



Vítor Manuel Tavares Teixeira

Vítor Tavares holds a degree in Communication Design (2000) and a master’s degree in Art and Multimedia (2008) from the Faculty of Fine Arts of the University of Porto. At the same Faculty, he attended the PhD program in Art and Design (completing only the curricular units). In 2022, he completed public examinations at the Polytechnic Institute of Maia, obtaining the title of Specialist in Audiovisuals and Media Production. He has 16 years of professional experience in Advertising and Communication Agencies (working with national and international brands/clients of significance, including Toyota, BMW, Lexus, Mini, Metro do Porto, SIC TV, GE Money, APCOR, Beira Douro Cafés, Grupo Salvador Caetano, Essência do Vinho Porto, Timberland, AEG Portuguesa, APN, Rádio Popular, Continental Pneus, Molaflex, IDIS, NEWSCHOOL, Clickfiel, AE2O, among others). For several years, as a Communication Designer and Image Creator/Producer, he managed and coordinated the photography studio of the agency CAETSU. He is the founder and creator of 305DESIGN®, which currently celebrates 25 years of successful professional activity. In his current professional and academic path, he combines the role of Creative Director at the Technical Institute of Innovation with teaching in higher education, a position he has held since 2009.

His 16-year teaching experience in higher education focuses mainly on the areas of Communication Design, Graphic and Editorial Arts, Branding, Typography, Methodologies and Creative Processes in Design, Design Thinking, Web Design, Digital Art Laboratory, Digital Image Editing, Advertising, Video Production and Editing, Multimedia, Audiovisuals, Creativity, and Innovation.

For several years, he has defended one premise: “good ideas do not fall from the sky.”

His vast market experience (since 2000) constitutes a key asset, always aiming to enrich his collaborative work team with in-depth sector knowledge, while also offering a valuable external perspective to assess and innovate visual communication practices. However, his external outlook also ensures a clear understanding of the transformative power of Artificial Intelligence, enabling the team to fully leverage these technologies to optimize results and reshape both creative and operational processes. The integration of such technological innovations into communication strategies leads to solutions that are not only more efficient and dynamic but also better aligned with current market trends.

His commitment to staying at the forefront of educational methodologies is also evident through his participation in training programs such as “Professional Development Training Program on Demola Co-Creation Facilitation” and “Generative Artificial Intelligence in Education”, and more recently (2025), he completed training in “Pedagogical Innovation in Higher Education – Best Practices”. His research interests focus on creativity, innovation, and education, as demonstrated by academic publications such as “The Relevance and Pertinence of Creativity and Innovation in Designing Creative Processes” and “The Genie of the Magic Lamp or Collaborative Genius? Reflections on the Use of Generative Artificial Intelligence in the Teaching-Learning Process in Communication Design.”

He recently presented a scientific paper entitled “Thinking vs. Creating. Handmade vs digital (AI), good practices for generating new ideas in communication design, multimedia or audiovisual projects” at the Porto Pedagogical Innovation Conference (P.PIC), held at the Porto Higher Institute of Engineering on July 17 and 18, 2025. However, together with other colleagues, professors, and researchers, he collaborated as the second author on a scientific article, which was accepted, entitled “The impact of social media on the reputation of Delta and Starbucks coffee brands,” which will be presented at the International Congress 2025, 4th Edition of ISPGAYA, which will take place on October 23-24, 2025, in VN Gaia.

Identification

Personal identification

Full name  
Vítor Manuel Tavares Teixeira

Citation names

Tavares, Vítor  
Tavares Teixeira, Vítor

## Author identifiers

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<https://scholar.google.com/citations?hl=pt-PT&user=jiB0KDMAAAAJ>

## Email addresses

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## Addresses

Avenida Carlos de Oliveira Campos - Castelo da Maia, 4475-690 Maia, Maia, Portugal (Professional)  
Rua Vitorino da Costa, n.º 96 (ISCE), 4560-708 Penafiel, Porto, Portugal (Professional)  
Largo da Cruz de Celas n.º 1, 3000-132 Coimbra, Coimbra, Portugal (Professional)

## Websites

[www.305design.pt](http://www.305design.pt) (Professional)  
<https://www.linkedin.com/in/305vitortavares/> (Social media)  
<https://digital-inceptions.blogspot.com> (Blog)  
<https://ipca-mdg1e2-2016-17.blogspot.com/> (Scholar)  
<https://ipca-mdg1e2-2015-16.blogspot.com> (Scholar)  
<https://ipca-mdg1e2-2014-15.blogspot.com> (Scholar)  
<https://ipca-mdg1e2-2013-14.blogspot.com> (Scholar)  
<https://ipca-mdg1e2-2012-13.blogspot.com> (Scholar)  
<https://ipca-mdg1e2-2011-12.blogspot.com/> (Scholar)  
<https://ipca-mdg1e2-2010-11.blogspot.com/> (Scholar)  
<https://ipca-mdg1e2-2009-10.blogspot.com/> (Scholar)  
<https://naolugaresnoporto.blogspot.com/> (Blog)  
<https://www.researchgate.net/profile/Vitor-Teixeira-25> (Scholar)  
<https://scholar.google.com/citations?hl=pt-PT&user=jiB0KDMAAAAJ> (Scholar)  
<https://www.pinterest.pt/vitortavares/> (Social media)  
<https://www.instagram.com/305design.pt/> (Social media)  
[https://www.instagram.com/pdcm\\_ipmaia/](https://www.instagram.com/pdcm_ipmaia/) (Social media)  
<https://www.instagram.com/iti.pt/> (Social media)

## Knowledge fields

Humanities - Arts - Architectural design

## Languages

Language	Speaking	Reading	Writing	Listening	Peer-review
English	Advanced (C1)	Advanced (C1)	Upper intermediate (B2)	Advanced (C1)	Upper intermediate (B2)
French	Intermediate (B1)	Intermediate (B1)	Intermediate (B1)	Upper intermediate (B2)	Intermediate (B1)
Spanish; Castilian	Advanced (C1)	Advanced (C1)	Upper intermediate (B2)	Advanced (C1)	Upper intermediate (B2)
Portuguese (Mother tongue)					

## Education

	Degree	Classification
2025/03/05 - 2025/03/05 Concluded	Training Course "Pedagogical Innovation in Higher Education - Good Practices" (Outros)	Concluded
	Instituto Superior Miguel Torga, Portugal	
2024/04/06 - 2024/04/06 Concluded	Training Course "INQUIETAR: The Core of Education - Artificial Intelligence II" (Accreditation: CCPFC/ENT-AE-1455/23) (Outros)	Concluded
	Câmara Municipal Amarante, Portugal	
2023/07/17 - 2023/07/19 Concluded	Training Course "Getting Started with PowerBI" (Outros)	Concluded
	Instituto Politécnico da Maia, Portugal	
2023/06/07 - 2023/06/14 Concluded	Training Course "Generative Artificial Intelligence in Education" (Outros)	Concluded
	Instituto Politécnico de Viana do Castelo, Portugal	
2022/09 - 2023/01 Concluded	Training Course "Professional Development Training Program on Demola Co-Creation Facilitation" at KAMK University ---> <a href="http://www.305design.pt/cv/kamk_demola.pdf">www.305design.pt/cv/kamk_demola.pdf</a> (Graduado)	Completed
	KAMK - Kajaani University of Applied Sciences, Finland	

2022/12/21 Concluded	Specialist Title - Audiovisual and Media Production (CNAEF 213) (Título de especialista) Major in Graphic Design, Technology, Art and multimedia, Audiovisuals  Instituto Politécnico da Maia, Portugal	Approved unanimously
2012/09 - 2013/08 Attended	Art and Design (ucs completed) (Doutoramento) Major in Design  Universidade do Porto Faculdade de Belas Artes, Portugal	- -
2005/09 - 2008/01 Concluded	Multimedia Art (Mestrado) Major in Design and Multimedia Art  Universidade do Porto Faculdade de Belas Artes, Portugal <i>"Não-lugares na cidade do Porto (<a href="https://repositorio-aberto.up.pt/handle/10216/7313">https://repositorio-aberto.up.pt/handle/10216/7313</a>)" (THESIS/DISSERTATION)</i>	VERY GOOD
2004/06/01 - 2004/12/17 Concluded	Professional Training Course "Web Site Design and Programming" (Outros)  IconeFile - Academia de Multimédia, Portugal	GOOD
1995/09 - 2000/07/14 Concluded	Communication Design (Graphic Art) (Licenciatura) Major in Communication Design  Universidade do Porto Faculdade de Belas Artes, Portugal	14

