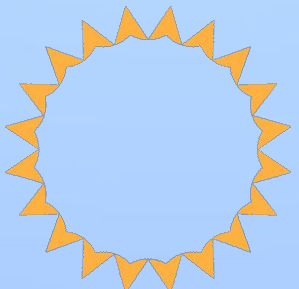
photo by Priscila Farias



Hanga Roa

Mar das
Caraibas

Oceano
Atlântico Sul



Nicarágua

Costa Rica

Panamá

Quito

Equador

Lima

Peru

ACRE

Venezuela

Colômbia

AMAZONAS

Bolívia

Chile

Santiago

Argentina

Caracas

Bogotá

RORAIMA

AMAPA

PARÁ

TOCANTINS

MATO GROSSO

MATO GROSSO DO SUL

SÃO PAULO

PARANÁ

SANTA CATARINA

RIO GRANDE DO SUL

Uruguai

Buenos Aires

Montevideu

Córdova

Rosário

Buenos Aires

Montevideu

Guiana

Suriname

Guiana Francesa

MARANHÃO

PIAUI

BAHIA

GOIÁS

Brasília

MINAS GERAIS

ESPIRITO SANTO

RIO DE JANEIRO

SÃO PAULO

PARANÁ

SANTA CATARINA

RIO GRANDE DO SUL

Uruguai

Buenos Aires

Montevideu

Córdova

Fortaleza

CEARA

PARAIBA

ALAGOAS

SERGIPE

Salvador

ESPIRITO SANTO

RIO DE JANEIRO

SÃO PAULO

PARANÁ

SANTA CATARINA

RIO GRANDE DO SUL

Uruguai

Buenos Aires

Montevideu

Córdova

Córdova

Senegal

Gâmbia

Guiné-Bissau

Guiné

Serra Leoa

Libéria

São Paulo



photo by andyhp martin (reddit)

USP



photo by USP Imagens

USP

founded 1934

90,000 students

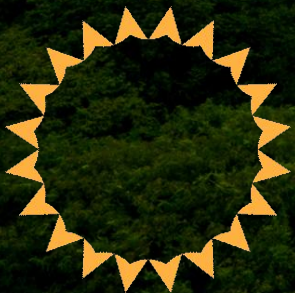


USP

founded 1934

90,000 students

#1 QS Latin America



USP

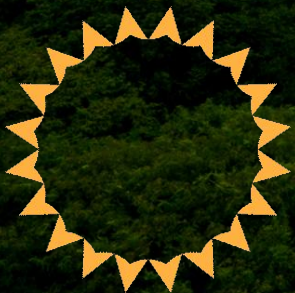
founded 1934

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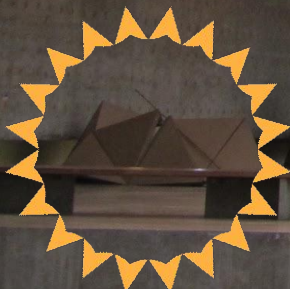
#1 QS Latin America

300 undergraduate courses

222 graduate programs



FAU USP



ASSEMBLEIA
REGULARIZAÇÃO DO
MUSEU 24.9 OUT 17h

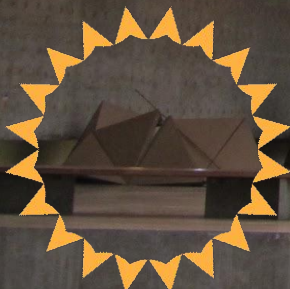
estúdio

photo by Priscila Farias

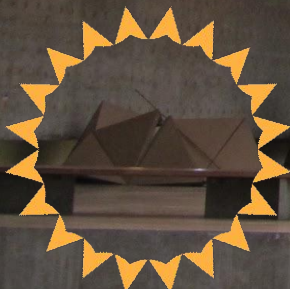
FAU USP

architecture and urbanism 1948

design education 1962



FAU USP
architecture and urbanism 1948
design education 1962
postgraduate program 1972



FAU USP
architecture and urbanism 1948
design education 1962
postgraduate program 1972
design BA 2006

