

*Caligrafia*  
e LETTERING

# CALIGRAFIA: BRUSHPEN

*GuilMenga*

*Caligrafia*  
e LETTERING

# CALIGRAFIA E LETTERING COM PINCEL

*GuilMenga*

# A INVENÇÃO DO PINCEL



Pincel da Dinastia Ming (imperador Qianlong – 1735-1793)

# CALIGRAFIA CHINESA



Caligrafia do poeta Li Bai, dinastia Tang (618-907 EC)

# PINCEL MEDIEVAL



Reprodução de pincéis medievais

# INFLUÊNCIA JAPONESA NO OCIDENTE



Duas Mulheres, Kitagawa Utamaro, 1790



Divan Japonais, Henri de Toulouse-Lautrec, 1892

# INFLUÊNCIA JAPONESA NO OCIDENTE



Amendoira em flor, Vincent Van Gogh, 1890

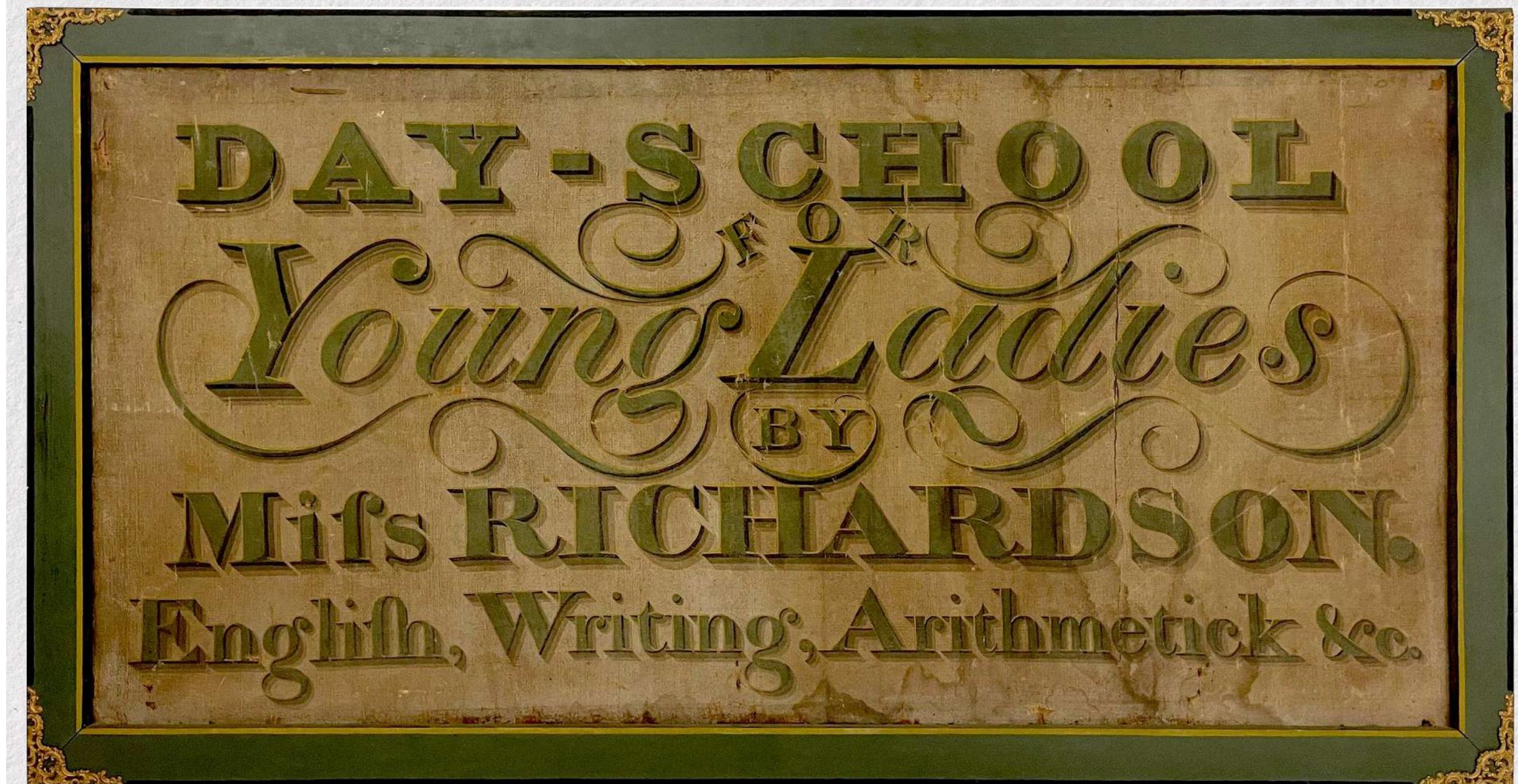
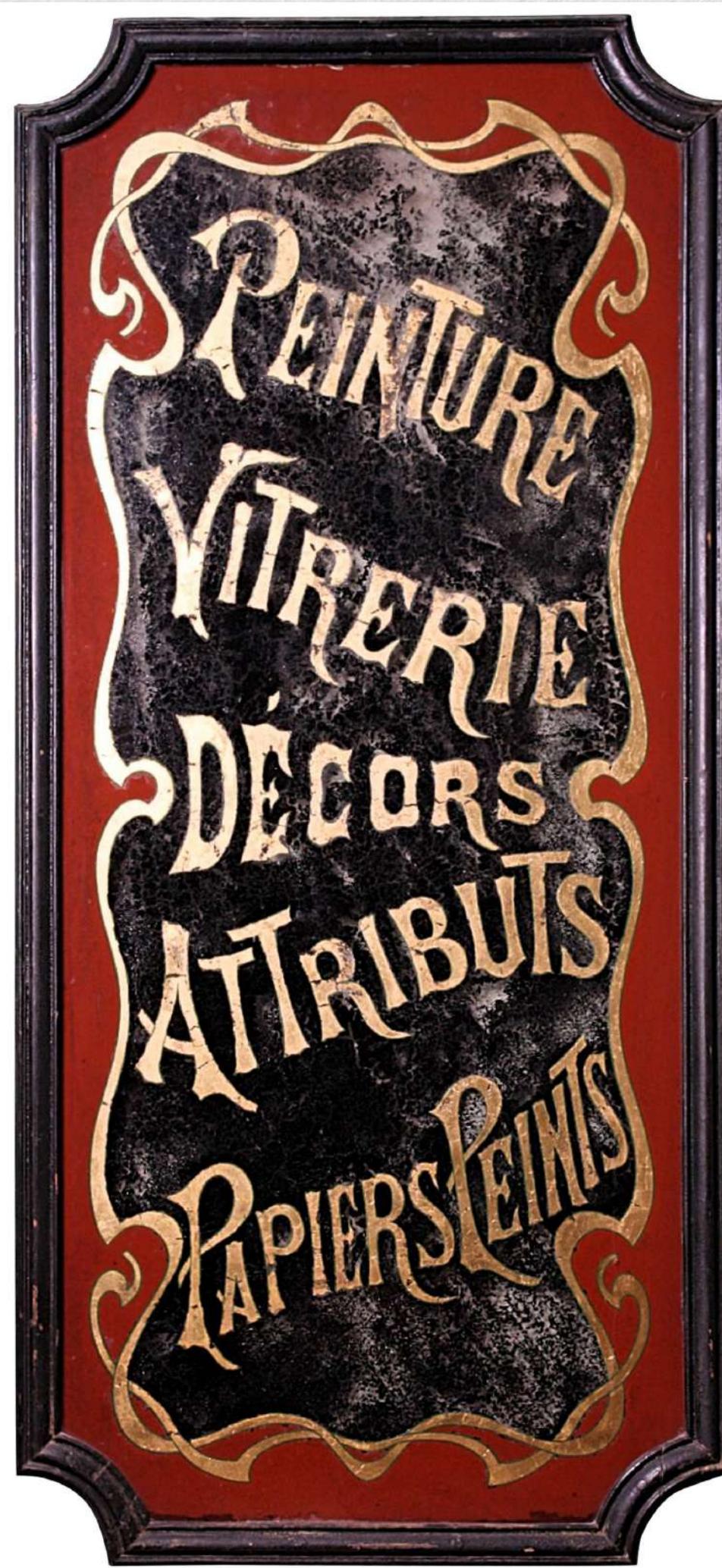
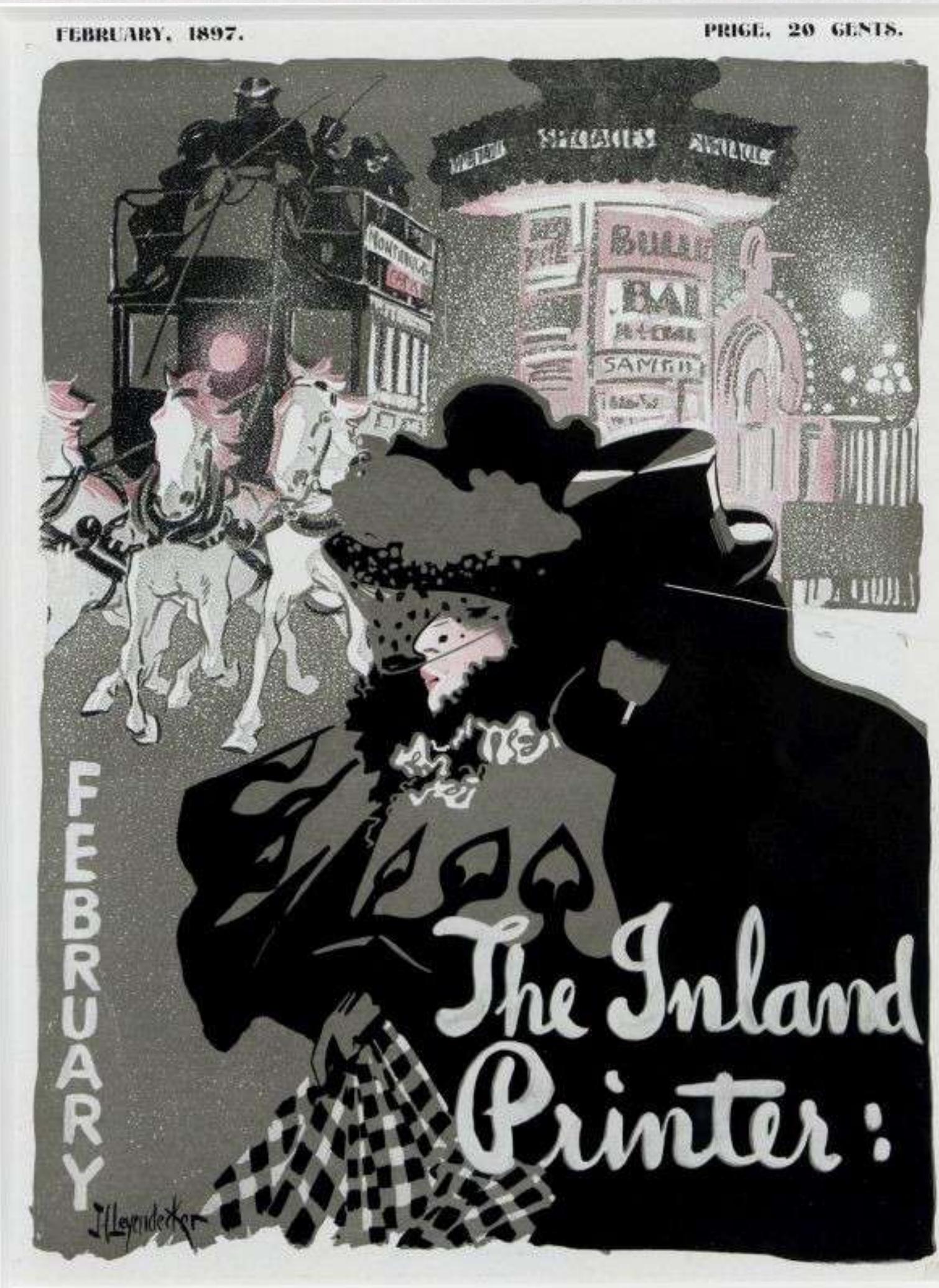
# ART NOUVEAU E A SECESSÃO DE VIENA



