



VIVIANE CRUZ E SILVA

PERSONAL DATA

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ACADEMIC DATE

DOCTORATE IN DESIGN
START DATE: September 2019
AREA OF STUDY: Scenography,
Sustainability, Design Processes
THEME: Television set design
TITLE: Sustainability in the design process
applied to the creation, development and
execution of television scenography
SUBTITLE: An analysis through case
studies and the processes used by
scenographers
SCHOLARSHIP: () YES (X) NO

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RESEARCH IN DEVELOPMENT

The universe of television scenography has undergone transformations since the emergence of private televisions in mid-1929. Within the diversity of existing programs in the television world, entertainment and journalistic programs have great relevance for broadcasters as they contribute significantly to a larger audience. In a brief contextualization about the performance of professionals in the scenography market, the use, with increasing frequency, of multidisciplinary in their activities can be identified. The lack of studies in this area makes the number of professionals specialized in television scenography scarce. In this context, this thesis proposal aims to create a design process applied to television scenography, based on sustainability principles. Methodologically, in a first exploratory phase, a theoretical contextualization related to television scenography will be made, in order to understand this universe and its specificities, in addition to studying the different creation and execution processes used by designers, architects, engineers, and related areas, for a better understanding of the works of the set designers and their processes. Subsequently, in a second generative phase, five scenarios made by the Laboratory Luz e Cena (LALUCE) linked to the Federal University of Goiás (UFG) will be analyzed. These five case studies will result in a universe of knowledge that will form a pattern for the scenographic process. In a third phase, still generative, interviews with scenographers and visits to television studios will be carried out to assess the creation and execution processes of these professionals in the search for finding patterns of scenographic processes. In a fourth evaluation phase, a summary and compilation of the results acquired in the first, second and third phases, will serve as a basis for the construction of a design process aimed at creation and execution in the area of television scenography. In the fifth phase, still evaluative, scenographers will be offered an analysis of the new process created in order to bring contributions to this new format for the creation and execution of television scenarios. After this new criticism from the professionals and with the proposed process already refined, a sixth phase will be the application of this process in a concrete set design together with the students of the Laboratory Luz and Cena in order to also contribute with the academic environment.

Keyword: Set design, Television Scenography, Scenography sustainable, Teaching Methodology, Design process.



**BRAZIL MOMENT SCENARIO
CASE STUDY 01**



**YOUNG CONNECTIONS PROGRAM SCENARIO
CASE STUDY 02**



**SCENARIO PROGRAM COCOON OF IDEA
CASE STUDY 03**

NAME OF SUBJECTS COURTED

Research methodology
Object Criticism
Professional Practices
Thesis project seminar
Design Project
opt. 3D Scanning, Virtual Reality and Animation
Laboratory I
Laboratory II

ACADEMIC PRODUCTION

2020 – Publication of an article in the magazine A LLUZ EM CENA of the State University of Santa Catarina. Applied Design Process for Fashion Show Creation and Assembly

2020 - Research Support Tool
Oral presentation of work carried out in 2020

2020 – Lecture on sustainability in television scenography at the invitation of the Escola Superior em Tecnologia de Abrantes and the Instituto Politécnico de Tomar

2021 – Round table at the EVENT A LUZ EM CENA & Seminar on Scenographic Pedagogies and Poetics 2021, with Ivo Godoi (UDESC); Eliezer Sampaio (UFMG); Denilson Marques (USP); Viviane Cruz e Silva (LALUCE-UFG), under the theme: SCENOGRAPHIC UNIVERSITY LABORATORIES. <https://www.youtube.com/watch?v=R6QYoLTSelk>

2021 – Mediation of the lecture Light, Colors and Image Formation, by architect and illuminator Oz Perrenoud, at the I International Conference on Television Set Design.

2021 – Lecture mediation The construction by cinematic visual narrative of characters: between their projected image and their true "I", by Professor Dr. Carlos Figueiredo (FAULISBOA), at the I International Conference on Television Set Design.

2021 – Participation in the International Conference on Television Set Design event as a guest to present a lecture with the theme: NEW MEASURES ADOPTED IN TELEVISION TRANSMISSIONS IN A TIME OF PANDEMICS ADAPTATIONS IN THE SCENOGRAPHY OF BRAZILIAN INFOTENTION PROGRAMS (this presentation is part of a specific research that I am doing in the doctorate.



UFG STUDY PROGRAM SCENARIO
CASE STUDY 04



FAV FASHION SCENARIO
CASE STUDY 05



SCHEMATIC RESULT OF THE DESIGN
PROCESS OF LABORATORY LUZ E CENA -
LALUCE

ACADEMIC PRODUCTION

2021 – Mediation of the lecture Lighting on television and social media, by the architect and set designer Jamile Torman, at the I International Conference on Television Set Design

2021 – Roundtable participation Interfaces between lighting, scenography, audiovisual production and live television: report of the experience experienced in the relationship between LaLUCE and TV UFG, Michael Valim, Viviane Cruz e Silva; at the I International Conference on Television Set Design

2021 – Mediation of the lecture Lighting as scenography of space, designer and illuminator Rodrigo Assis (Rodrogo Horse), from the I International Conference on Television Set Design.

