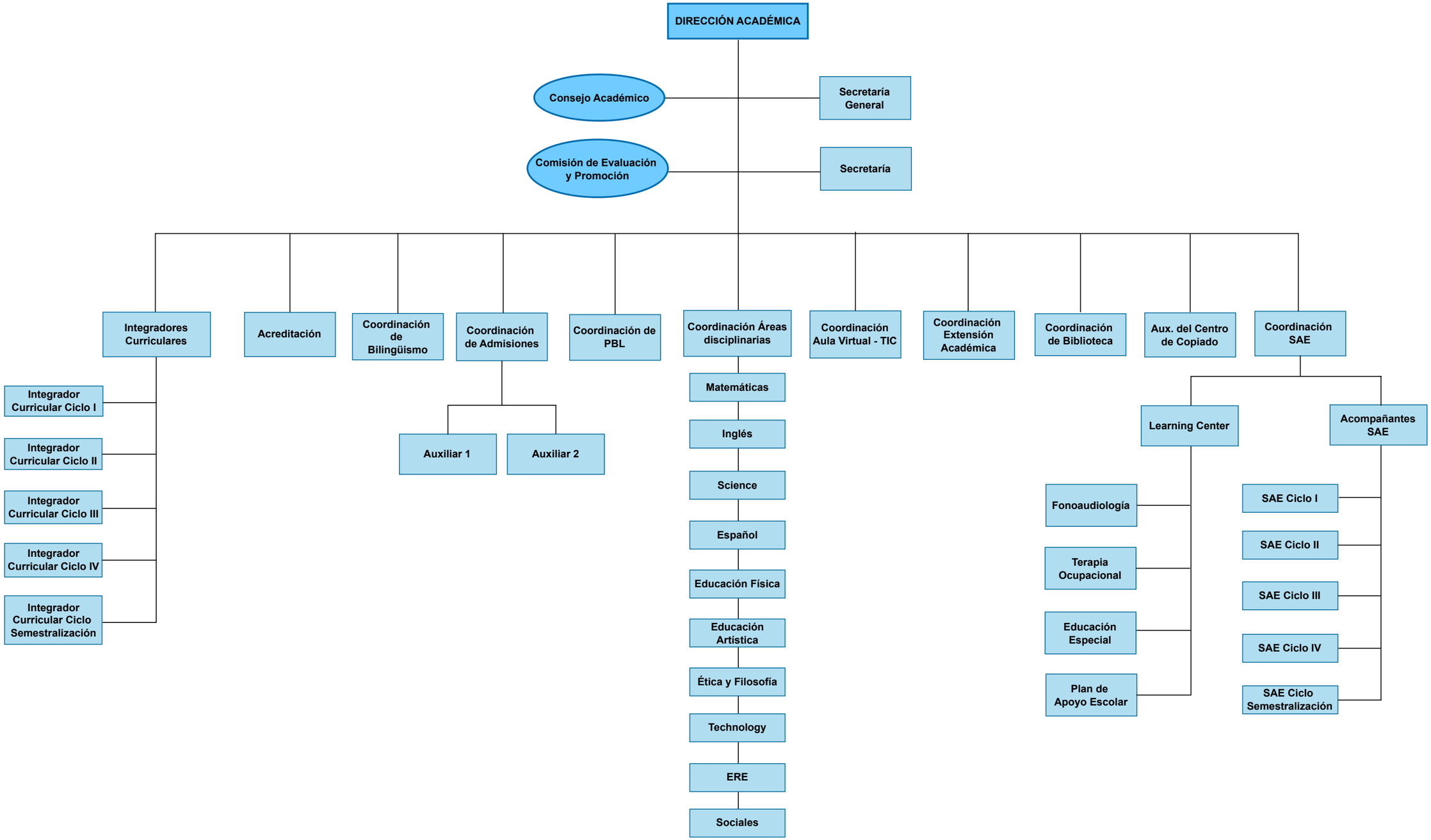AREA ACADÉMICA