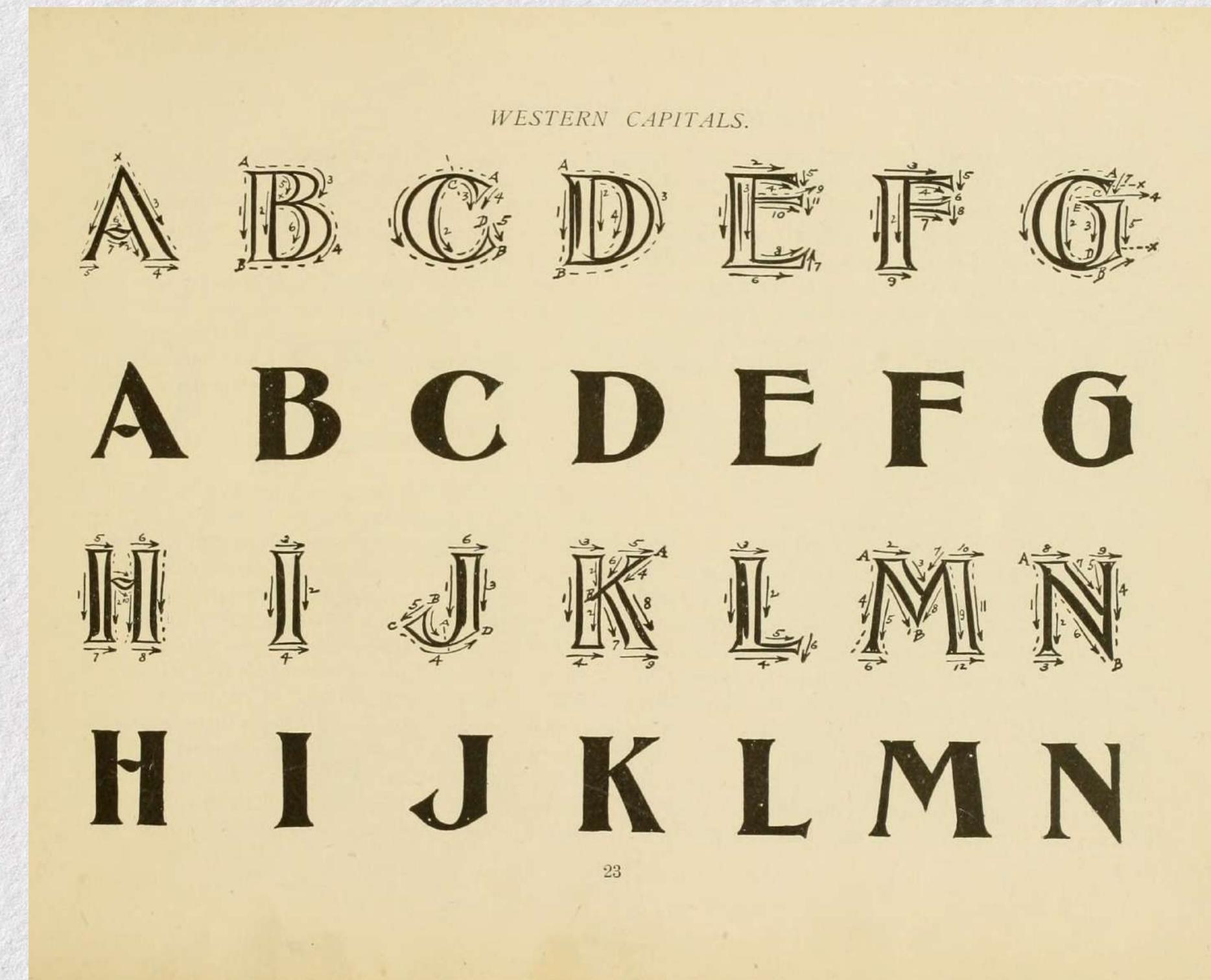
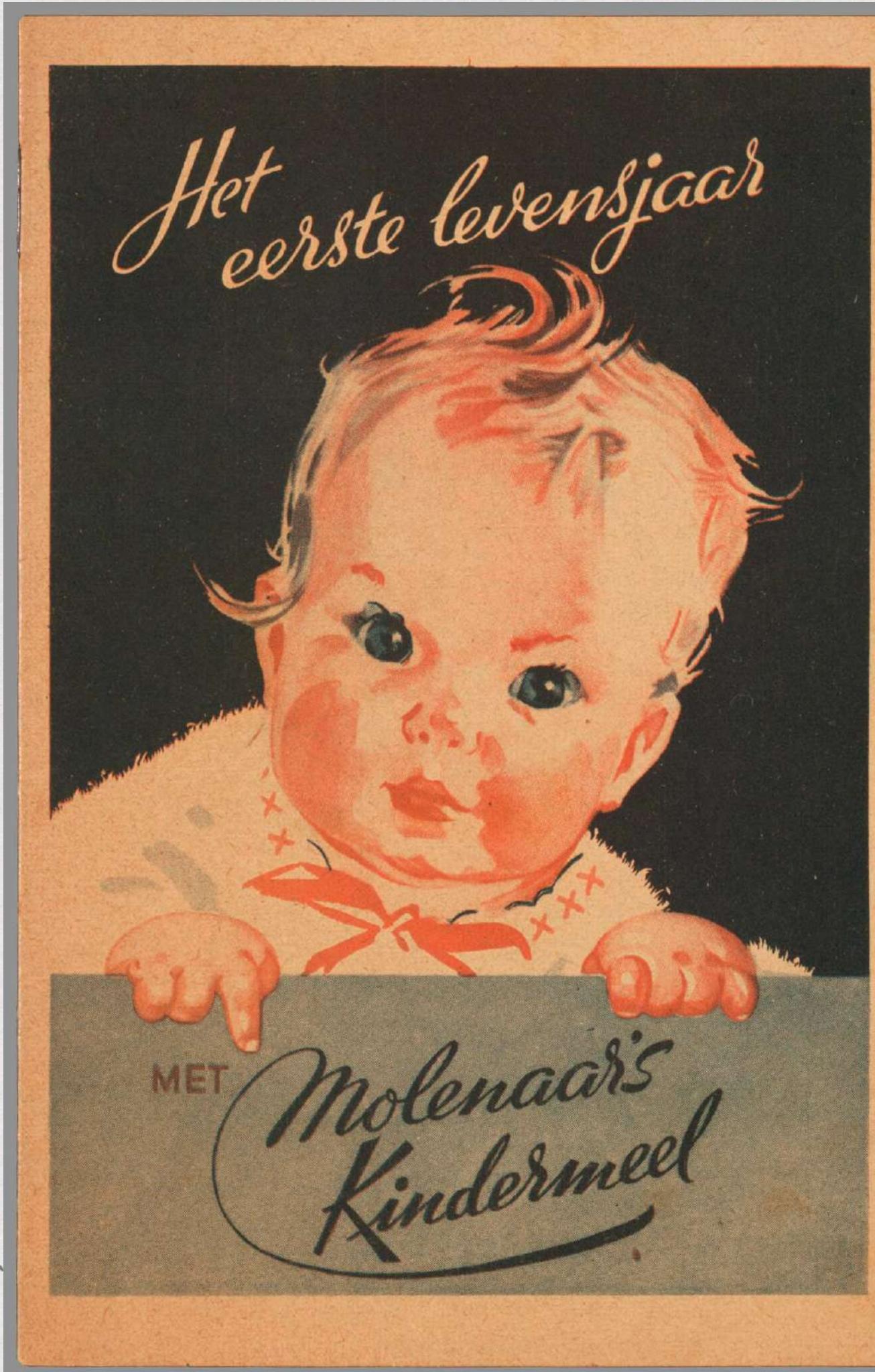
Detalhes de "Le Pater" de Alphonse Mucha, 1899



# LETRISTA PUBLICITÁRIO



# LETRISTA PUBLICITÁRIO



# PINCEL DE PONTA NA PUBLICIDADE

Lovelier Skin in 14 days!