## Affiliation

## Science

	Category Host institution/organization	Employer
2024/09 - Current	Researcher (Research) Instituto Superior Miguel Torga, Portugal	Instituto Superior Miguel Torga, Portugal
2022/09 - Current	Researcher (Research) N2i (Núcleo de Investigação) Instituto Politécnico da Maia, Portugal	N2i, Instituto Politécnico da Maia, Portugal
2009 - 2012	Researcher (Research) Escola Superior de Tecnologia - IPCA, Portugal	Escola Superior de Tecnologia - IPCA, Portugal

2006 - 2012	Researcher (Research) Instituto de Investigação em Design Media e Cultura, Portugal	Instituto de Investigação em Design Media e Cultura, Portugal
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## Teaching in Higher Education

	Category Host institution/organization	Employer
2024/09 - Current	Invited Assistant (University Teacher) Instituto Superior Miguel Torga, Portugal	Instituto Superior Miguel Torga, Portugal
2023/09 - Current	Adjunct Teacher (Polytechnic Teacher) Instituto Superior de Ciências Educativas do Douro, Portugal	Instituto Superior de Ciências Educativas do Douro, Portugal
2023/09 - Current	Invited Assistant (University Teacher) Universidade da Maia, Portugal	Universidade da Maia, Portugal
2021/09 - Current	Invited Adjunct Teacher (Polytechnic Teacher) Instituto Politécnico da Maia, Portugal	Instituto Politécnico da Maia, Portugal
2021/10/01 - 2023/08/31	Invited Assistant (Polytechnic Teacher) Instituto Politécnico de Viana do Castelo, Portugal	Instituto Politécnico de Viana do Castelo, Portugal
2015/09 - 2017/09	Invited Assistant (Polytechnic Teacher) Instituto Politécnico do Cávado e do Ave Escola Superior de Design, Portugal	Instituto Politécnico do Cávado e do Ave Escola Superior de Design, Portugal
2009/09 - 2015/08	Invited Assistant (Polytechnic Teacher) Instituto Politécnico do Cávado e do Ave, Portugal	Instituto Politécnico do Cávado e do Ave Escola Superior de Tecnologia, Portugal

## Positions / Appointments

	Category Host institution/organization	Employer
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2020 - Current	Creative Director Instituto Técnico de Inovação - ITI, Portugal	Instituto Técnico de Inovação - ITI, Portugal
2000 - Current	Founder, Designer and Creative Director 305DES!GN studio, Portugal	305DES!GN studio, Portugal
2014 - 2019	Creative Artistic Director QA PUBLICIDADE, Portugal	QA PUBLICIDADE, Portugal
2011 - 2013	Coordination and Creative Direction in the Communication Design Department	Instituto Técnico de Inovação - ITI, Portugal
2006 - 2011	Photographic Producer and Coordinator Responsible - CAETSU Photographic Studio CAETSU, Portugal	CAETSU, Portugal
2000 - 2011	Communication Designer CAETSU, Portugal	CAETSU, Portugal

## Others

	Category Host institution/organization	Employer
2024 - 2025	Visual Arts Teacher (Group 600) Escola Secundária Rocha Peixoto, Póvoa de Varzim, Portugal	Escola Secundária Rocha Peixoto, Póvoa de Varzim, Portugal
2020 - 2021	Visual Arts Teacher (Group 600) Agrupamento de Escolas Monte da Ola (Viana do Castelo), Portugal	Agrupamento de Escolas Monte da Ola (Viana do Castelo), Portugal

## Projects

## Contract

Designation	Funders
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2024 - 2025	ITI – NEW BRANDING 2025 <a href="#">ITI-NB25</a> Design & Creative Direction	Concluded
2021 - 2025	PDCM.IPMAIA – BRANDING <a href="#">PDCM-IPMAIA21</a> Designer & Professor Instituto Politécnico da Maia, Portugal	Concluded
2020 - 2025	ITI – DIGITAL COMMUNICATION <a href="#">ITI-2022</a> Design & Creative Direction Instituto Técnico de Inovação - ITI, Portugal	Concluded
2015 - 2025	10 YEARS IDIS <a href="#">10YEARS-IDIS</a> Other IDIS - Instituto de Desenvolvimento e Inclusão Social, Portugal	
2022/09 - 2023/01	LINK ME UP – 1000 ideias [ POCH-04-5267-FSE-000821 ] <a href="#">POCH-04-5267-FSE-000821</a> Professor [ESTG-IPVC] Instituto Politécnico de Viana do Castelo, Portugal	
2019/03/01 - 2020/12/30	BOM SUCESSO RESORT – PROJECT <a href="#">BSR-2020</a> Design & Creative Direction [ 305DESIGN ]	Concluded
2017/09/10 - 2018/12/31	JP LEITÃO – WE ARE WOOD <a href="#">QA6-2018</a> Design & Art Direction QA PUBLICIDADE, Portugal	Concluded
2018/01 - 2018/12	RP – 24X <a href="#">QA7-RP24X</a> Design & Art Direction QA PUBLICIDADE, Portugal	Concluded

2018/01/03 - 2018/06/06	CONTINENTAL – CAMPAIGN 'PERFORMANCE EM MOVIMENTO' <a href="#">QA5-2018</a> Design & Art Direction QA PUBLICIDADE, Portugal	Concluded
2016/01/01 - 2017/06/30	CONTINENTAL – CONTITEAM'2017 <a href="#">QA3-2017</a> Design & Art Direction	Concluded
2016/01/01 - 2016/06/02	CONTINENTAL – CAMPANHA UEFA EURO 2016 <a href="#">QA4-2016</a> Direção Artística Criativa QA PUBLICIDADE, Portugal	Concluded
2015/01 - 2015/12	CONTINENTAL — CAR DEALERS'ON <a href="#">QA8-CARDEALERS</a> Design & Art Direction QA PUBLICIDADE, Portugal	Concluded
2014/04 - 2015/11	MOLAFLEX – INSTITUTIONAL FILM'2015 <a href="#">QA2-2015</a> Design & Art Direction QA PUBLICIDADE, Portugal	Concluded
2015/04 - 2015/08	ABRAÇO – SUMMER CAMPAIGN'2015 <a href="#">QA1-2015</a> Design & Art Direction	Concluded
2012/02 - 2015/05	CdP – NEW BRANDING & INSTITUTIONAL FILM <a href="#">CDP-15</a> Design & Creative Direction [ 305DESIGN ] Casa do Professor, Portugal	Concluded
2014/01 - 2015/01	MABOR – 68 YEARS OF RACING HISTORY '2015 <a href="#">QA-MABOR15</a> Design & Art Direction QA PUBLICIDADE, Portugal	Concluded



2012/09 - 2013/02	DAD PROJECT – FBAUP 12.13 <a href="#">I2ADS-FBAUP</a>  Design & Creative Direction [ 305DESIGN ] Universidade do Porto Instituto de Investigação em Arte Design e Sociedade, Portugal	Concluded
2011/01 - 2011/07	LEXUS – EDITORIAL CT200H'2011 <a href="#">LEXUS-CT200H</a>  Design & Art Direction CAETSU, Portugal	
2010/01 - 2010/12	TOYOTA – CAMPAIGN YARIS & AURIS'2010 <a href="#">CAETSU-YARIS&amp;AURIS</a>  Design & Art Direction CAETSU, Portugal	Concluded
2008/01 - 2008/05	BEIRA DOURO CAFÉS – STAND 'CAFÉ COM ARTE' EXPONOR'2008 <a href="#">CAETSU-08</a>  Design & Art Direction CAETSU, Portugal	Concluded
2006/01 - 2006/03	LEXUS – PRESS KIT FIL, LISBOA 2006 <a href="#">CAETSU-06</a>  Designer de Comunicação CAETSU, Portugal	
2005/01 - 2005/05	TOYOTA – 'YARIS ROCK IN RIO' STAND FIL, LISBOA 2005 <a href="#">CAETSU-05</a>  Designer de Comunicação CAETSU, Portugal	Concluded

## Other

	Designation	Funders
2002/01 - 2002/06	YORN – CCP'2002 <a href="#">YORN-CCP'02</a>  Design & Art Direction CAETSU, Portugal	

