



Works

Data Portability

Online Courses for ITS Rio

Works for Social Media

Content for Social Media publications

KIM/6

DATA PORTABILITY PROJECT

The Data Portability Project was developed by lawyers and researchers Celina Bottino and Priscilla Silva at ITS Rio in 2020. The goal was to build an online platform that served as a library for publishings on Data Portability.

The project also featured an event with talks on the website release date, the publishing of 3 online books, and the social media artworks to announce the release of the project.

As the art director, I created the website, artworks for the event and the website release and did all the editorial work for the three publications. The challenge was to make a cohesive, versatile and eye-catching visual language.

The live website can be found at https://www.portabilidadededados.com.br/





SOME ARTWORKS FOR THE WEBSITE RELEASE



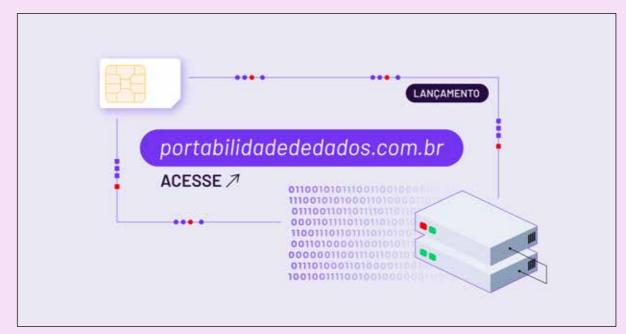


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INSTAGRAM FEED

IMAGE ATTACHED TO EMAIL NEWSLETTER

SPECIAL INSTAGRAM POST CONTENT















EDITORIAL PUBLICATIONS LAYOUT



2. DEFINIÇÃO DE PORTABILIDADE DE DADOS PESSOAIS

Como a LGPO não estabeleceu o conceito de portabilidade de dados pessoan, será ne cecsário, para entendarmos melhoro incitrato porcurirmos a sua naturação finalidade.

21 NATUREZA DO INSTITUTO

Tal como rencionado anencimiente, a portabilidade de dados pessoais deve ser per-cisidas sob perspectivas distintais, pois ao mesmo hierpo em que é a exterioritácico de em dos espectos do direito à astodeterminação informerina, associada à proteção de privacidade do titular do adosto, e las tandem celente auma dimensão económica, com reflexos no direito consumerista e concernencial.

Em interessante artigo sobre o terma, apitalessora Daniela Copetti Cravo diestaca que a portabilidade de tados "apresente ume dupla essificaci, cióm de permitri que es en dividuar esercitor a seu direito di autodeterminação informacional, baica promover a combrirlosa em um mescado caraciemquals por grandes retrodetes mestapolitate e com efeitos de rede".

Observação serrelhante foi finita pelos professores Engle Criset, Janoes Verschalkelem e Peggy Várcia so discorrerem sobre o direito a portabilidade dos dados pessoais sob a perspectiva do direito ococorrencial:

In the proposal for the General Stata Protection Regulation, the reduction of user lock-in is not mentioned as an objective of the right to data portability. The main goal of the new right is to en-sure that users stay in content of their personal data in the ori-ne enversament. Nevertheless, both this right to data portability. na onvercement. Nevertheleus, both the right to data portability and competition enforcement for facilitating data portability will remedy user lock-in. By enabling users to transfer their data easily born one system to another, weelful transfer their data easily born one system to another, weelful goosts are reduced and the link of body on its lowered. Data portability inches either legions will also enhance competition between service providers, since it will be easile for providers to data create users once they can take their data with them. In the Impet Assessment report the Commission states that "[plantability in a legi-plate for right-of-yel-plantability in a legi-plate for right-of-yel-plantability in a provider or construction." In addition, the Commission notes that "[Vibr. powershiply to more data from one venoric provider to construct excellent increases competition." In addition, when control construction is element as the competition, when sour yel-plantability in a provider the construction, even sour yel-plantability are provided to consider appropriate in terms of data protection?

Alás, oportuno rememorar que quando da tramitação do projeto de loi que deu origem à LGPD, já se discuria sobre a portabilidade de dedos pessoais e a sua versiatifidade:

A granth de portabilidade visa permire que o titular possa transferir issas informações pessassi de um responsável para outro sem impedimentos sécnicos du de outra a alturea. Els se someria uso diveltos do titular, portanto, a visorigando o inserveux do individuo, man ponesto de incremento das comunicações onfres, de obter objust de seus dados pessoasi a fim de reutilida-los em

A Portacoldade na Lei Dessi de Proteção de Dedos

NOTAS

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 1. "A afformação de um diverso Audisneveda à personalisade a à pontingão de rodos personalisade a à pontingão de rodos personalisade a à pontingão de rodos personalismos au sicientíficia, de uma comprenente de agricultado de pontingão de rodos personalismos de rodos personalismos de rodos personalismos de rodos de pontingão de rodos personalismos de rodos de pontingão de rodos de
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- portunement where the process of the 17th RDC ML 6.

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- gdi, assesso om 15/07/2002.

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- 6. CROWD, Daniela Copetti. Op. cd.
- COMPO, Derwind Coperti. Op. cit.

