

## CV JOANA QUENTAL

### 1. Education

- **2009 | Research Doctoral degree/PhD in Design**

University of Aveiro | Portugal

Title: *“A Ilustração enquanto processo e pensamento. Autoria e Interpretação”*

<http://ria.ua.pt/handle/10773/3617>

*(“Illustration as process and thinking. Authorship and Interpretation”)*

- **2001 | Master in Multimedia Arts**

Faculty of Fine Arts, University of Porto / Faculty of Engineering, University of Porto | Portugal

Title: *“Ideogramas Interactivos. Para um estudo dos ícones em interfaces multimedia”* <https://repositorio-aberto.up.pt/handle/10216/9994>

*(“Interactive Ideograms. A study on the icons in multimedia interfaces”)*

Final grade: Very Good

- **1992 | Habilitation in Graphic Design**

Faculty of Fine Arts, University of Porto | Portugal

### 2.2. Professional Experience

- From July 2009 – Senior Lecture in Department of Communication and Art of the University of Aveiro | Portugal

- From May 2001 to July 2009 – Lecturer in Department of Communication and Art of the University of Aveiro | Portugal

- From October 1997 to May 2001 – Invited Lecturer in Department of Communication and Art of the University of Aveiro | Portugal

- From September 1992 to October 1997 – Designer in Loja das Ideias Studio, under the creative direction of the Designer João Machado.

### 2. Academic Curriculum

- Senior member of ID+: Institute for Research in Design, Media and Culture University of Aveiro / University of Porto.

- From January 2019 – Responsible for ID+ HEAD (Health + Design Lab)

- From 2018 – Course Director PhD in Design (University of Aveiro + University of Porto).

- From 2013 to 2018– Course Vice-Director PhD in Design (University of Aveiro + University of Porto).

- From 2010 – Member of the Scientific Committee PhD in Design (University of Aveiro + University of Porto).

- (2013-2015) Course Vice-Director Master in Design (UA).

- (2013- 2015) Member of the Scientific Committee Master in Engineering and Product Design (UA).

- (From 2012 to 2016) Member of the Jury Research Day UA.

- (2012) Member of the Jury João Branco's Prize (representing the University of Aveiro).
- (2008-2012) Erasmus Coordinator for Design (University of Aveiro).
- (2011) Member of the Scientific Committee "EAD 2011: 9th Intl Conf of the European Academy of Design (May 2011, Portugal).
- (2012) Member of the Scientific Committee and organizer of the "II International Congress of Art, Education and Visual Culture" (held at the University of Aveiro).
- (2012) Member of the Scientific Committee of "UD12 | 1st National PhD Design Meeting", University of Aveiro.
- (2013) Member of the Scientific Committee of "UD13 | 2nd National PhD Design Meeting", University of Porto.
- (2014) Member of the Scientific Committee of "UD14 | 1st Iberian PhD Design Meeting, 3rd National PhD in Design", University of Aveiro.
- (2015) Member of the Scientific Committee of "UD15 | 4th PhD in Design Research Forum", University of Porto.
- (2016) Member of the Scientific Committee of "UD16 | 5th PhD in Design Research Forum", University of Aveiro.
- (2017) Member of the Scientific Committee of "UD17 | 6th PhD in Design Research Forum", University of Porto.
- (2012-2016) Member of the Scientific Committee of the "International Conference on Illustration and Animation". IPCA.
- (2014) Member of the Scientific Committee of the CUMULUS Conference "What's on: cultural diversity, social engagement, shifting education", University of Aveiro.
- (2015) Member of the Scientific Committee of the ERGOTRIP DESIGN Conference, University of Aveiro.
  
- Has integrated the jury of Master's and PhD in Design in several portuguese Universities.