## Outputs

## Publications

Book chapter	1	Vitor Tavares; Manuel Joaquim de Sousa Pereira; Faria, S.. "The Relevance and Pertinence of Creativity and Innovation in the Design of Creative Processes". 2024. 10.1007/978-3-031-73705-3_4
Conference abstract	1	Tavares, Vítor; Dias, Suzana. "Genie of the magic lamp or collaborative genius? Reflection on the use of generative Artificial Intelligence in the teaching-learning process in communication design.". Paper presented in <i>Design Commit 2024: 1st International Conference on Design and Industry, Braga, Portugal</i> ( <a href="https://designcommit.pt">https://designcommit.pt</a> ), Braga, 2024. Published
Conference paper	1	Tavares, Vítor; Manuel Joaquim de Sousa Pereira. "Implications of Generative AI on the co-creation process in design and in the production of audiovisual materials". Paper presented in <i>Digicom 2025, Barcelos</i> , 2025. Accepted
	2	Tavares, Vítor; Manuel Joaquim de Sousa Pereira. "The impact of social media on the reputation of Delta and Starbucks coffee brands". Paper presented in <i>ISPGAYA - International Congress 2025, VN Gaia</i> , 2025. Accepted
	3	Tavares, Vítor. "PENSAR VS. CRIAR. MANUAL VS. DIGITAL (IA): BOAS PRÁTICAS PARA GERAR NOVAS IDEIAS EM PROJETOS DE DESIGN DE COMUNICAÇÃO, MULTIMÉDIA OU AUDIOVISUAIS". Paper presented in <i>P.PIC'25 - Conferência de Inovação Pedagógica do Porto   Vol. 8 N.º 3 (2025)</i> ; DOI: 10.34630/pel.v8i3.6379 [ <a href="https://parc.ipp.pt/index.php/elearning/article/view/6379">https://parc.ipp.pt/index.php/elearning/article/view/6379</a> ], Porto, 2025. Published
	4	Fátima Pombo; Maria João Félix; Fernando Moreira da Silva. "Design Commit - 1st International Conference on Design & Industry 2024: Book of Abstracts". 2024. 10.48528/40CZ-RC04
	5	Tavares, Vítor. "O Processo Criativo no Design de Comunicação. Pensar as imagens.". Paper presented in <i>À Conversa Com...</i> , Barcelos, 2023. Published
	6	Tavares, Vítor. "Direção Criativa - Um Percorso Profissional "As boas ideias não caem do céu"". Paper presented in <i>10º Encontro de Comunicação e Design Multimédia, Coimbra</i> , 2022.
	7	Tavares, Vítor. "Não-lugares na cidade do Porto - Contributos para a compreensão da entre-lugaridade". Paper presented in <i>Comunicar Design'14, Braga</i> , 2014. Published
Conference poster	1	Tavares, Vítor. "Não-lugaridades do espaço público urbano da cidade do Porto (criado e desenvolvido no âmbito da uc "Práticas e Estudos Avançados" - Doutoramento em Arte e Design da FBAUP)". Paper presented in <i>Comunicar Design'14</i> , 2014.

- 2 Tavares, Vítor. "Public Conference entitled "Non-places in the city of Porto" took place in the old courtroom of the CPF - Centro Português de Fotografia do Porto, between June and August 2009 [<https://www.behance.net/gallery/6756699/non-places-in-oporto-city-cpf-exhibition09> ]". Paper presented in "*Não-lugares na cidade do Porto*", 2009.

## Journal article

- 1 Tavares, Vítor; Pereira, Manuel Joaquim de Sousa. "Tavares, V. Pereira, M. Faria, S. (2024) The relevance and pertinence of Creativity and Innovation in the Design of creative processes. Springer Nature Switzerland AG. Titled of the Proceedings: Advances in Design, Music and Arts III (ISBN: 978-3-031-73704-6); 9th International Meeting of Research in Music, Arts and Design, EIMAD 2024, June 27–29, 2024, Castelo Branco, Portugal". *Springer Series in Design and Innovation* 49 (2024): 50-64. <https://link.springer.com/book/9783031737046>.  
Published
- 2 Tavares, Vítor; Serejo, Cristiana. "& Serejo, C. Tavares, V. (2018) Lenga Lenga, Trângulo Mângulo – A construção de uma história e de um objeto gráfico baseados num tema popular e sua interpretação musical: caso de estudo no ensino do design gráfico. [1]. *Convergências - Revista de Investigação e Ensino das Artes*, VOL XI (21)". *Convergências - Revista de Investigação e Ensino das Artes* VOL XI 21 (2018): <http://convergencias.esart.ipcb.pt/?p=article&id=291>.  
Published • Open access

## Report

- 1 Teixeira, Vítor Manuel Tavares. 2022. *As boas ideias não caem do céu*. <http://hdl.handle.net/10400.26/44707>.

Thesis /  
Dissertation

- 1 Teixeira, Vítor Manuel Tavares. "Não - lugares na cidade do Porto". Master, Universidade do Porto Faculdade de Belas Artes, 2011. <https://repositorio-aberto.up.pt/handle/10216/7313>.

**Artistic / Performance**

## Artistic exhibition

- 1 Tavares, Vítor. '*Não-lugares na cidade do Porto*' - *Photo Exhibition* [<https://www.behance.net/gallery/6756699/non-places-in-oporto-city-cpf-exhibition09>]. 2009.

## Visual artwork

- 1 Tavares, Vítor. *Photographic Exhibition entitled "Non-places in the city of Braga", which took place at the Casa do Professor, in Braga, between October 2014 and February 2015* [<https://www.facebook.com/naolugaresembraga/>].
- 2 Tavares, Vítor. *DAD Exhibition - Art and Design PhD, entitled "The between-placeness of the image in the city of Porto", was held at the Museum FBAUP (Faculty of Fine Arts of the University of Porto) from January 25 to February 28, 2013* [<https://www.behance.net/gallery/6734669/poster-dad-201213> ].

## Activities

### Oral presentation

	Presentation title	Event name Host (Event location)
2025/05/02	Oral Presentation Lecture entitled "To be AI, not to be AI, that is the question". Session organized within the scope of the 1st Cycle Seminar in Communication Design. It took place on May 2, 2025, at ISMT, Coimbra ---> [ <a href="https://www.ismt.pt/en/events/palestra-ser-ia-ou-nao-ser-ia-eis-a-questao-com-vitor-tavares">https://www.ismt.pt/en/events/palestra-ser-ia-ou-nao-ser-ia-eis-a-questao-com-vitor-tavares</a> ]	Palestra — "Ser IA, não ser IA, eis a questão" ISMT - Instituto Superior Miguel Torga (Coimbra, Portugal)
2024/10/29	Guest speaker at the Communication entitled: "Professional Path - The Relevance of Good Ideas in Communication and Audiovisual Design Projects", aimed at students of the Design degree course - Communication Design Branch, which took place at the premises of the School of Media Arts and Design of the Polytechnic Institute of Porto, on October 29, 2024 ---> [ <a href="https://www.esmad.ipp.pt/noticias/aula-aberta-com-o-designer-vitor-tavares">https://www.esmad.ipp.pt/noticias/aula-aberta-com-o-designer-vitor-tavares</a> ]	Career Path - The Relevance of Good Ideas in Communication and Audiovisual Design Projects ESMAD - Instituto Politécnico do Porto (Vila do Conde, Portugal)
2023/05/18	Oral presentation of work in the lecture: "The Creative Process in Communication Design - Thinking about images"	À conversa com... Escola Superior de Design - IPCA (Barcelos, Portugal)
2022/05/27	Oral presentation of work at the lecture entitled "The Creative Process in Design vs Advertising", held in May 2022 at the IPCA School of Design.	"À conversa com..." Escola Superior de Design - IPCA (Barcelos, Portugal)
2022/05/11	Oral presentation of a paper at the "10th Meeting of Multimedia Communication and Design" entitled "Creative Direction. A Professional Path", at ESE Coimbra ---> <a href="https://eventos.esec.pt/10ecdm/#portfolio">https://eventos.esec.pt/10ecdm/#portfolio</a>	"10th Meeting of Multimedia Communication and Design" Escola Superior Educação Coimbra - ESEC (Coimbra, Portugal)
2018/02/23	Oral presentation of article: "Lenga, Lenga. Trângulo Mângulo", at EIMAD'18 at IPCB (Castelo Branco), which took place on february 23, 2018.	"EIMAD - Meeting of Research in Music, Art and Design" Instituto Politécnico de Castelo Branco (Castelo Branco, Portugal)
2014/09/26	Oral presentation of work, "non-places of the city of Porto" at the conference "Communicating Design - "Window Conversations" 3rd Edition; Result of	"Window Conversations" 3rd Edition Casa do Professor (Braga, Portugal)

research work developed in the subject "Advanced Practices and Studies" within the scope of the Doctorate in Art and Design.

2013/05/10

Oral presentation of communication at the University of Minho with the title "A perspective of Creative Communication and Visual Culture", which took place in Braga, at UMinho, on May 10, 2013.

