

Caligrafia
e LETTERING

COMPOSIÇÃO PARTE 1

Guilherme Menga

Caligrafia
e LETTERING

PALAVRAS COMO IMAGENS

Guilherme Menga

CALIGRAMAS E POESIA CONCRETA



Gerechtigkeitsspirale “Espiral da Justiça”, 1510. Igreja St. Valentin de Kiedrich, em Hesse, Alemanha

CALIGRAMAS E POESIA CONCRETA

Le commandement c'est de
Rendre à Dieu ce qui est à Dieu
Adorer Dieu le grand Chapeau Catolique
Certe voie Oui
Qui la brûche la
Prophétie de l'apôtre
La
Qui
L'enfant
L'empêche
Fut le mariage
de ton fils
doré ou ornement
à travers son manteau

Guillaume Apollinaire

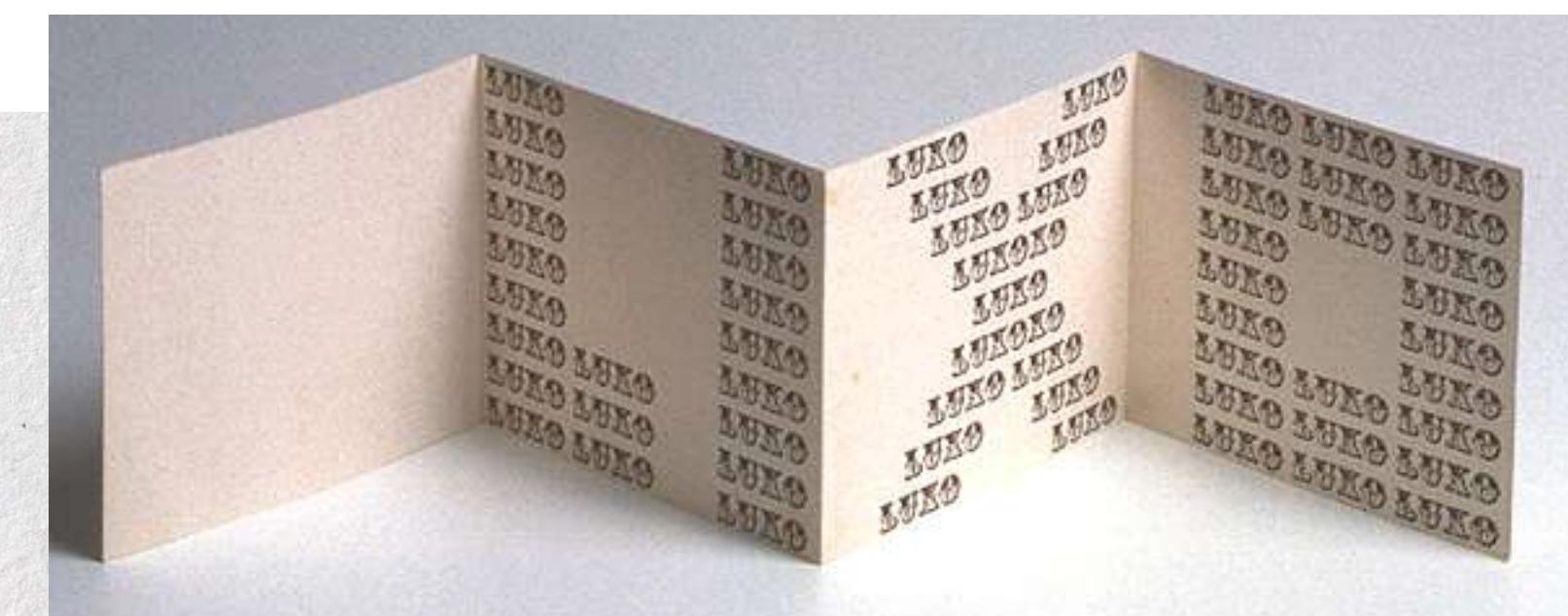
LUXO LUXO
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Augusto de Campos, 1965