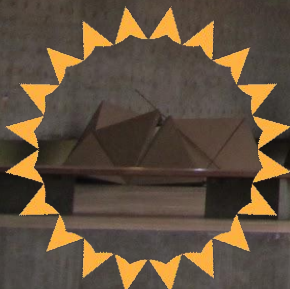


photo by Priscila Farias

FAU USP

Vilanova Artigas



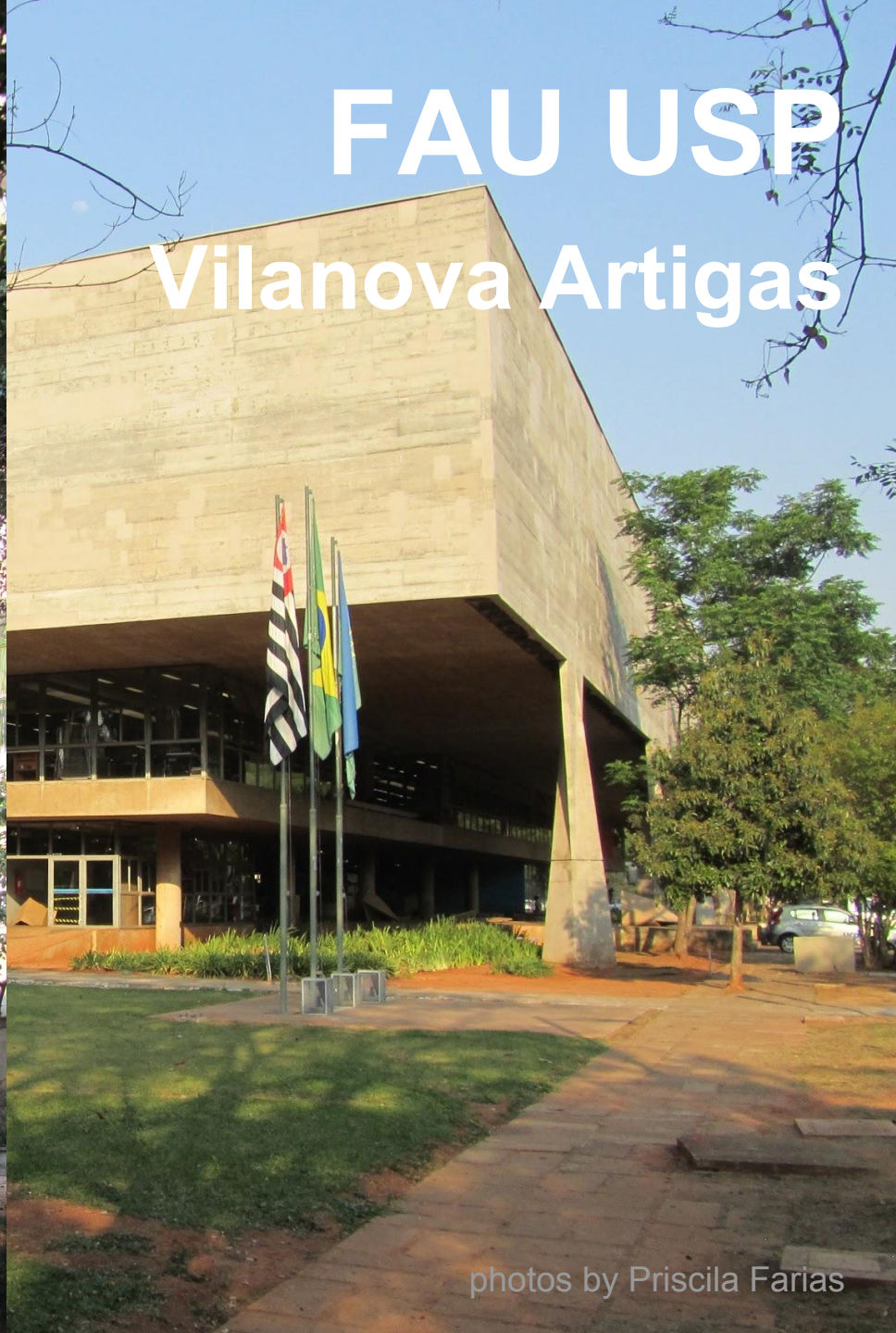
FAU USP

Vila Penteado



FAU USP

Vilanova Artigas



FAU USP Vila Penteado

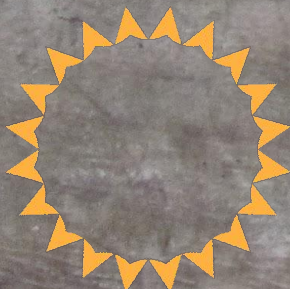


FAU USP Vilanova Artigas

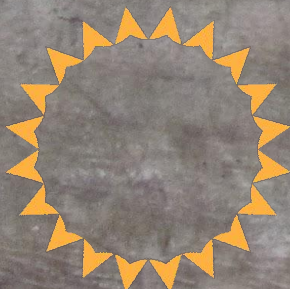


photos by Priscila Farias

FAU USP Design BA



FAU USP Design BA generalist

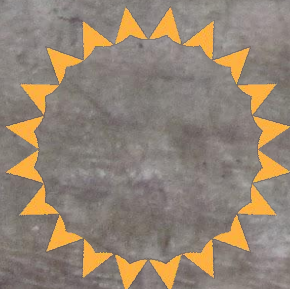


FAU USP Design BA

generalist

5 years

5 days x 4 hours / week



**FAU USP Design BA
generalist**