"A perspective of Creative Communication and Visual Culture"  
Universidade do Minho (Braga, Portugal)

## Supervision

Thesis Title  
Role

Degree Subject (Type)  
Institution / Organization

2025/02 - 2025/06

Internship supervision student, José Pedro Machado Coelho da Rocha, Degree in Interactive Content and Multimedia Production, whose internship took place at the company 'Vale do Sousa TV', located in Paredes. He created and produced audiovisual content with above-average quality.

Supervisor

Produção de Conteúdos Interativos e Multimédia (Degree)  
Instituto Superior de Ciências Educativas do Douro, Portugal

## Event organisation

Event name  
Type of event (Role)

Institution / Organization

2025/07/21 -  
2025/07/22

2 WORKSHOPS - 2 DAYS titled "Thinking vs Creating" (creation and dynamization) whose objective is to pay tribute to "World Design Day", with elementary school students (3rd cycle), as part of the teaching activities of "Universidade Jovem 2025" promoted by UMAIA/IPMAIA, which will take place between June 30th and July 25th, 2025. (2025/06 - 2025/07)

Workshop (Co-organisator)

Universidade da Maia, Portugal  
Instituto Politécnico da Maia, Portugal

2025/03/13 -  
2025/04/29

Organization of a guided study visit to the exhibitions of the Serralves Museum of Contemporary Art, for higher education students from IPMAIA and ISCE Douro, with the aim of developing their critical thinking about artistic and performance work, which took place on April 29, 2025 ---> [ [https://www.instagram.com/pdcm\\_ipmaia/](https://www.instagram.com/pdcm_ipmaia/) ] (2025/04/29 - 2025/04/29)

Other

Instituto Politécnico da Maia, Portugal  
Instituto Superior de Ciências Educativas do Douro, Portugal

2024/03/20 - 2024/03/20	Organization of a guided study visit to the exhibitions at the Serralves Museum of Contemporary Art in Porto (20.03.2024) with students from the degree courses (1st cycle): Interactive and Multimedia Content Production at ISCE Douro (uc: Digital Art Laboratory); Multimedia Communication Technologies at UMAIA; Digital Production in Brand Communication at IPMAIA. (2024/03/20 - 2024/03/20)  Exhibition (Member of the Organising Committee)	Instituto Superior de Ciências Educativas do Douro, Portugal Instituto Politécnico da Maia, Portugal Universidade da Maia, Portugal
2024/03/19 - 2024/03/19	Organization of the lecture "Communication Management and Brand Identity" by guest professor Manuel Sousa Pereira ( <a href="http://www.cienciavitae.pt/portal/C817-2663-8B86">www.cienciavitae.pt/portal/C817-2663-8B86</a> ), which took place on March 19, 2024, as part of IPMAIA's Open Week 2024 event. (2024/03/19 - 2024/03/19)  Conference (Member of the Organising Committee)	Instituto Politécnico da Maia, Portugal
2022/11/15 - 2022/11/30	Organization of "Mostra1 - Works by students of the PDCM degree, was on display in the atrium of the IPMAIA Campus between 15 and 30 November 2022. (2022/11/15 - 2022/11/30)  Exhibition (Member of the Organising Committee)	Instituto Politécnico da Maia, Portugal
2022/06/14 - 2022/06/14	Organization of a guided study visit to the exhibitions at the Serralves Museum of Contemporary Art, held on 14 June 2022 (with students from IPMAIA's Digital Production in Brand Communication degree). (2022/06/14 - 2022/06/14)  Other	Instituto Politécnico da Maia, Portugal Museu de Arte Contemporânea de Serralves, Portugal
2022/06/03 - 2022/06/03	Organization of guided study visits to the exhibitions at the Centro Português de Fotografia and the Fundação de Serralves, Porto (house and museum), held on June 3, 2022) with the students of the Product Design degree, from the ucs: CIF and MI (3rd year) and DTE (2nd year). (2022/06/03 - 2022/06/03)  Other	Instituto Politécnico de Viana do Castelo, Portugal Centro Português de Fotografia, Portugal Fundação de Serralves, Portugal
2016/04/13 - 2016/04/13	Organization of a Typographic Workshop with colleague, Jorge Pereira, on printing and real experience with movable type and letterpress, with	Instituto Politécnico do Cávado e do Ave Escola Superior de Design, Portugal

the 1st year students of the Graphic Design degree course, at the Oficina Tipográfica da Saboaria 'Confiança', held on April 13, 2016, in Braga. ---> <https://ipca-mdg1e2-2015-16.blogspot.com/2016/04/aula-15-mdg2-workshop-oficina.html> (2016/04/13 - 2016/04/13)

Workshop (Co-organisator)

2014/10 - 2015/02	Photographic exhibition entitled "Non-places in the city of Braga", which took place at the Casa do Professor, in Braga, between October 2014 and February 2015 [ <a href="https://www.facebook.com/naolugaresembraga/">https://www.facebook.com/naolugaresembraga/</a> ] (2014/10 - 2015/02)	Casa do Professor, Portugal
	Exhibition (Member of the Organising Committee)	
2014/05/17 - 2014/05/31	Organization of the Exhibition "Projeto DIANA" with colleague, Cristiana Serejo, was on display at the Lomographic Embassy in Porto (17-31 May 2014). Exhibition of packaging created by 1st year students of the Graphic Design course for the "DIANA" Camera. Each of the projects created by the students associated "DIANA" with a Portuguese city or region, corresponding to a challenge that aimed to promote creative reasoning and design methodology. ---> <a href="https://ipca-mdg1e2-2013-14.blogspot.com/search/label/mostra%20DIANA">https://ipca-mdg1e2-2013-14.blogspot.com/search/label/mostra%20DIANA</a> (2014/05/17 - 2014/05/31)	Escola Superior de Tecnologia - IPCA, Portugal
	Exhibition (Co-organisator)	
2014/05/09 - 2014/05/10	Organization and guidance of Creative Exploration Workshop - Workshop "Places, Non-places?" - integrated into Encontr@rte 2014 - Meetings of Science, History and Art with Heritage, promoted by the Graça Morais Modern Art Center and the Abade do Baçal Museum, took place on May 9th and 10th, 2014. ---> <a href="https://www.behance.net/gallery/16852469/encontrrte-2014-braganca-conference-workshop">https://www.behance.net/gallery/16852469/encontrrte-2014-braganca-conference-workshop</a> (2014/05/09 - 2014/05/10)	Museu do Abade de Baçal, Portugal
	Workshop	
2014/02/26 - 2014/02/27	Participation in the organizing team of the event "OPEN EST 2014" with colleagues, Cristiana Serejo, Manuel Albino and Susana Jorge, in the organization/preparation and communication of final results of	Escola Superior de Tecnologia - IPCA, Portugal

successful works by students of the Graphic Design degree course, for external students and teachers of secondary education, which took place on February 26th and 27th 2014, at EST-IPCA. ---> <https://ipca-mdg1e2-2013-14.blogspot.com/2014/02/open-est-26-27-fev-2014.html> (2014/02/26 - 2014/02/27)

Exhibition (Co-organisator)

2013/12/21 - 2013/12/21

Organization and preparation of the guided study visit to the various EXPERIMENTA DESIGN '13 Exhibitions, held in Lisbon, entitled: NO BORDERS - UNMAPPING THE WORLD, METAMORPHOSIS, OPEN TALKS, took place on December 21, 2013, with the participation of 1st year students of the Graphic Design degree at EST do IPCA. (2013/12/21 - 2013/12/21)

Exhibition

EXD'13 LISBOA, Portugal  
Instituto Politécnico do Cávado e do Ave, Portugal

2013/03/22 -  
2013/03/23

Organization and promotion of a workshop on the theme "Places and Non-places - Views on Overmodernity" - Integrated in the training action "Obser@rte 2013" Creativity, Museums and Education - WORKSHOP, held on 22 and 23 March 2013, at the National Museum of Ancient Art (MNAA) in Lisbon. (2013/03/22 - 2013/03/23)

Workshop (Co-organisator)

Museu Nacional de Arte Antiga,  
Portugal

2012/05/25 -  
2012/06/04

Organizing Member/Co-author of the Exhibition "Galo de Barcelos - New Creative Approaches" - Projects by students of the IPCA Graphic Design Degree Course, held at the Tourist Office in the city of Barcelos, from May 25 to June 4, 2012. Member of the Organizing Team of the Exhibition, with colleagues, Suzana Dias and Cristiana Serejo. (2012/05/25 - 2012/06/04)

Exhibition (Member of the Organising Committee)