ILUSTRAÇÕES COM PALAVRAS

CLOCK

ELEVATOR



Ilustrações de Ji Lee, 2011

ILUSTRAÇÕES COM PALAVRAS

per.od

com,ma

c:l:n

f_oor

mamMoth

Watching Words Move por Ivan Chermayeff e Tom Geismar. 1962

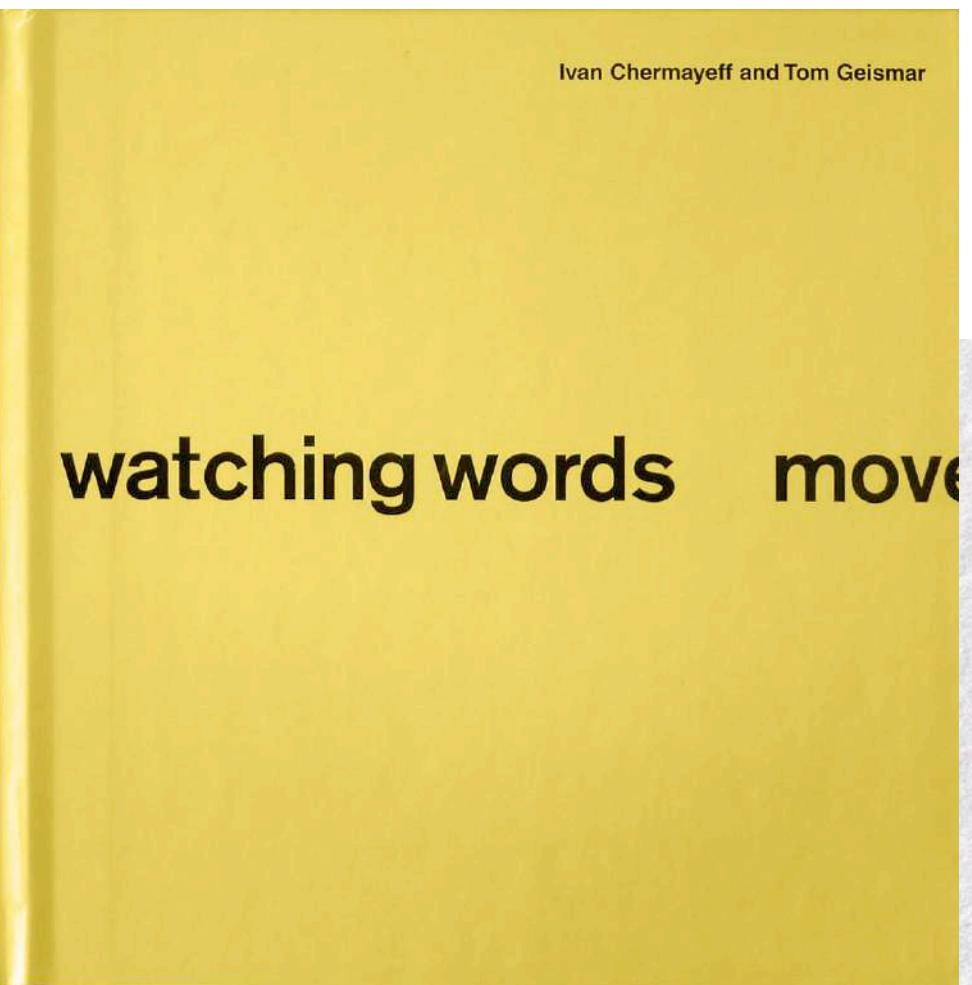
addding

subtrcting

multimultiplying

div id ing

nipped



AMBIGRAMAS



oxigênio

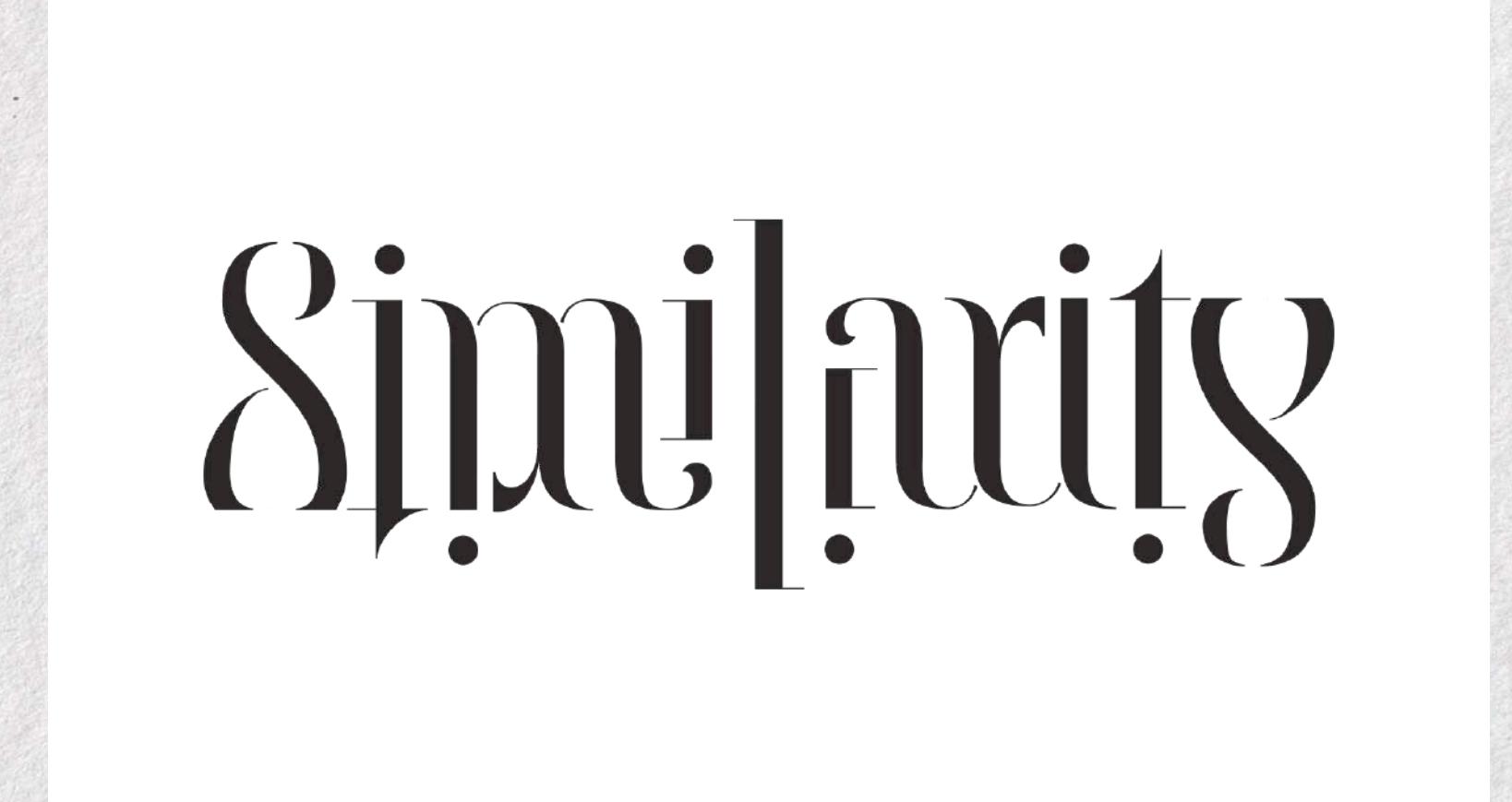


oxigênio

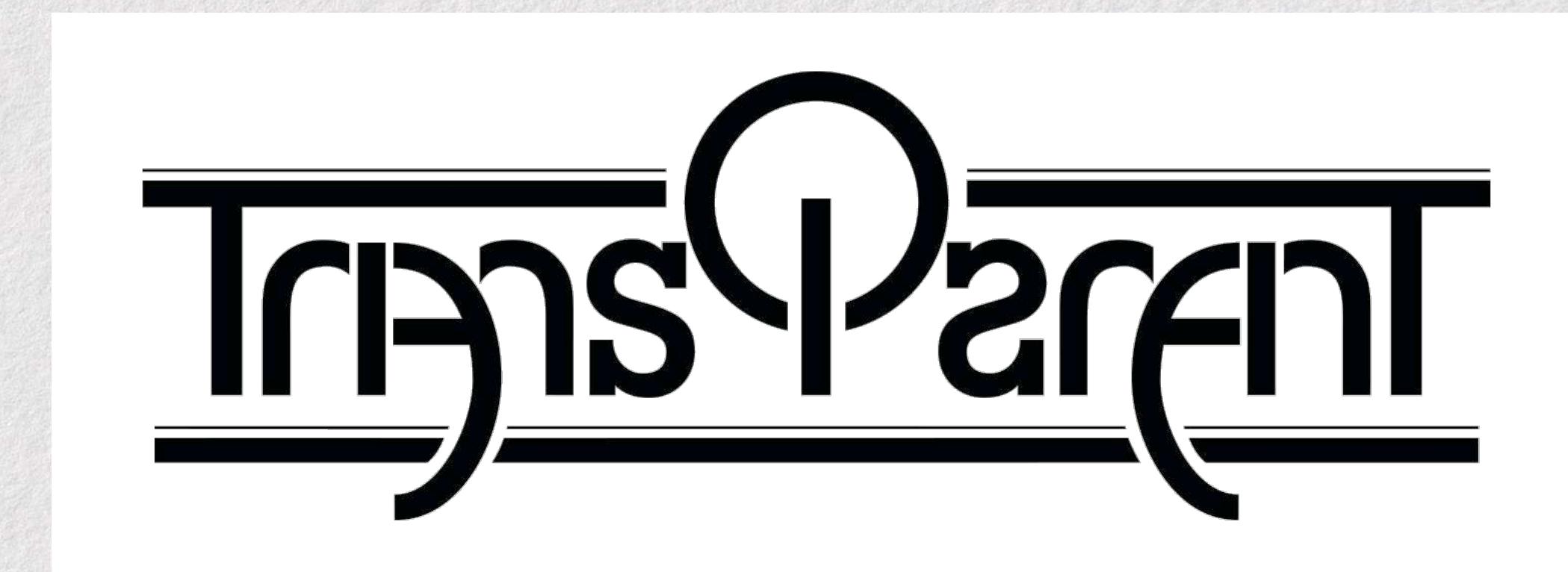
Thiago Peleteiro, 2020



Raymond Loewy, 1969

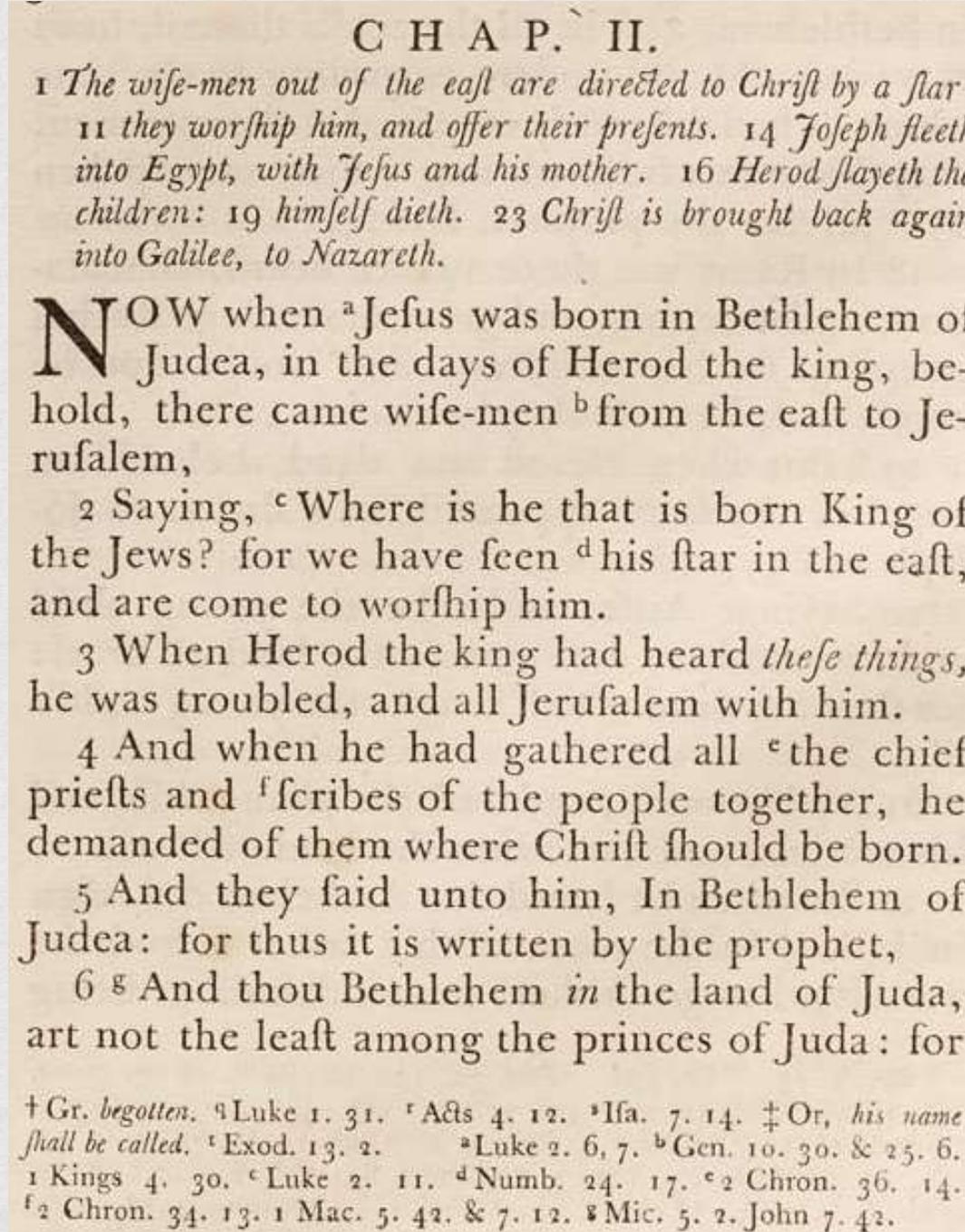


John Langdon

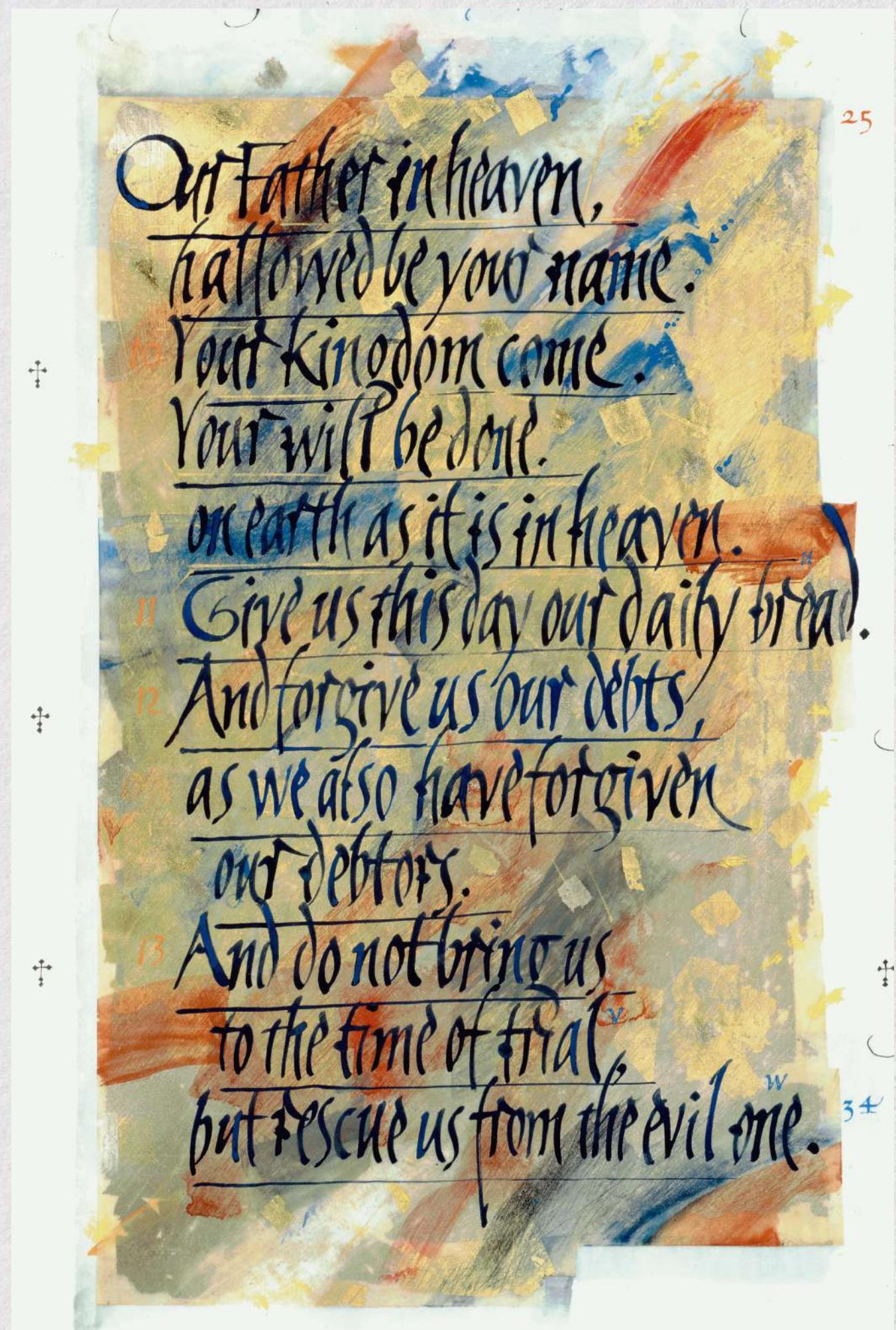


John Langdon

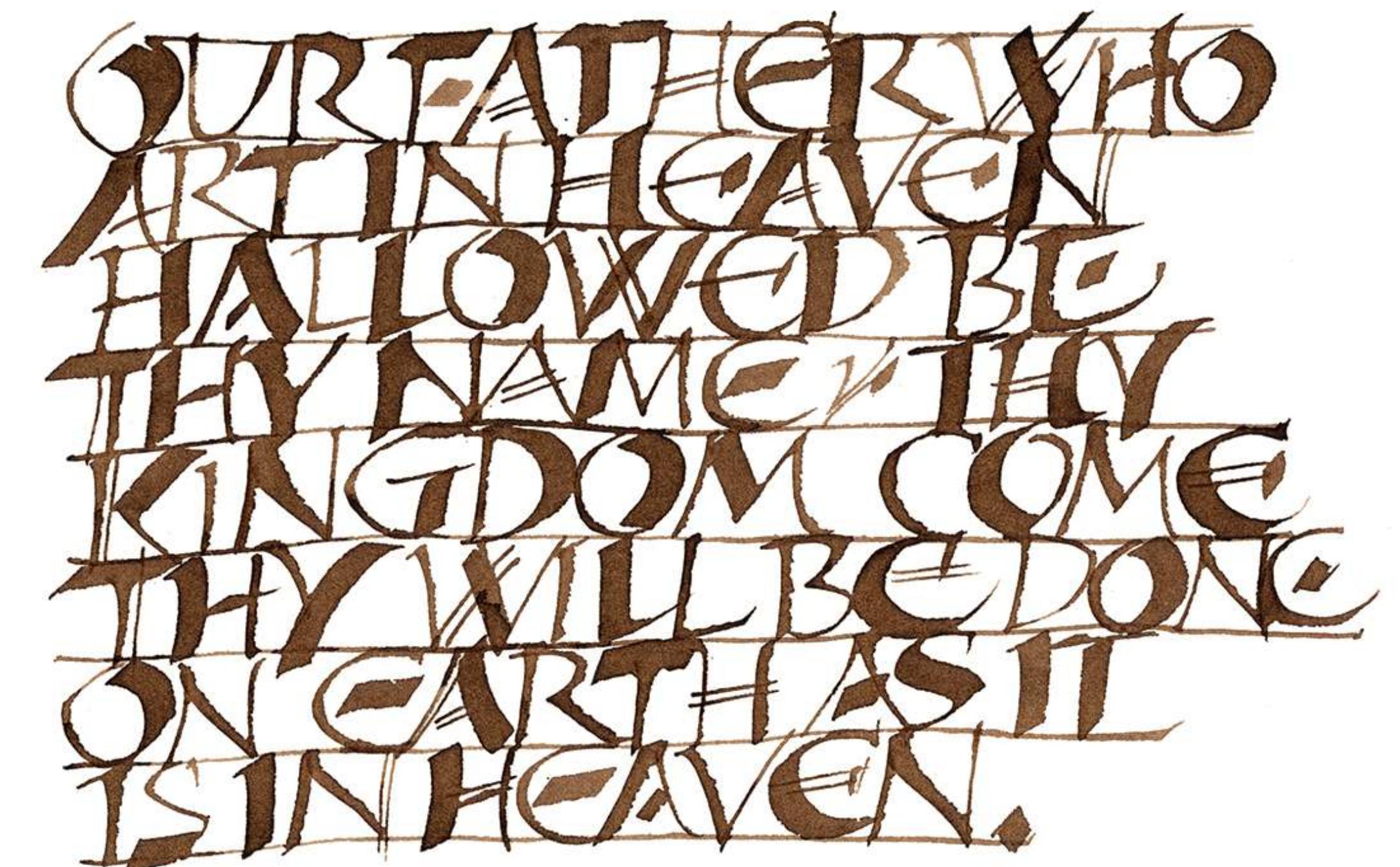
O POTENCIAL DA IMAGEM NAS LETRAS



Bíblia de Baskerville, 1763



Donald Jackson, Biblia de St. John's

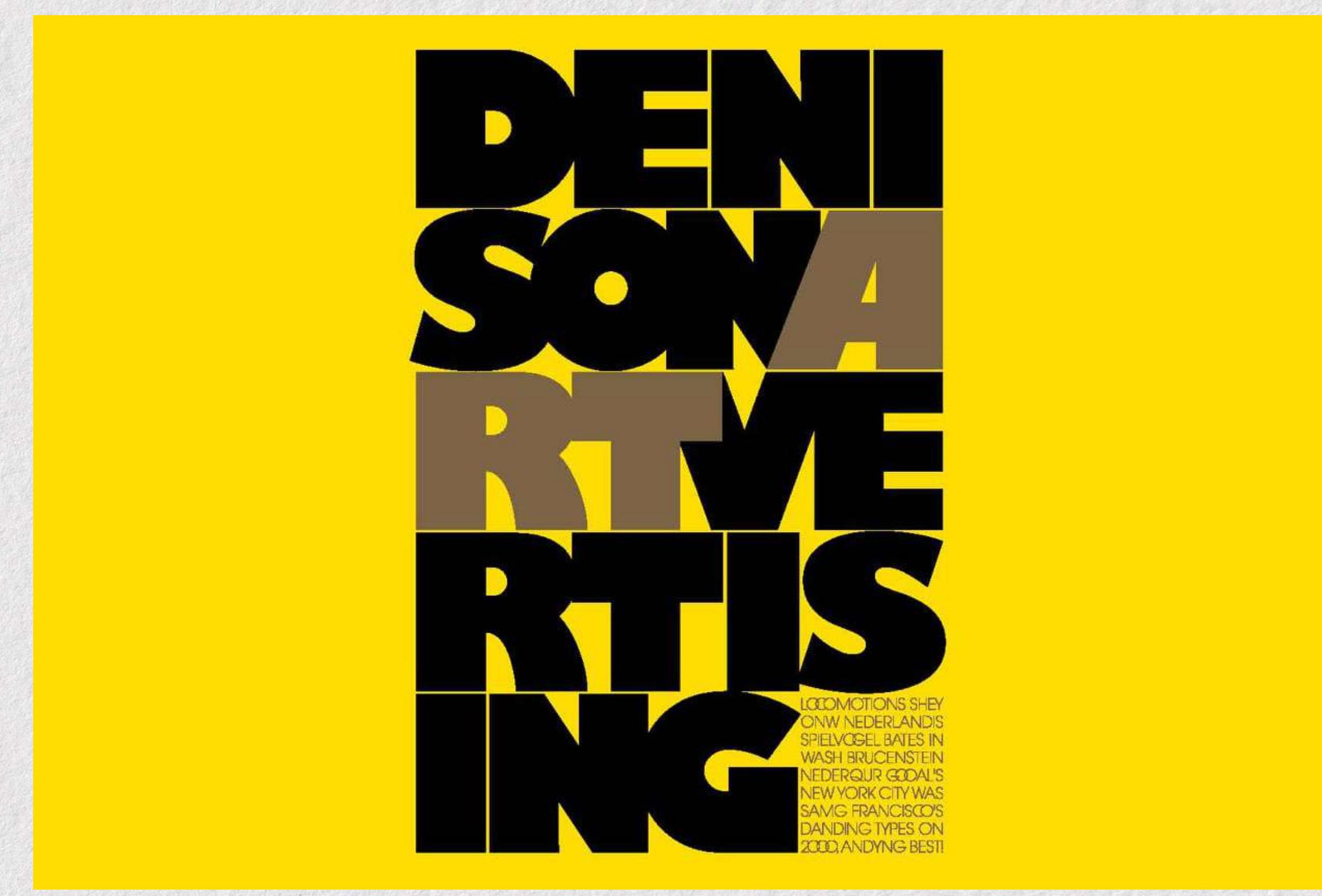


John Stevens