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- gortafilidade de bachir entre a proteção de dados e a conscribrcia, p.154-176, RDC visi, 6, er 1. Junho 3030 (ISNA 2818-2218)

A Portsolidade na Lei Gesti de Printeção de Sados

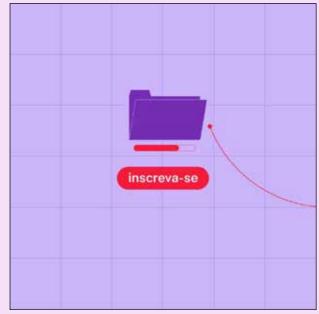
EVENT SOCIAL MEDIA ARTWORKS: INSTAGRAM FEED











EVENT SOCIAL MEDIA ARTWORKS





IMAGE ATTACHED TO LINK





INSTAGRAM FEED

IMAGE ATTACHED TO EMAIL NEWSLETTER

INSTAGRAM STORIES

ONLINE COURSES FOR ITS RIO

During my work journey at ITS Rio, I developed the artwork for several online courses and events, their primary activities. Most of the courses are about complex topics related to law and technology and creating visuals for those topics was always a fun challenge.

My plan, as art director of the institute, was to make each artwork unique, avoid clichés and, at the same time, build a cohesive and innovative visual universe that tied everything together.



INSTAGRAM STORIES FOR THE 92ND EDITION OF THE ITS WEEKLY EVENT"VARANDA".













CONTENT FOR SOCIAL MEDIA PUBLICATIONS

One of the main vehicles ITS Rio uses to communicate with its audience is social media. The flow of content for social media platforms was very past-paced and demanded me to build a cohesive, versatile and resourceful visual universe for the Institute.

The idea is that the artworks were visually striking, unique, and at the same time belonged to the same visual identity.



INSTAGRAM STORIES FOR MEDIUM PUBLICATION ON CONTENT MODERATION AND COVID19 FAKE NEWS.



INSTAGRAM STORIES FOR MEDIUM PUBLICATION ON SOCIAL DISTANCING AND CULTURE.

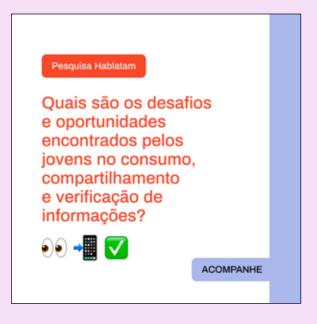






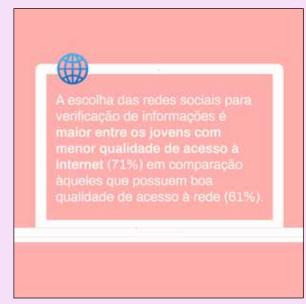


INSTAGRAM FEED CONTENT ON THE PRIVACY SHIELD AGREEMENT.









61% dos jovens não
verificaram informações
por acreditarem que ela
era verdadeira e mais da
metade (52%) afirmaram
que não sabiam como
fazer a verificação.

61%

52%

Não verificam se
acreditam ser verdadeira

Não verificam ser verdadeira

40% dos adolescentes que tem acesso de baixa qualidade à rede afirmaram não ter verificado informações que receberam por não possuir internet na hora para fazê-lo.

71% dos jovens,
ao presenciarem o
compartilhamento de
informações falsas por
amigos e familiares,
tiveram a postura de
alertar/avisar sobre o
caráter inverídico da
notícia.



INSTAGRAM FEED CONTENT ON THE RELEASE OF THE HABLATAM RESEARCH PUBLICATION.

KIM/6: THE KIM KARDASHIAN IMPACT

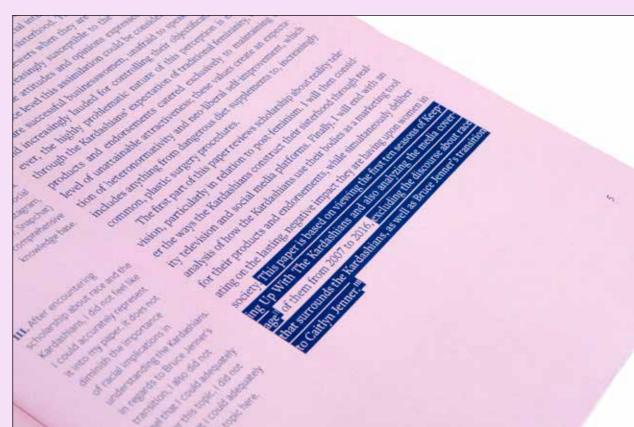
With my friend Alexandre Carvalho, we developed an editorial project analysing political, philosophical and ethical aspects of Kim Kardashian's carrier.

The content contrasts editorial texts with academic publications on topics such as gender, race, and feminism.

I believe this is truly a timeless piece of work, bringing the very contemporary approach of critical analysis into pop culture.

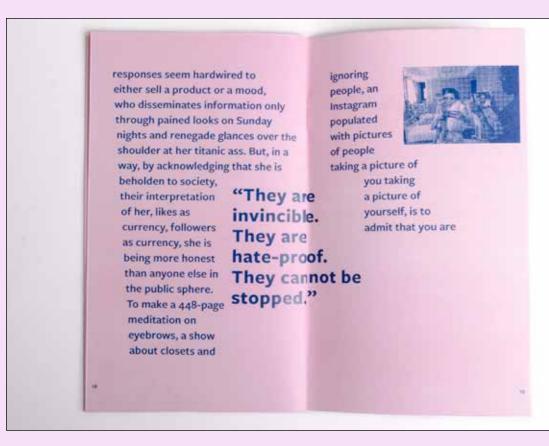












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