You, too, may look for these Skin improvements in only 14 days!

Jell-O again!

Six delicious flavors

JELL-O IS A REGISTERED TRADE-MARK
THE PROPERTY OF GENERAL FOODS CORPORATION

"You can't get laughs when you've got  
ACID INDIGESTION so Tums for me!"

SERVES 6 OR 8

Spaghetti Filled Peppers

ready in a twinkling with Ann Page Prepared Spaghetti

So You Won't Talk!

He promised to call at seven o'clock and didn't call till seven-fifteen. And the time he went bowling with the boys when she wanted to go to a movie. And the time he wore that bright-red bow tie after she had told him

to listen to explanations and refuse to accept apologies, if they're due? The first time a girl friend "gets mad," a fellow is usually sorry, hurt and eager to make amends. The second time, it's not so easy, befriends any more. You don't yet

This man-dazzler shows you why

# PINCEL DE PONTA NA PUBLICIDADE

**A nova linha**

**Aguia** 

**para toda a família**

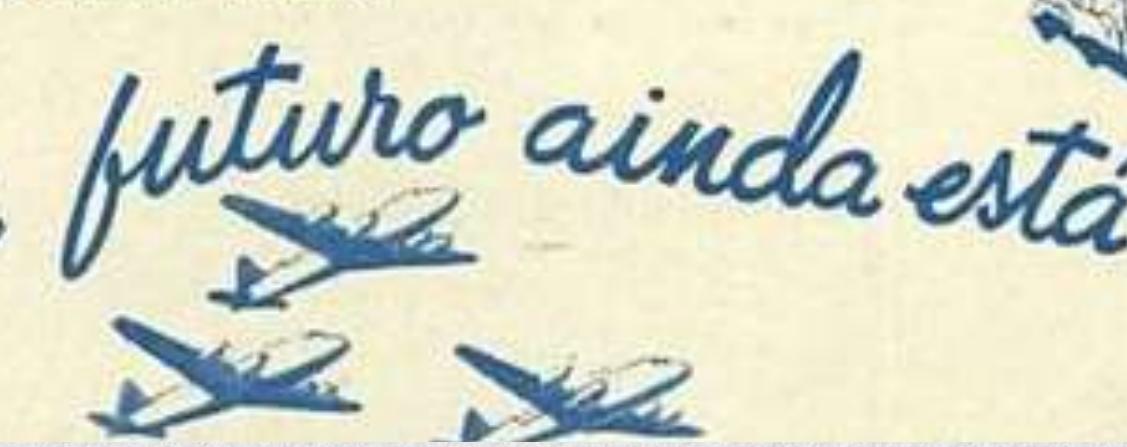
Agora em tecidos *Relief*  
de fama internacional, e nas mais modernas cores.

MAIS UM LANÇAMENTO DA "MALHARIA AGUIA S.A." PE

900 milhões  
de habitantes!

Segundo o Instituto Internacional da Esto-

*Esse futuro ainda está longe...*



*Presentes Kelson's*



**sirva-se do**

**Jeep** 

WILLYS

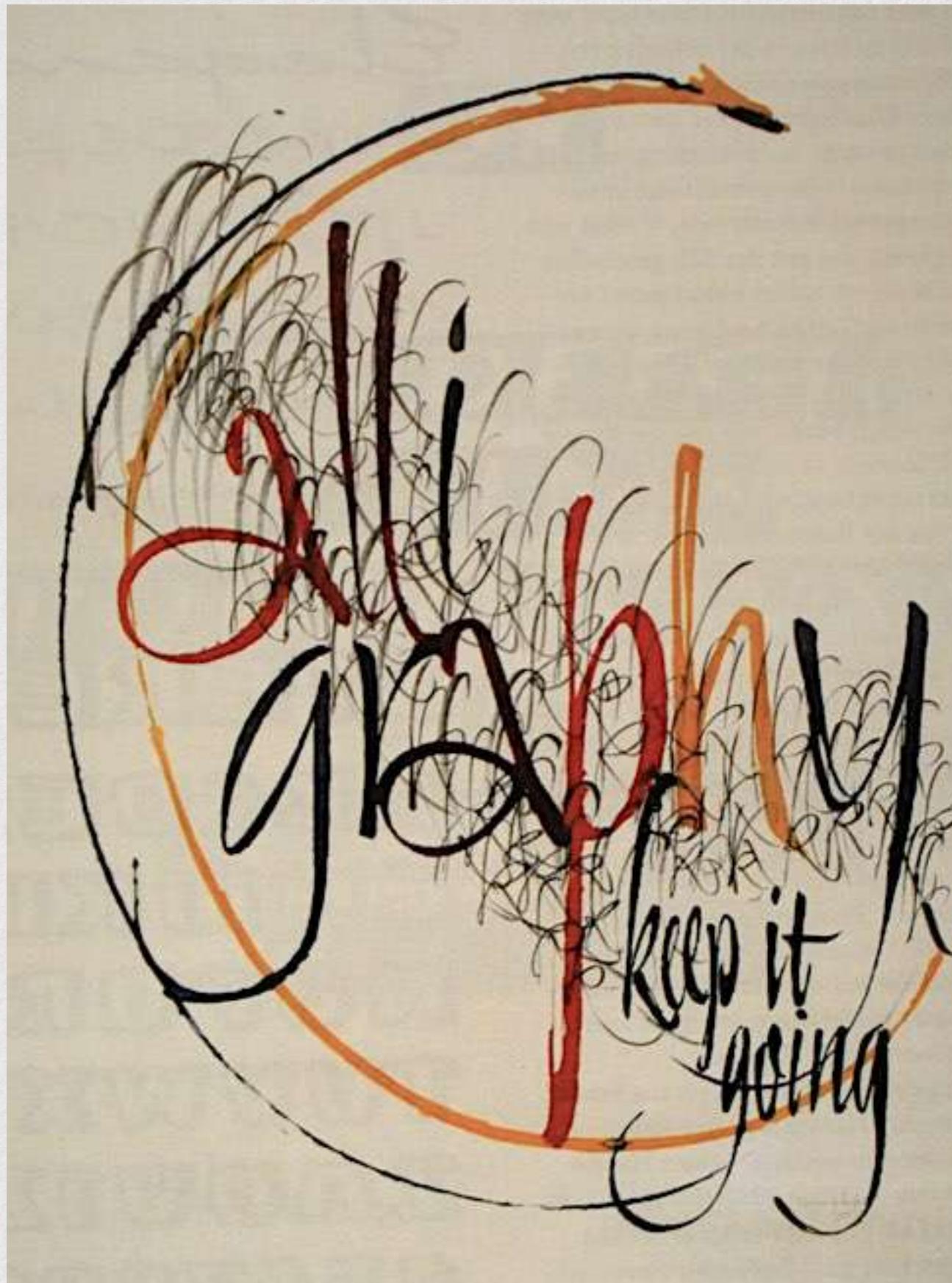
louça  
ep. Willys  
caminhos uma  
ançando  
feitos muitas  
realizadas.