O POTENCIAL DA IMAGEM NAS LETRAS

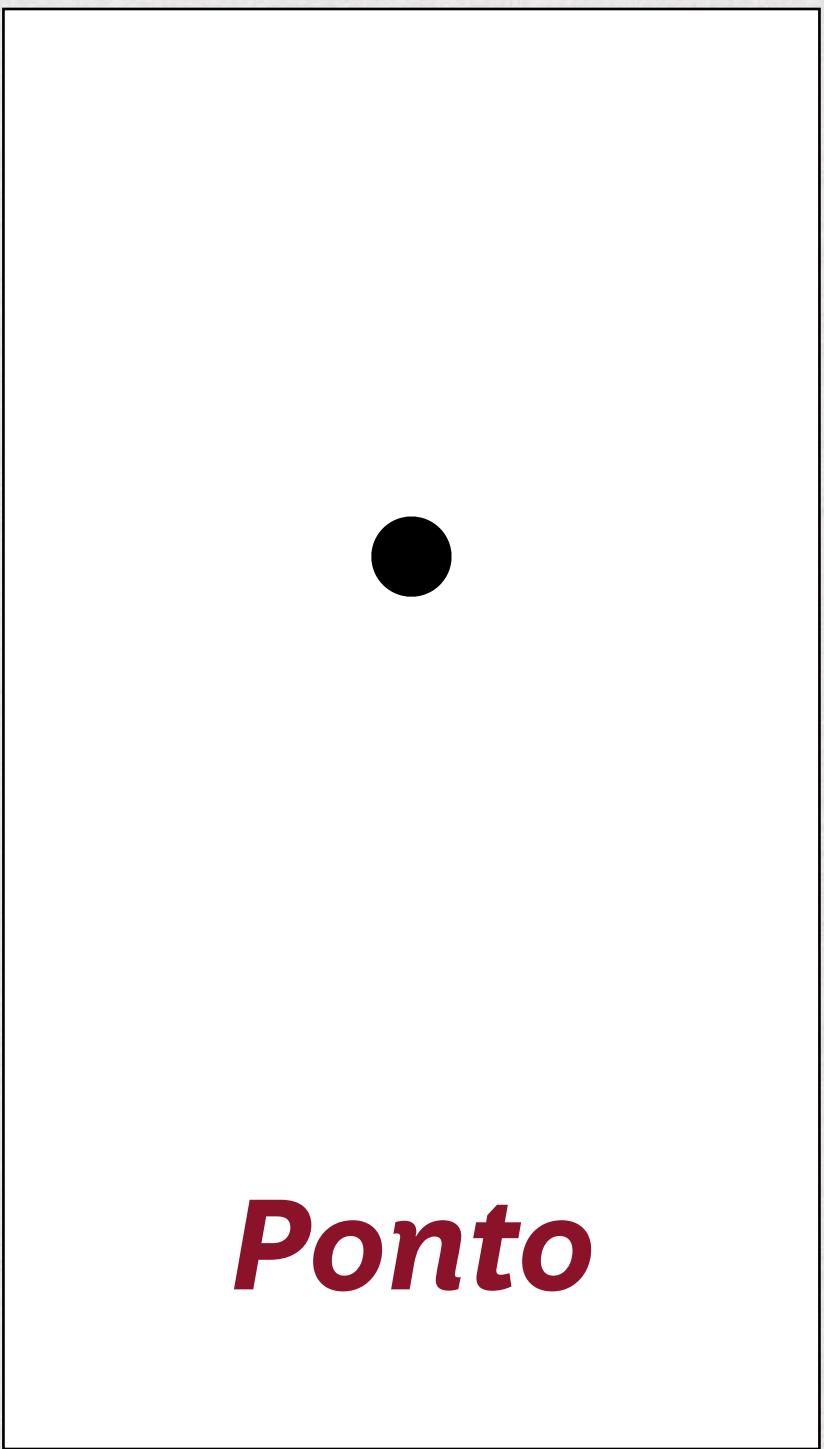


Eduardo Bacigalupo

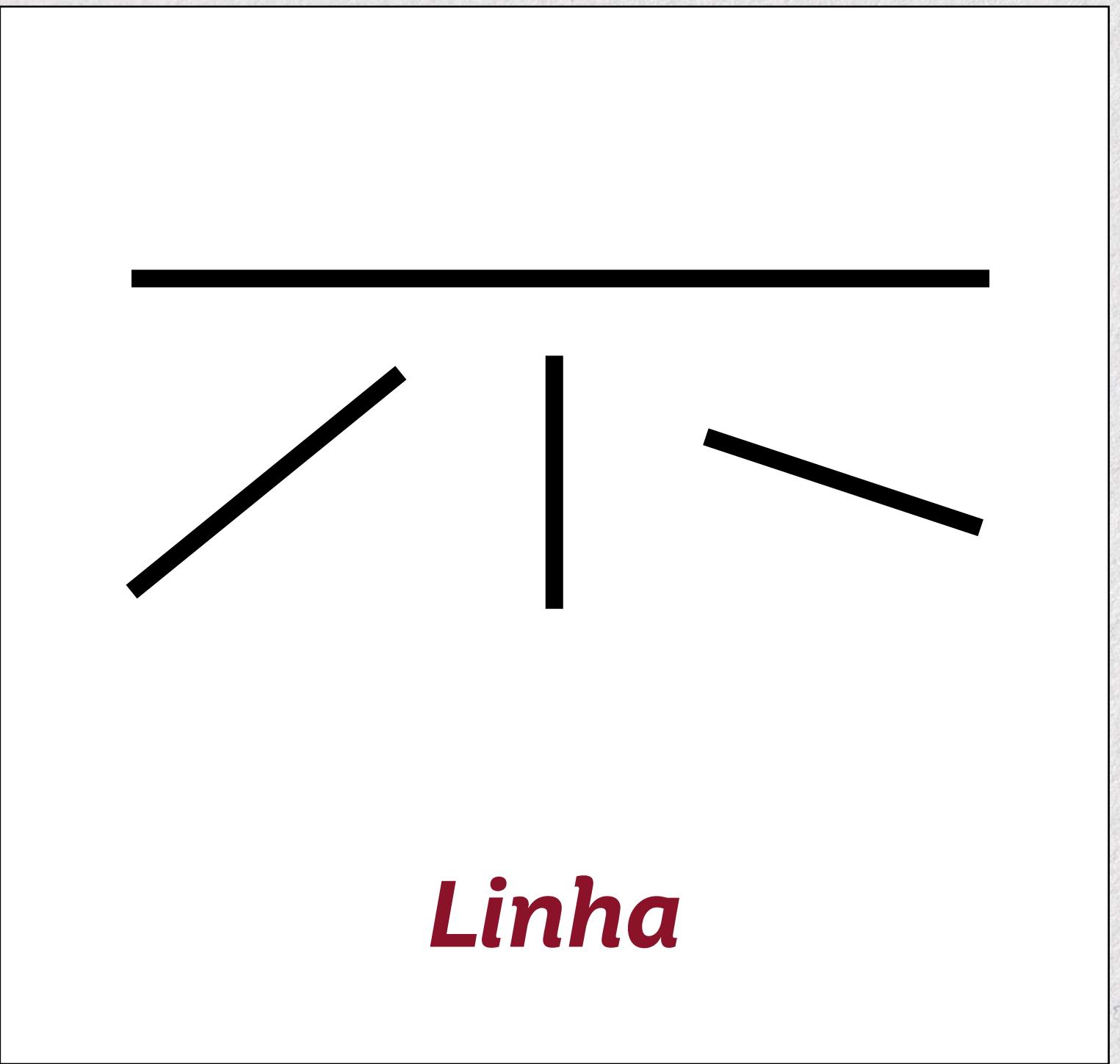


LINGUAGEM VISUAL

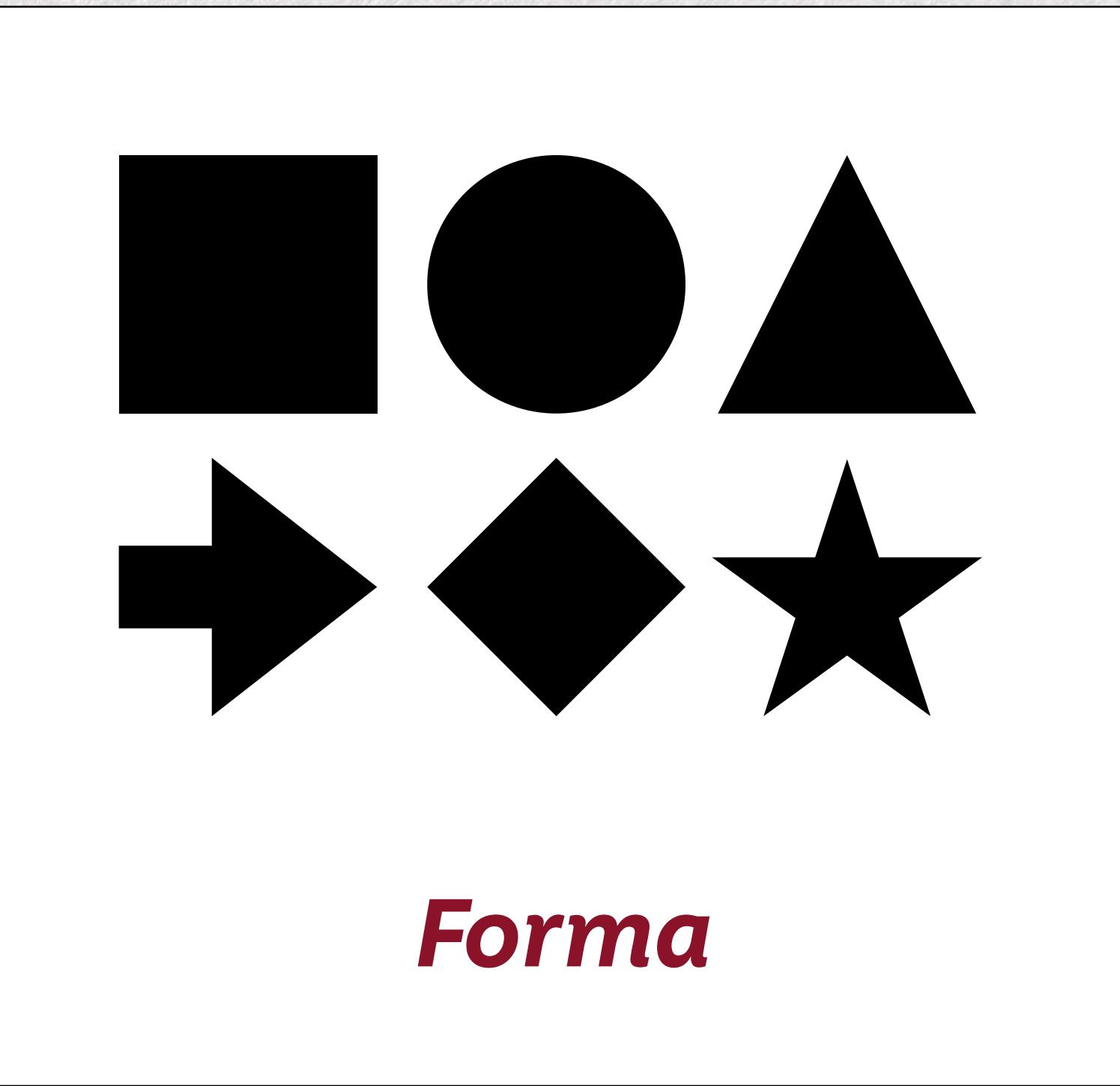
ELEMENTOS BÁSICOS



Ponto



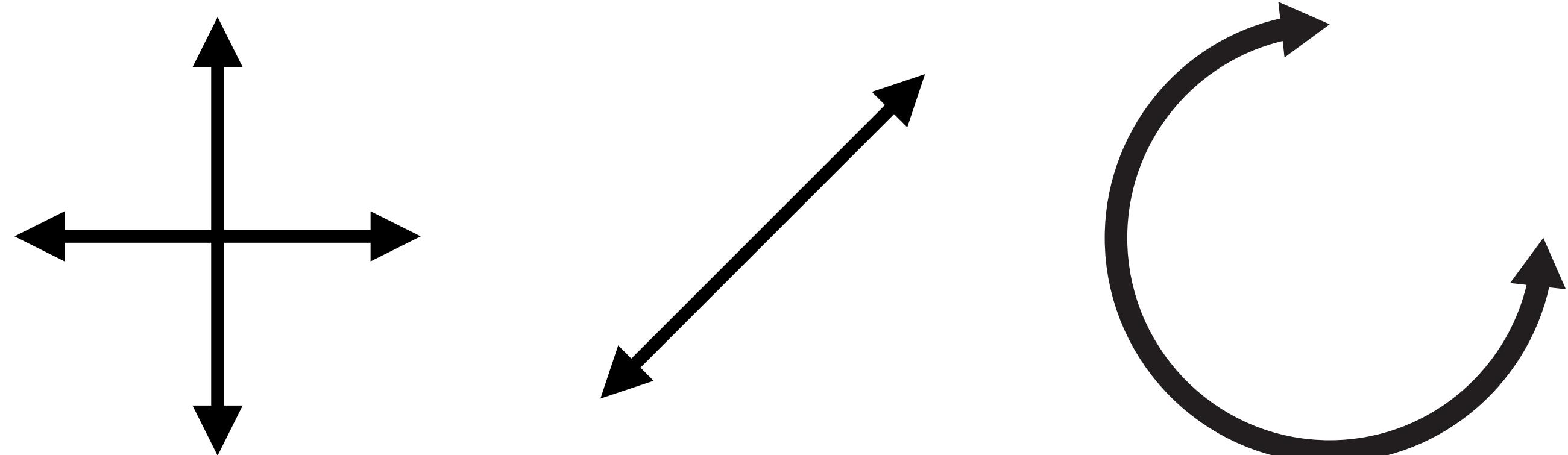
Linha



Forma

LINGUAGEM VISUAL

ELEMENTOS BÁSICOS



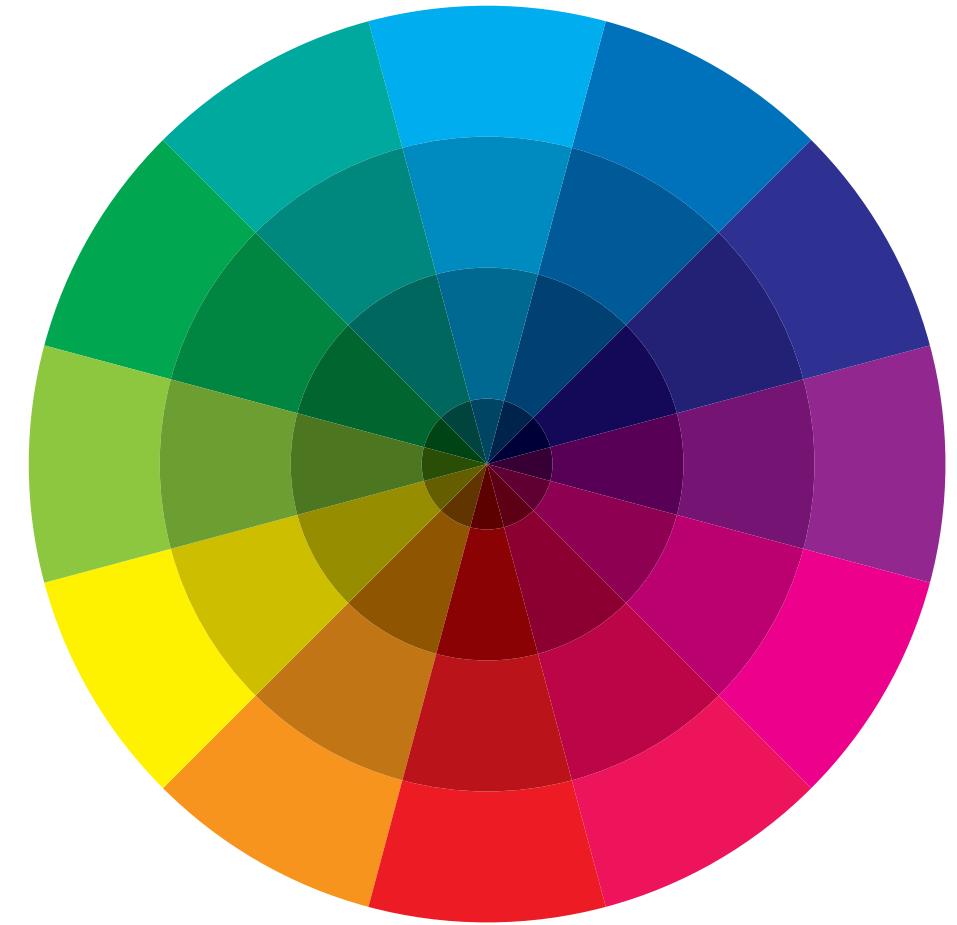
Direção: Horizontal, Vertical, Diagonal, Curva

LINGUAGEM VISUAL

ELEMENTOS BÁSICOS



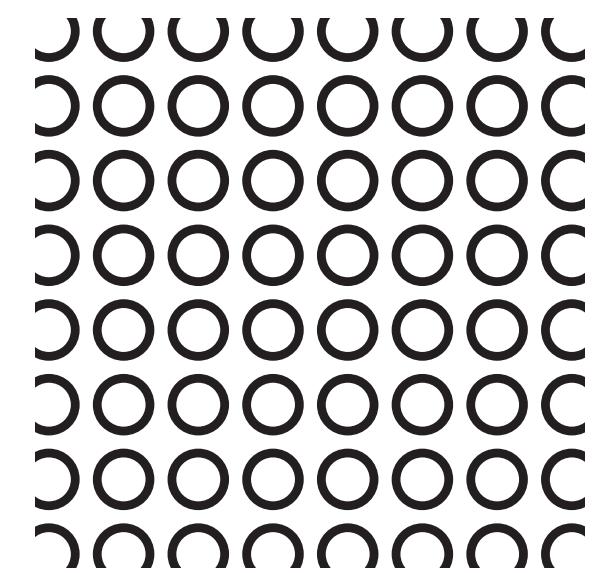
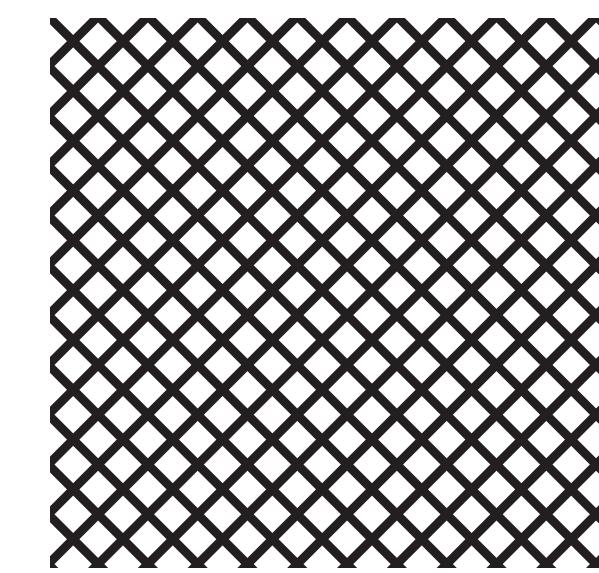
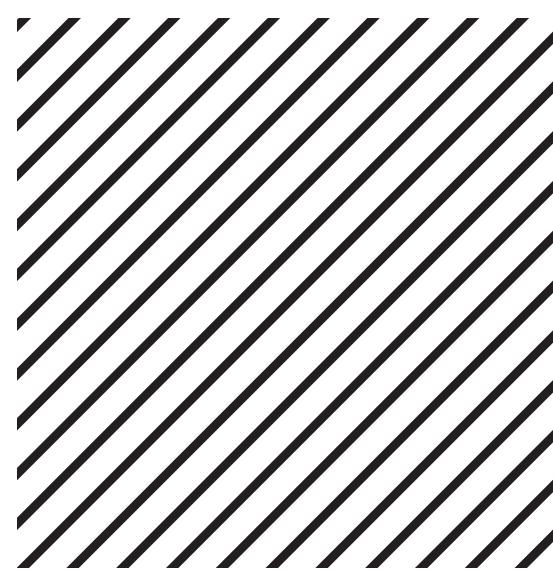
Tom: Claro/Escuro



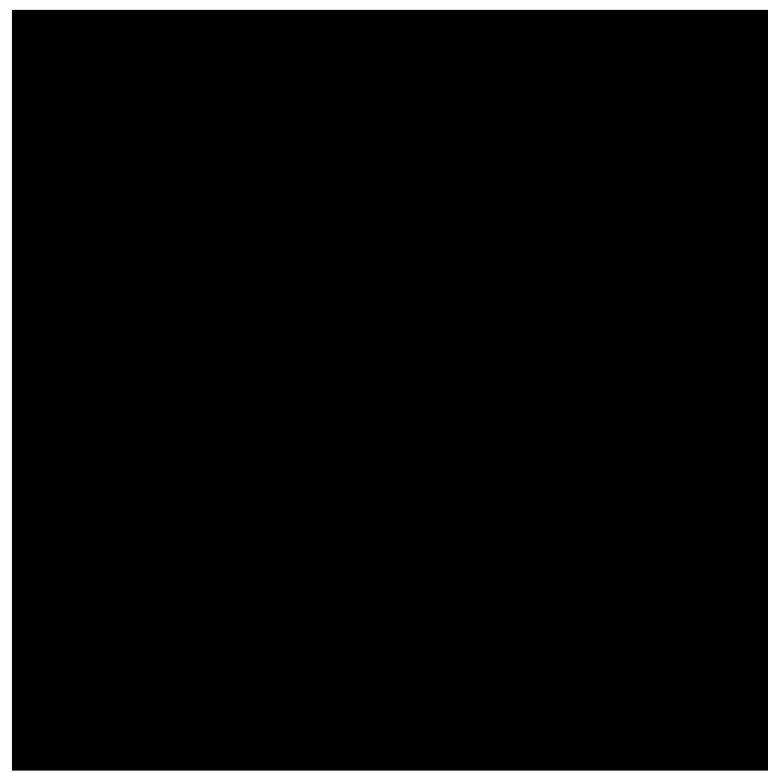
Cor: Matiz, Brilho/Tom e Saturação

LINGUAGEM VISUAL

ELEMENTOS BÁSICOS



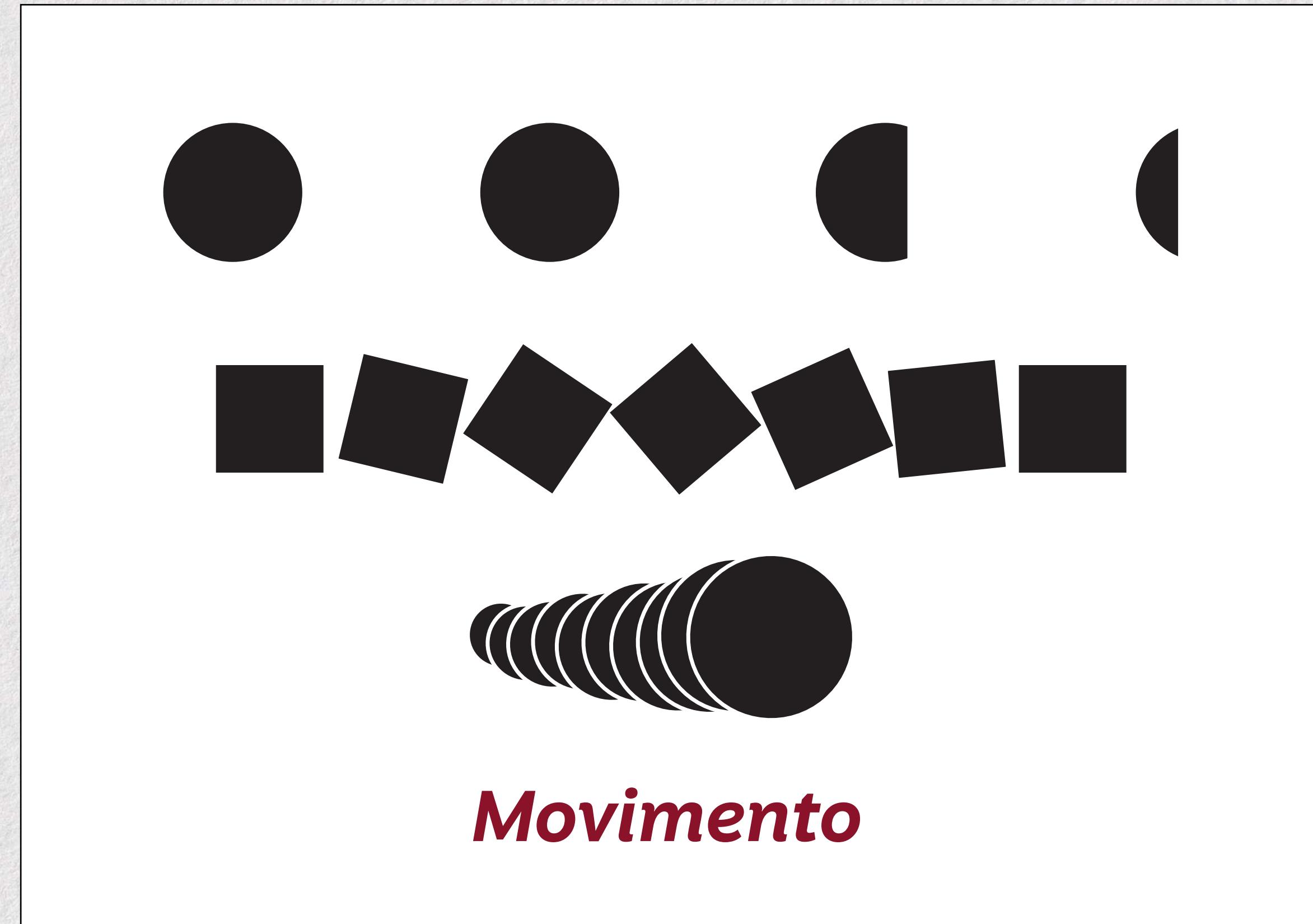
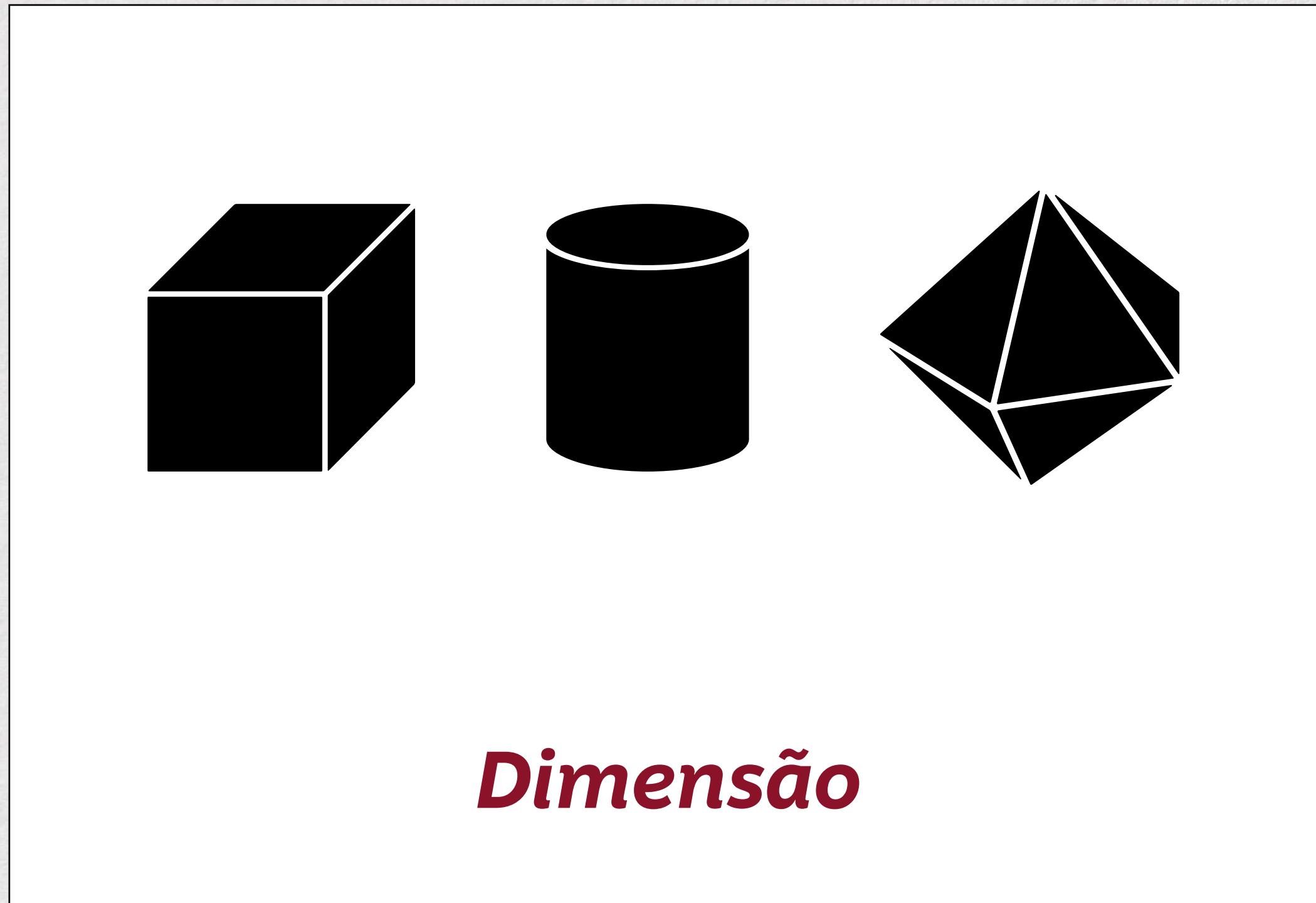
Textura