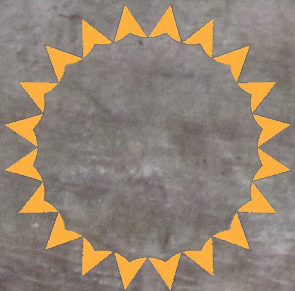
5 years

5 days x 4 hours / week

40 students / year

FAU + ECA + FEA #34 QR

Art & Design



FAU USP LAME



photo by Arthur Rozestraten

FAU USP LPG



photo by Priscila Farias

FAU USP library

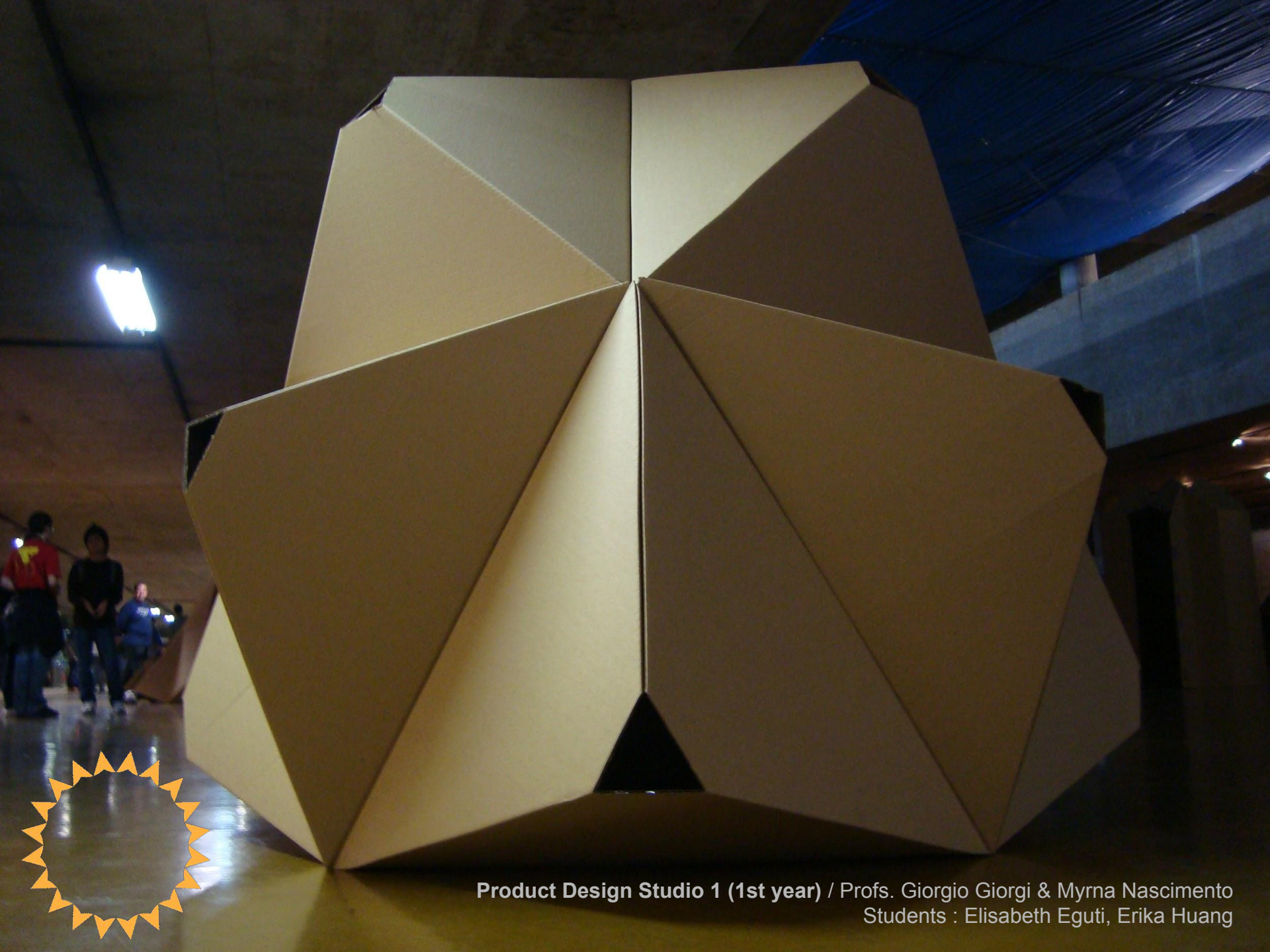


FAU USP research lab



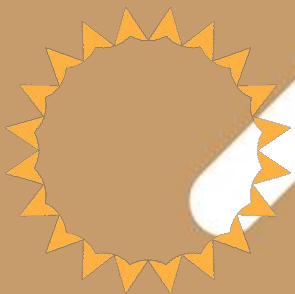
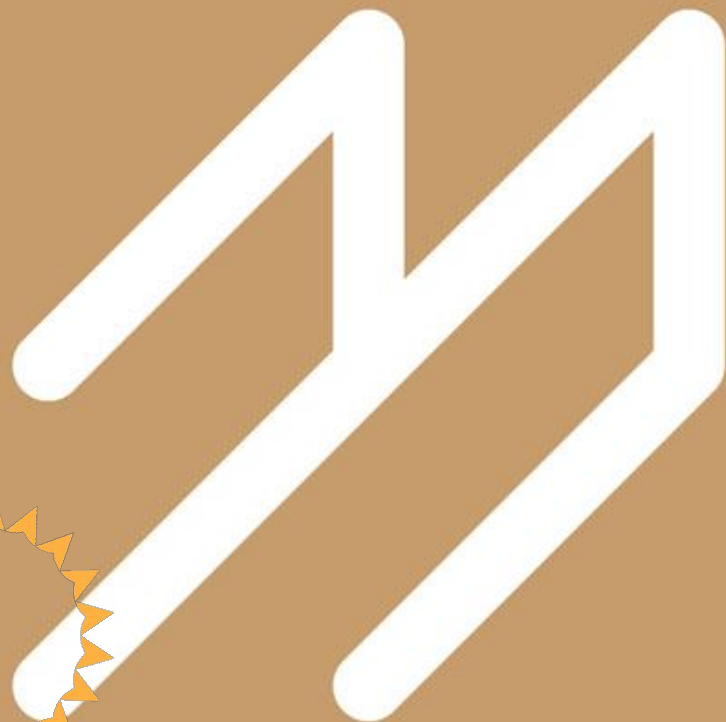
FAU USP Design BA degree show 2011



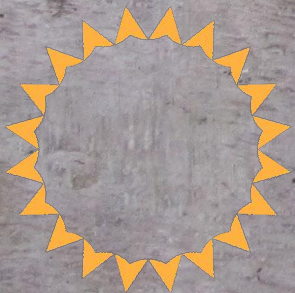


Product Design Studio 1 (1st year) / Profs. Giorgio Giorgi & Myrna Nascimento