2021 – Mediation of the lecture Sustainability and Good Sense, with Professor Dr. Miguel de Aboim (FAULISBOA) at the I International Conference on Television Set Design

2021 – Mediation of the lecture The hidden scenography, by the architect and scenographer Guto Milistildes, at the I International Conference on Television Set Design

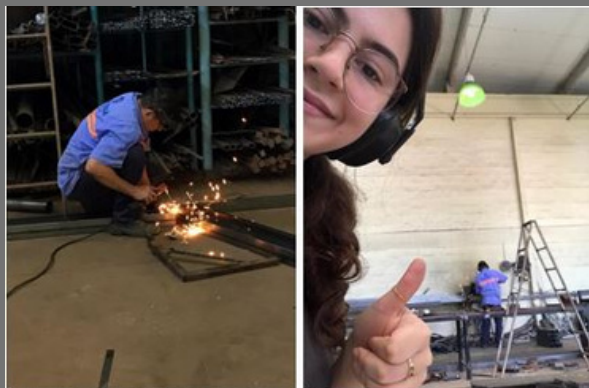
2021 – Mediation in the lecture: How scenographic spaces interact with corporate and television media, with the company Bueno Cenografia (a renowned company in corporate event scenarios), at the I International Conference on Television Set Design.

2021 – Mediator of the lecture Cenografia de Televisão: Introduction to the structure and creative process, with the architect and scenographer António Polainas (scenographer at RTP as a senior manager, currently performing the role of head of the image and main creative area of Scenography). The lecture was given at the I International Conference on Television Set Design

2021 – Mediator of the lecture Scenographies of the samba school: the allegories, between the sambadrome track and the television image, with teacher Dr. Fátima Costa de Lima, from the State University of Santa Catarina (UDESC). What took place at the I International Conference on Television Set Design



SCENARIO MODEL OF THE MUNDO UFG PROGRAM - PROOF WORK OF THE LALUCE DESIGN PROCESS



EXECUTION SCENARIO OF THE MUNDO UFG PROGRAM - PROOF OF THE LALUCE DESIGN PROCESS



ASSEMBLY SCENARIO OF THE UFG MUNDO PROGRAM - PROOF OF THE LALUCE DESIGN PROCESS

ACADEMIC PRODUCTION

2021 – Roundtable mediation: Adaptations of international formats, with professionals Bruno Santos (Portugal) and Gutto Mistilides, which took place at the I-International Conference on Television Set Design

2021 – Mediation of the round table How to start a career in Stage Design, with the set designers: Bruna Borges, Gutto Mistilides and Pedro Paulo, at the I International Conference on Television Set Design (INCONF-TSD)

2021 – Mediation of the round table: Lighting and Design, with the following professionals: Rodrigo Horse, Rocca and Oz Perrenoud, which took place on September 20, 2021 at the I International Conference on Television Set Design (I - INCONF-TSD)

2021 – Creation and organization of the I International Conference Television Set Design. The conference was conceived and organized by Professor Viviane de Sousa Cruz e Silva (UFG professor, doctoral student at ULisboa and coordinator of the Luz e Cena Laboratory), which had the support of TV UFG (an educational and cultural television station linked to the Federal University of Goiás). The aim was to bring more about television scenography to students and professionals in the field of television scenography and related areas.
<https://inconfstd.wixsite.com/home>

2021 – Mediation of the lecture Cenografia Virtual, by Paulinho Pessoa, which took place on September 20, 2021 at the I International Conference Television Set Design (I - INCONF-TSD)

2021 – Mundo UFG Daily program that seeks to promote, disseminate, disseminate and democratize access to information on institutional, academic, scientific, extensionist and cultural policies and actions developed by the Federal University of Goiás for the benefit of society.

2021 – Participation of the organizing committee of the 10th PROJETER 21 conference, held in Portugal by the Faculty of Architecture of the University of Lisbon.

2021 – Scoping Review on Research Practice in Architecture
Oral presentation of work carried out in 2021

ACADEMIC PRODUCTION

2022 – Publication of Article at REDES Conference 2022, Faculty of Architecture, University of Lisbon, Lisbon, Portugal

2022 – Oral presentation of Article: 'Mapping of the design process of the Luz e Cena Laboratory, LA LUCE, linked to the Federal University of Goiás'; at REDES Conference 2022, Faculty of Architecture of the University of Lisbon, Lisbon, Portugal

2022 – Publication of an article at the Conference '8th EIMAD – International Meeting of Research in Music, Art and Design (EIMAD2022)', Castelo Branco, Portugal

2022 – Oral presentation of Article: 'Television broadcasts in the time of COVID-19 pandemic: spatial adaptations in the scenography of Brazilians infotainment programs'; at the Conference '8th EIMAD – International Meeting of Research in Music, Art and Design (EIMAD2022)', Castelo Branco, Portugal

DISSERTATION SITUATION

Systematic review;

State of art;

Case studies;

Interview guide;

Lecture on sustainability in television scenography at the invitation of the Escola Superior em Tecnologia de Abrantes and the Instituto Politécnico de Tomar;

Approved as a member of the Center for Research in Architecture Urbanism Design (CIAUD) and part of the Research & Education in Design (REDES) research laboratory coordinated by Professor Dr. Rita Almendra;

Organization of the 10th. Project 21 Lisbon (FAULisboa);

Organization and coordination of the I International Conference on Television Set Design with the support of TVUFG da FAULisboa and CIAUD/REDES.

DISSERTATION SITUATION

Analysis of data collected in interviews with LALUCE students

Analysis of data collected in interviews with professionals in the field of scenography

Transcript of the Event I International Conference on Television Set Design (INCONF-TSD)

Improvement course in scenography Bueno Teaches

Transcription of the Bueno Teaches scenography improvement course

Do analysis and writing