Escala

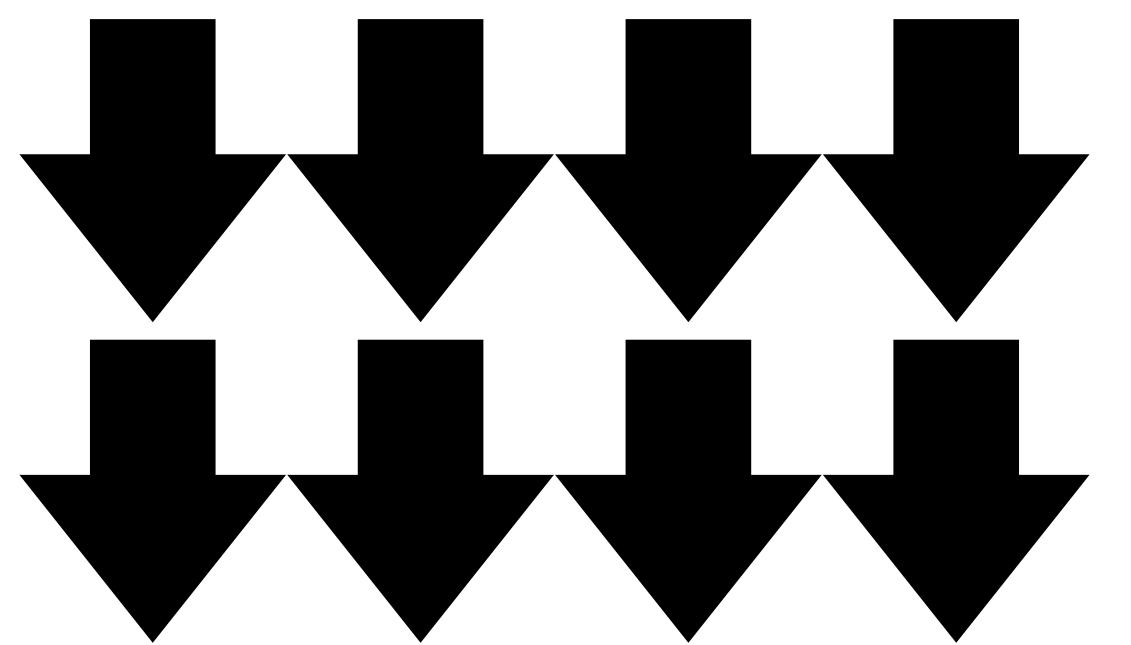
LINGUAGEM VISUAL

ELEMENTOS BÁSICOS



LINGUAGEM VISUAL

ELEMENTOS BÁSICOS



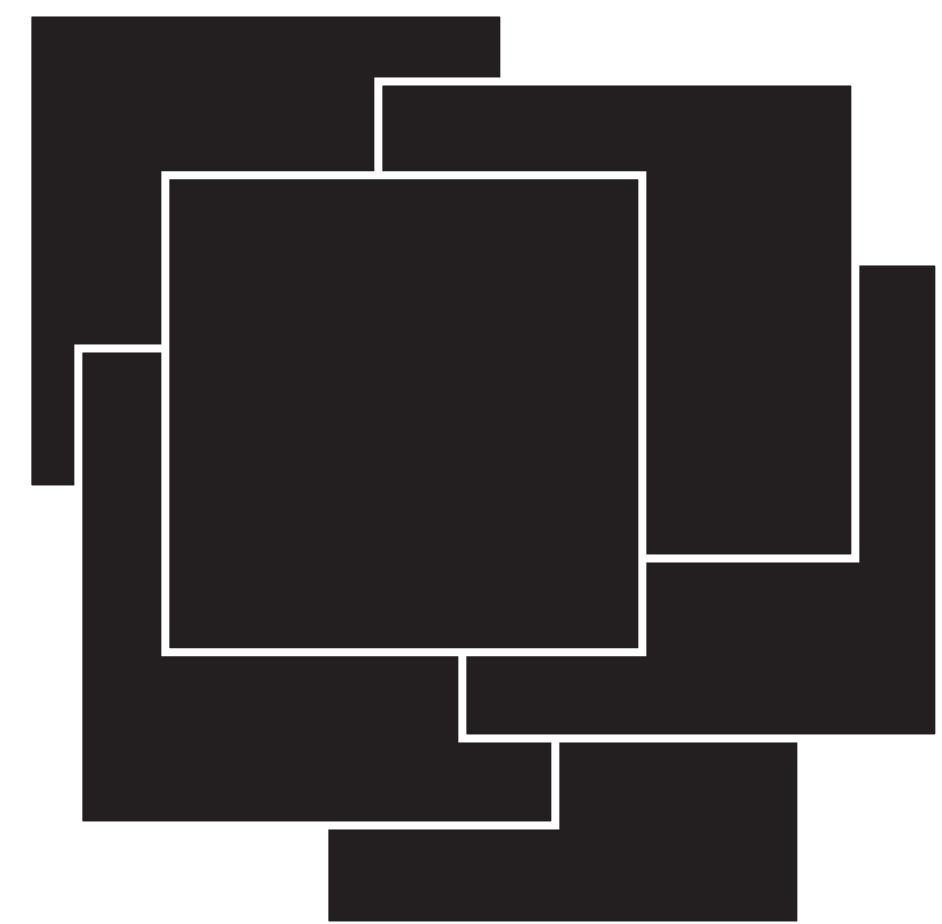
Figura/Fundo



Hierarquia

LINGUAGEM VISUAL

ELEMENTOS BÁSICOS



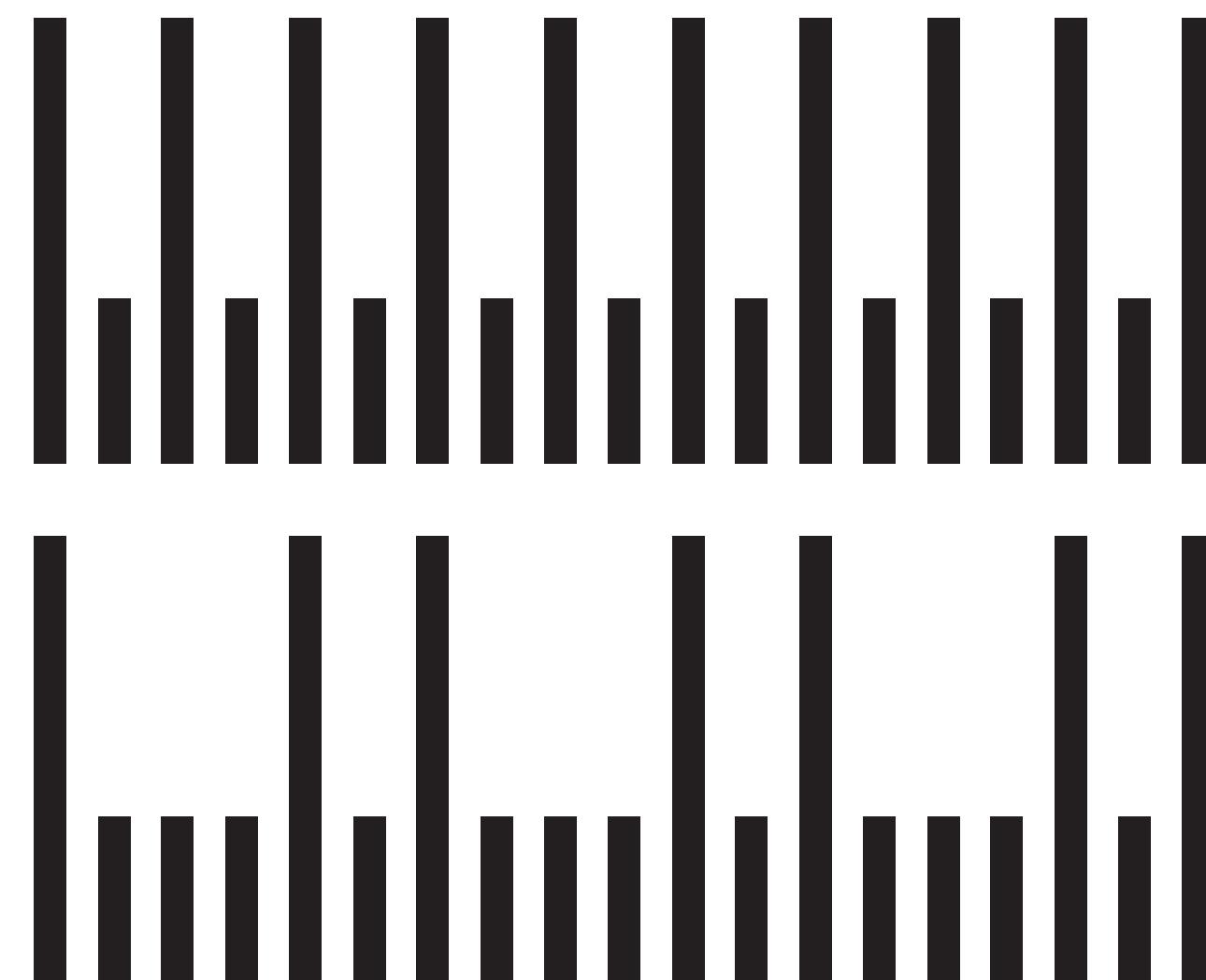
Camadas



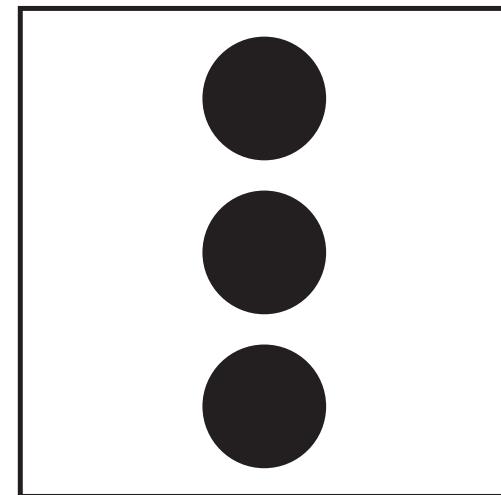
Transparência

LINGUAGEM VISUAL

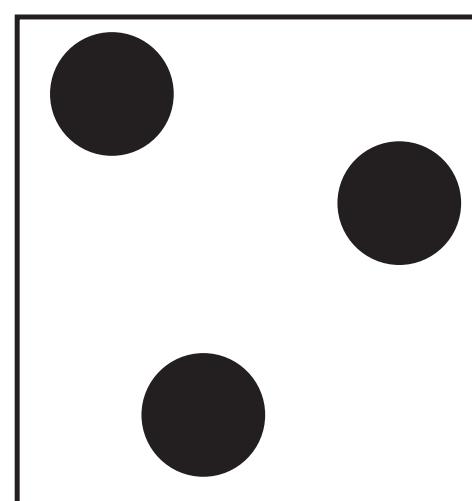
ELEMENTOS BÁSICOS



Ritmo



Simetria



Assimetria



Equilíbrio/Balanço

LINGUAGEM VISUAL

Toda escrita é imagem, já que a escrita é a representação visual da linguagem.

Durante séculos, a tipografia evoluiu para se tornar praticamente invisível, ***tornando-se um meio para a transmissão de uma mensagem. – Se conseguiu ou não é uma outra questão,

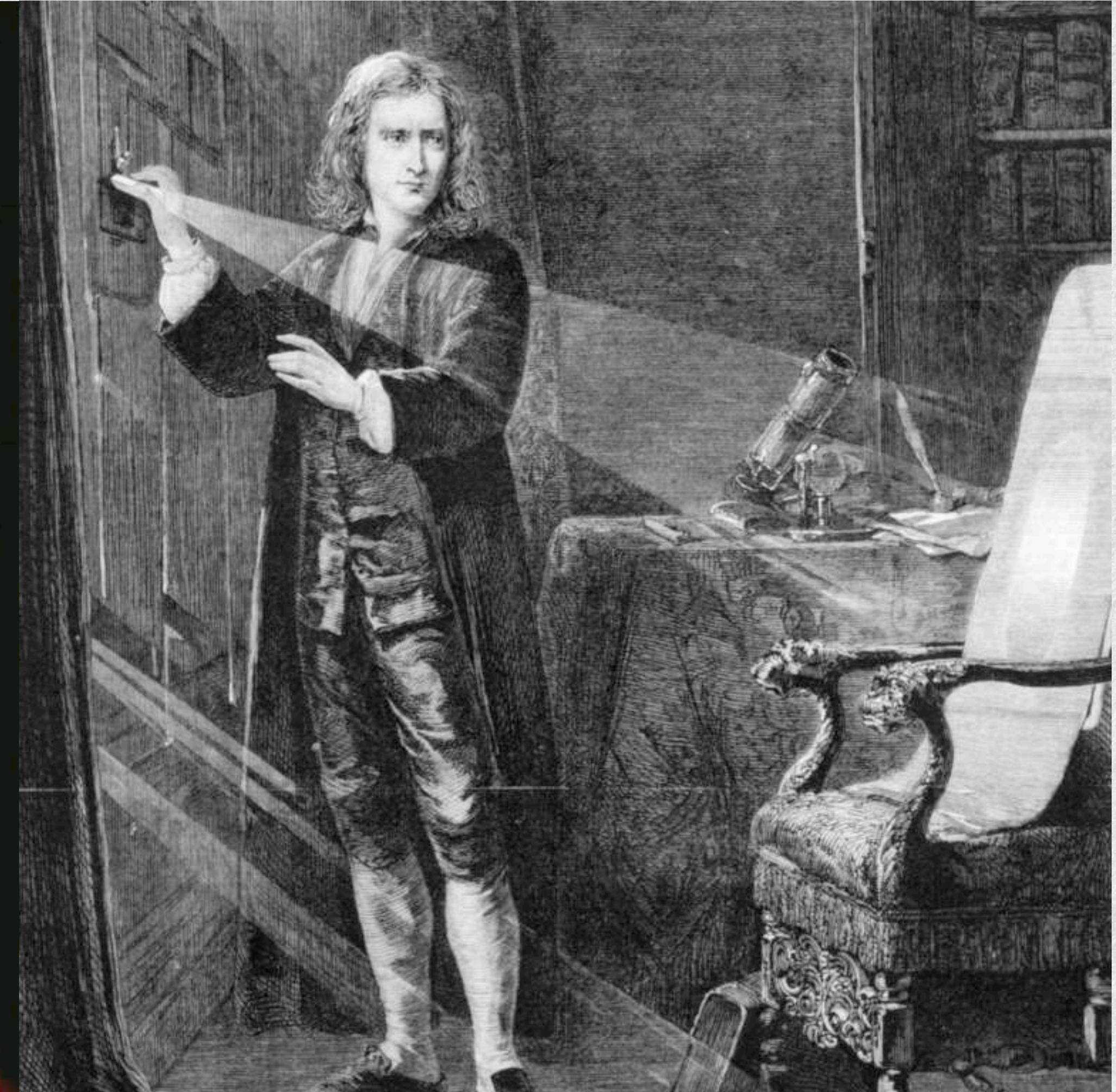
Nosso trabalho porém, como artistas de lettering, é criar, escrever ou desenhar uma escrita cujo objetivo não é ser apenas lida, mas absorvida e interpretada pela sua imagem.

Caligrafia
e LETTERING

QUEM TEM MEDO DE COR?