Escola Superior de Tecnologia - IPCA,  
Portugal

2009/06/27 -  
2009/08/02

Organization of the entire dynamics of the photographic exhibition "non-places in the city of Porto", with the support and collaboration of the CPF - Portuguese Center of Photography of Porto. The Exhibition was open to the public from June 27 to August 2, 2009. ---> <https://www.behance.net/gallery/6756699/non-places-in-oporto-city-cpf-exhibition09> (2009/06/27 - 2009/08/02)

Centro Português de Fotografia,  
Portugal



## Exhibition (Co-organisator)

## Event participation

	Activity description Type of event	Event name Institution / Organization
2025/07/17 - 2025/07/18	Participation in "P.PIC'25 Porto - Pedagogical Innovation Conference - with presentation paper entitled "Thinking vs. Creating. Handmade vs digital (AI), good practices for generating new ideas in communication design, multimedia or audiovisual projects" (2025) ---> [ <a href="https://cip.ipp.pt/ppic2025/index.html#program">https://cip.ipp.pt/ppic2025/index.html#program</a> ] Conference	P.PIC'25 - Porto Pedagogical Innovation Conference Instituto Politécnico do Porto, Portugal
2025/07/17 - 2025/07/18	Participation in WORKSHOP titled "Generative Artificial Intelligence and Higher Education," as part of the P. PIC'25 Conference, held at the Polytechnic Institute of Porto on July 18, 2025 ---> [ <a href="https://cip.ipp.pt/ppic2025/">https://cip.ipp.pt/ppic2025/</a> ] Workshop	P.PIC'25 – Porto Pedagogical Innovation Conference Instituto Politécnico do Porto, Portugal
2025/05/14 - 2025/06/26	Participation in the Educational Innovation - Road Show (total duration: 25 hours) organized on a mixed basis (face-to-face and online), starting on May 14 and ending on June 26, 2025, by the Centre for Pedagogical Innovation of the Polytechnic of Porto ---> [ <a href="https://www.ipp.pt/noticias/roadshow-de-inovacao-educativa-do-cip">https://www.ipp.pt/noticias/roadshow-de-inovacao-educativa-do-cip</a> ] Meeting	Road Show - Inovação Educativa no Ensino Superior Instituto Politécnico do Porto, Portugal
2025/06/06 - 2025/06/06	Event participation team and responsible for communication design and creative direction event "10 Years IDIS" - project for inclusion and social transformation. It took place at Sophia de Mello Breyner Municipal Archive, VN Gaia, on June 6, 2025 ---> [ <a href="https://www.behance.net/gallery/227749775/10-ANOS-IDIS-2025">https://www.behance.net/gallery/227749775/10-ANOS-IDIS-2025</a> ] Festival	10 YEARS IDIS IDIS - Instituto de Desenvolvimento e Inclusão Social, Portugal
2025/04/29 - 2025/05/02	Participation as a speaker Lecture entitled "To be AI, not to be AI, that's the question". Session organized within the scope of the 1st Cycle Seminar in Communication Design. It took place on May 2, 2025, at ISMT, Coimbra ---> [	Palestra — "Ser IA ou não ser IA, eis a questão" Instituto Superior Miguel Torga, Portugal

<https://www.ismt.pt/en/events/palestra-ser-ia-ou-nao-ser-ia-eis-a-questao-com-vitor-tavares> ]

Conference

2024/11/18 - 2024/11/21	Participation in the Intermedia Festival (International Digital Arts Festival), organized by ISCE Douro's Department of Technology, Arts and Multimedia. It took place on November 21, 2024.	Intermedia Festival (International Digital Arts Festival) Instituto Superior de Ciências Educativas do Douro, Portugal
2024/10/29 - 2024/10/29	Open Class entitled: "Career Path - The Relevance of Good Ideas in Communication and Audiovisual Design Projects", aimed at students on the Design - Communication Design degree course. Valuable insights were shared about the job market and the importance of creativity. It took place at ESMAD of the Polytechnic of Porto, in Vila do Conde, on October 29, 2024 ---> [ <a href="https://www.esmad.ipp.pt/noticias/aula-aberta-com-o-designer-vitor-tavares">https://www.esmad.ipp.pt/noticias/aula-aberta-com-o-designer-vitor-tavares</a> ]	The importance of good ideas in communication design/advertising and audiovisual projects Instituto Politécnico do Porto Escola Superior de Media Artes e Design, Portugal
2024/09/18 - 2024/09/18	Participation in the Webinar 'Pedagogy and Ethics with Artificial Intelligence in Education and Training', part of the Cycle of Dialogues with AI, organized by the National Centre for the Qualification of Trainers (CNQF) and the Open University (UAb). It took place on September 18, 2024.	Pedagogy and Ethics with Artificial Intelligence in Education and Training Universidade Aberta, Portugal
2024/06/27 - 2024/06/29	Participation and presentation as 1st author of article at EIMAD'24 - International Meeting of Research in Music, Arts and Design, on June 27, 28 and 29, 2024, article entitled: "The relevance and pertinence of Creativity and Innovation in the Design of creative processes"; Book of Abstracts ---> <a href="https://linktr.ee/eimad">https://linktr.ee/eimad</a>	EIMAD'24 - International Meeting of Research in Music, Arts and Design Instituto Politécnico de Castelo Branco, Portugal
2024/06/14 - 2024/06/16	Participation in the Racing Fest'2024 event on June 14, 15 and 16, 2024 (in the city of Penafiel), with students from ISCE Douro's CTesP and Multimedia Interactive Content Production degree courses (Multimedia Department) (editing/producing image and audiovisual content for the event.	RACING FEST Instituto Superior de Ciências Educativas do Douro, Portugal

2024/05/23 - 2024/05/23	Participation in the online training session promoted by G3E-IPCA and INPI (National Institute of Intellectual Property) on 'general notions of industrial property with a focus on trademark registration'; this session was given by Sara Saraiva from INPI (Trademark Examiner) and took place on May 23, 2024.  Other	Industrial Property with a focus on Trademarks  Instituto Politécnico do Cávado e do Ave Gabinete Emprego Empreendedorismo e Ligação às Empresas, Portugal Instituto Nacional da Propriedade Industrial, Portugal
2024/05/20 - 2024/05/22	Participation and presence as 1st author of article at DESIGN COMMIT '24 - 1st International Conference on Design & Industry - with colleague, Suzana Dias, entitled "Magic lamp genie or collaborative genie? Reflection on the use of generative Artificial Intelligence in the teaching-learning process in communication design". Book of Abstracts ---> <a href="https://designcommit.pt">https://designcommit.pt</a> Conference	DESIGN COMMIT - 1st International Conference on Design & Industry · 2024  CIAUD — Centro de Investigação em Arquitetura, Urbanismo e Design, Portugal Universidade de Lisboa Faculdade de Arquitetura, Portugal Instituto Politécnico do Cávado e do Ave Escola Superior de Design, Portugal
2024/05/07 - 2024/05/07	Participation in the Online Open Class with the theme: 'Creating image, video and sound with Generative Artificial Intelligence'. The training session took place on May 7, 2024 (duration 2 hours).  Other	Open Class - Creating image, video and sound with Generative Artificial Intelligence  Forma-te, Portugal
2024/04/06 - 2024/04/06	Participation in the Conference 'INQUIETAR: The Core of Education - Artificial Intelligence II', which discussed the challenges of Artificial Intelligence in Education, on April 5 and 6, 2024, an initiative promoted by the Municipality of Amarante, which took place in Auditorium Cine-Teatro.  Conference	INQUIETAR: The Core of Education - Artificial Intelligence II  Câmara Municipal Amarante, Portugal
2024/01 - 2024/01	Participation in the Open Class, as part of the Post-Graduation in Artificial Intelligence and Emerging Technologies in Learning, a partnership between Forma-te and ISLA Santarém, with the theme: "Artificial Intelligence: BARD and COPILOT Language Models - Application in learning contexts", which took place on January 16, 2024.  Other	Inteligência Artificial e Tecnologias Emergentes na Aprendizagem (Aula Aberta)  Instituto Superior de Gestão e Administração de Santarém, Portugal
2023/11/07 - 2023/11/07	Participated in the Learning Clinic (webinar): How to create interactive learning content with iSpring Suite Max, which took place on November 7, 2023.  Other	How to create interactive learning content with iSpring Suite Max  Forma-te, Portugal