*Angel Face*

*da*  
**POND'S**

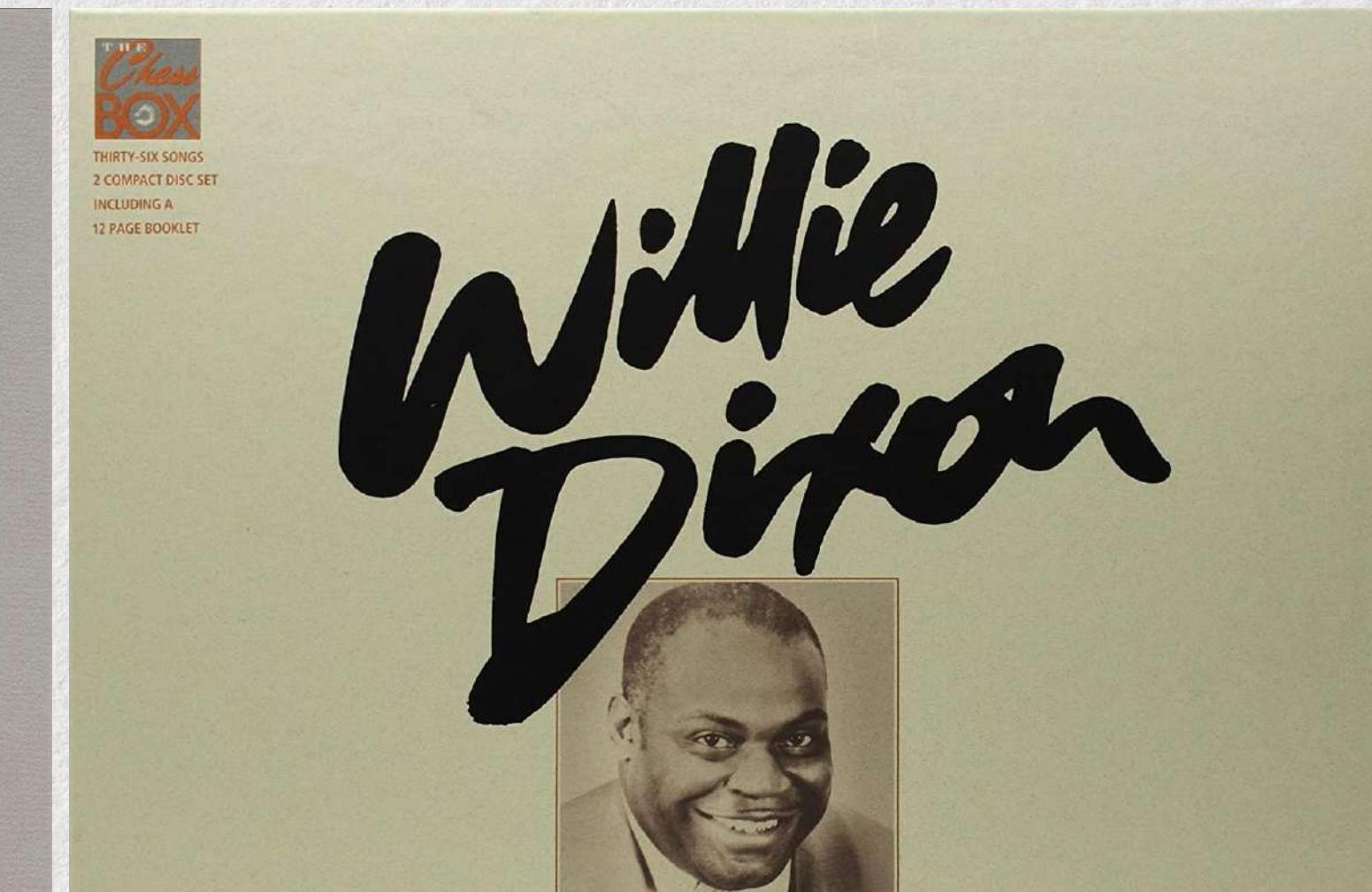
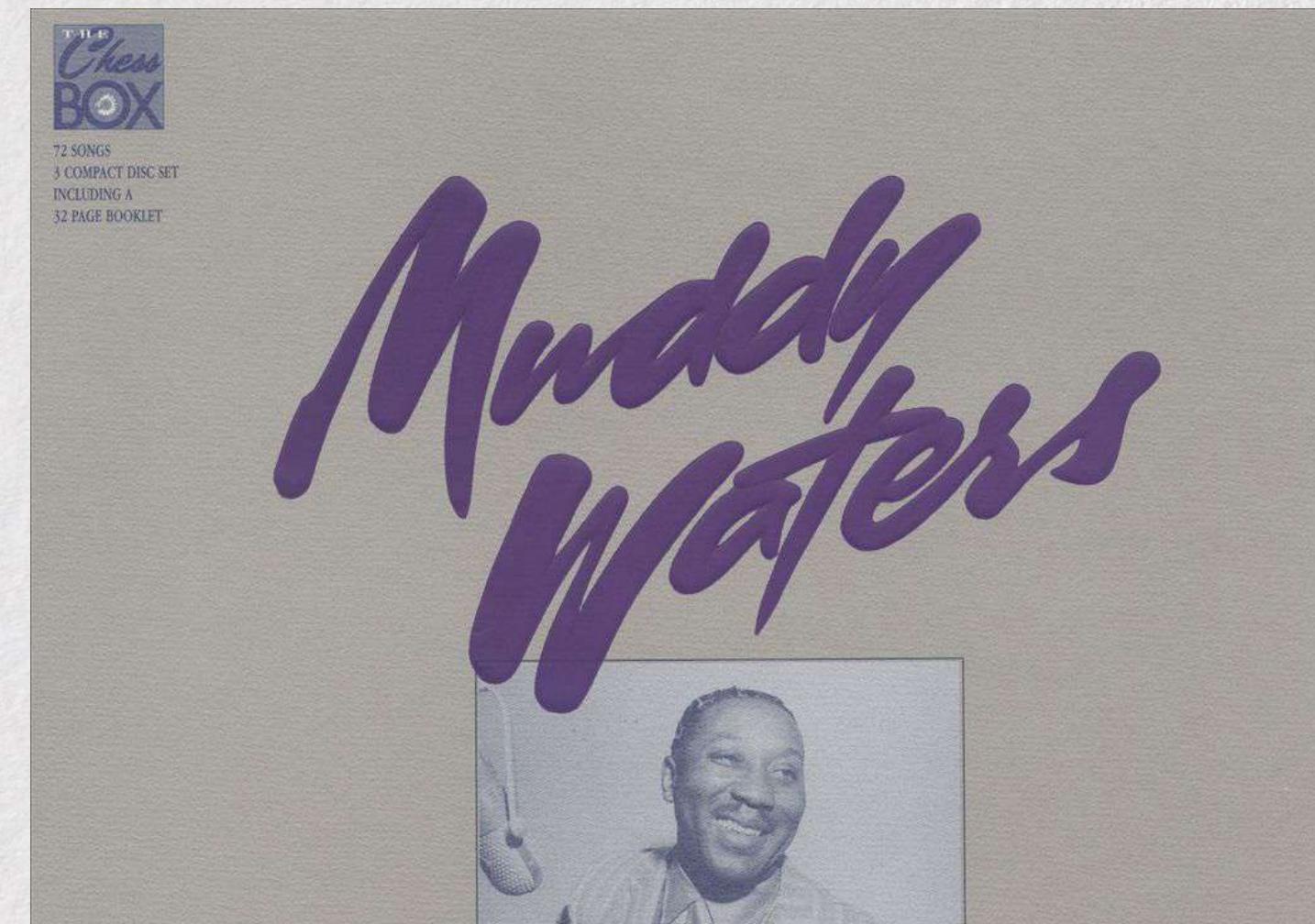