Students : Elisabeth Eguti, Erika Huang

mitombo



Typography (1st year) / Prof. Priscila Farias
Students : Lilian Fukuhara | Aline Kaori, Danieli Miyuki, Fernanda Abe, Victoria Koki



CHUVEIRO

UM DOS APARELHOS QUE
MAIS GASTA ENERGIA

JOGAR

RANKING

SAIR

DIMINUA O TEMPO DO BANHO
SEU GESTO FAZ A DIFERENÇA

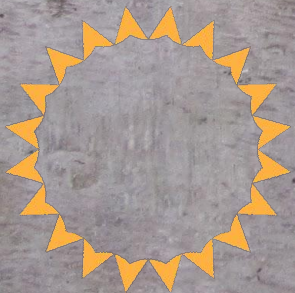


NÃO DEIXE AS GOTAS SAIREM DA TELA
PRESSIONE-AS PARA GANHAR



PONTUAÇÃO 0,00





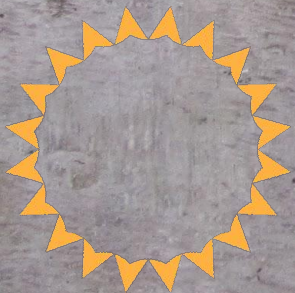
Visual Design Studio VI - Interactive Media + Design and Product Engineering IV (3rd year)