2023/10/26 - 2023/10/26	Participation in the Seminar 'Technologies and Pedagogical Innovation in Vocational Training', promoted by Citeforma, on October 26, 2023. The Seminar focused on Pedagogical Innovation in Vocational Training and the use of technologies in new pedagogical challenges (for example those brought about by Artificial Intelligence), highlighting the current threats and opportunities in teaching and learning processes.  Seminar	Technologies and Pedagogical Innovation in Professional Training  Citeforma, Portugal
2023/06 - 2023/06	Participation and attendance at the Conference "Challenges and Opportunities in the Sustainable Blue Economy". Organized by Álvaro Sardinha, at ESAD, in Matosinhos. It took place on June 28, 2023, between 9am and 1pm (duration 4 hours).  Conference	Challenges and Opportunities in the Sustainable Blue Economy  Escola Superior de Artes e Design, Portugal
2023/05/18 - 2023/05/18	Participation as a guest speaker in the lecture "À conversa com..." on the subject of "The Creative Process in Communication Design. Thinking about Images" - for students on the degree course at the School of Design, IPCA (Polytechnic Institute of Cávado and Ave).  Conference	"À conversa com..."  Instituto Politécnico do Cávado e do Ave Escola Superior de Design, Portugal
2022/05/27 - 2022/05/27	Participation as a guest speaker in the Lecture: "À conversa com Vitor Tavares", entitled "The Creative Process in Communication Design vs. Advertising" - for students of the Graphic Design Degree course at the School of Design of the Polytechnic Institute of Cávado and Ave, which took place on May 27, 2022.  Conference	"À conversa com..."  Instituto Politécnico do Cávado e do Ave Escola Superior de Design, Portugal
2022/05/24 - 2022/05/24	Participation and attendance at the lecture "Being Happy at Work", lasting 2 hours, promoted by the Center for Lifelong Learning (CFLV), instituted by Maiêutica, Cooperativa de Ensino Superior da Maia, which took place on May 24, 2022.  Conference	"Being Happy at Work"  Maiêutica Cooperativa de Ensino Superior CRL, Portugal

2022/05/11 - 2022/05/11	Participation and dynamization the Workshop entitled "Thinking about Images - The Creative Process in Design", as part of the "10th Multimedia Communication and Design Meeting", with the Communication and Multimedia Design students of the ESE of the Polytechnic Institute of Coimbra, which took place on May 11, 2022. Workshop	"10th Multimedia Communication and Design Meeting" Instituto Politécnico de Coimbra, Portugal
2022/05/10 - 2022/05/11	Participation as a guest speaker at the "10th Multimedia Communication and Design Meeting! Lecture entitled "Creative Direction. A Professional Path", at ESE Coimbra (Polytechnic Institute of Coimbra) ---> <a href="https://eventos.esec.pt/10ecdm/">https://eventos.esec.pt/10ecdm/</a> Conference	"10th Multimedia Communication and Design Meeting!" Instituto Politécnico de Coimbra, Portugal
2020/12/10 - 2020/12/11	Participation in the Teacher Training workshop as part of the "CON(S) CIÊNCIAARTE" project, promoted by Serralves Foundation, which took place between december 10 and 11, 2020. Workshop	CON(S)CIÊNCIAARTE Fundação de Serralves, Portugal
2019/01 - 2019/11	Participation in the "Guide to the Communities of Porto" 2019 Edition. Invited by the social network Facebook (Portugal) with the project "Non-places in the city of Porto" - Urban Art for non-places in Porto (vitor tavares). Published in a book (pages 49 and 50) and on display in a photographic exhibition at the Alfândega do Porto Museum in november 2019. Exhibition	"Guide to the Communities of Porto" Facebook Inc, United States
2014/09/26 - 2014/09/26	Participation as a guest speaker at the Conference: "Comunicar Design'14" at Casa do Professor, which took place in Braga on September 26, 2014 ---> <a href="https://www.behance.net/gallery/19427785/comunicar-design2014-braga">https://www.behance.net/gallery/19427785/comunicar-design2014-braga</a> Conference	"Comunicar Design'14" Casa do Professor, Portugal
2014/05/10 - 2014/05/10	Participation and guidance of the Creative Exploration Workshop with the theme "Places and Non-Places" integrated in the Event "Encontr@rte   2014 - Meetings of Science, History and Art with Heritage", organized by the Training Center of the Association of Schools of Bragança Norte, at the	"Encontr@rte   2014 - Meetings of Science, History and Art with Heritage" Museu do Abade de Baçal, Portugal

Abade de Baçal Museum, which took place on May 10, 2014. ---> <https://www.behance.net/gallery/16852469/encontrrte-2014-braganca-conference-workshop>

Workshop

2014/05/09 -  
2014/05/10

Participation as a guest speaker at the conference "Encontr@rte | 2014" with the title: "non-places in the city of Porto" at the Center for Contemporary Art of Bragança, which took place on May 9, 2014. The communication presented resulted from research work developed in the Art and Design Seminar and Research Methodologies and Practices curricular units, within the scope of the Doctorate in Art and Design, at FBAUP. ---> <https://www.behance.net/gallery/16852469/encontrrte-2014-braganca-conference-workshop>

Conference

"Encontr@rte | 2014" - Meetings of Science, History and Art with Heritage"

Centro de Arte Contemporânea de Bragança, Portugal

2013/09/27 -  
2013/09/28

Participation as a guest speaker at the event "Encontr@rte | Porto | 2013", which took place at the National Press Museum, in Porto, on 27 and 28 September 2013. Presentation of research work developed to date, in the subject of Research Methodologies and Practices II, in the context of the Doctorate in Art and Design (FBAUP), with the title: "The brand in abandoned spaces in the city of Porto. Contributions to the understanding of the brand as a space of inscription".

Conference

Museu Nacional de Imprensa, Portugal

2013/03/22 -  
2013/03/23

Workshop Supervisor "Places and Non-Places | Views on Overmodernity" at the Event "Observ@arte | 2013" (Creativity, Museums and Education), at the National Museum of Ancient Art in Lisbon, on March 22nd and 23rd, 2013. The starting point was the research work developed in the Advanced Studies Practices UC for Doctorates in Art and Design at FBAUP (between 2012 and 2013).

Workshop

"Observ@arte | 2013" (Creativity, Museums and Education)

Museu Nacional de Arte Antiga, Portugal

2013/03/02 -  
2013/03/02

WORKSHOP supervisor whose theme was: "Place or non-place?" which took place at the Aveiro City Museum and on the city streets as part of the "Aveiro'2013 | Creativity, Museums and Education" event, on March 2, 2013. --->

"Place or non-place?"

Museu Cidade de Aveiro, Portugal

<https://www.behance.net/gallery/16997877/museu-cidade-de-aveiro-2013-workshop>

#### Workshop

2009/06/27 - 2009/08/02	Participation, author and organizer of the Photographic Exhibition entitled: "non-places in the city of Porto", which was on display at the Joshua Benoliel Room of the CPF - Portuguese Center of Photography of Porto, between June 27th and August 2nd, 2009. ---> <a href="https://www.behance.net/gallery/6756699/non-places-in-oporto-city-cpf-exhibition09">https://www.behance.net/gallery/6756699/non-places-in-oporto-city-cpf-exhibition09</a>	Centro Português de Fotografia, Portugal
2009/07/25 - 2009/07/25	Organizer and Moderator of the Conference held in the CPF Court Room (in Porto) on July 25, 2009. Theme: "Non-places in the city of Porto". ---> <a href="https://www.behance.net/gallery/6756699/non-places-in-oporto-city-cpf-exhibition09">https://www.behance.net/gallery/6756699/non-places-in-oporto-city-cpf-exhibition09</a>	"Non-places in the city of Porto" Centro Português de Fotografia, Portugal
2008/11 - 2008/11	Participation in "Lisbon Metro Photo Challenge'08" event/exhibition with photography from the 'nao-lugares.com' project that took place in November 2008, at Terreiro do Paço, in Lisbon.	"Lisbon Metro Photo Challenge'08" Metro Photo Challenge, Portugal
2007/10/17 - 2007/10/17	Participation in the Seminar "International Day for the Eradication of Poverty - New Generation of Social Responses - The Third Included", with the research work developed within the scope of the Master's Degree (FBAUP), such as the project entitled "non-places in the city of Porto", took place on October 17, 2007, at the CACE Cultural of Porto.	Seminar "International Day for the Eradication of Poverty - New Generation of Social Responses - The 3rd Included" Fundação FILOS, Portugal
2003/05 - 2003/05	Participation in the Porto Short Film Festival 'Corta!' with the film (audiovisual project) entitled "Bridges to the Future?", which took place during the month of May 2003, in the auditorium of the Almeida Garrett Municipal Library (Palace Gardens) in Porto.	Porto Short Film Festival 'Corta!' Festival de Curtas Metragens do Porto "Corta!", Portugal