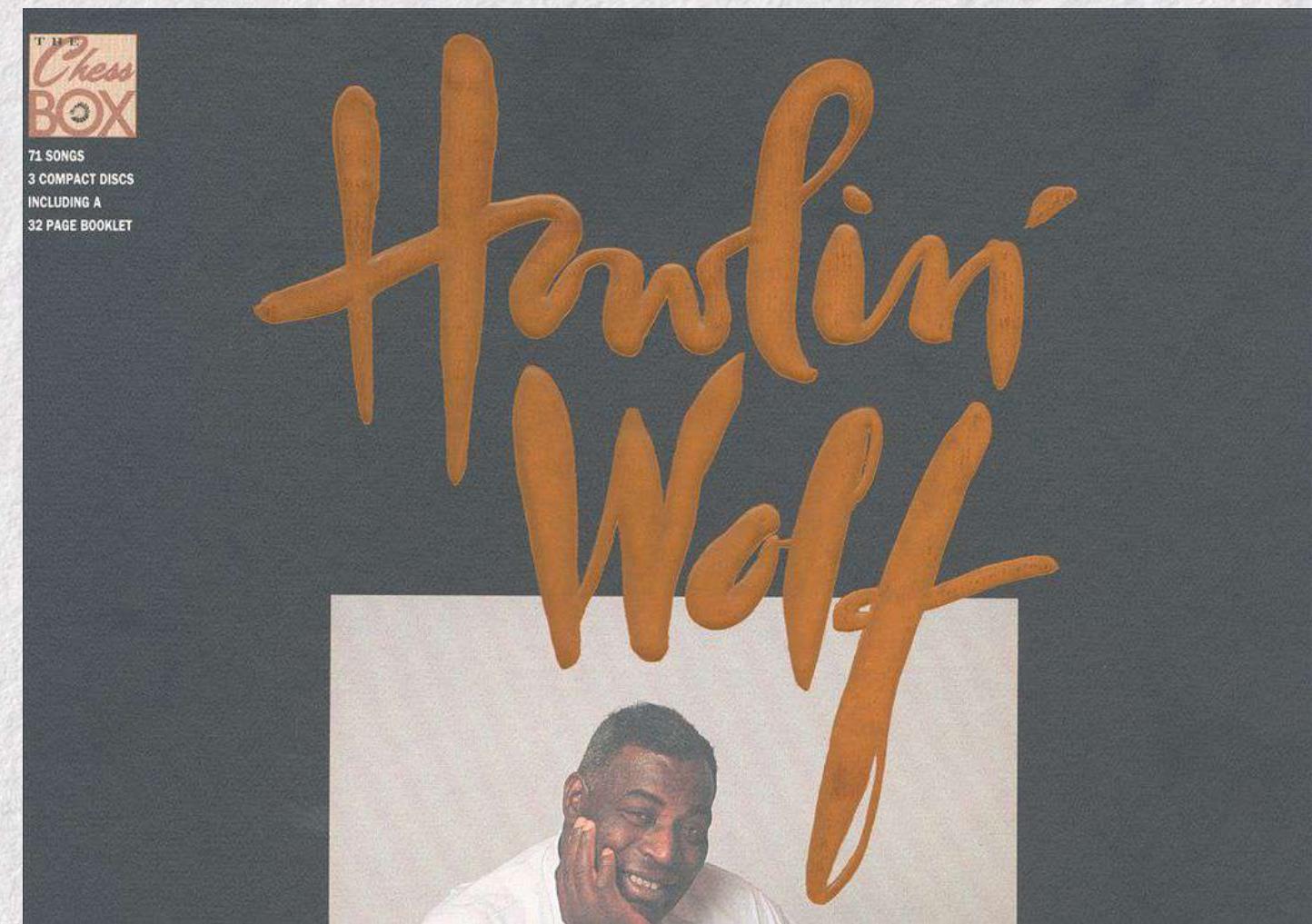
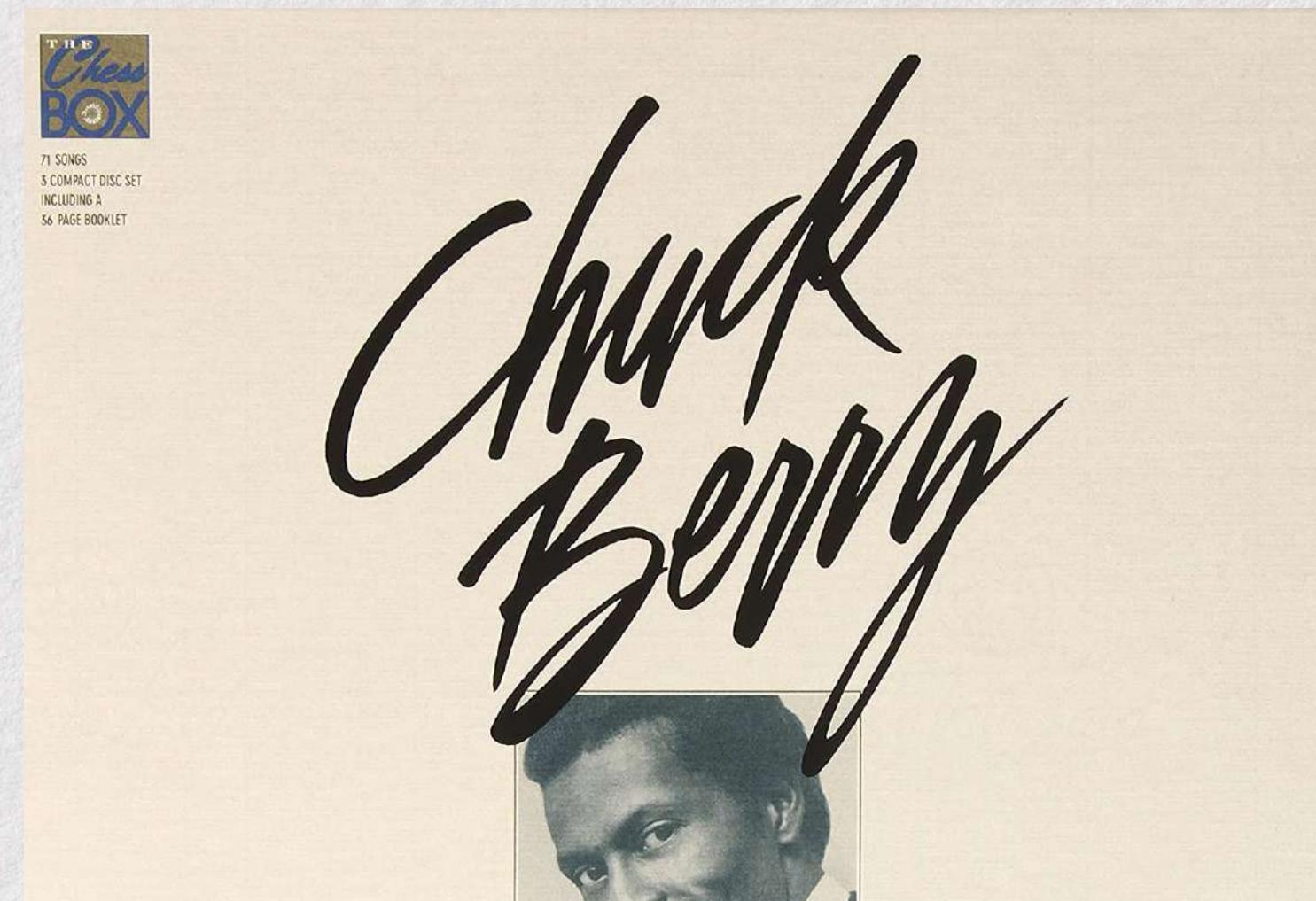
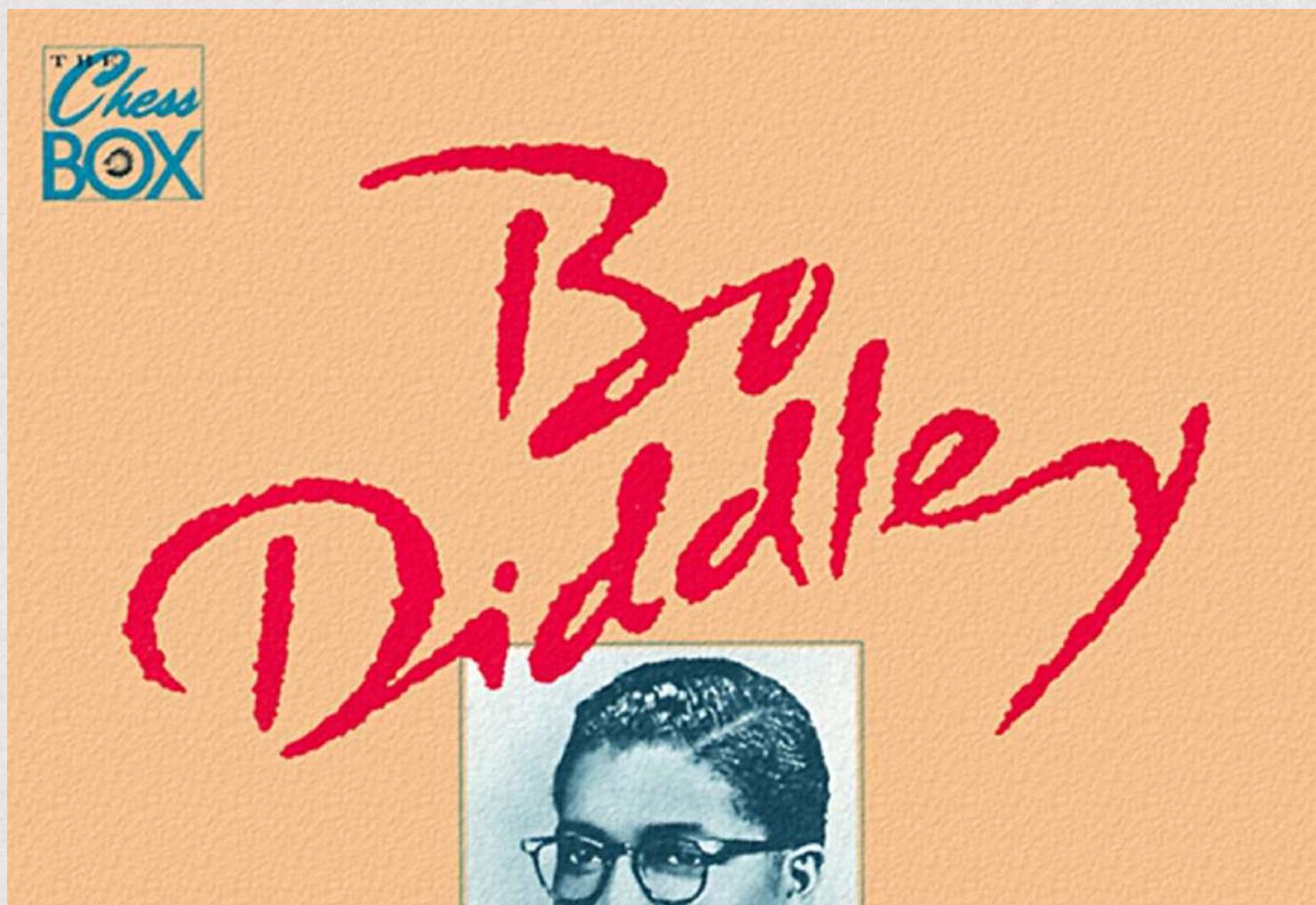
*O' maquillage imitável...*