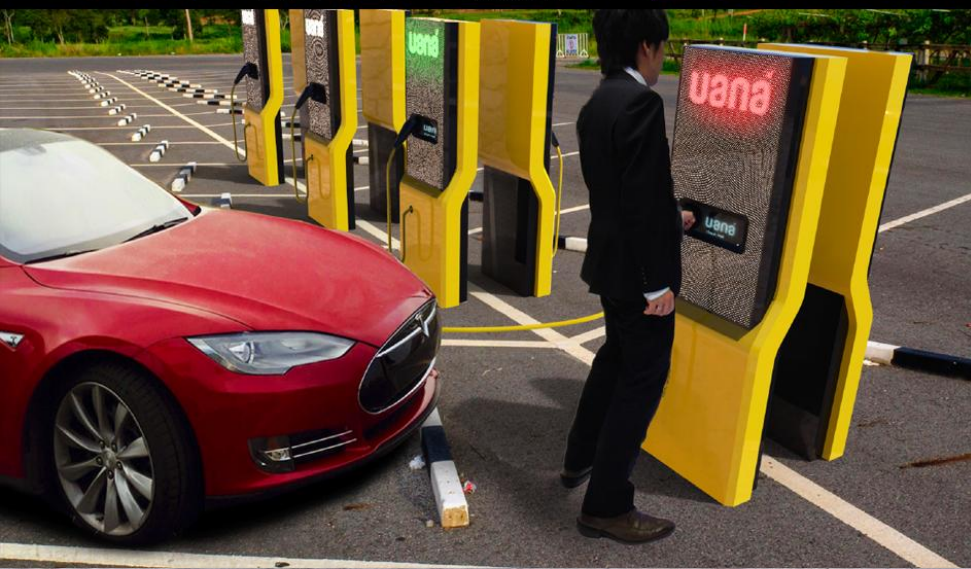
Prof. Daniela Kutschat Hanns & Ricardo Nakamura

Students : Ana Lídia Marini, André Traverso, Elizabeth Eguti, Gabriela Lima, Luisa Hiromi



700 ml





Graphic Design Studio VII - Design for Environment and Building (4th year) / Prof. Marcelo Bicudo
Students : Ana B. Aldrighi, Audrey Chiang, Kevin Ritschel, Mariana Tamashiro, Michel Salviano, Renan Boratto



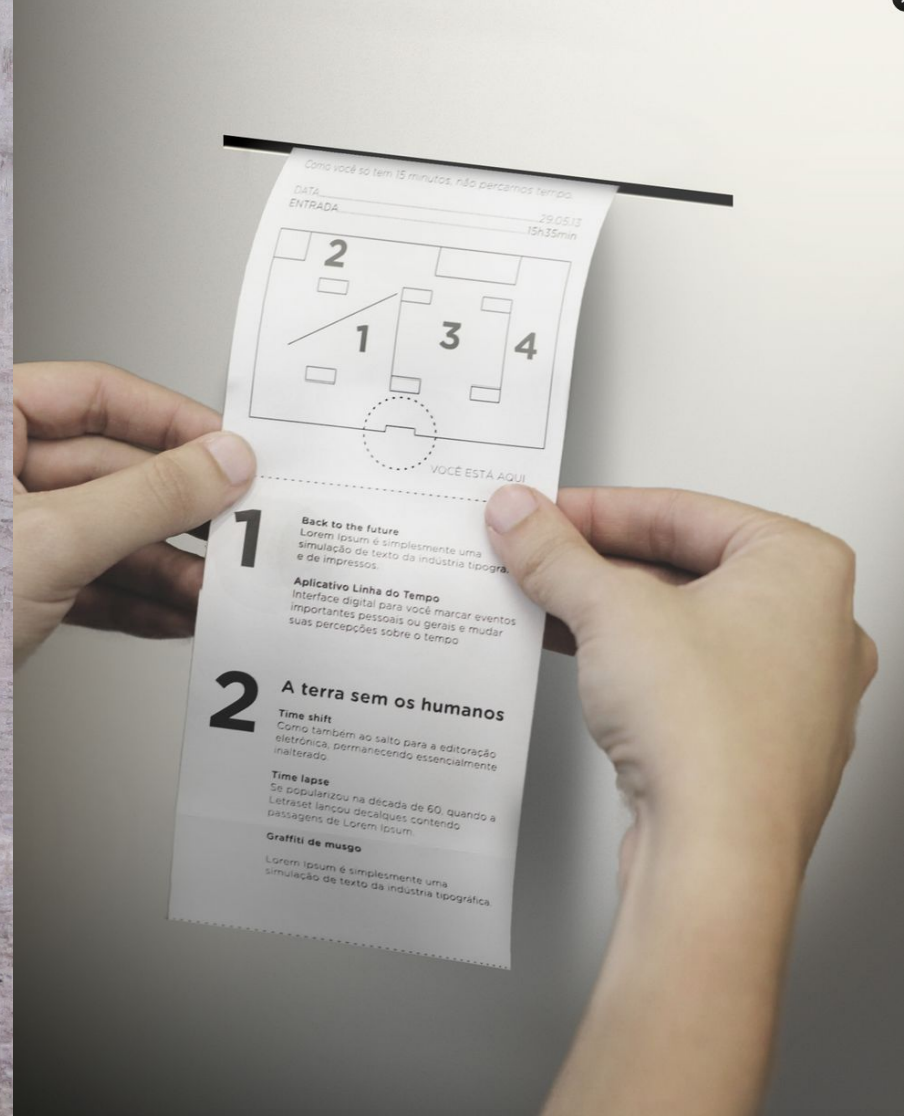
QUANTO
TEMPO
VOCÊ TEM?