### **2.1. Research supervision | Master Degree in Design (University of Aveiro)**

- (2018) Bianca Cardoso da Silva. "*De pequenino se come o pepino. Um contributo do design para a educação alimentar na infância*"
- (2017) Priscila Cunha. "Eyes Wide Open Design in Supporting the Diagnosis of Visual Disorders in Children"
- (2017) Daniela Pereira. "The contribution of Design to healthy eating through an educational game"
- (2017) Ana Rita Nicolau. "Design in the Education of Children with Dyslexia: the *Disletra Project*"
- (2017) Ana Filipe. "Small Monsters: co-design processes in stimulating the sensorial dimensions in children"
- (2016) Maria Teixeira. "*Motion design and raising children's awareness for road safety*"
- (2015) Nádia Silva. "*Kandengues of the future: participatory design and education for citizenship in Angola*"
- (2015) Alexandra Macedo. "*Design for health literacy: communication of pediatric dentistry to children*" (the titles of thesis and dissertations are translated in English for a better understanding of its subject)
- (2015) Bruno Rodrigues. "*Design for communication of the territory: pedestrian routes of Figueira da Foz*"
- (2015) Olga Brito. "*Design for communicating healthy habits in adolescence*". University of Aveiro
- (2014) Juliana Moreira. "*Design in the search for solutions to difficulties related with Alzheimer's disease*". University of Aveiro
- (2013) Liliana Fernandes. "*Design in the promotion of health literacy: designing information for the empowerment of individuals with chronic low back pain*". University of Aveiro
- (2013) Sandra Gil. "*Design of a ludic artifact for children's ballet*". University of Aveiro
- (2013) Mónica Costa. "*Design as a strategy for valuing artisanal olive oil production*". University of Aveiro
- (2012) Célia Filloux. "*Readings between paper and pixel worlds*". University of Aveiro
- (2011) Ana Lúcia de Oliveira Mannarino. "*The experience of the domestic object in the city space*". University of Aveiro
- (2011) Inês Pericão Mónica da Costa. "*Study on a guidance system in a hospital environment. Hospital Infante D. Pedro in Aveiro as a case study*". University of Aveiro
- (2011) Joana Pereira. "*Understanding to Act: 2D Animation for the Asthmatic Child*". University of Aveiro
- (2011) Sara Gonçalves. "*Participatory Design in Education: contributions to improving eating behaviours in the children's community*". University of Aveiro

- (2011) Filipa Cruz. *"The potential of memory in the symbolic valuation of Porto's commerce"*. University of Aveiro

### **3.3. Research supervision | PhD in Design (concluded)**

- (2019) Tânia Sardinha Vieira

*"(des)construindo afetos: Processos de co-design para a literacia visual de adolescentes com DID"*  
(supervision shared with Dr Margarida Almeida).

- (2018) Rita Maldonado Branco

*"Codesigning communication in dementia. Participatory encounters with people with dementia and their families towards personalised communication strategies"* (supervision shared with Dr Óscar Ribeiro).  
University of Porto

- (2018) Ana Miriam Duarte Reis da Silva

*"Paths of knowledge: an interactive encyclopedia for deaf children, ages 3 to 6"*  
(supervision shared with Dr Conceição Lopes) University of Aveiro

- (2016) Susana Leonor

*"Generative Design: Experimentation on Identity Signs Analyzed on Portuguese Tourism Posters from 1934 to 2014"* (supervision shared with Dr José Bragança de Miranda)

- (2017) Magda Cordas

*"From three-dimensional illustration to the page plan in the album for childhood in Portugal"*

### **3.3. Ongoing research supervision | PhD in Design**

- Renata Azevedo. *"Design for Breast Cancer Communication. Positive coping strategies and empowerment of patients and caregivers"* (supervision shared with Dr Anabela Pereira).

- Olinda Martins. *"Portuguese graphic heritage – a model for a poetic archive promoting new narratives of place identity"*

- Syomara Duarte. *"Emotional design and showcases"* (supervision shared with Dr Joana Cunha)

### **Participation in PhD juries**

– (2016) Examiner | Jury of PhD in Design candidate Cristiana Serejo. *"A materialidade gráfica da Revista Presença"* (*"The graphic materiality of Presença Magazine"*). Faculty of Fine Arts. University of Lisboa.

– (2016) Jury of PhD in Arts candidate | Filipa Sofia Correia Carvalho e Cruz. *"Tudo o que te queria dizer"* (*"Everything I wanted to tell you"*). Faculty of Fine Arts. University of Porto.

– (2015) Jury of PhD in Design candidate | Cláudia Albino. *"Os sentidos do lugar. Valorização da identidade do território pelo design"* (*"The senses of the place. Valuing the identity of the territory by design"*).  
University of Aveiro.

– (2015) Jury of PhD in Design candidate | Rafaela NoroGrando. University of Aveiro.

– (2015) Examiner | Jury of PhD in Design candidate Rui Vitorino dos Santos. *"Influxo da mudança no álbum ilustrado. A influência da gramática digital"* (*"Stimulus of change in the illustrated album. The influence of digital grammar"*). Faculty of Fine Arts. University of Porto.

– (2014) Examiner | Jury of PhD in Design candidate José Manuel Saraiva. *"O álbum narrativo em Portugal na passagem do séc. XX para o séc. XXI: um estudo sobre a ilustração e o leitor modelo"* (*"The narrative album in Portugal at the turn of the 20th century to the 21st century: a study on illustration and model reader"*). Faculty of Fine Arts. University of Porto.