Guilherme Menga

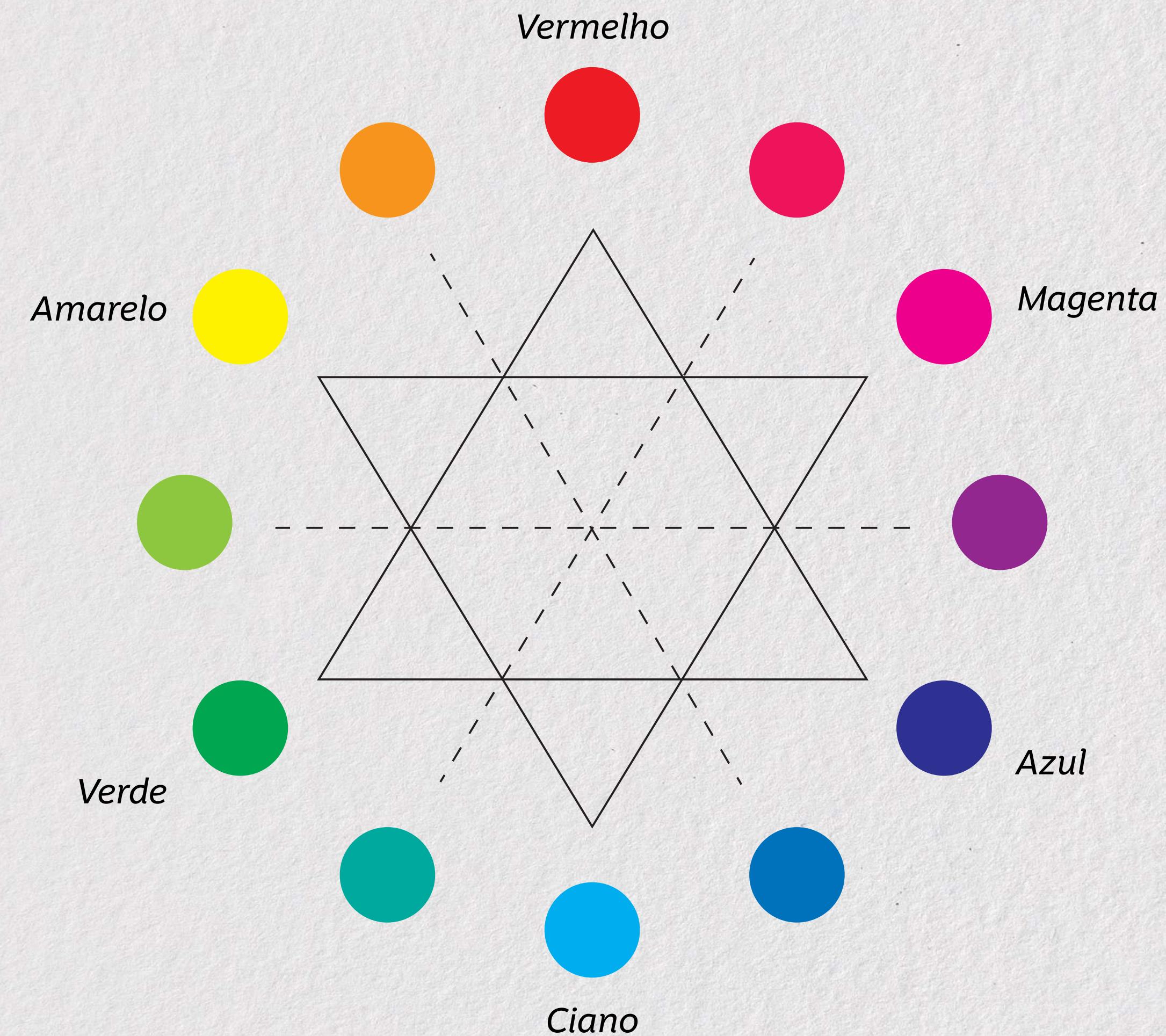
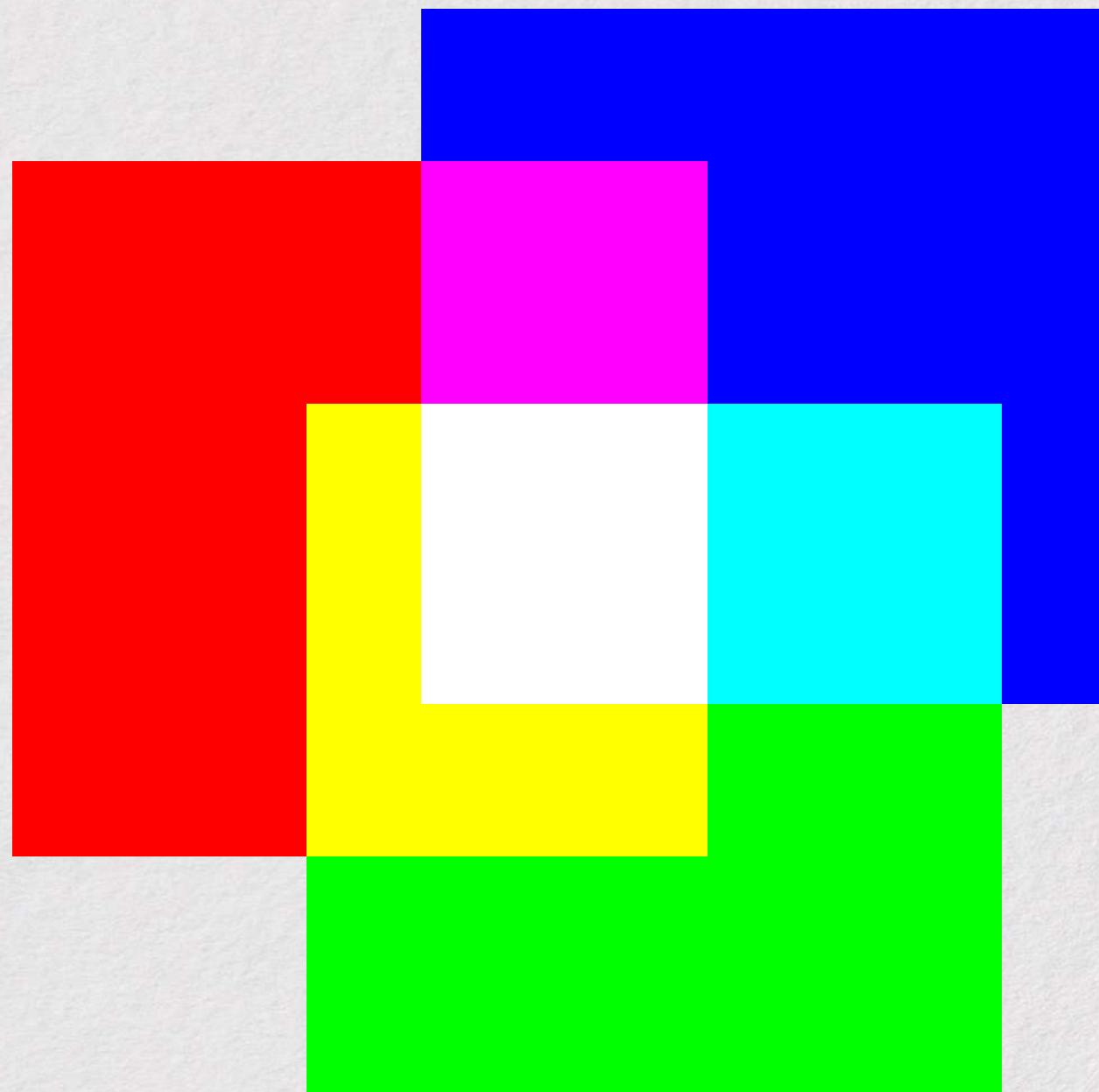
DE ONDE VEM A COR?



QUAIS CORES EXISTEM?