- 30 min
- 15 min
- 5 min



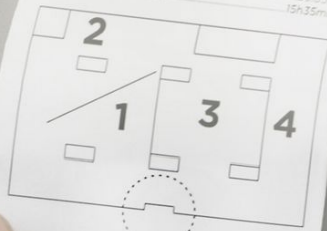
O tempo vai em uma direção.
A memória, na outra.

WILLIAM GIBSON



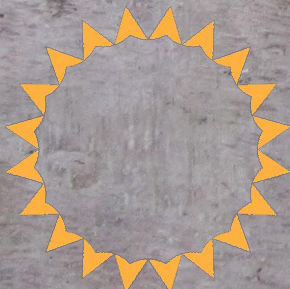
Como você se tem 15 minutos, não percamos tempo.

DATA: 29.05.13
ENTRADA: 15h-15min

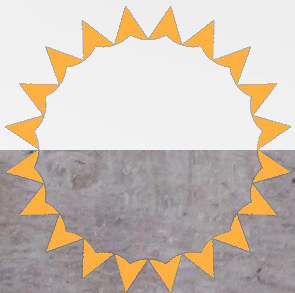
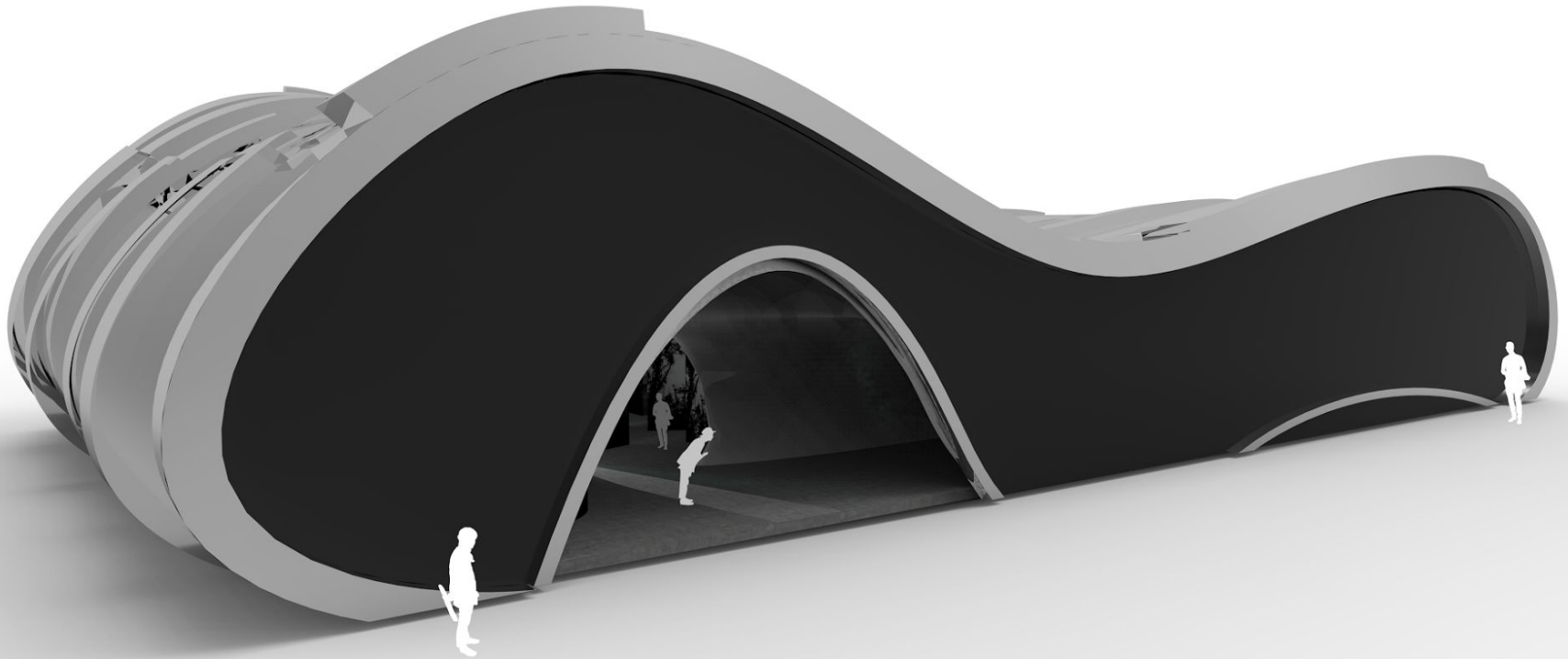