– (2014) Examiner | Jury of PhD in Design candidate Júlio Dolbeth. *"Convergências entre ilustração contemporânea em Portugal e património popular português"* (*"Convergences between contemporary illustration in Portugal and Portuguese popular heritage"*). Faculty of Fine Arts. University of Porto.

– (2014) Examiner | Jury of PhD in Design candidate Luís Mendonça. *"A importância do ilustrador no processo do livro. Gémeo Luís"* (*"The Importance of the Illustrator in the Book Process. Gémeo Luís"*).  
Faculty of Fine Arts. University of Porto.

- (2012) Examiner | Jury of PhD in Design candidate Mariana Silveira Viana. “Os Passos em Volta de Herberto Helder: a ilustração enquanto arte onírica” (“The Steps around Herberto Helder: illustration as na oniric art”). University of Évora.
- (2011) Jury of PhD in Design candidate Álvaro Sousa. “Marcas portuguesas: uma metodologia para a afirmação e avaliação dos seus impactos” (“Portuguese brands: a methodology for the affirmation and evaluation of their impacts”). University of Aveiro.
- (2011) Jury of PhD in Design candidate Helena Barbosa. “Uma História do Design do Cartaz Português do Século XVII ao Século XX” (“A History of Portuguese Poster Design from the 17th century to the 20th century”). University of Aveiro.

### 3. Projects (in which participates as researcher)

#### – LOCUS. Playful connected rural territories – the internet of things in the intergenerational creative production of cultural georeferenced contents.

Reference: POCI-01-0145-FEDER-031024

Funding: FCT (Foundation for Science and Technology)

Start Date: 01-07-2018

End Date: 30-06-2021

#### – CIDES.PT - Centro de Interpretação do Design Português

Reference: PTDC/CPC-DES/4754/2012

Funding: FCT (Foundation for Science and Technology)

Start Date: 2013-06-01

End Date: 2015-10-31

### 4. Book chapters

- (2017) Quental, J., *La ilustración de hoy: hipótesis de sentido en la afirmación de la identidad de quien ilustra in Ilustrando Identidades*. Arte, Ilustración y Cultura Visual en Educación Infantil y Primaria. UGR (Editorial de la Universidad de Granada) y Octaedro. ISBN 978-84-9921-997-4
- (2017) Quental, J., *The no meaning turn. Sincronia, sintonia e design*. Design, Identidade e Complexidade Universidade de Lisboa. ISBN: 978-989-8771-74-2
- (2016) Quental, J., *Francisco Providência: poeta ou aquele que faz*. Francisco Providência. Cardume Editores. ISBN: 978-989-99589-1-3
- (2015) Quental, J., *O presente, que é já o futuro. O Ainda-não da Investigação em Design. (The present, which is already the future. The Not-yet of Design Research). Proceedings of Book of Minutes - 1st Iberian Meeting of PhDs in Design*. ISBN 978-989-98185-2-1
- (2017) Branco, R. M., Quental, J., & Ribeiro, O. *Personalised participation: an approach to involve people with dementia and their families in a participatory design project*. CoDesign Journal. DOI: 10.1080/15710882.2017.1310903

### 5. Publications

- (since May 2018) Journal of Digital Media & Interaction. Member of Editorial Team. DigiMedia | Universidade de Aveiro
- (2016) Branco, R. M., Quental, J., & Ribeiro, O. *Playing with personalisation and openness in a codesign project involving people with dementia*. 14th Participatory Design Conference. REF: IP-35000
- (2016) Branco, R. M., Quental, J., & Ribeiro, O. *Tactile explorations in a codesign project involving people with dementia* Proceedings - D and E: 10th International Conference on Design and Emotion - Celebration and Contemplation. EID: 2-s2.0-84995549345
- (2015) Branco, R. M., Quental, J., & Ribeiro, O. *Getting Closer, Empathising and Understanding: Setting the Stage for a Codesign Project with People with Dementia*. Interaction Design and Architectures Journal-

lxDA, N.26, pp. 114–131.

