



SUSTAINABLE DEVELOPMENT GOALS

4 QUALITY
EDUCATION



Pandemia Fest



On July 3, 2020, the Audiovisual Communication and Interactive Media program organized the project Pandemia Fest, an online festival of university short films. This meeting sought to allow participants to show their audiovisual projects without having problems with distribution locations. In this sense, the festival was a platform for the promotion of independent filmmakers.

The target audience was young people and adults (men and women) between 17 and 30 years of age, whose level of education ranged from technical, university, and postgraduate. This age range was chosen precisely because it includes the ages of young university students and adult professionals working in different branches of communications, especially those who wish to get into film or documentaries.



Roundtable: The Bicentennial Generation



The Academic Director of Political Science of Universidad Peruana de Ciencias Aplicadas, Omar Awapara Franco, was invited by Universidad Privada del Norte to give a reflection as an academic and teacher on the events of November 2020, when the protests led by the so-called “Bicentennial Generation” took place. In addition, the Director of UPC’s Psychology program, Emilio Lafferanderie, participated as part of the panel and addressed the psychological characteristics of this generation of Peruvians.



Books published by Editorial UPC can be found in 359 libraries in 34 countries



Currently, books published by Editorial UPC can be found in 359 libraries in 34 countries, as registered in Worldcat.org, the online catalog managed by OCLC (Online Computer Library Cooperative), considered the largest online bibliographic catalogue in the world.

Editorial UPC's presence in libraries around the world has grown significantly since 2016. That year, Worldcat.org registered 82 of our titles in 117 libraries in 16 countries. Today, it registers 151 of our titles and the presence in libraries has grown 307%.

These results support our mission to share knowledge and are largely explained by our commitment to electronic publishing: 49% of the copies of our titles available in these 359 libraries are digital.



UPC presents the Pinhole Festival Perú 2020



The Pinhole Festival Perú has been held since 2012 and in 2020 it took place through a virtual exhibition, with pictures shared by pinhole photographers from Peru and the world, who enjoyed and celebrated this ancient photography technique. This technique consists of a camera obscura with which it is possible to capture pictures using as a lens a metal sheet with a hole that has the thickness of a needle, called “pinhole”, which gives its name to the technique.

This photography event is organized by the Verte MirArte Project and the Communication and Photography program of Universidad de Ciencias Aplicadas (UPC). The speakers who participated were Felipe Sangiorgi, Venezuelan musicologist, photographer, and writer; and Pilar Pedraza, photographer and representative of the Festival, who has carried out for nine years the participatory photography project called Verte MirArte with children and young people from the outskirts of Lima. This project is recognized as a Punto de Cultura (Culture Point) by the Peruvian Ministry of Culture.



UPC creates a free training platform in digital tools for teachers throughout Perú



Joining the celebrations for Teacher's Day in Perú, Universidad Peruana de Ciencias Aplicadas (UPC) makes available a free virtual space focused on providing pedagogical tools to all teachers in the country, both in the public and private sector.

The free platform, Educador Digital (Digital Educator), contains a wide selection of materials, such as papers, video tutorials, among others. The teacher who enters can learn, for example, to “maintain closeness in the distance”, “breathing and resonance tips to maximize the voice”, among many other skills that the COVID-19 pandemic has been demanding as part of its adaptation to the teaching process in the digital environment. Educador Digital was created due to the need for educators to innovate to enhance their ability to teach, share their knowledge with their students, and interact to achieve meaningful learning.



Quipu, “Rediscovering friends through stories”



The Audiovisual Communication and Interactive Media program launched an initiative called “Quipu,” which seeks to provide an educational and virtual space for children.

Therefore, through the puppet theater, we seek to narrate, through stories, Peruvian myths and legends, stories interactively related to our folklore.



Quipu, “Rediscovering friends through stories”



Other characters that accompany the proposal are **Alqo**, **Wari**, and **Atuc**, who travel through Peruvian stories and tales.



International Congress of Educators 2020



To keep contributing to education through the training of national and international teachers in the latest trends in education, Universidad Peruana de Ciencias Aplicadas (UPC) inaugurated the 20th International Congress of Educators. In this edition, the main theme is the education challenges in the 21st century. The aim is that, based on scientific evidence for discussion and understanding, the findings can then be applied in the design of proposals that allow innovation in the educational center.

On this occasion, more than 150 learning experiences were presented (conferences, panels, and workshops). These were classified into 8 academic areas: Educational Management and Innovation; Learning Design, Facilitation, and Evaluation; Teacher Training and Leadership; Integration of Technologies for Learning; Multidisciplinary Education; Innovation and Research in Education; and Educational Psychology and Attention to Diversity.