VOCÊ ESTÁ AQUI

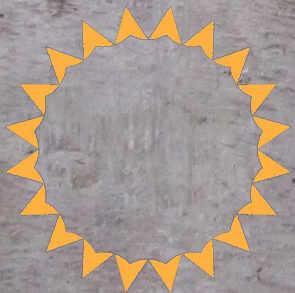
- 1** **Back to the future**
Lorem Ipsum é simplesmente uma simulação de texto da indústria tipográfica e de impressos.
- Aplicativo Linha do Tempo**
Interface digital para você marcar eventos importantes pessoais ou gerais e mudar suas percepções sobre o tempo
- 2** **A terra sem os humanos**
Time shift
Como também ao salto para a editoração eletrônica, permanecendo essencialmente inalterado.
- Time lapse**
Se popularizou na década de 60, quando a Letraset lançou decalques contendo passagens de Lorem Ipsum.
- Graffiti de musgo**
Lorem Ipsum é simplesmente uma simulação de texto da indústria tipográfica.



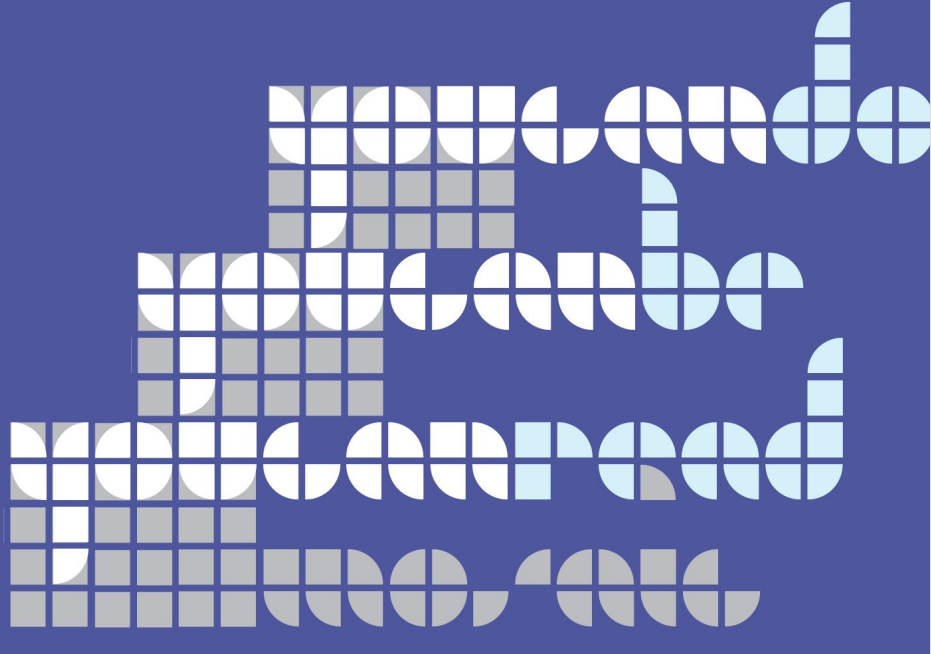
FLUSSO



Architectural Design (4th year) / Prof. Bruno Padovano
Students : Bárbara Gomes, Dennis Gnoato, Ester Ryoo, Gustavo Eda



Urban Design (4th year) / Prof. Bruno Padovano
Students : Cauê Nouér de Oliveira, Fernanda Silva, Thabata Oliveira, Tuanny Kykuta