# PINCEL DE PONTA NA CALIGRAFIA



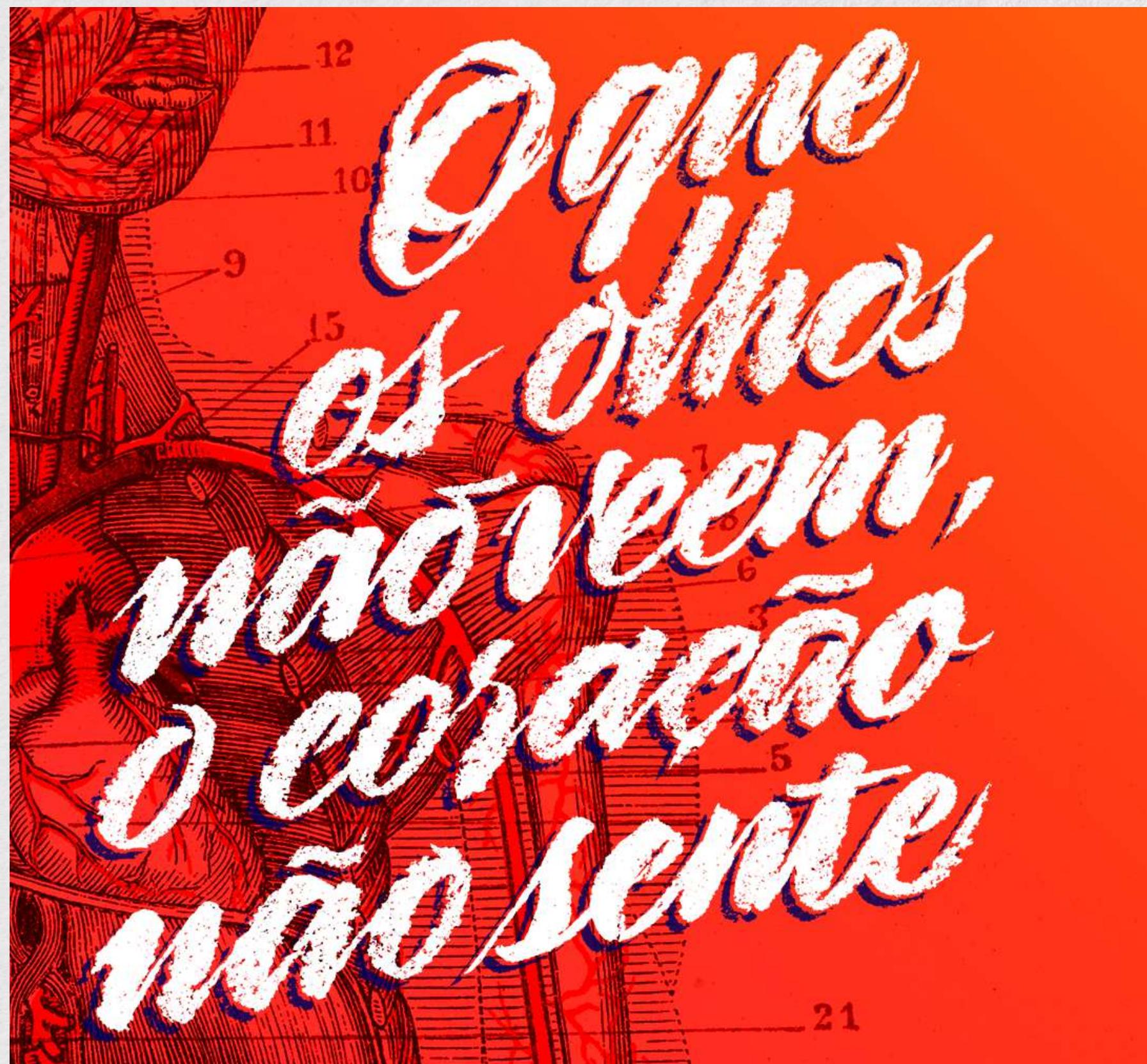
Varios trabalhos de Kargeorg Hoefer, Alemanha

# PINCEL DE PONTA NA CALIGRAFIA

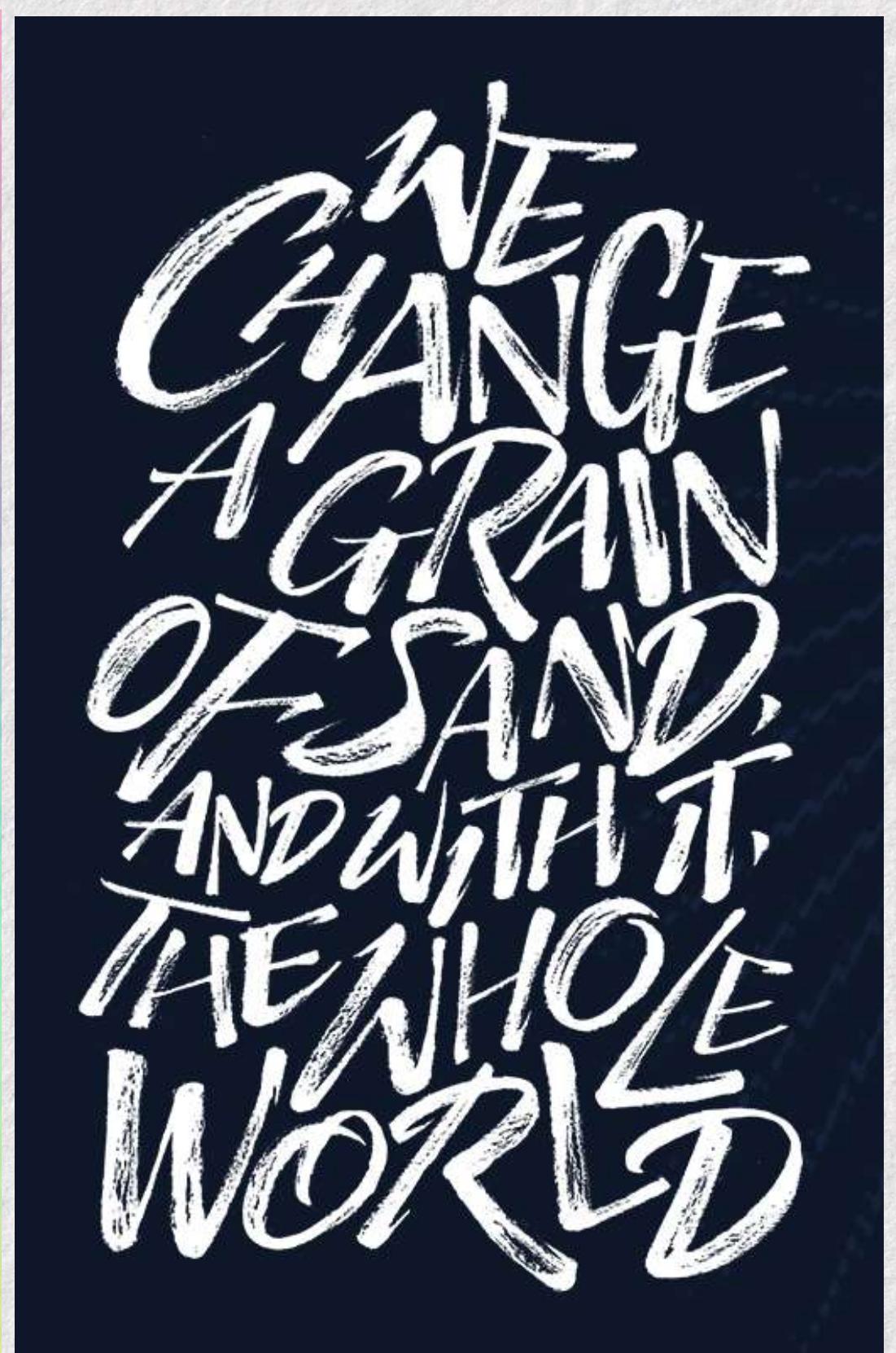
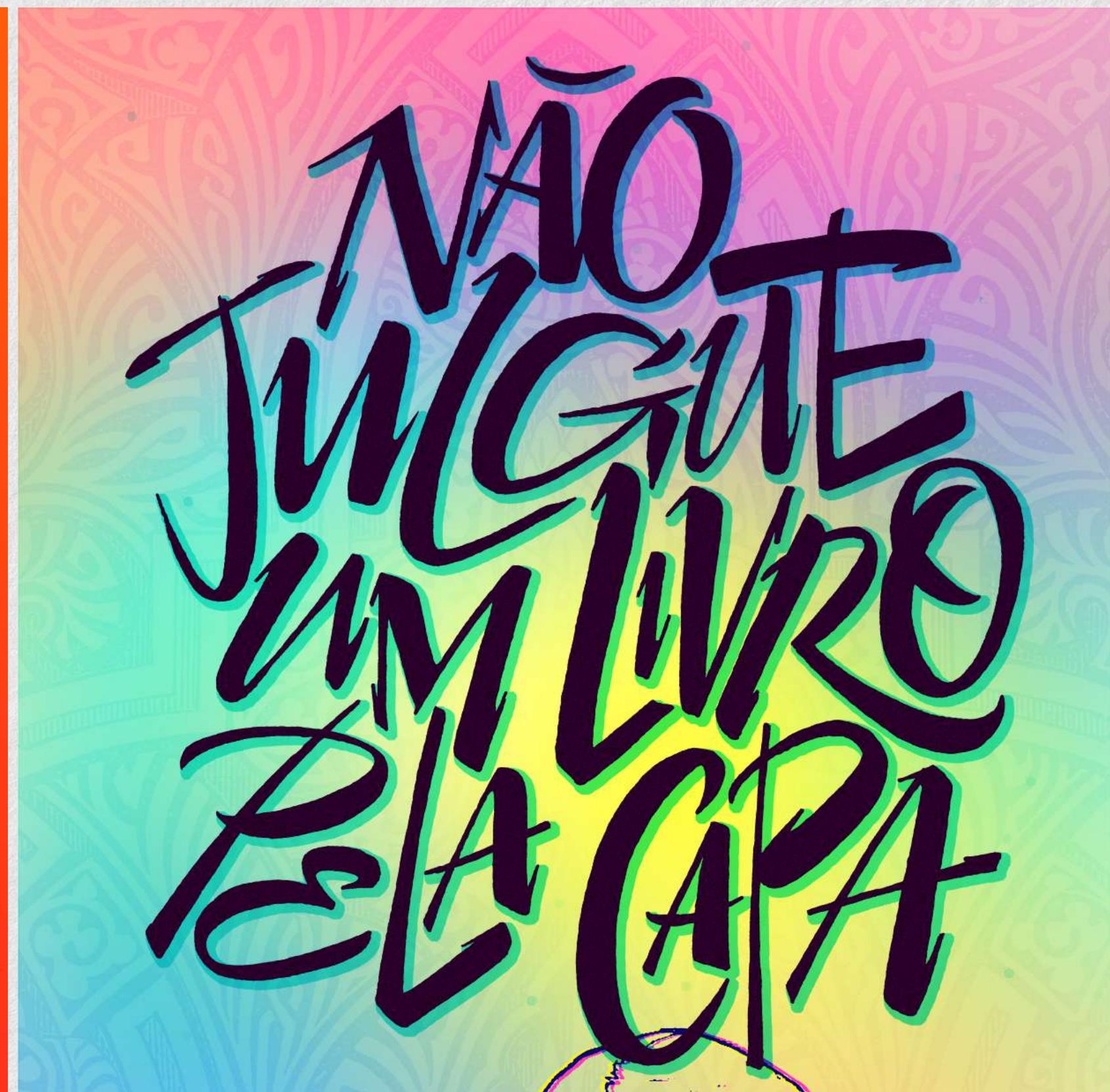