- (2015) Branco, R. M., Quental, J., & Ribeiro, O. *I'm always well when we are together": Observation of institutional activities with people with dementia and its implications for a co-design research project*. In K. Christer (Ed.) Proceedings of 3rd European Conference on Design4Health, 13-16 July 2015, Sheffield.
- (2015) Branco, R. M., Quental, J. *Observation Through Design: A preliminary study for a design research project with people with dementia*. In: Proceedings of UD14 - Encontro Ibérico de Doutoramentos em Design, 29 Novembro 2014, Universidade de Aveiro.
- (2014) Quental, J., *Searching for a common identity: the folklore interpreted through illustration*, in Journal of Illustration. Journal of Illustration Intellect. DOI: 10.1386/jill.1.1.9\_1
- (2014) Branco, V. et al. *Developing an Interpretation Centre for Portuguese Design - CIDESP.PT*. Proceedings of the 9th Conference of the International Committee for Design History and Design Studies. DOI: 10.5151/despro-icdhs2014-0044
- (2009) Quental, J., O verbo, no princípio, in EASI. Revista anual de som e imagem, Escola das Artes da Universidade do Porto, Porto.
- (2008) Quental, J., Ainda a propósito da saudade, in Revista Arquitectura e Vida. Fevereiro.
- (2003) Quental, J., Pombo, F., Modesto, A. *Designing Illustration or Illustrating Design?*. Conference Proceedings, 5th European Academy of Design, Universidade de Barcelona.
- (2003) Quental, J., Pombo, F., Modesto, A. *A Ilustração como pensamento em Design*. Actas do Congresso Internacional de Design, Centro Português de Design, Lisboa.

## 5. Oral communications

- (2019) Invited speaker. Communication title: "Design for Health Literacy". FMUP (Faculdade de Medicina da Universidade do Porto)
- (2018) Invited speaker. ROCA JUMP THE GAP.  
Communication title: *Generating the design future. The designers we are and the designers we want to be*.
- (2016) Invited speaker in III Encontros de Design de Lisboa 2016 "Design, Identidade e Complexidade". FBAUL  
Communication title: *The no meaning turn. Synchrony, harmony and Design*.
- (2016) Invited guest to participate in the International Seminar of researchers "The object book in the universe of children and young people: creative potentialities and reading proposals"
- (2013) Invited speaker in 6th International Meeting of Illustration
- (2008) 1st National Encounter of illustration in Feminine. São João da Madeira.  
Communication title: *From reading and drawing. The visible and the invisible in the illustration process*.
- (2002) Meeting of Childhood Educators. Coimbra.  
Communication title: "Read the story by its pictures".
- (2000) XIV Meeting of Literature for Children. Calouste Gulbenkian Foundation.  
Communication title: "To read an image"

## 6.1. Exhibitions

- (2018) "Graphic animation of the day hospital of CMIN (Centro Materno Infantil do Norte)". Portuguese representative in BID (Bial Iberoamericana de Diseño). Madrid
- (2005) Illustrators Exhibition "Mãe Galinha, Mãe Rainha" - Port Book Fair.
- (2003) 1st Illustrators Exhibition - Port Book Fair.
- (2003) "A Casa dos Sonhos" Collective Exhibition of Illustration. Fundação Bissaya Barreto.
- (2003) Collective Exhibition of Illustration. Sines City Council.
- (2002) Collective Exhibition of Illustration. Coimbra.
- (2001) Exhibition "Histórias para gente de palmo e meio". Portuguese Illustration at Galveias Palace.
- (2000) Exhibition "Reflexos", Children's Book Meetings. Gil Vicente Academic Theater, Coimbra.

– (1998) Exhibition "Lisbon Salon of Illustration and Comic Strip '98. Lisbon City Council / Bedeteca de Lisboa.