2002/02 - 2002/06	Participation in the National Design and Advertising Festival Competition, Ed. 2002, organized and promoted by CCP - Clube da Criatividade Portugal, with the poster/advertisement "Terceira Idade", advertiser Yorn, which won 1st prize, the award-winning work was broadcast in the positions of the New Impact network (consisting of bars and nightclubs in Lisbon and Porto, in 2002) ---> <a href="https://www.305design.pt/awards/index.html">https://www.305design.pt/awards/index.html</a> Call	National Design and Advertising Festival 2002 Clube da Criatividade Portugal, Portugal
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2001/02 - 2001/06	Participation in the National Design and Advertising Festival Competition, Ed. 2001, organized and promoted by CCP - Clube da Criatividade Portugal, with the poster/advertisement "Add Attachment", advertiser Sagres, which won an honorable mention in 2001. ---> <a href="https://www.305design.pt/awards/index.html">https://www.305design.pt/awards/index.html</a> Call	National Design and Advertising Festival 2001 Clube da Criatividade Portugal, Portugal
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## Jury of academic degree

	Theme Role	Candidate name (Type of degree) Institution / Organization
2025/07/16	Arguency an Internship Report entitled "Internal Communication at Sodicentro" (public exam) by Diogo Duarte Henriques, a student on the Business Communication degree course (2024/25), which took place at ISMT in Coimbra, on July 16, 2025. (Thesis) Arguer	Diogo Duarte Henriques (Other) Instituto Superior Miguel Torga, Portugal
2025/07/16	Arguency an Internship Report entitled "The Importance of Internal Communication at Bluepharma" (public exam) by André Manuel Rodrigues de Sá, a student on the Business Communication degree course (2024/25), which took place at ISMT in Coimbra, on July 16, 2025. (Thesis) Arguer	André Manuel Rodrigues de Sá (Other) Instituto Superior Miguel Torga, Portugal
2025/07/15	Arguency an Internship Report entitled "Internship Developed at PROCOMPS" (public exam) by Henrique Gaspar Araújo, a student on the Digital Production in Brand Communication degree course (2024/25), which took place at IPMAIA on July 15, 2025.	Henrique Gaspar Araújo (Other) Instituto Politécnico da Maia, Portugal



(Thesis) Arguer

2025/07/01	Arguency an Internship Report entitled "Marketing e Comunicação Organizacional, Ribadão Wood Boutique" (public exam) by Maria Ngombe Gomes, a student on the Business Communication degree course (2024/25), which took place at ISMT in Coimbra on July 1, 2025. (Thesis) Arguer	Maria Ngombe Gomes (Other) Instituto Superior Miguel Torga, Portugal
2025/07/01	Arguency an Internship Report entitled "Comunicação no Setor Farmacêutico: Caso da Bluepharma" (public exam) by Raquel da Cruz Rodrigues, a student on the Business Communication degree course (2024/25), which took place at ISMT in Coimbra on July 1, 2025. (Thesis) Arguer	Raquel da Cruz Rodrigues (Other) Instituto Superior Miguel Torga, Portugal
2024/07/30	Jury and Arguency (public examination) student Internship Report, Ricardo Jorge Almeida, on the Digital Production in Brand Communication degree course. The internship took place in the Marketing and Communications Department of the host company "Segeltec, Lda". The public exam took place at IPMAIA on July 30, 2024. The work carried out by the student during the internship period was of sufficient quality and showed his love of communication design, audiovisuals and creating digital content for social networks. (Thesis) Arguer	Ricardo Almeida (Other) Instituto Politécnico da Maia, Portugal
2024/07/05	Jury and Arguency (public examination) student Internship Report, João Bernardo Teixeira, on the Digital Production in Brand Communication degree course. The internship took place in the Marketing and Communications Department of the host company "Alheti Unipessoal Lda". The test took place in Auditorium of the IPMAIA Campus, on July 5, 2024, at 5pm. During the internship period, the student created and managed digital content for the company's social networks, including developing/producing several successful graphic design pieces. (Thesis) Arguer	João Bernardo da Silva Teixeira (Other) Instituto Politécnico da Maia, Portugal

2024/07/05	<p>Jury and Arguency (public examination) student Internship Report, Nuno Alves Ribeiro, on the Digital Production in Brand Communication degree course. The internship took place in the Web Design, Marketing and Graphic Design Department of the host organization "SOOCHY, LDA". The exam took place in Auditorium A1 on the IPMAIA Campus, on July 5, 2024, at 3pm. The work carried out by the student during the internship period showed a lot of quality, and even evidenced his taste for creation and doing well with professionalism.</p> <p>(Thesis) Arguer</p>	<p>Nuno Miguel Alves Ribeiro (Other)</p> <p>Instituto Politécnico da Maia, Portugal</p>
2024/07/05	<p>Jury and Arguency (public examination) student Internship Report, Rodrigo Morais, on the Digital Production in Brand Communication degree course. The internship took place in the Web Design and Photography Department of the host company "Alheti Unipessoal Lda". The test took place in Auditorium A1 on the IPMAIA Campus, on July 5, 2024, at 4pm. During the internship period, the student created/produced product/model photographic images and digital content for the company's website and for the decoration of the company's physical store.</p> <p>(Thesis) Main arguer</p>	<p>Rodrigo Sevilha Morais (Other)</p> <p>Instituto Politécnico da Maia, Portugal</p>

### Ad Hoc journal article review

	Journal title (ISSN)	Publisher
2025 - Current	REAMD - Revista de Ensino em Artes, Moda e Design (2594-4630)	Florianópolis - SC CEP: 88.035-001
2025/06 - 2025/07	Springer publishing - proceedings of ISPGAYA - International Congress 2025, published by Springer publishing	Reviewer for a submission to the proceedings of ISPGAYA - International Congress 2025, published by Springer publishing

### Committee member

	Activity description Role	Institution / Organization
2022 - Current	<p>Member of IPMAIA's N2i (Research Center)</p> <p>Member</p>	N2i (Núcleo de Investigação) Instituto Politécnico da Maia, Portugal

2021/10 - Current	Member of the IPMAIA Pedagogical Council, within the scope of the Digital Production in Brand Communication degree course, from the 2021/2022 academic year to the present. Member	Instituto Politécnico da Maia, Portugal
2025/06/06 - 2025/06/06	Member of organizing team and responsible for the creation communication design and creative direction event "10 years IDIS" - project for inclusion and social transformation. It took place at Sophia de Mello Breyner Municipal Archive, VN Gaia, on June 6, 2025 ---> [ <a href="https://www.behance.net/gallery/227749775/10-ANOS-IDIS-2025#">https://www.behance.net/gallery/227749775/10-ANOS-IDIS-2025#</a> ] Member	IDIS - Instituto de Desenvolvimento e Inclusão Social, Portugal
2021 - 2025	Author and responsible for creating the entire Visual Identity of IPMAIA's "Digital Production in Brand Communication" degree course, including boosting its communication on social networks (LinkedIn and Instagram), since 2021. Other	Instituto Politécnico da Maia, Portugal
2024/11/10 - 2024/11/21	Member of the team/organizing committee of the Intermedia Festival, an initiative of the Department of Digital Arts and Multimedia of ISCE Douro, held in November 2024. Member	Instituto Superior de Ciências Educativas do Douro, Portugal
2023/09 - 2023/11	Member of the Scientific Coordination team for the following courses: Postgraduate Degree in Audiovisual and Multimedia and Postgraduate Degree in Design and Digital Marketing ---> <a href="https://www.iscedouro.pt/pt/oferta-formativa/pos-graduacoes">https://www.iscedouro.pt/pt/oferta-formativa/pos-graduacoes</a> Member	Instituto Superior de Ciências Educativas do Douro, Portugal
2020/03 - 2021/05	Member of the committee to create the degree course in Digital Production in Brand Communication, including the entire curriculum structure, 6 academic semesters), approved by IPMAIA's CTC in 2020, and accredited by A3ES in 2021. Member	Instituto Politécnico da Maia, Portugal
2015/01/02 - 2015/03/04	Member of the Organizing Committee of the event "D-Day" - Conversations about Design. 2015 edition. The event took place in the IPCA Campus	Instituto Politécnico do Cávado e do Ave, Portugal

Auditorium on March 4, 2015.