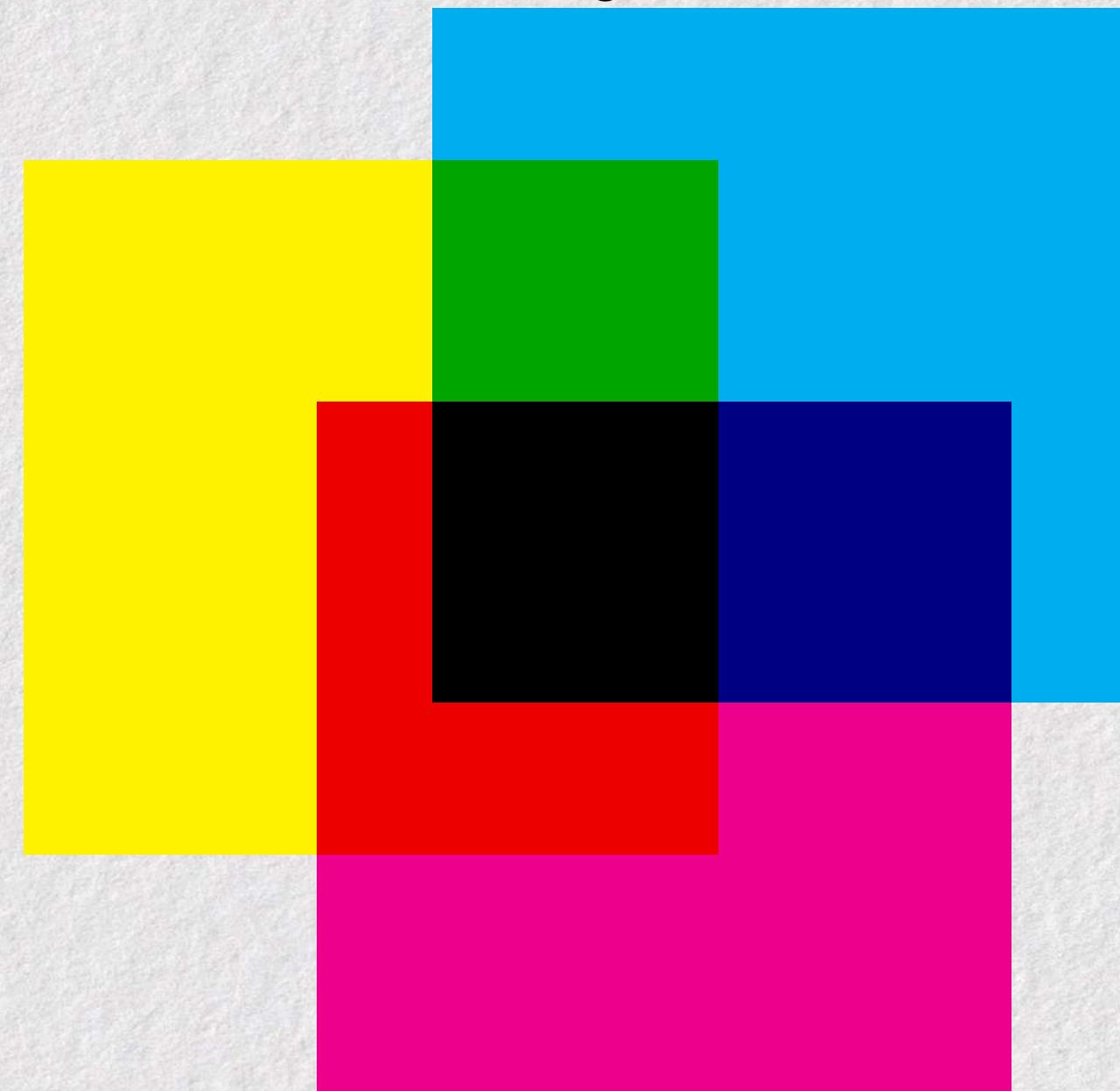
Cor-Luz RGB

Red - Green - Blue
Vermelho - Verde - Azul

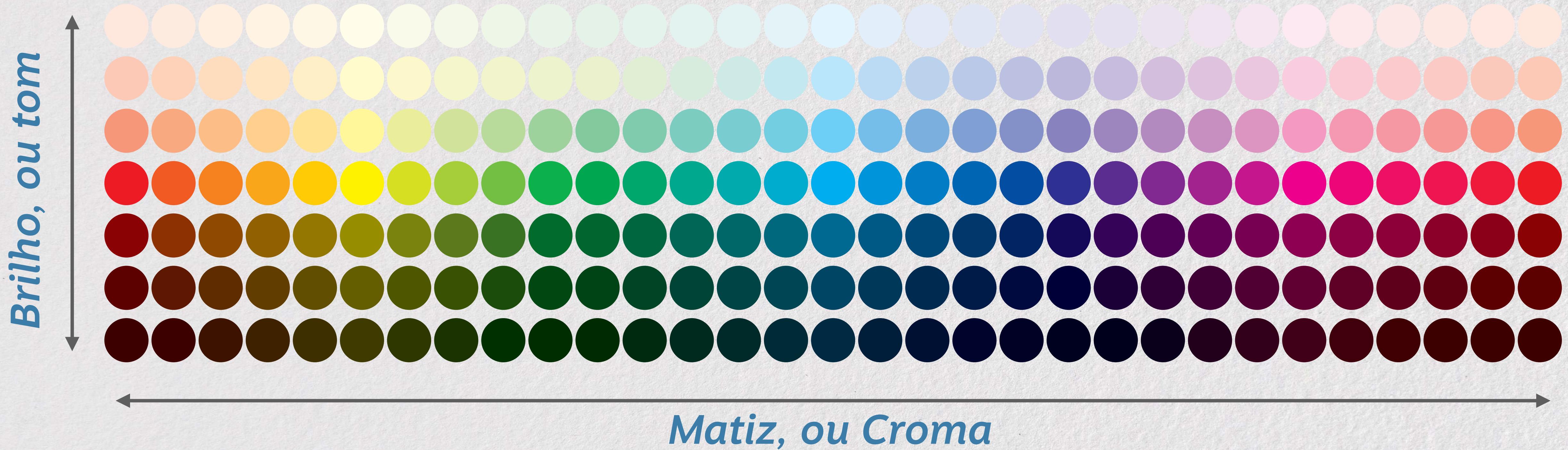


Cor-Pigmento CMY

Cyan - Magenta - Yellow
Ciano - Magenta - Amarelo

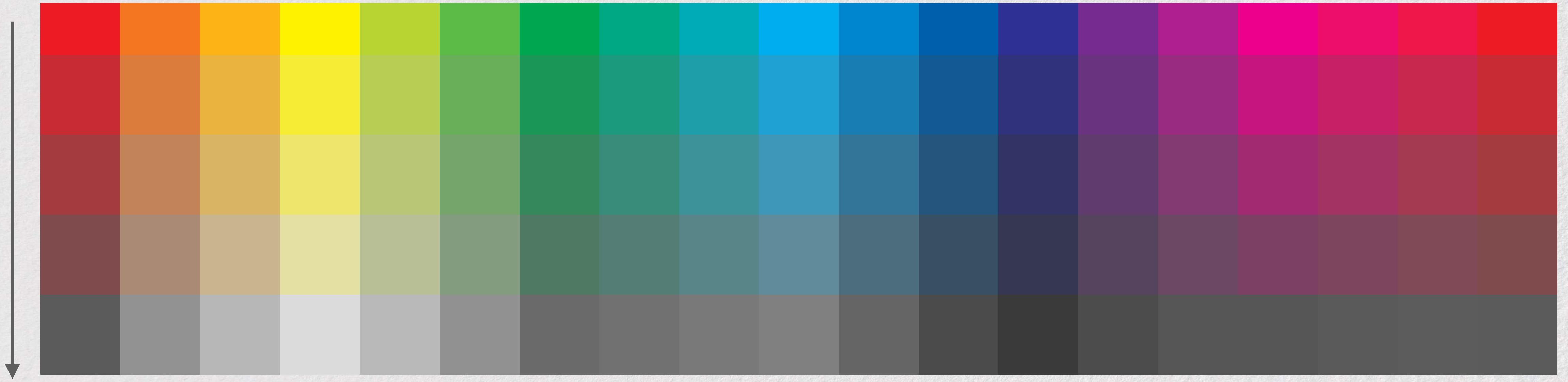


TOM



SATURAÇÃO

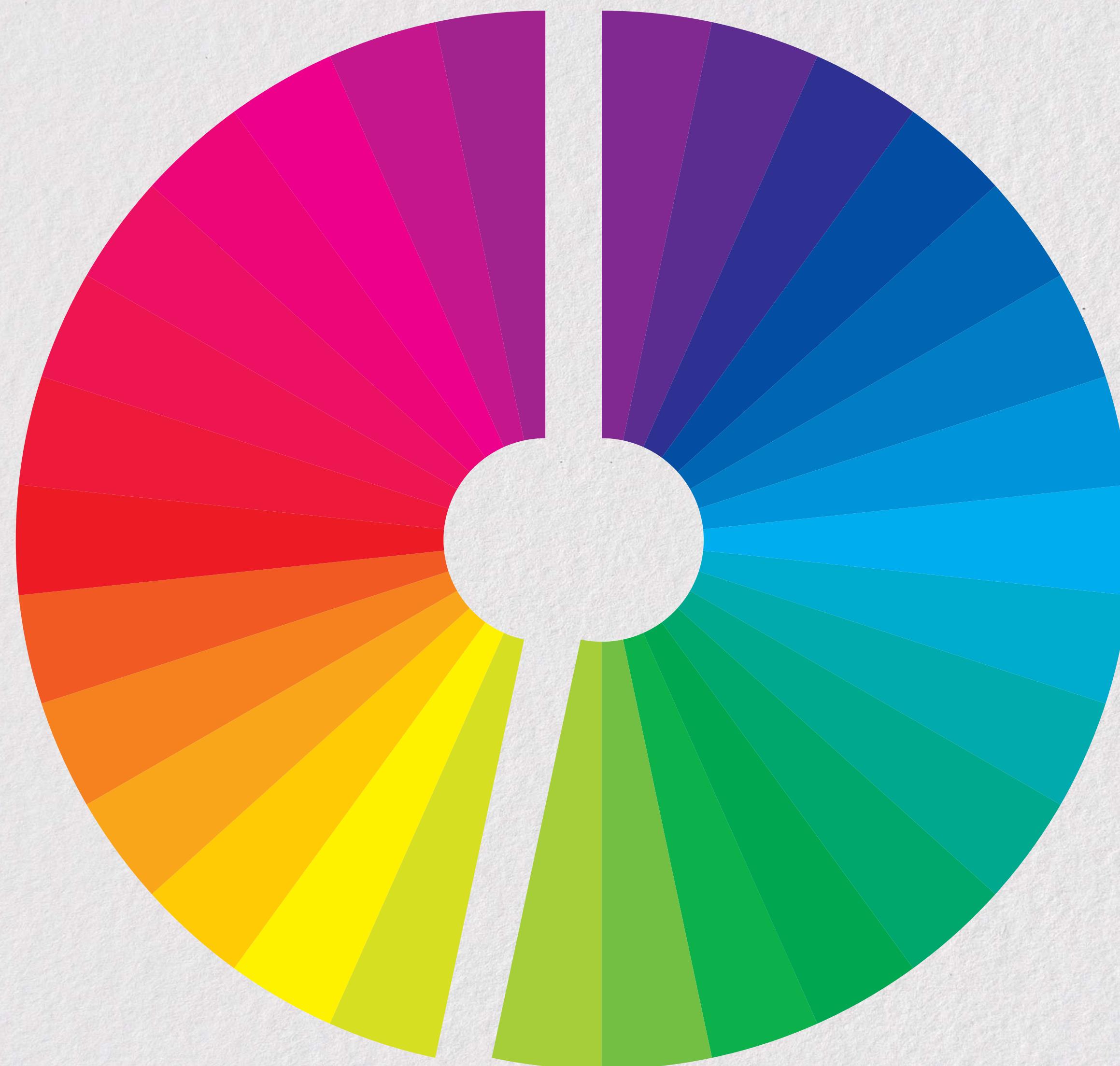
Saturação



Matiz, ou Croma

ESPECTRO DE COR

Cores quentes

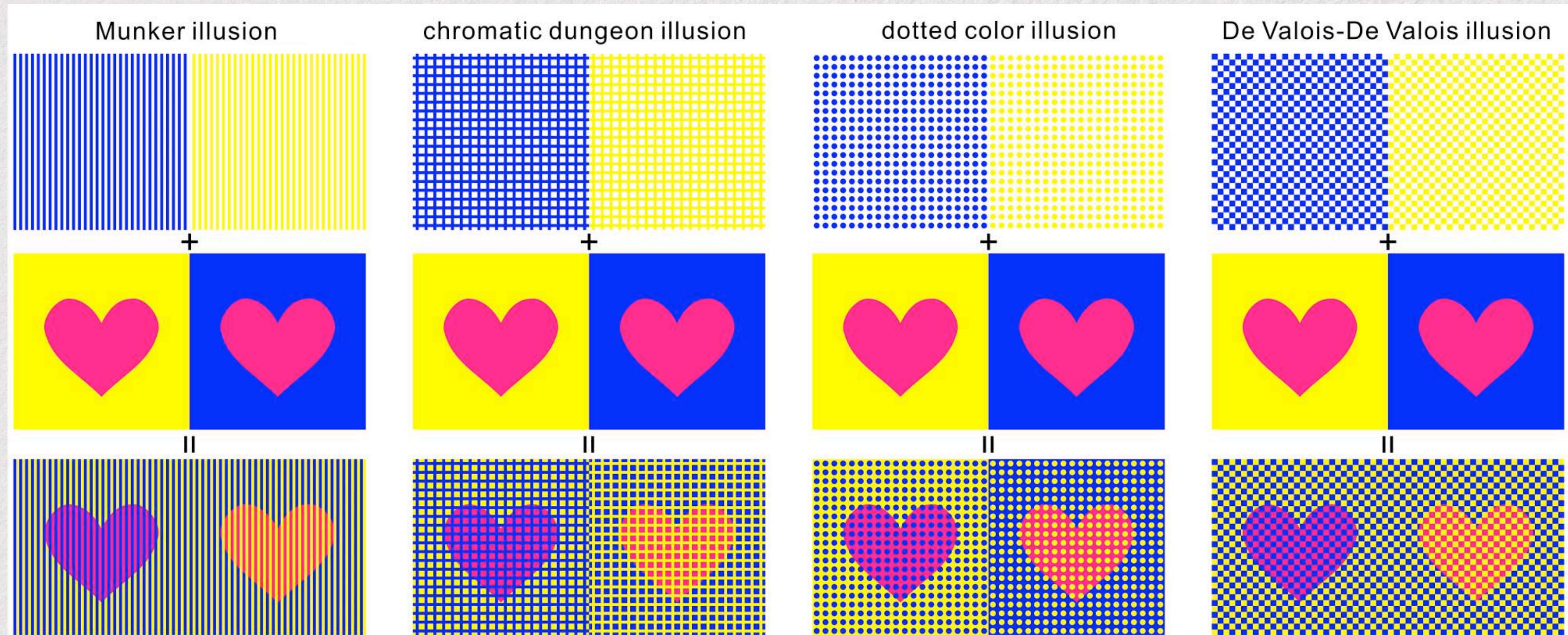


Cores frias

PERCEPÇÃO DE COR

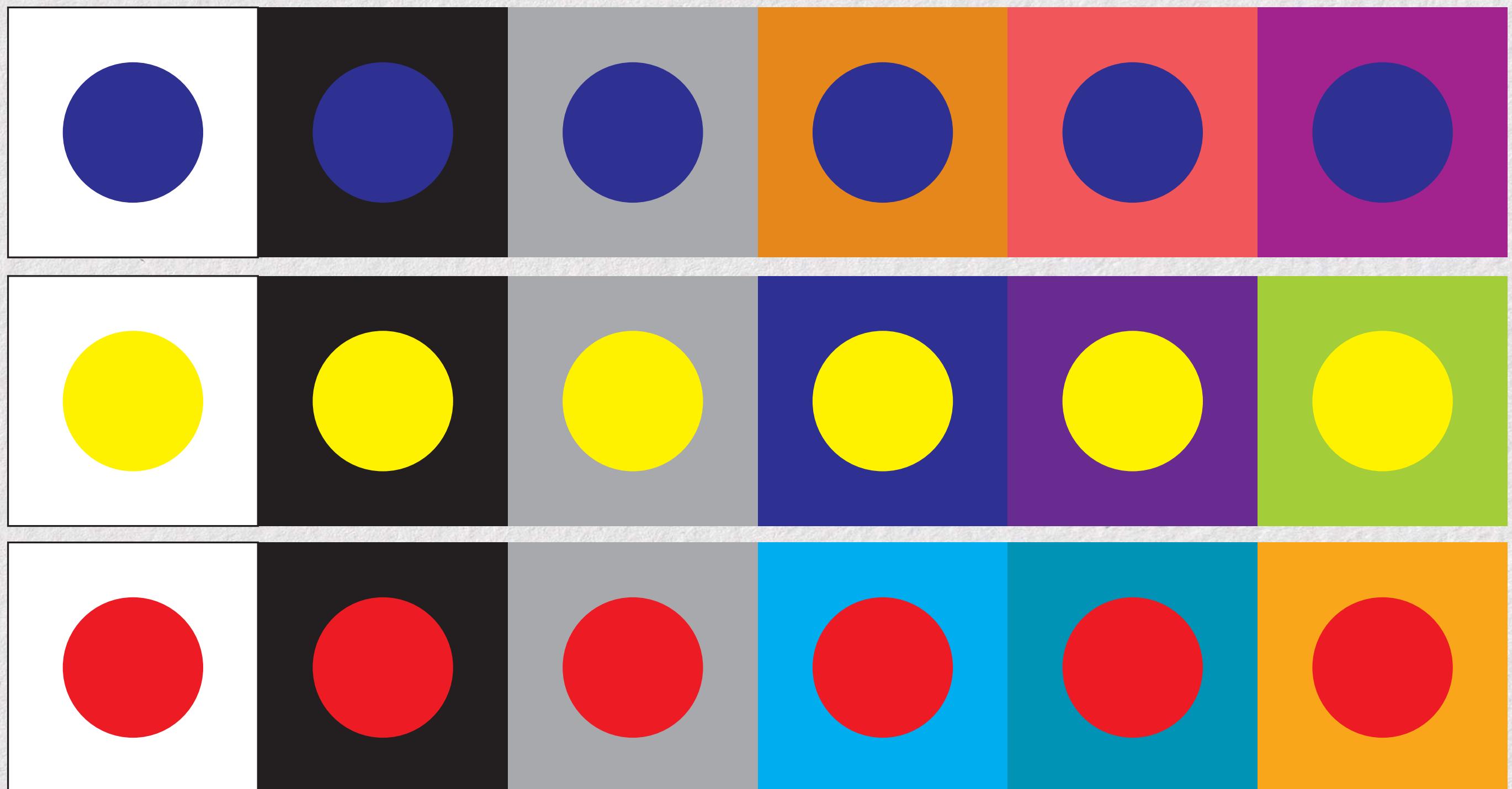
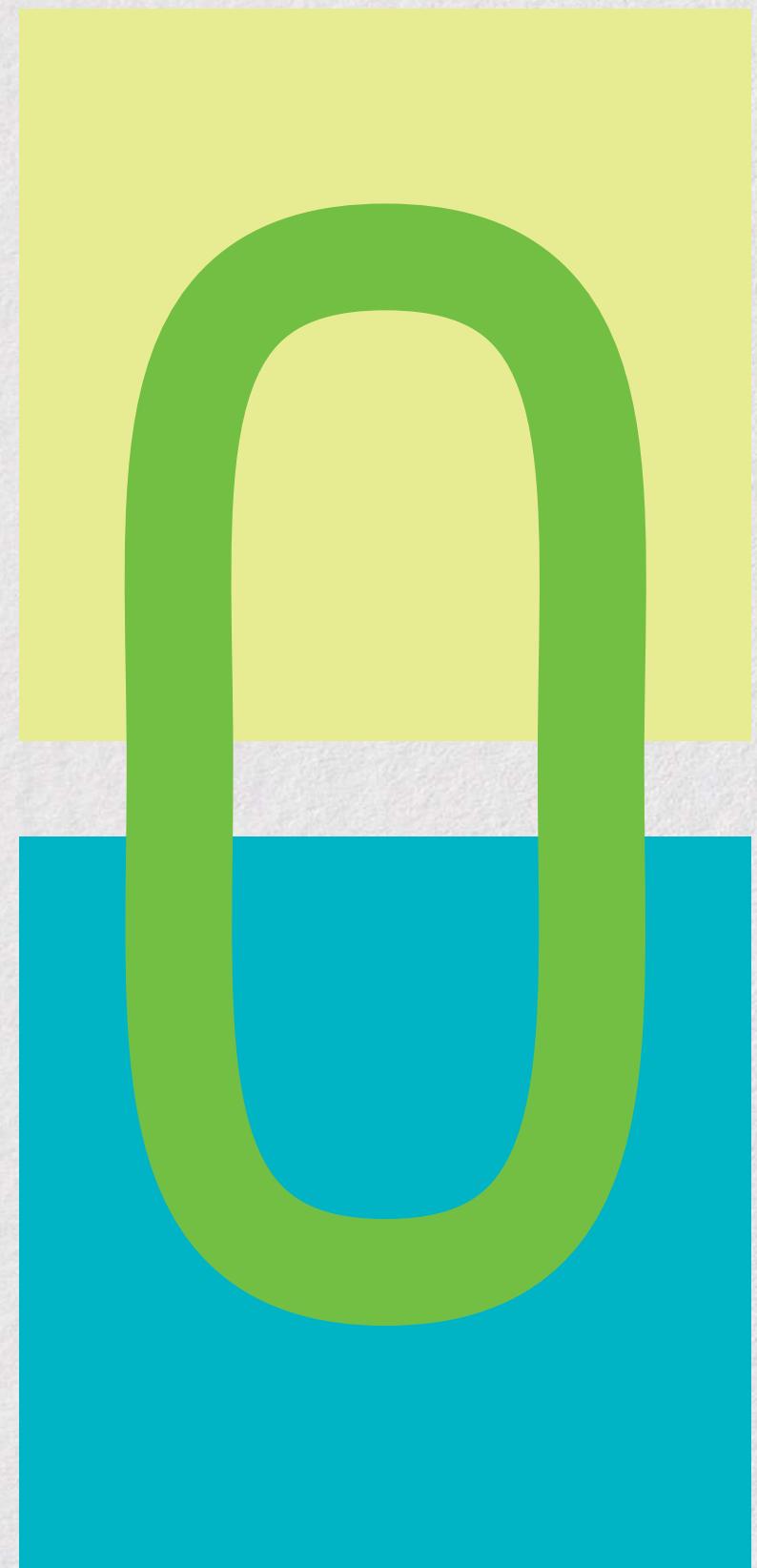
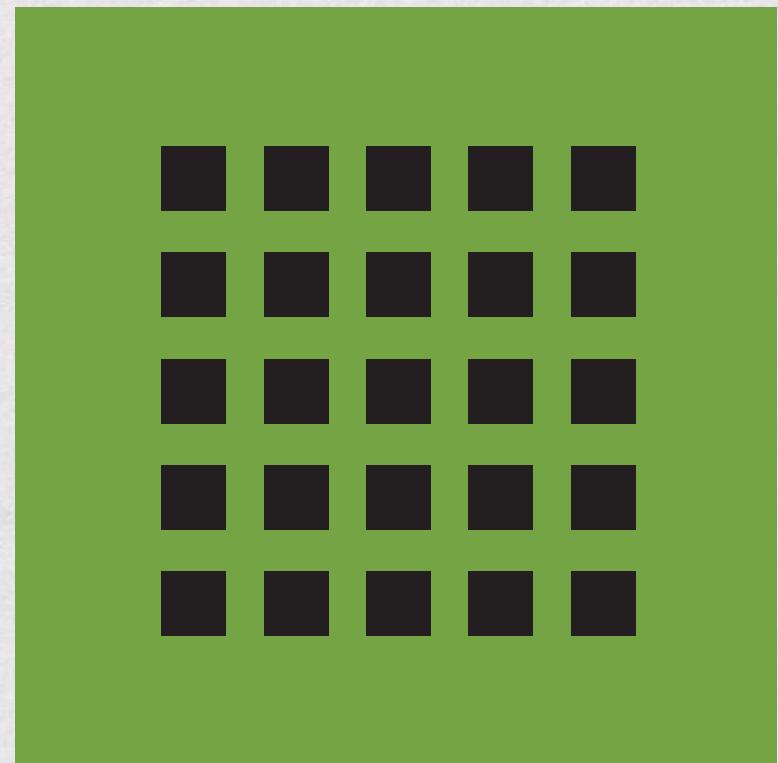


"O Vestido" - Azul e Preto ou Branco e Dourado?



Exercícios de ilusões cromáticas, Akiyoshi Kitaoka - <http://www.psy.ritsumei.ac.jp/~akitaoka/color12e.html>

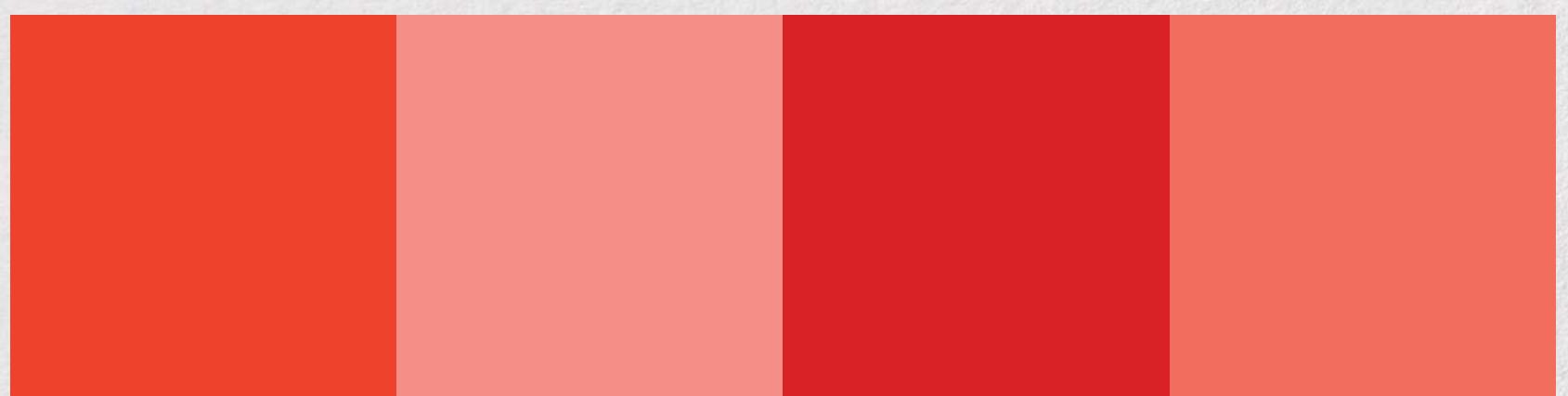
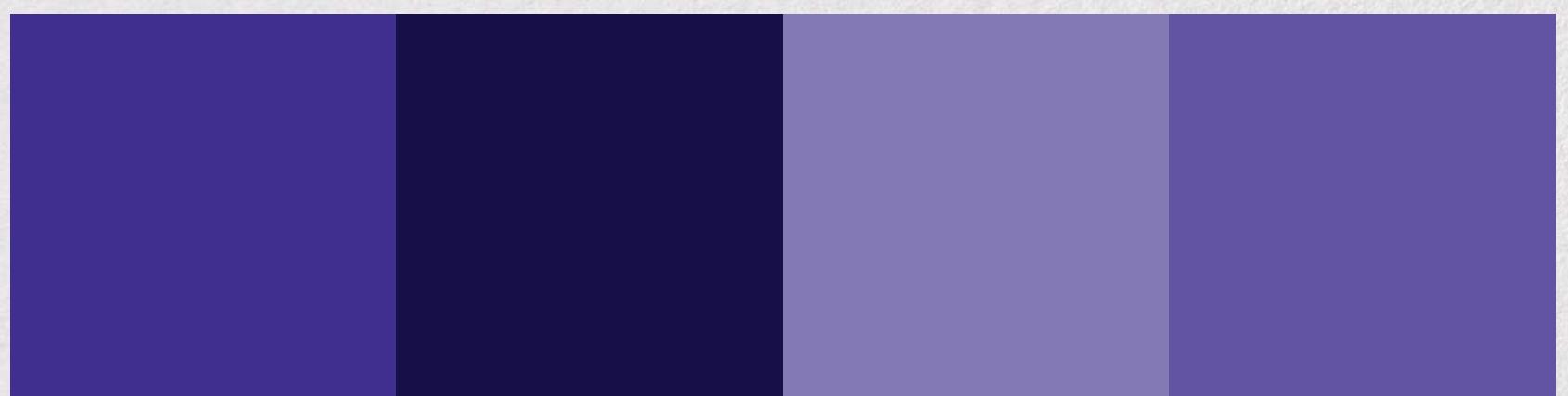
PERCEPÇÃO DE COR



A cores são influenciadas pelo seu contexto

ESQUEMAS DE COR

Monocromático

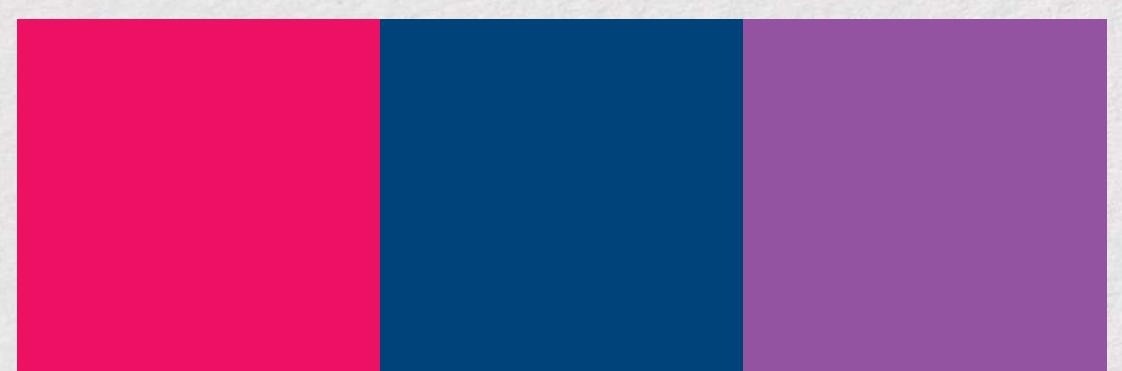
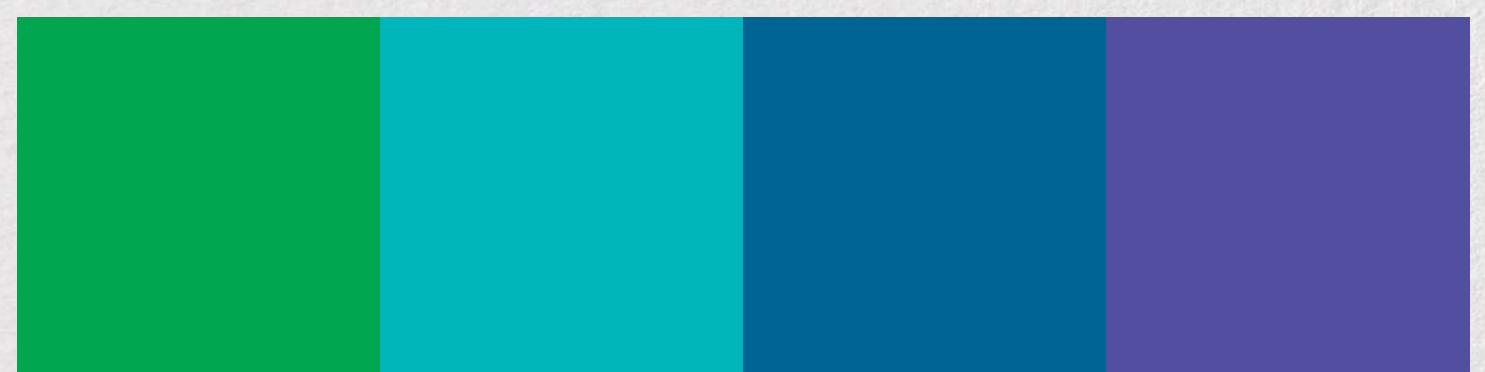
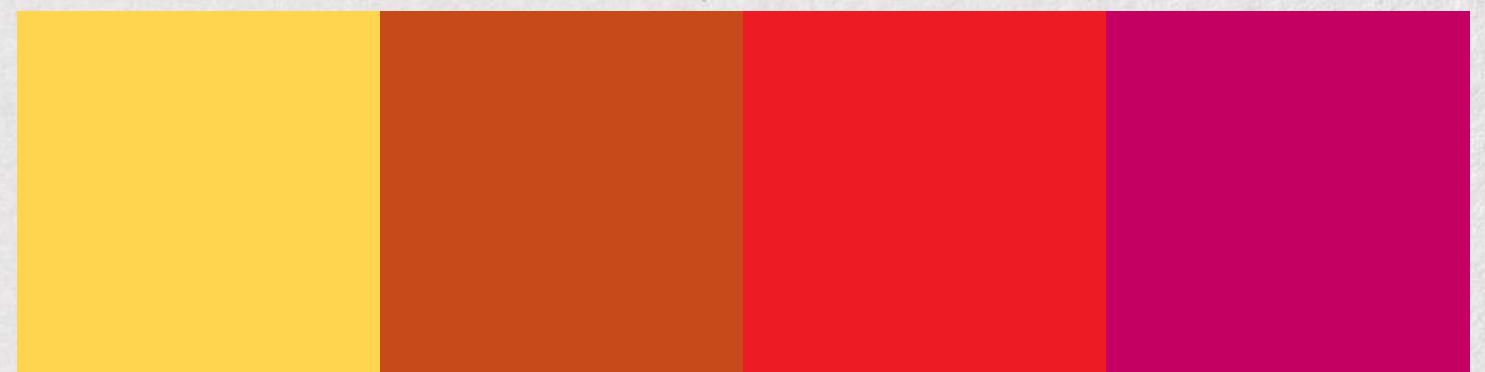