## 6.2. Published books (illustration)

- (2018) "Na Minha Rua: O Gato e a Orquídea". Edição Zero a Oito | RTP.
- (2012) "Casinha de Bonecos". Porto Editora.
- (2011) "Angola, solo generoso". Edição Expresso | Zero a Oito.
- (2011) "Brasil, país nosso irmão". Edição Expresso | Zero a Oito.
- (2011) "China, do outro lado do mundo". Edição Expresso | Zero a Oito.
- (2011) "Egipto, reino dos faraós". Edição Expresso | Zero a Oito.
- (2011) "Espanha, vizinhos em festa". Edição Expresso | Zero a Oito.
- (2011) "EUA, terra dos sonhos". Edição Expresso | Zero a Oito.
- (2011) "França, pátria da liberdade". Edição Expresso | Zero a Oito.
- (2011) "Índia, cultura original". Edição Expresso | Zero a Oito.
- (2011) "Inglaterra, berço da humanidade". Edição Expresso | Zero a Oito.
- (2011) "Itália, a bota do mundo". Edição Expresso | Zero a Oito.
- (2010) "Natal mais verde". Edição Expresso | Zero a Oito.
- (2010) "O maravilhoso mundo das histórias". Edição Expresso | Zero a Oito.
- (2009) "O leão e o rato". Edição Expresso | Zero a Oito.
- (2009) "Duendes sapateiros". Edição Expresso | Zero a Oito.
- (2009) "Corre, corre cabacinha". Edição Expresso | Zero a Oito.
- (2009) "Bela adormecida". Edição Expresso | Zero a Oito.
- (2008) "Polegarzinha". Edição Expresso | Zero a Oito.
- (2008) "Pequena sereia". Edição Expresso | Zero a Oito.
- (2008) "Gata borralheira". Edição Expresso | Zero a Oito.
- (2008) "Capuchinho vermelho". Edição Expresso | Zero a Oito.
- (2008) "Branca de Neve". Edição Expresso | Zero a Oito.
- (2008) "A lebre e a tartaruga". Edição Expresso | Zero a Oito.
- VEIGA, Mafalda (2005), "O carochinho-pirilampo que tinha medo de voar", Quasi Edições, V.N. Famalicão.
- ANDRADE, Eugénio de (2005), "Aquele nuvem e outras", Quasi Edições, V.N. Fam.
- PEDREIRA, Maria do Rosário (2005), "A Biblioteca do avô", Quasi Edições, V.N. Famalicão.
- PINA, Manuel António (2005), "O pássaro da cabeça", Quasi Edições, V.N. Famalicão.
- GODINHO, Sérgio (2005), "A Caixa", Quasi Edições, V.N. Famalicão.
- LAGE, Rui (2005), "Tiago e os primos espantam os morcegos", Quasi Edições, V.N. Famalicão.
- REIS-SÁ, Jorge (2005), "Tomé e o Poema", Quasi Edições, V.N. Famalicão.
- RODRIGUES, Rita Ferro (2005), "Leonor no jardim da Gulbenkian", Quasi Edições, V.N. Famalicão.
- GULLAR, Ferreira (2005), "Um gato chamado gatinho", Quasi Edições, V.N. Famalicão.
- LETRIA, José Jorge (2005), "A Árvore dos abraços", Quasi Edições, V.N. Famalicão.
- TEIXEIRA, José Rui (2005), "Horizonte", Quasi Edições, V.N. Famalicão.
- MARMELO, Manuel Jorge (2005), "O peixe Baltazar", Quasi Edições, V.N. Famalicão.
- MARKL, Nuno (2005), "Sebastião regressa a casa", Quasi Edições, V.N. Famalicão.
- CORREIA, Clara Pinto (2005), "A História horrível dos peixes amarelos", Quasi Edições, V.N. Famalicão.
- SEMEDO, Curvo (tradução do original) (2005), "A galinha dos ovos de ouro", Coleção Tempo dos mais novos /Fábulas de la Fontaine, Expresso, Lisboa.
- RODRIGUES, Helena (2004), "Morte e Nascimento de uma Flor", Bichinho de Conto, Lisboa.
- MEIRELES, Maria José (2003), "A Lenda do Galo de Barcelos", Campo das Letras,
- RODRIGUES, Helena e RODRIGUES, Paulo (2003), "Andakibébé", Campo das Letras, Porto.
- LETRIA, José Jorge (2003), "O que eu vou ser quando crescer", Ambar, Porto.
- LETRIA, José Jorge (2003), "Porta-te bem", Ambar, Porto.
- LETRIA, José Jorge (2001), "Vou ter um irmão", Ambar, Porto.
- LETRIA, José Jorge (2001), "Eu vou para a escola", Ambar, Porto.
- ANDRADE, E. (2000), "História da Égua Branca", Campo das Letras, Porto.
- LETRIA, José Jorge (2000), "O meu pai", Ambar, Porto.
- LETRIA, José Jorge (2000), "Histórias de ir à bola", Ambar, Porto.
- CARLOS, Papiniano (2000) "A menina gotinha de água", Campo das Letras, Porto.

- LETRIA, José Jorge (1999), “O que eu quero ser”, Ambar, Porto.
- LETRIA, José Jorge (1998), “A minha mãe”, Ambar, Porto.
- LETRIA, José Jorge (1997), “Parabéns a você”, Ambar, Porto.
- SALDANHA, Ana (1996) “Ninguém dá prendas ao Pai Natal”, Campo das Letras, Porto.
- VILAÇA, Alberto (1995) “O Senhor ovo Gordo e o Senhor Ovo Magro”, Campo das Letras, Porto.