International Congress of Educators 2020



In addition, during these days there were more than 60 expert speakers in the training of professionals. Among the international speakers was Bruce Johnson from the University of Arizona in the United States, Moshe Tatar from the Hebrew University of Israel, Paivii Mayor from the University of Tampere in Finland, among others.



UPC and LG bet on applied research in young college students



Universidad Peruana de Ciencias Aplicadas and LG renewed a cooperation agreement in research and technological application to promote, among students of the Information Systems Engineering and Computer Science program, the development of applications (apps) based on the teaching of the brand's webOS platform. This partnership aims to train professionals in research projects for the implementation of technological applications through courses and workshops.

LG will provide students with knowledge and access to Signage monitors with a webOS platform to train them and help them develop various applications based on their interests. Local and international professionals will guide them in the realization of their projects.

Rosario Villalta, Director of the Information Systems Engineering and Computer Science programs, mentioned that "LG technology will be used in the development of applied research workshops and professional project workshops of the Information Systems Engineering, Software Engineering and Computer Science programs. These spaces aim to identify opportunities in the contemporary world where technology achieves the facilitating effect and shift engine that every business needs to remain competitively positioned in the market. In addition, the latest LG devices, specialists in Signage, WebOs, and our outstanding teaching staff, will generate great opportunities for our students in the creation of innovative solutions that allow transforming the world."



UPC and LG bet on applied research in young college students



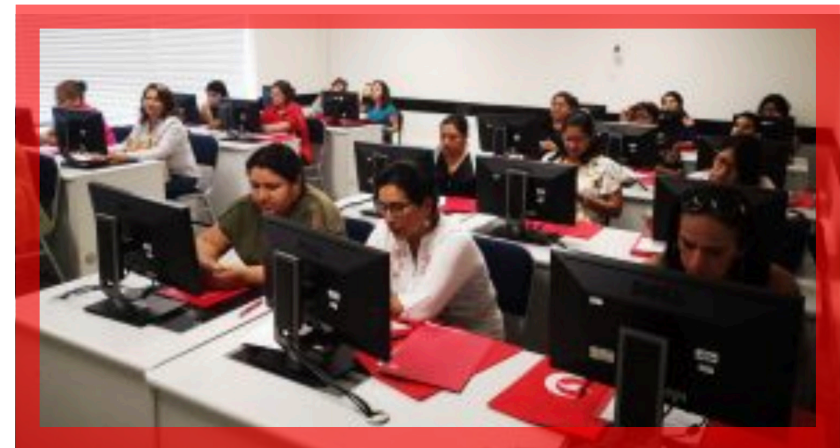
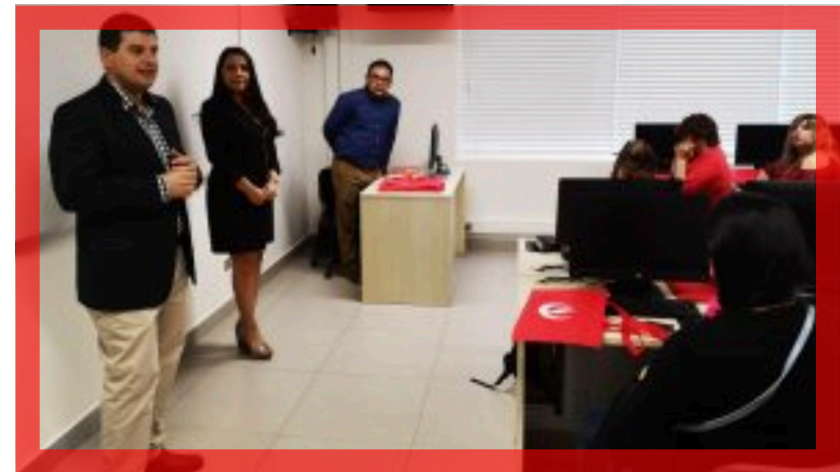
UPC held second writing training for public and private teachers



Between January 20 and 29, UPC's Humanities Department carried out, for the second consecutive year, the project "Training in Project-Oriented Learning in Writing for Teachers of Schools Located in Metropolitan Lima," aimed at enhancing the teachers' skills in digital writing and the use of modern methodologies regarding written communication.

This initiative aims to contribute to the professional development of the participating teachers so that, subsequently, they could have a positive impact on the education of their students and significantly improve their written communication.

The workshops were supported by a select teaching staff of the university, made up of writers, linguists, and educators specializing in literacy, process writing, and reading comprehension.



UPC held second writing training for public And private teachers



They made work units in which they addressed the following topics:

- Process writing
- Collaborative learning
- Use of ICTs in writing
- Information search
- Project-based learning
- Digital writing
- Competency work
- Reading comprehension techniques