Georgia Deaver

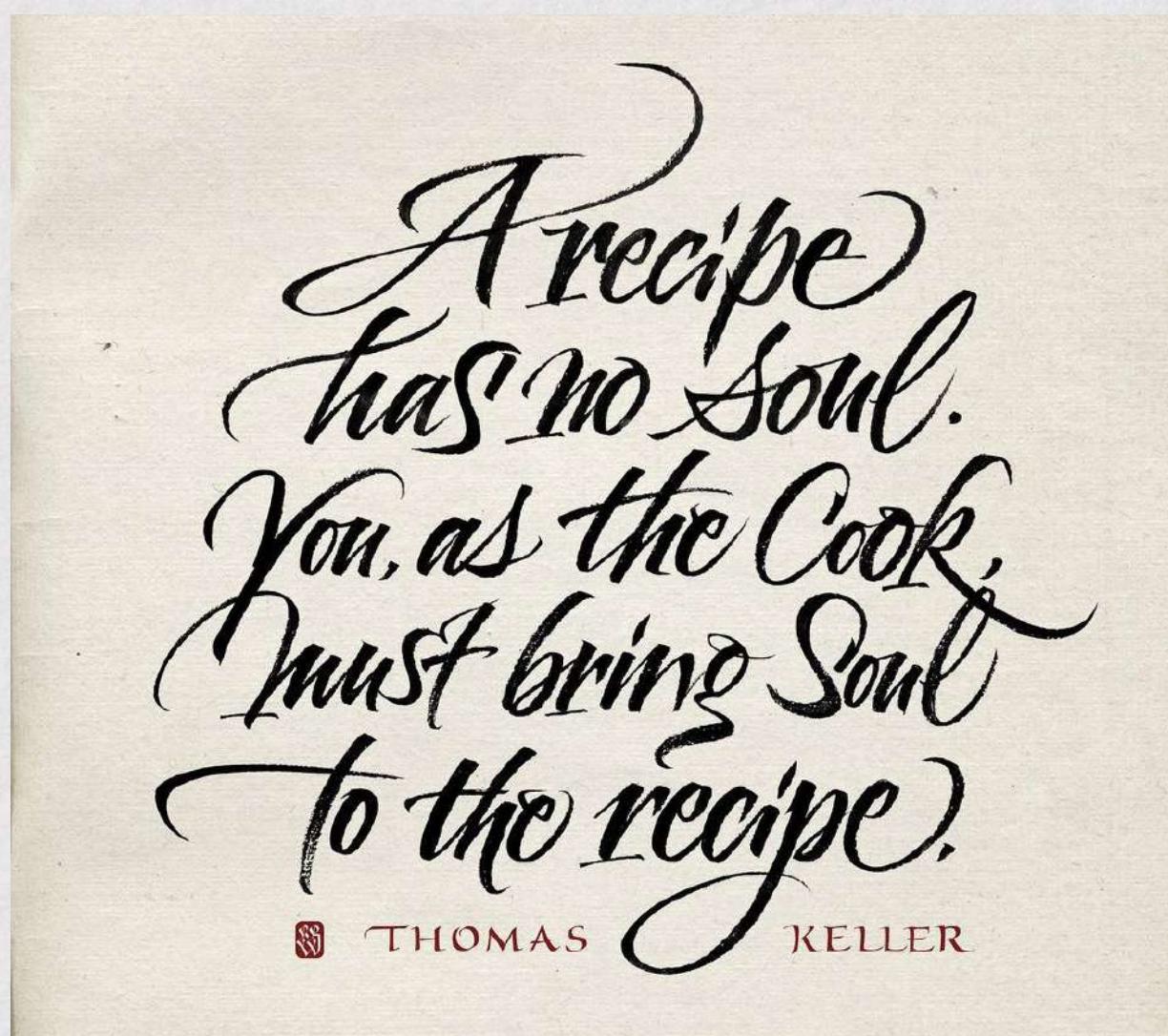
# CALIGRAFIA CONTEMPORÂNEA



Gui Menga



# CALIGRAFIA CONTEMPORÂNEA

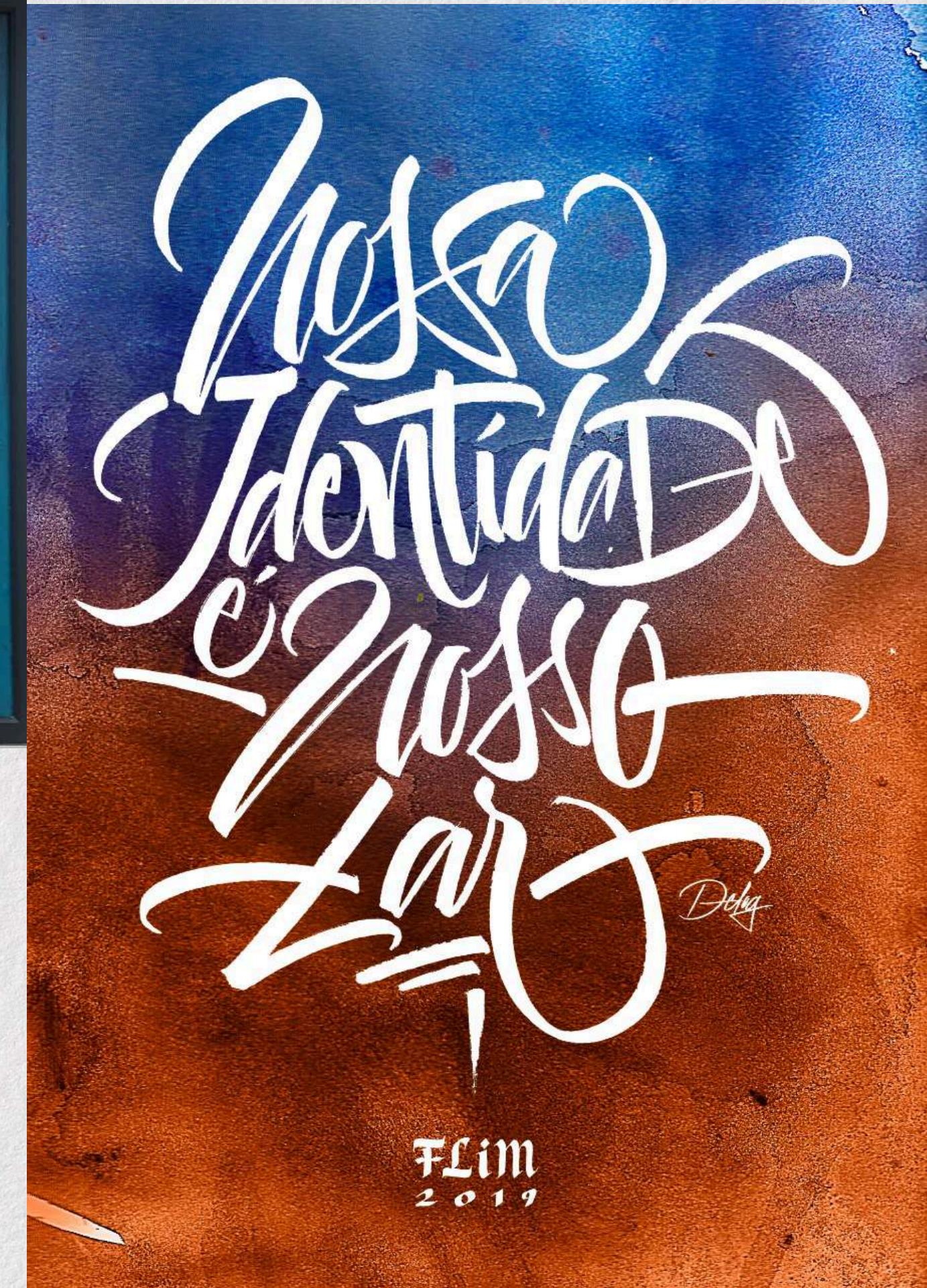
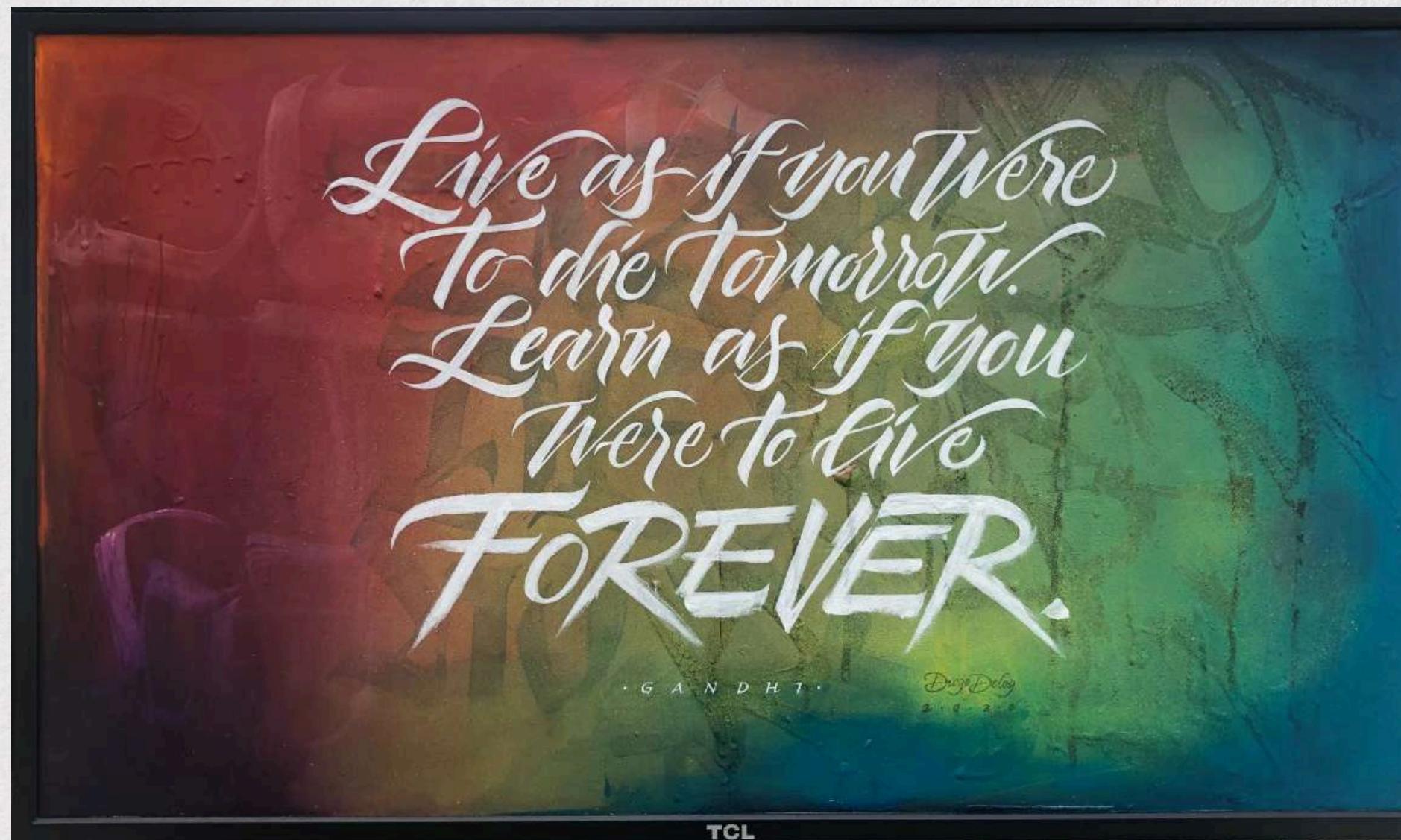


Trabalhos de Luca Barcellona



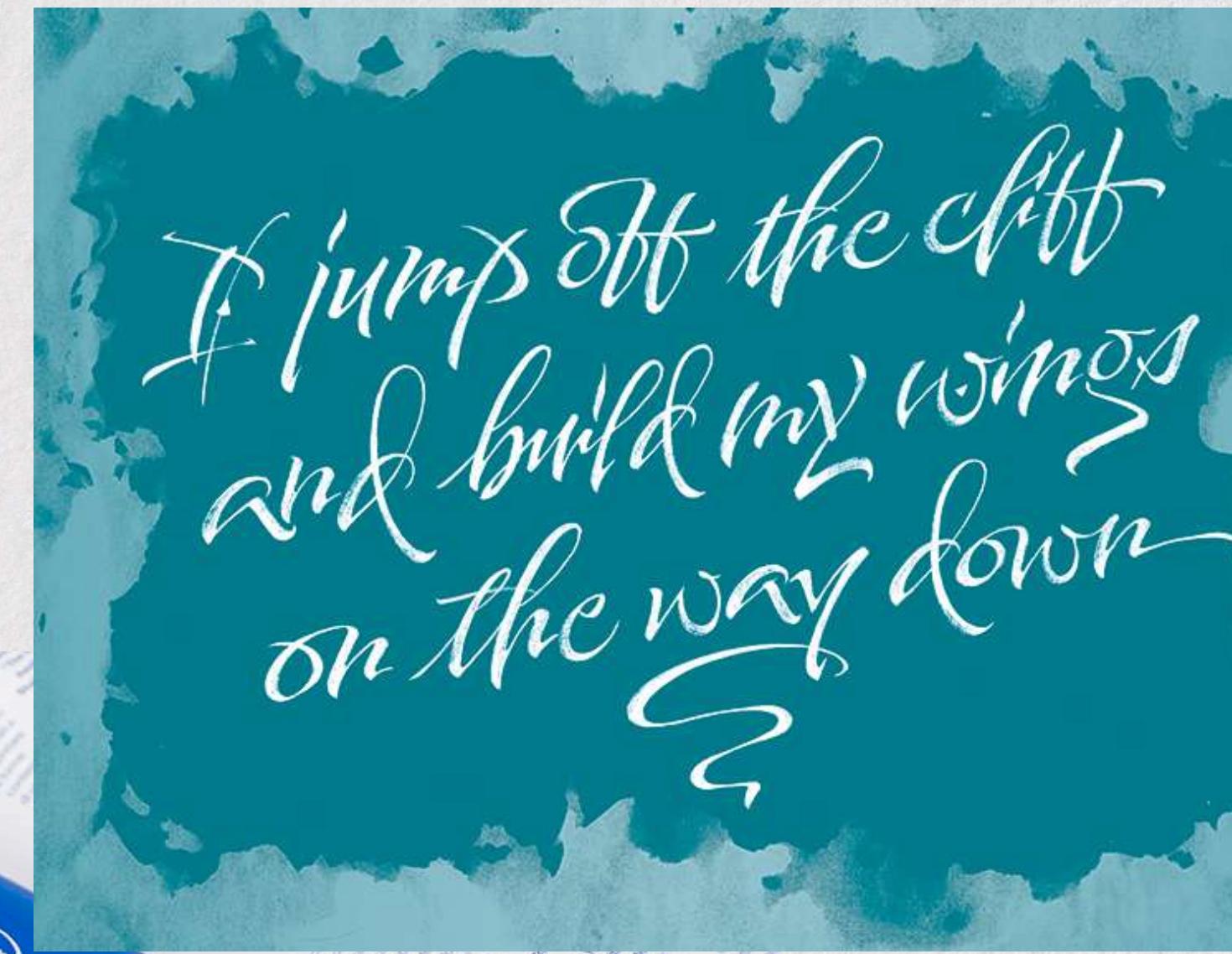
The Understanding  
of heritage  
enlightens One's judgement  
and illuminates  
One's Life.

# CALIGRAFIA CONTEMPORÂNEA



Trabalhos de Diogo Delog

# CALIGRAFIA CONTEMPORÂNEA



Chiara Riva

# CALIGRAFIA CONTEMPORÂNEA



~~Letter Arts Review~~

Carl Rohrs



Yves Leterme



John Stevens

*Caligrafia*  
e LETTERING

O PINCEL DE PONTA

*Guilherme Menga*

# EXERCÍCIOS DE AQUECIMENTO



*Devemos sempre dedicar um tempo para conhecer uma nova ferramenta, suas características e formas de uso mais naturais.*

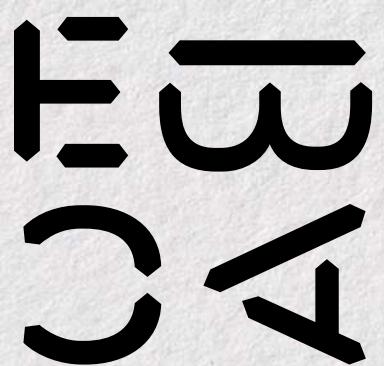
*Quanto mais nos familiarizamos com nossas ferramentas, mais nós conseguimos aproveitar do seu potencial e mais fácil será executar o nosso trabalho.*

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- **Brush Lettering: An Instructional Manual, Marilyn Reaves e Marilyn Reaves**  
[À venda na Amazon](#)
- **The Golden Thread: The Story of Writing, Ewan Clayton**  
[À venda na Amazon](#)

# Caligrafia e LETTERING

Guilherme  
Menga



escola  
britânica de  
artes criativas  
& tecnologia