Member

2014/01/02 - 2014/04/02	Member of the Organizing Committee of the event "D Day" - Conversations About Design. 2014 Edition. Event held at the Public Auditorium of the Municipality of Barcelos, on April 2, 2014.	Instituto Politécnico do Cávado e do Ave, Portugal
	Member	
2012/01/02 - 2012/03/21	Member of the Organizing Committee of the event "D Day" - Conversations about Design. 2012 Edition. Event held at the Auditorium of the Barcelos City Hall, on March 21, 2012.	Instituto Politécnico do Cávado e do Ave, Portugal
	Member	

## Conference scientific committee

	Conference title	Conference host
2025/07/20 - 2025/08	ISPGAYA International Congress 2025	Reviewer for a submission to the proceedings of ISPGAYA - International Congress 2025, published by Springer publishing

## Course / Discipline taught

	Academic session	Degree Subject (Type)	Institution / Organization
2025/02/14 - Current	Project 1 - Portfolio	Design de Comunicação (Licenciatura)	Instituto Superior Miguel Torga, Portugal
2024/09 - Current	Digital Video Editing	Comunicação Empresarial (Licenciatura)	Instituto Superior Miguel Torga, Portugal
2024/09 - Current	Video Production I	Comunicação Empresarial (Licenciatura)	Instituto Superior Miguel Torga, Portugal
2024/09 - Current	Documentary Photography and Video	Design de Comunicação (Licenciatura)	Instituto Superior Miguel Torga, Portugal
2024/09 - Current	Video Production II	Comunicação Empresarial (Licenciatura)	Instituto Superior Miguel Torga, Portugal
2024/09 - Current	Communication Design II	Design de Comunicação (Licenciatura)	Instituto Superior Miguel Torga, Portugal
2024/09 - Current	Video Production	Design de	Instituto Superior

		Comunicação (Licenciatura)	Miguel Torga, Portugal
2024 - 2025	Digital Graphic Environments	Produção de Conteúdos Interativos e Multimédia (Licenciatura)	Instituto Superior de Ciências Educativas do Douro, Portugal
2024 - 2025	Visual Education; Descriptive Geometry; Cultural History of the Arts (Visual Arts )	(Ensino secundário)	Escola Secundária Rocha Peixoto, Póvoa de Varzim, Portugal
2021 - 2025	Design and Brand Identity	Produção Digital em Comunicação de Marca (Licenciatura)	Instituto Politécnico da Maia, Portugal
2023 - 2024	Comunicação e Design Thinking	Tecnologias de Comunicação Multimédia (Licenciatura)	Universidade da Maia, Portugal
2023 - 2024	Creation and Implementation of Multimedia Projects	Tecnologias Multimédia (Licenciatura)	Instituto Superior de Ciências Educativas do Douro, Portugal
2023 - 2024	Audio and Video Capturing and Editing	Tecnologias Multimédia (Licenciatura)	Instituto Superior de Ciências Educativas do Douro, Portugal
2023 - 2024	Digital Art Laboratory	Produção de Conteúdos Interativos e Multimédia (Licenciatura)	Instituto Superior de Ciências Educativas do Douro, Portugal
2021 - 2024	Communication Design	Produção Digital em Comunicação de Marca (Licenciatura)	Instituto Politécnico da Maia, Portugal
2021 - 2024	Introduction to Design and Typography	Produção Digital em Comunicação de Marca (Licenciatura)	Instituto Politécnico da Maia, Portugal
2021 - 2024	Design Methodologies	Produção Digital em Comunicação de Marca (Licenciatura)	Instituto Politécnico da Maia, Portugal
2021/10 - 2023/08	Drawing III	Design do Produto (Licenciatura)	Instituto Politécnico de Viana do Castelo, Portugal
2021 - 2023	Editorial Typographic Design	Design do Produto (Licenciatura)	Instituto Politécnico de Viana do Castelo, Portugal
2021/10 - 2022/08	Composition and Photographic image	Design do Produto (Licenciatura)	Instituto Politécnico de Viana do Castelo, Portugal

2021/10 - 2022/08	Interactive Multimedia	Design do Produto (Licenciatura)	Instituto Politécnico de Viana do Castelo Escola Superior de Tecnologia e Gestão, Portugal
2020 - 2021	Visual Education; Citizenship; Class Management (Visual Arts)	(Ensino básico 3º ciclo)	Agrupamento de Escolas Monte da Ola (Viana do Castelo), Portugal
2015/09 - 2017/09	Designer's Work Methodology I	Design Gráfico (Licenciatura)	Instituto Politécnico do Cávado e do Ave Escola Superior de Design, Portugal
2015/09 - 2017/09	Designer's Work Methodology II	Design Gráfico (Licenciatura)	Instituto Politécnico do Cávado e do Ave Escola Superior de Design, Portugal
2009/09 - 2015/08	Designer's Work Methodology I	Design Gráfico (Licenciatura)	Escola Superior de Tecnologia - IPCA, Portugal
2009/09 - 2015/08	Designer's Work Methodology II	Design Gráfico (Licenciatura)	Escola Superior de Tecnologia - IPCA, Portugal
2011/09 - 2012/08	Typography	Design Gráfico (Licenciatura)	Escola Superior de Tecnologia - IPCA, Portugal
2010/09 - 2011/08	Product Representation and Communication	Design e Desenvolvimento do Produto (Mestrado)	Escola Superior de Tecnologia - IPCA, Portugal

## Interview (newspaper / magazine)

	Activity description	Newspaper / Forum
2010/05/10	Participation in an interview, at the invitation of JPN Porto: "Non-places: Porto photographed with different eyes" - author of the article/journalist: João Nápoles. Published 10.05.2010 ---> <a href="https://www.jpn.up.pt/2010/05/10/nao-lugares-o-porto-fotografado-com-outros-olhos/">https://www.jpn.up.pt/2010/05/10/nao-lugares-o-porto-fotografado-com-outros-olhos/</a>	JPN - JornalismoPortoNet
2009/05/10	Participation in an interview, at the invitation of Diário de Notícias: "(Re) visiting Porto and its non-places. CPF will exhibit photographic collection", at the invitation of the journalist, Joana de Belém, published on May 10, 2009 in DN ---> <a href="https://www.dn.pt/portugal/cpf-vai-expor-espolio-fotografico-1227350.html">https://www.dn.pt/portugal/cpf-vai-expor-espolio-fotografico-1227350.html</a>	Diário de Notícias

## Interview (tv / radio show)

	Program	Theme
2009/07/28 - 2009/07/28	Participation in an interview, at the invitation of Porto Canal, on the program "Porto Alive" (live broadcast), took place on July 28, 2009, within the scope of the project entitled "non-places in the city of Porto", which was on public display at the CPF in Porto. ---> <a href="https://www.youtube.com/watch?v=eS8YsHhIRjU">https://www.youtube.com/watch?v=eS8YsHhIRjU</a>	"Non-places in the city of Porto"
2009/07/24 - 2009/07/24	Participation in an interview, at the invitation of Antena 1, on the program "Portugal em Diteto" - took place at the RTP facilities, on July 24, 2009, as part of the photographic exhibition of the project: "non-places in the city of Porto" on display at the CPF of Porto. ---> <a href="https://www.behance.net/gallery/6756699/non-places-in-oporto-city-cpf-exhibition09">https://www.behance.net/gallery/6756699/non-places-in-oporto-city-cpf-exhibition09</a>	"Não-lugares na cidade do Porto"

## Distinctions

### Award

2007	E-Creative Awards (305DESIGN) --> <a href="https://www.305design.pt/awards/cv_premios.pdf">https://www.305design.pt/awards/cv_premios.pdf</a>
2006	Website Design Award - WDA'06 (305DESIGN) --> <a href="https://www.305design.pt/awards/cv_premios.pdf">https://www.305design.pt/awards/cv_premios.pdf</a> Web Design Award, Portugal
2002	1st Prize, awarded by CCP - Clube da Criatividade Portugal, at CCB, in Lisbon, 2002 - Poster & Audiovisual Project: "It's never too late to be Yorn" (Prize: Participation in the Cannes Film Festival'02) --> <a href="https://www.305design.pt/awards/">https://www.305design.pt/awards/</a> Clube da Criatividade Portugal, Portugal

### Other distinction

2007	Representation 305DESIGN in "Web Design Index 7" (Pattern & Design Collection, published in January 2007, Pepin Print) ISBN: 978-9057681059 --> <a href="https://www.305design.pt/awards/cv_premios.pdf">https://www.305design.pt/awards/cv_premios.pdf</a>
2006	New Webpic Award 2006 (305DESIGN) --> <a href="https://www.305design.pt/awards/cv_premios.pdf">https://www.305design.pt/awards/cv_premios.pdf</a>
2001	Honorable Mention, awarded by: CCP (Clube de Criativos Portugal) 2001 Edition, with the project/poster: "Add Attachment" (SAGRES) --> <a href="https://www.305design.pt/awards/">https://www.305design.pt/awards/</a> Clube de Criativos de Portugal, Portugal