*Mesma Matiz com variação
de tom (valor)*

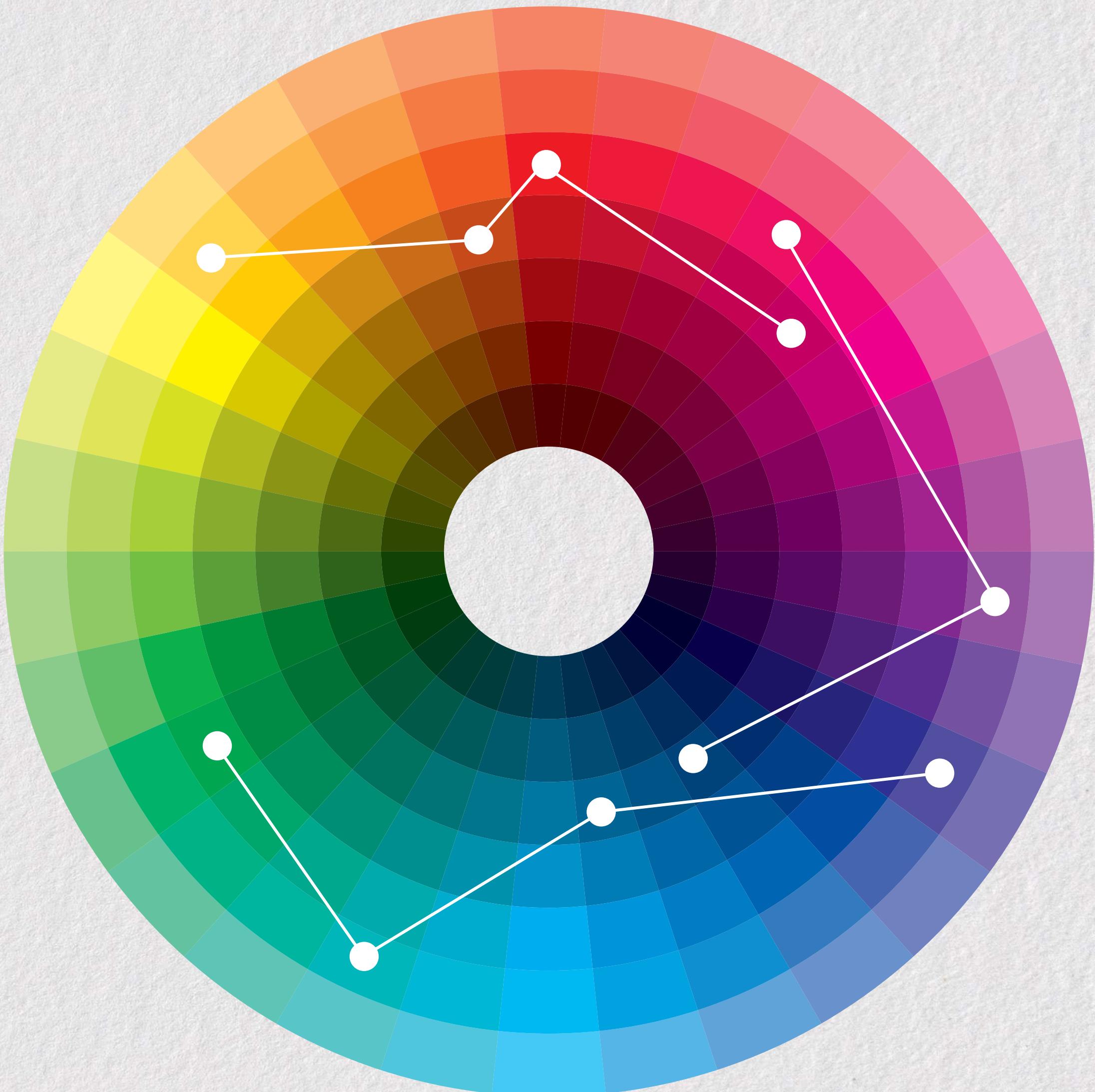


ESQUEMAS DE COR

Análogo

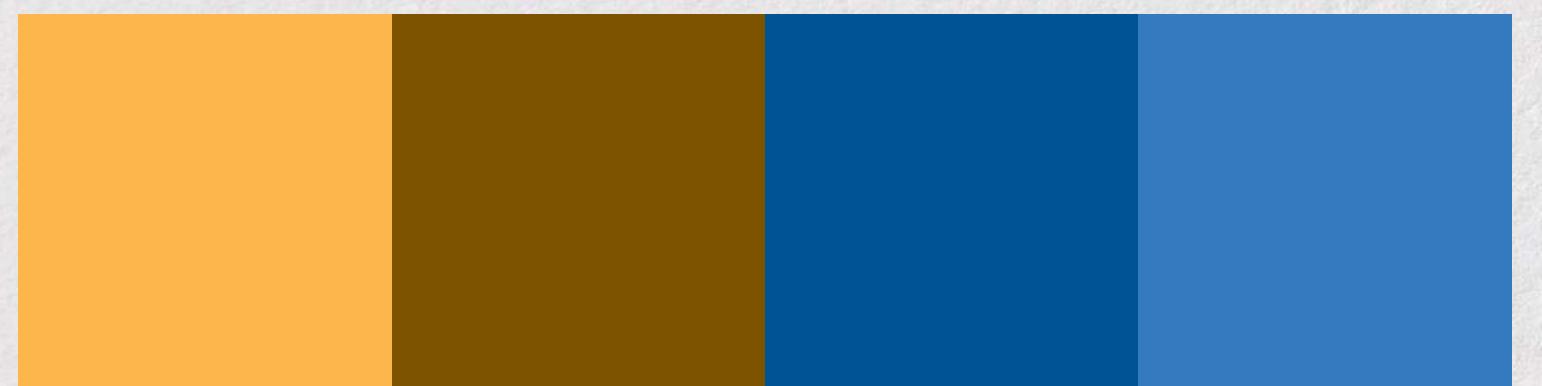
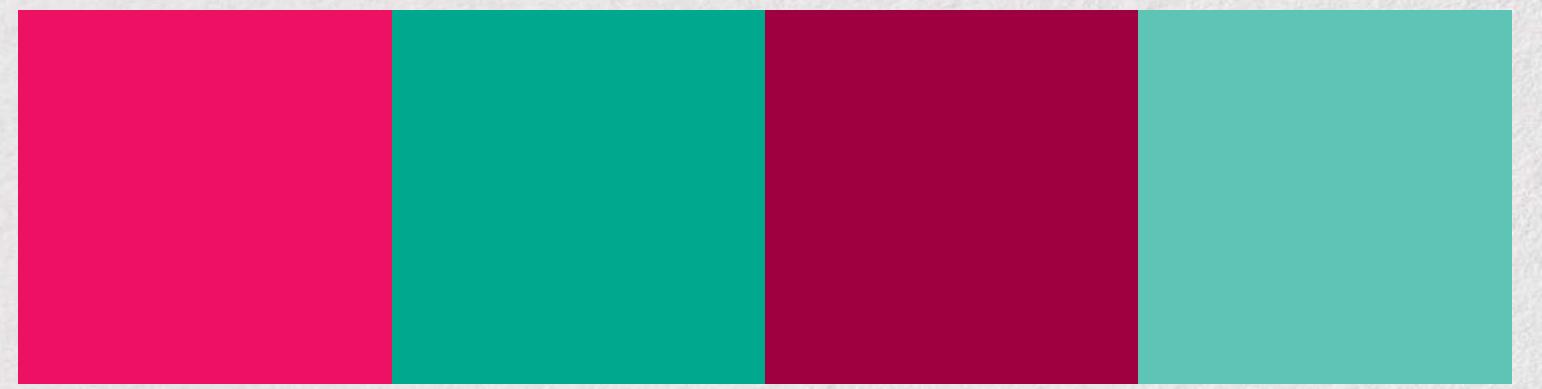


*Cores vizinhas no
círculo cromático*

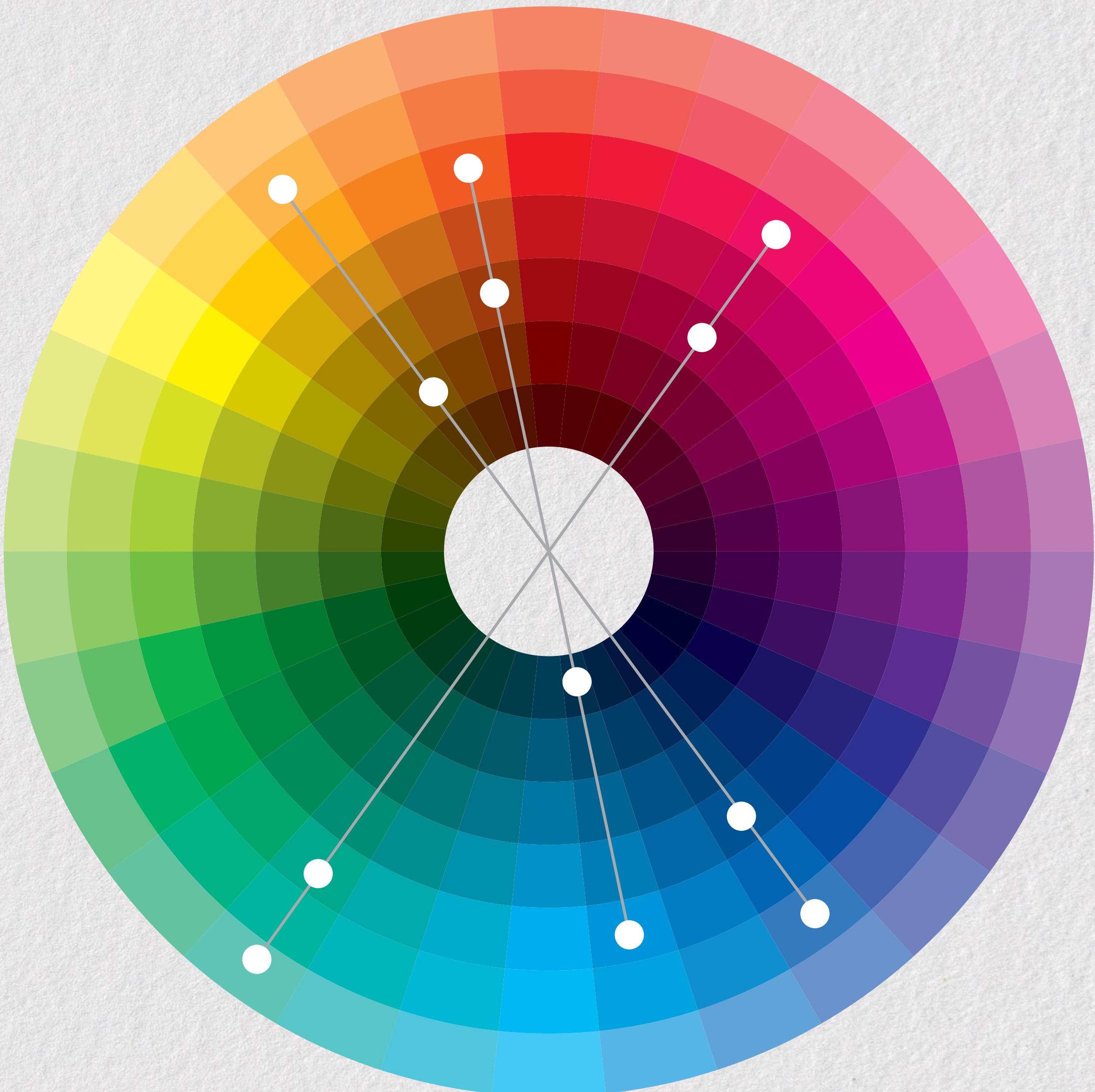


ESQUEMAS DE COR

Complementar

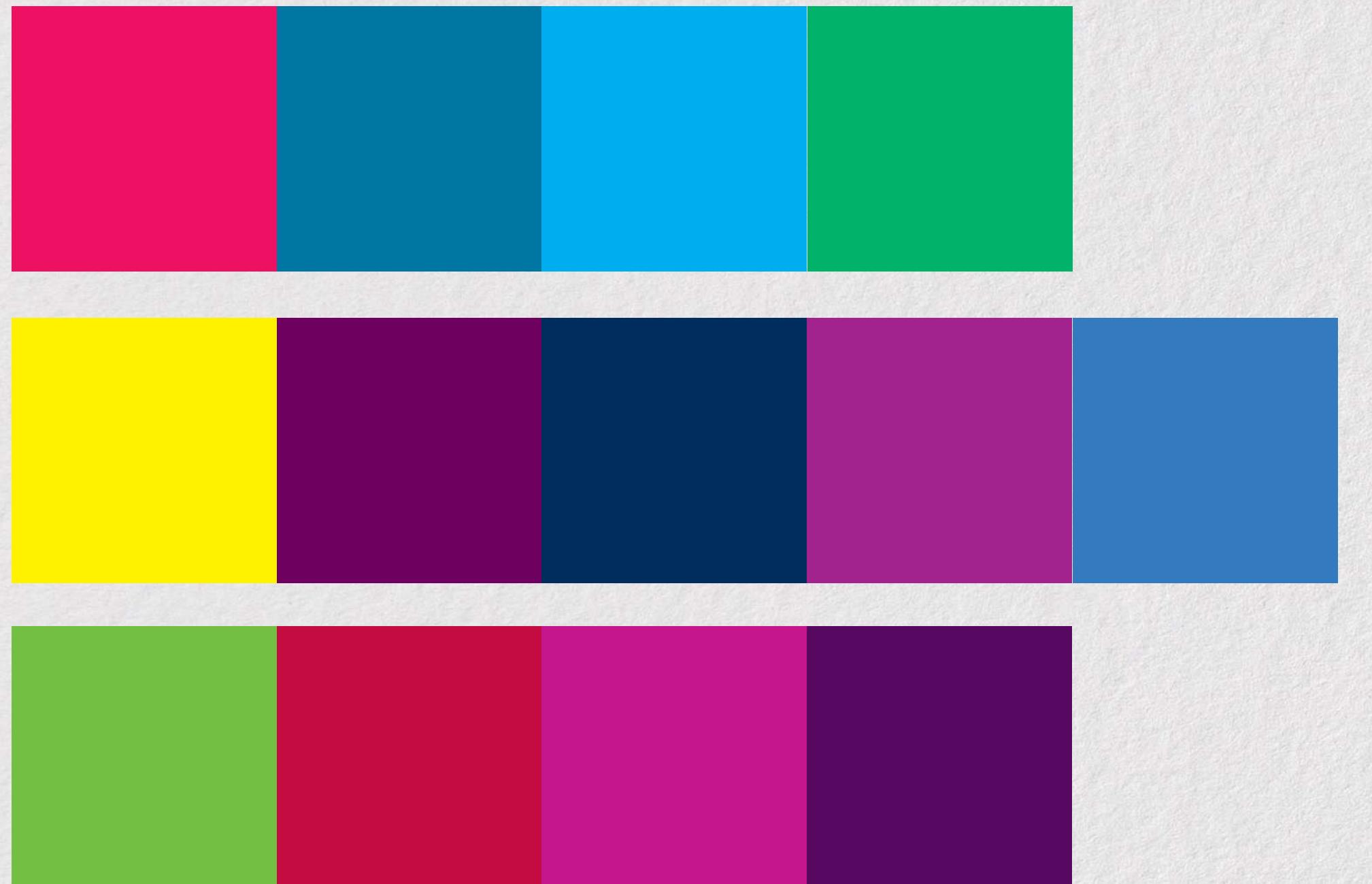


*Cores opostas no
círculo cromático*

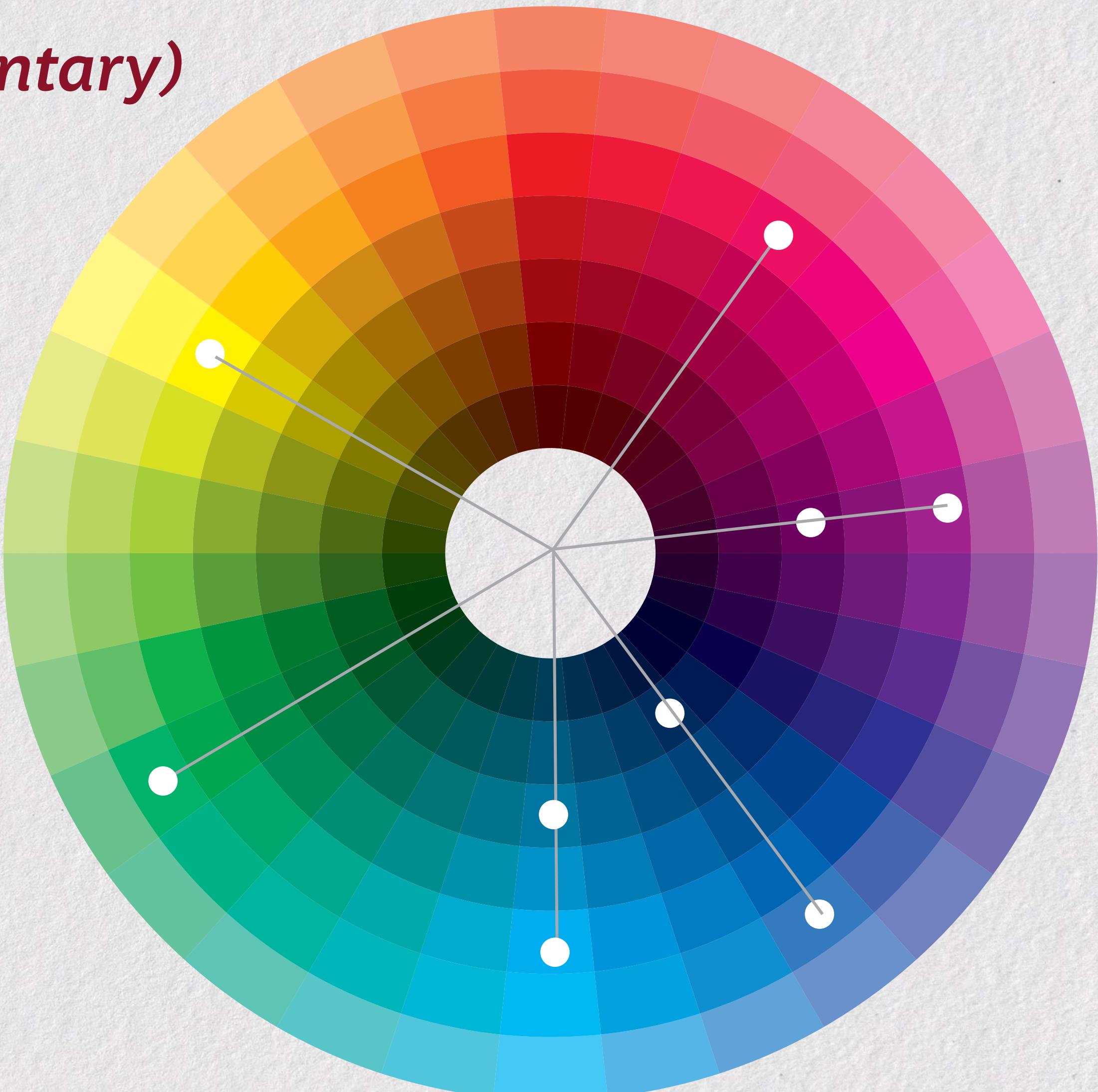


ESQUEMAS DE COR

Complementar Dividido (Split complementary)



