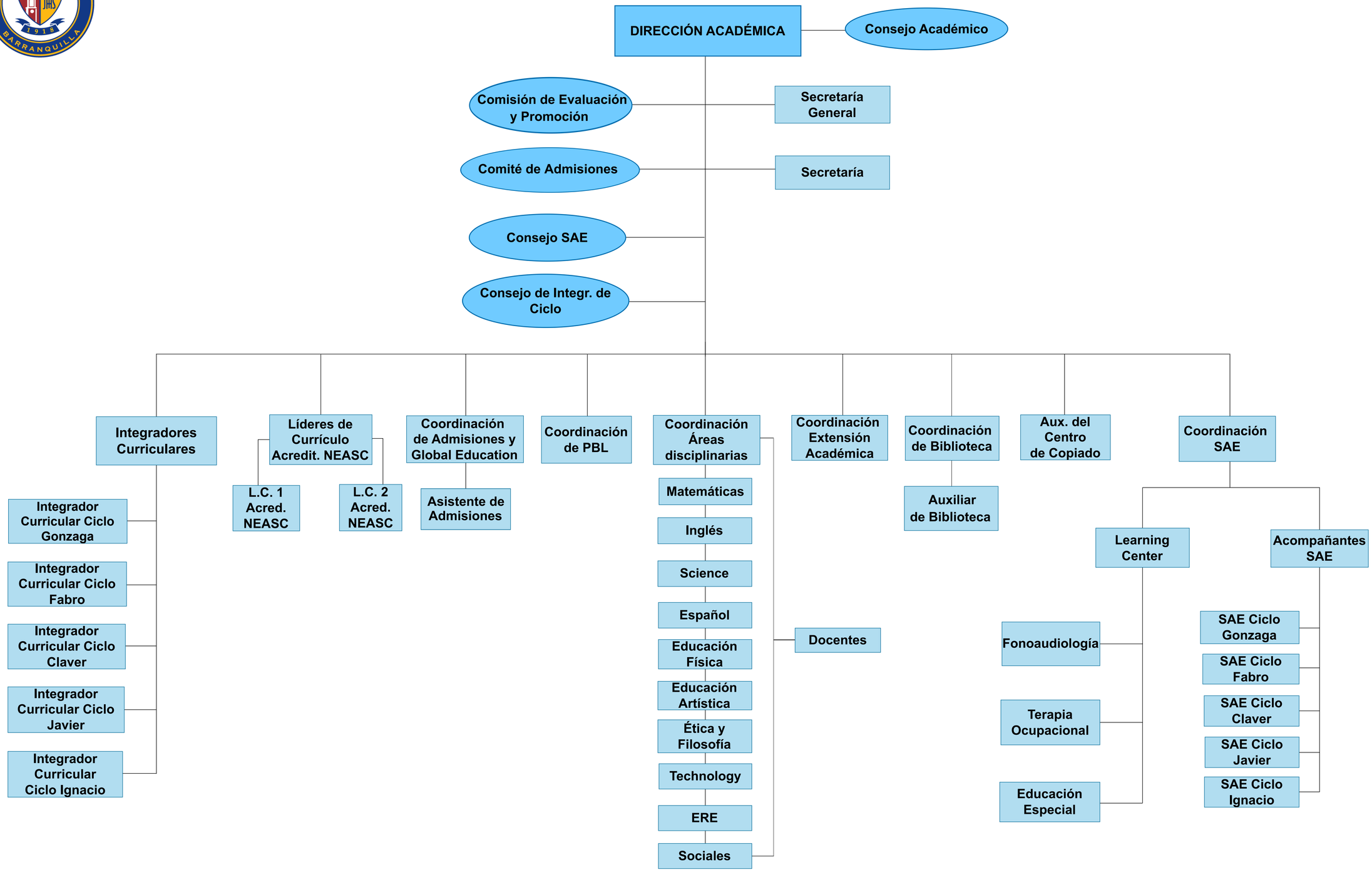ÁREA ACADÉMICA