huma sans

ABCÇDEFGHIJKLMNOPQRSTUVWXYZ

ÀÁÃÄÅÈÉÊËÏÎÏÒÓÕÖÙÚÛÜÝ

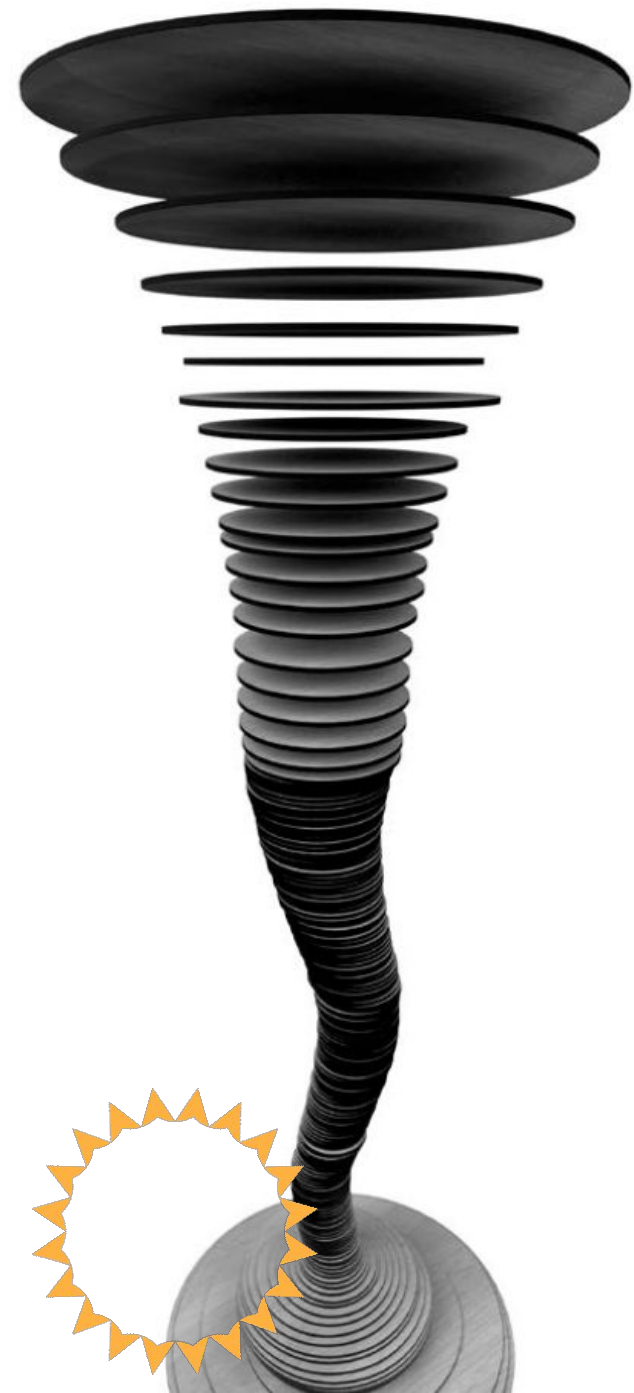
abcçdefghijklmñopqrstuvwxyz

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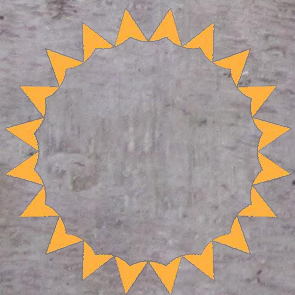


Jorusp,
fonte de
títulos para
o jornal da
usp.
manchetes
atrativas e
design
contemporâ-
neo

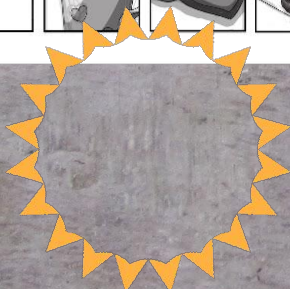
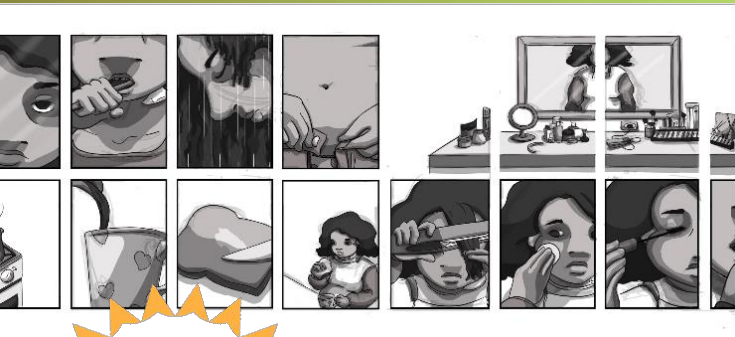




Graduation Project : *Connected Manholes*, Andrei Speridião
Supervisor : Prof. Giselle Beigelman







FAU USP Design BA degree show 2015

**faforma : designers
2015**



photo by Martina Flores

fauforma : designers 2015

catálogo

programação

organização



Os projetos apresentados nesta exposição foram selecionados a partir dos Trabalhos de Conclusão de Curso (TCCs) realizados em 2014 na FAUUSP. São uma amostra da diversidade de linguagens e formatos explorados no curso de Design da USP. Neles se destacam a preocupação com a dimensão social do trabalho do designer e o olhar direcionado às urgências da contemporaneidade. Os projetos focam a mobilidade urbana, a adequação dos equipamentos a idosos, novos modelos de aprendizado, processos colaborativos mediados por plataformas portáteis, comportamento e a preocupação com a sustentabilidade e as novas práticas de empreendedorismo. Com caráter laboratorial, a exposição é fruto do trabalho de uma equipe formada por professores e alunos do curso.

abertura
17/6, 19h

data
17/6 a 7/8
terça a sexta
das 10h às 18h

local
mac usp
r. da praça do relógio, 160
cidade universitária, sp

aluno, trabalho, orientador





thank you!
<prifarias@usp.br>