Cores opostas + análogas

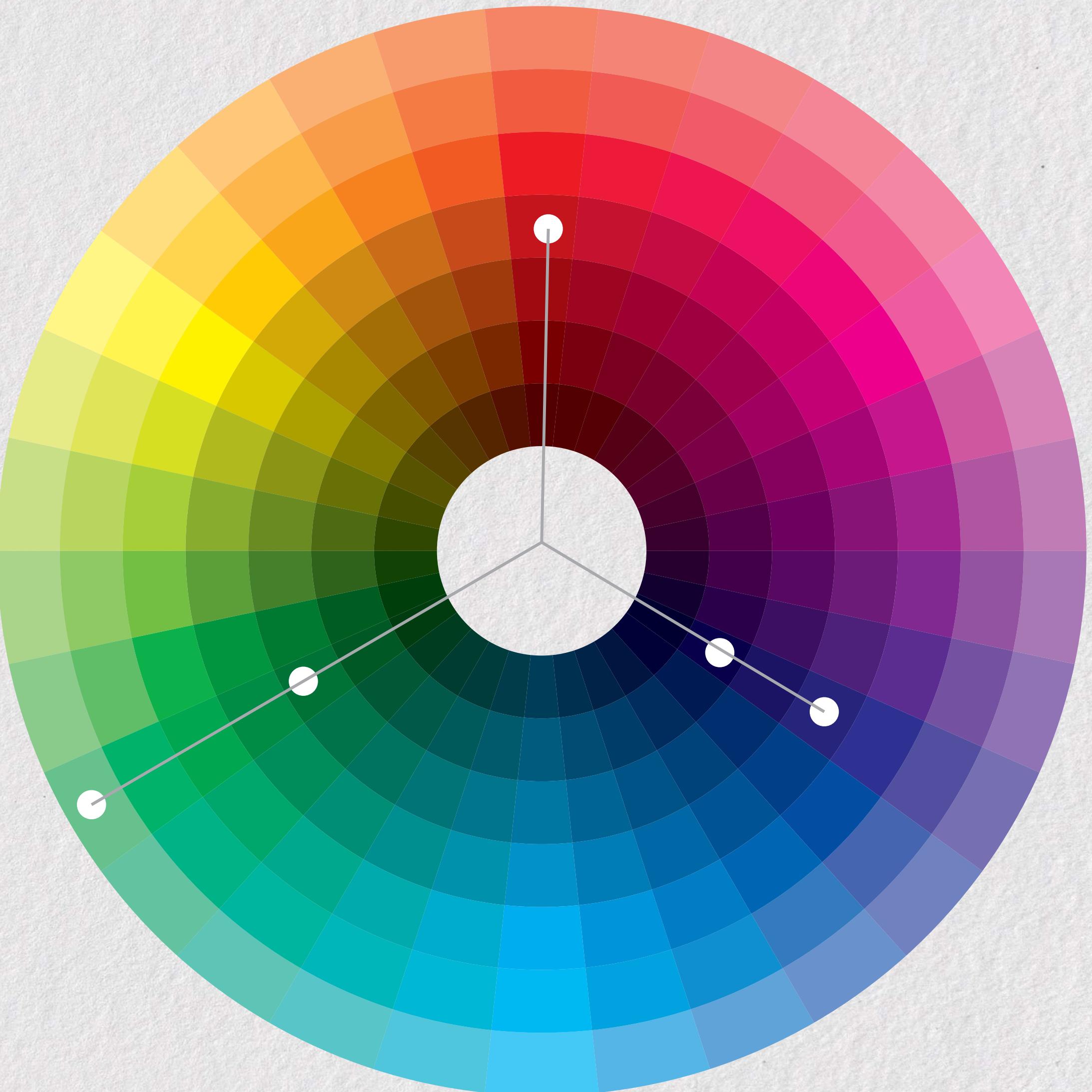


ESQUEMAS DE COR

Triádico

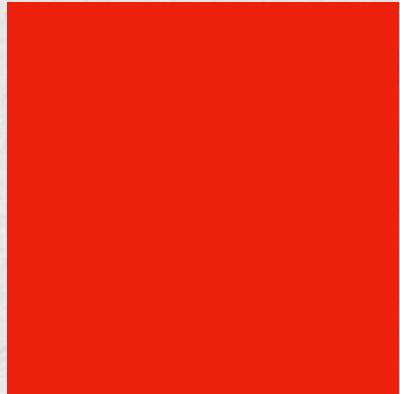


*3 cores igualmente
espaçadas no círculo*



PSICOLOGIA DAS CORES

Associações mais comuns



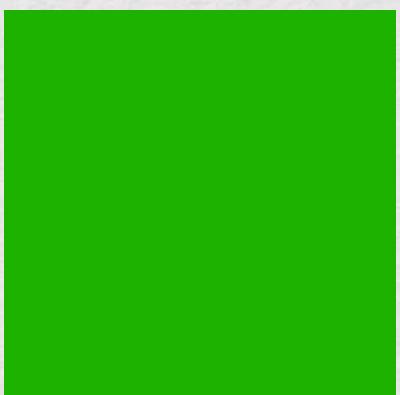
VERMELHO

Amor e ódio. A cor dos reis e do comunismo. A cor da felicidade e do perigo.



AZUL

Símpatia, da harmonia e da fidelidade, apesar de ser fria e distante. A cor feminina e das virtudes intelectuais. Do azul real ao azul jeans.



VERDE

Esperança e burguesia. O verde sagrado e o verde venenoso. A cor intermediária



AMARELO

Otimismo e ciúme. A cor da recreação, do entendimento e da traição. O amarelo do ouro e o amarelo do enxofre



VIOLETA

Do púrpura do poder à cor da teologia, da magia, do feminismo e do movimento gay



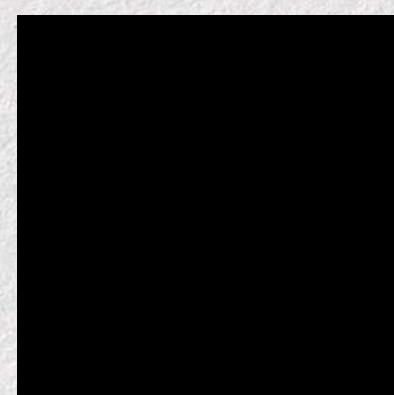
LARANJA

A cor da recreação e do budismo. Exótica e penetrante – e no entanto subestimada



BRANCO

A cor feminina da inocência. Cor do bem e dos espíritos. A cor mais importante dos pintores

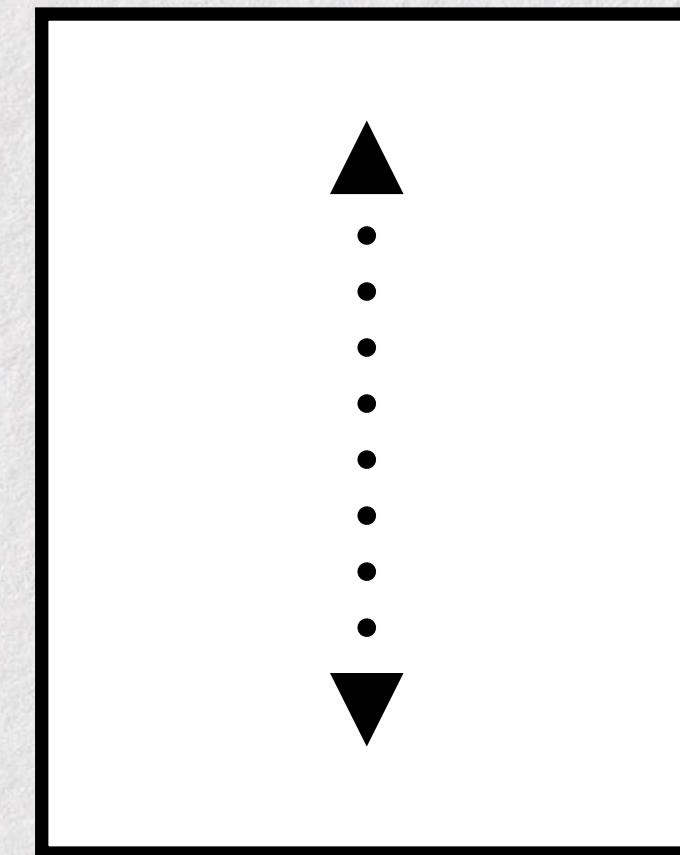


PRETO

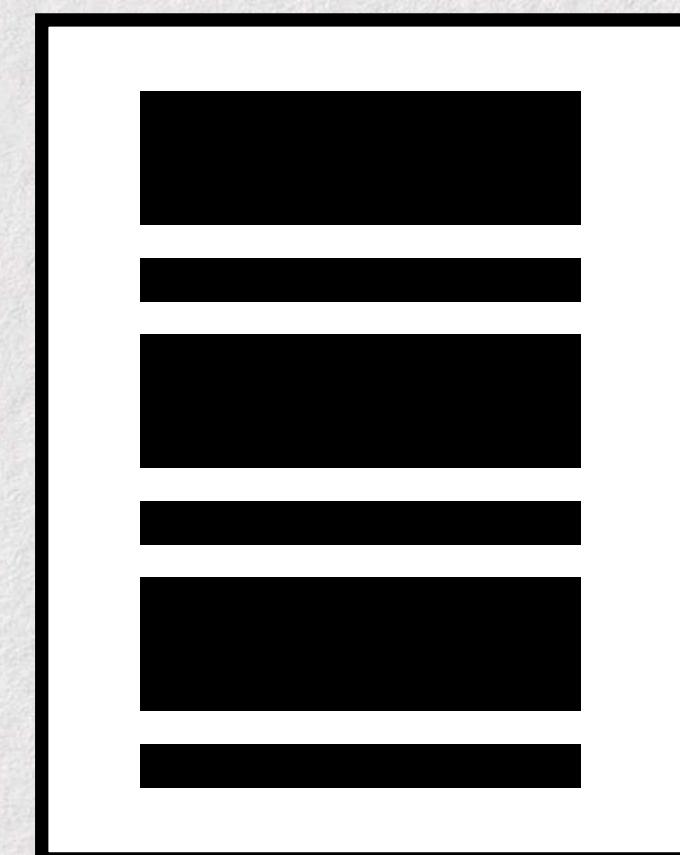
A cor do poder, da violência e da morte. A cor predileta dos designers e dos jovens. Cor da negação e da elegância.

Fonte: A Psicologia das Cores, Eva Heller. Ed. Olhares

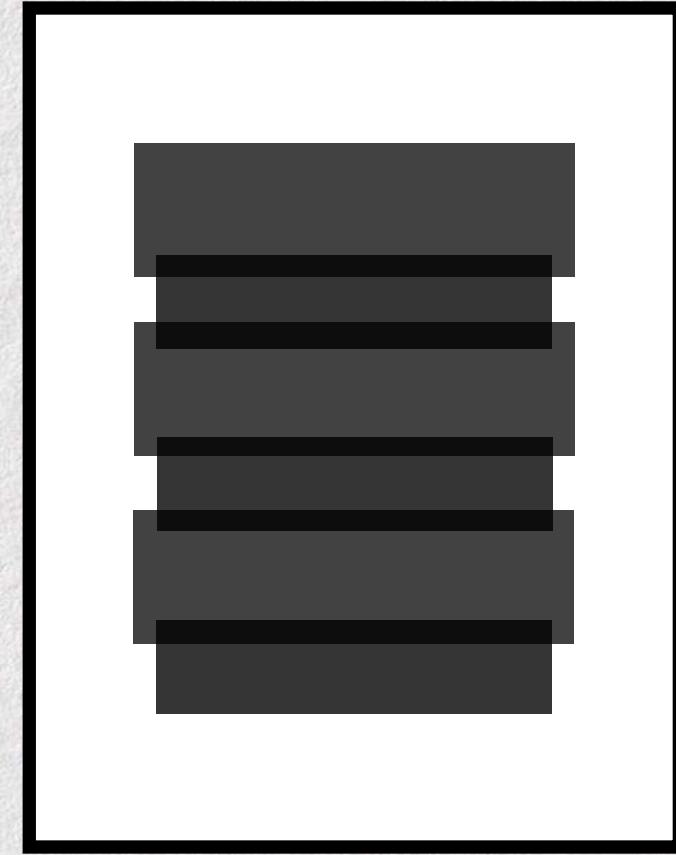
ANALISANDO



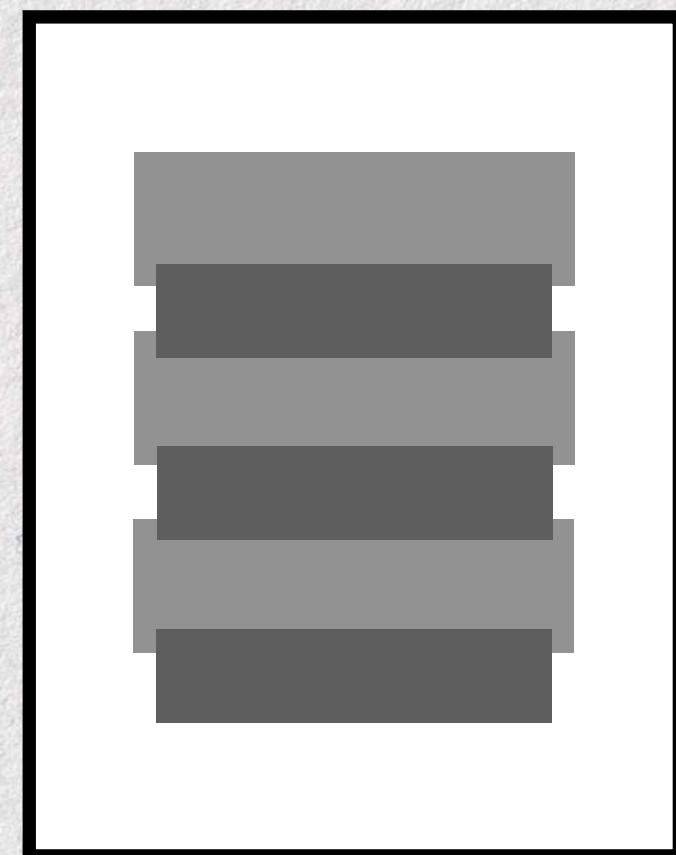
Direção horizontal



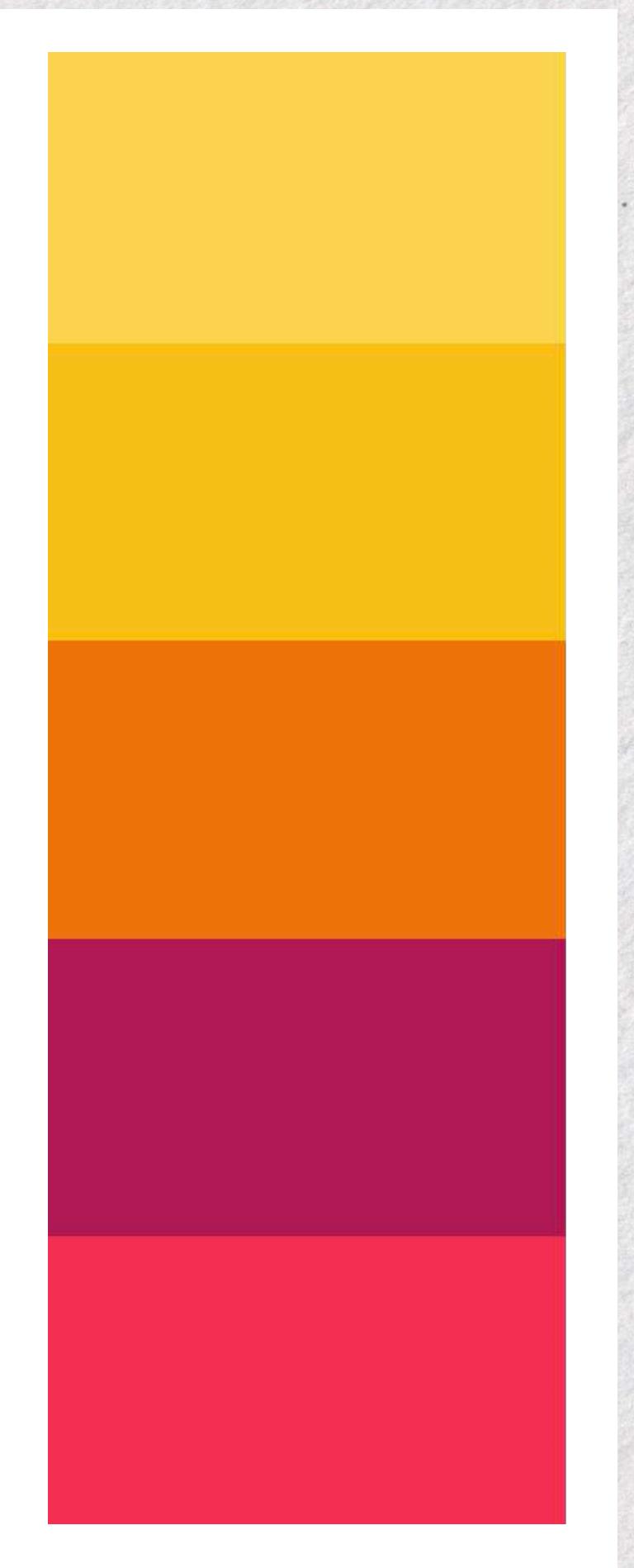
Escala e Hierarquia



Camada e Transparência



Tom



Esquema Cromático: Análogo

RECURSOS

Esquemas, paletas de cores e círculos cromáticos

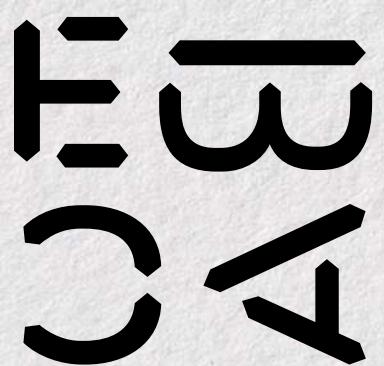
- *Adobe Color* - <https://color.adobe.com/create/color-wheel>
- *Coolors* - <https://coolors.co/>

BIBLIOGRAFIA

- *Sintaxe da Linguagem Visual, Donis A. Dondis.* Ed. Martins Fontes
- *Arte e Percepção Visual, Rudolf Arnheim*
- *Novos Fundamentos do Design, Ellen Lupton*
- *Princípios de Forma e Desenho, Wucius Wong.* Martins Fontes
- *A Psicologia das Cores, Eva Heller.* Editora Olhares
- *A Cor como Informação, Luciano Guimarães.* Editora Anna Blume
- *Conceitos básicos da teoria da cor* - [Acessar](#)
- *Color Theory* - [Acessar](#)
- *O Vestido* - [Acessar](#)

Caligrafia e LETTERING

Guilherme
Menga



escola
britânica de
artes criativas
& tecnologia