

# *Caligrafia* **e LETTERING**

## **CALIGRAFIA: BRUSHPEN**

*Gui Menga*



escola  
britânica de  
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## **CALIGRAFIA E LETTERING COM PINCEL**

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# 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



Amendoeira em flor, Vincent Van Gogh, 1890



# ART NOUVEAU E A SECESSÃO DE VIENA

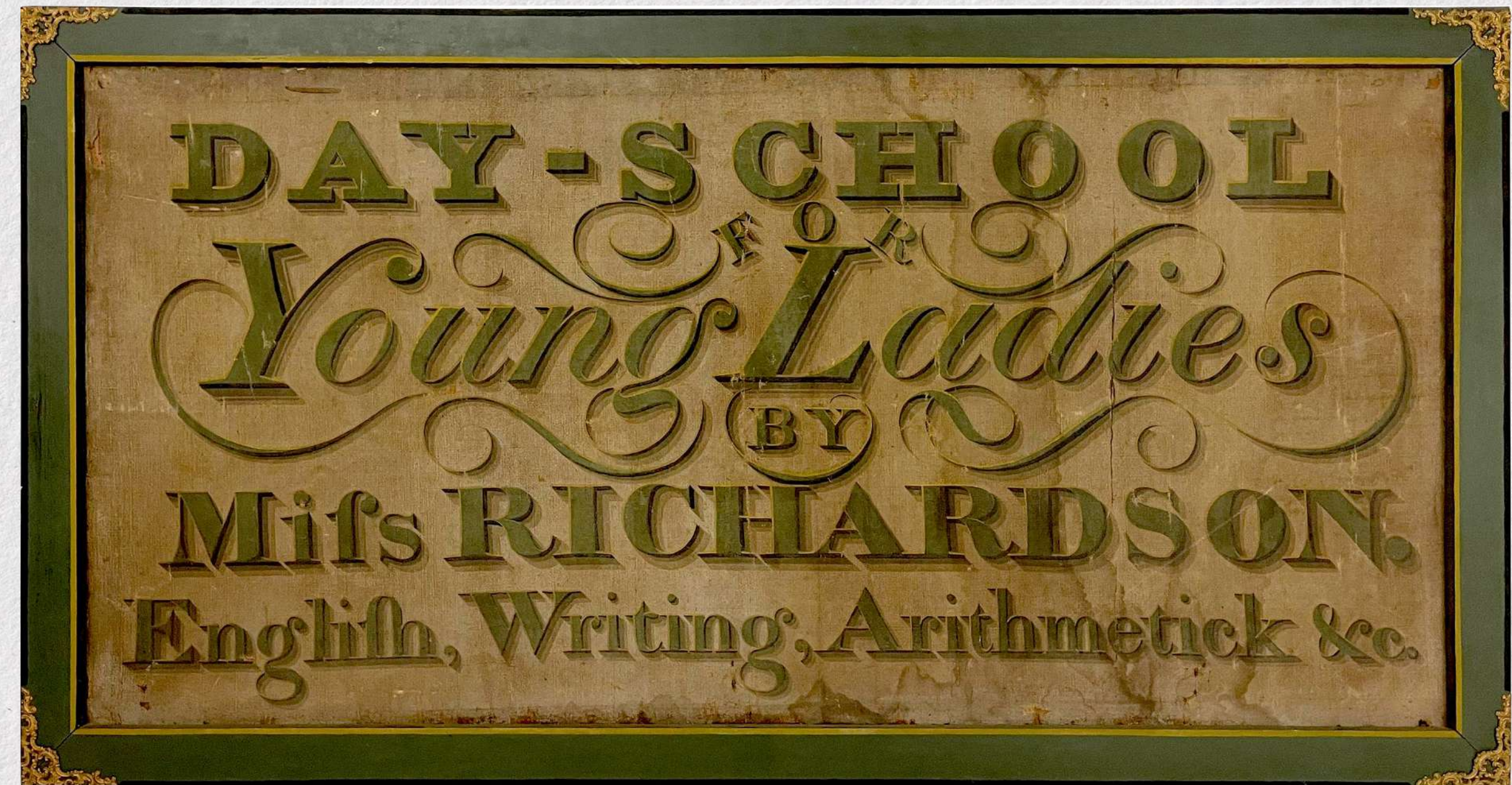
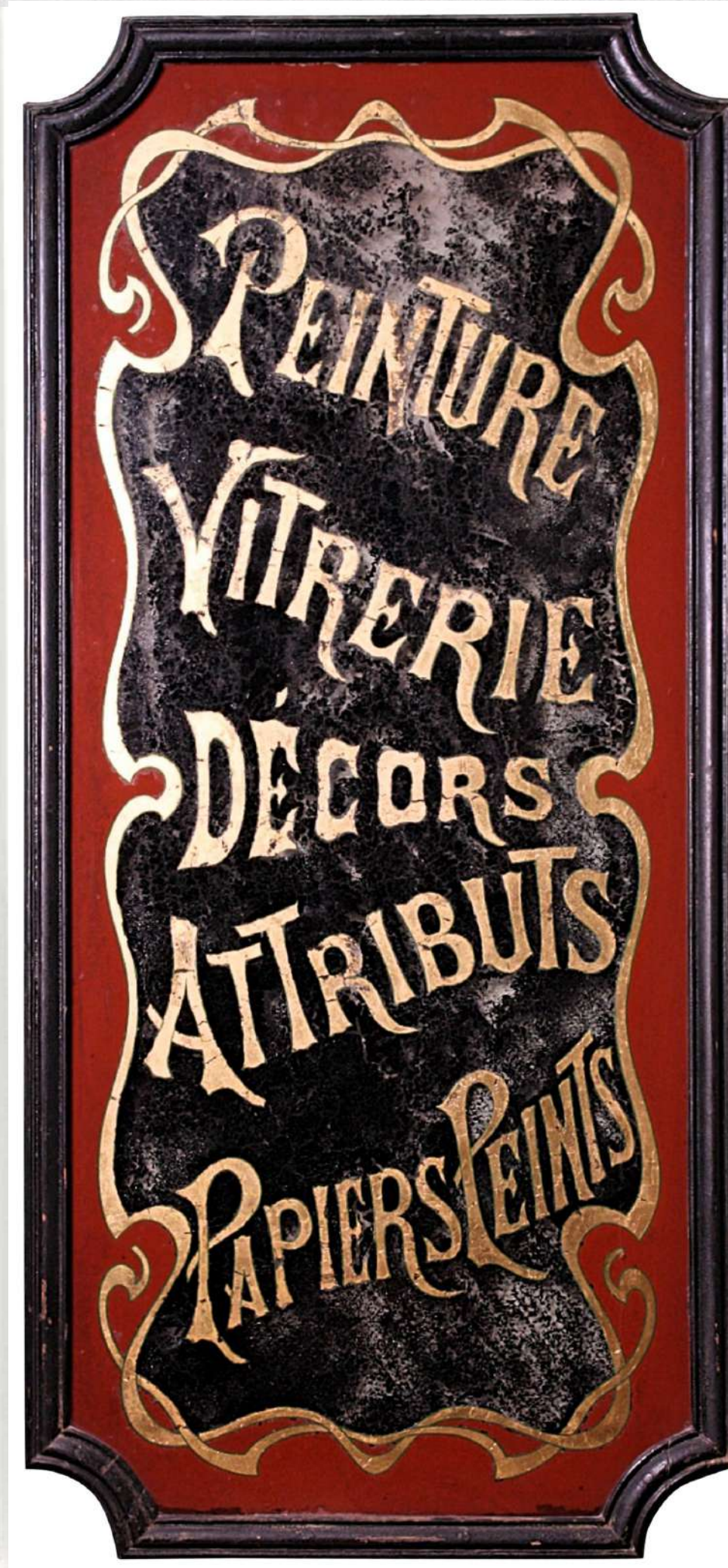
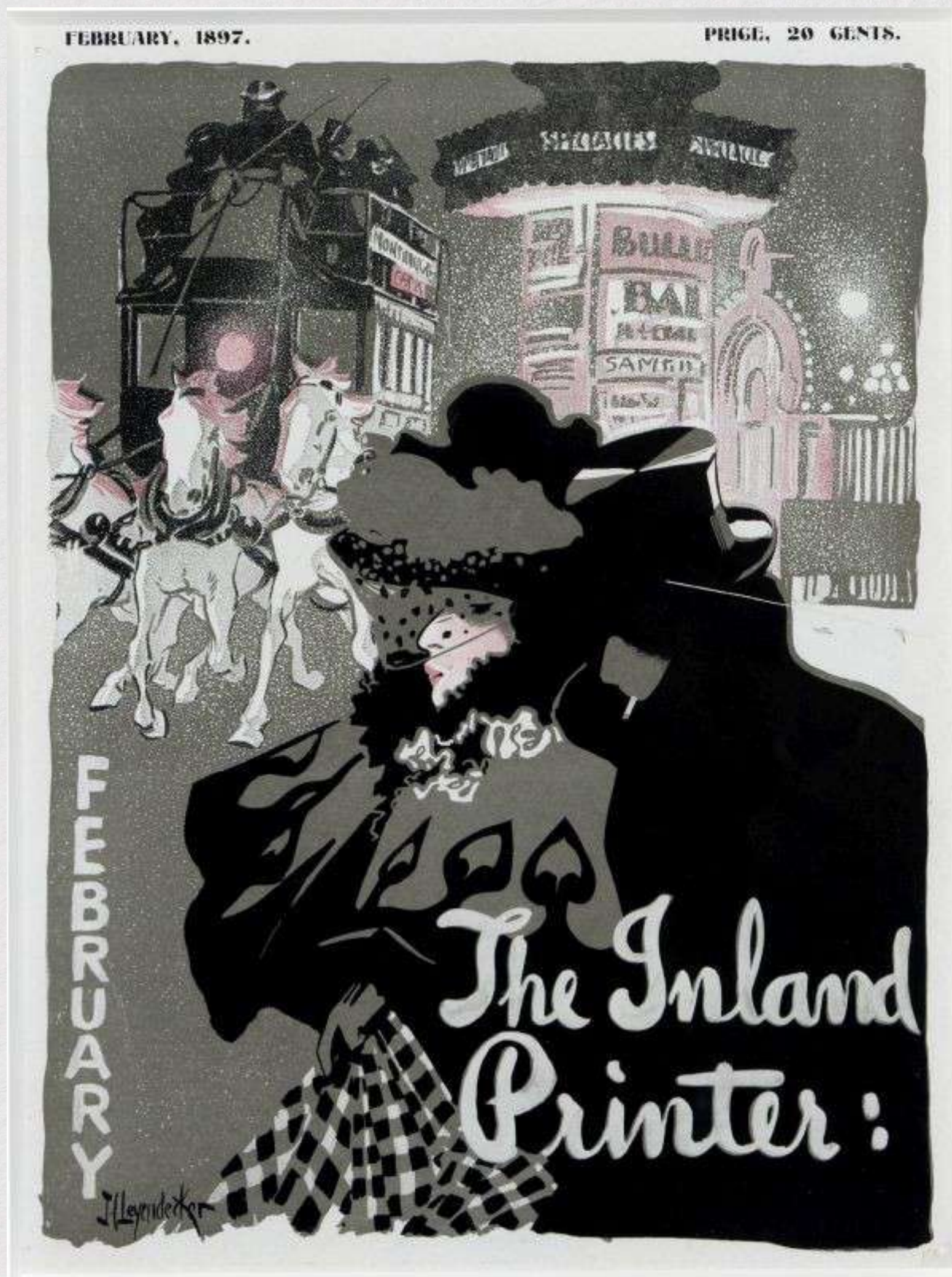


Detalhes de "Le Pater" de Alphonse Mucha, 1899



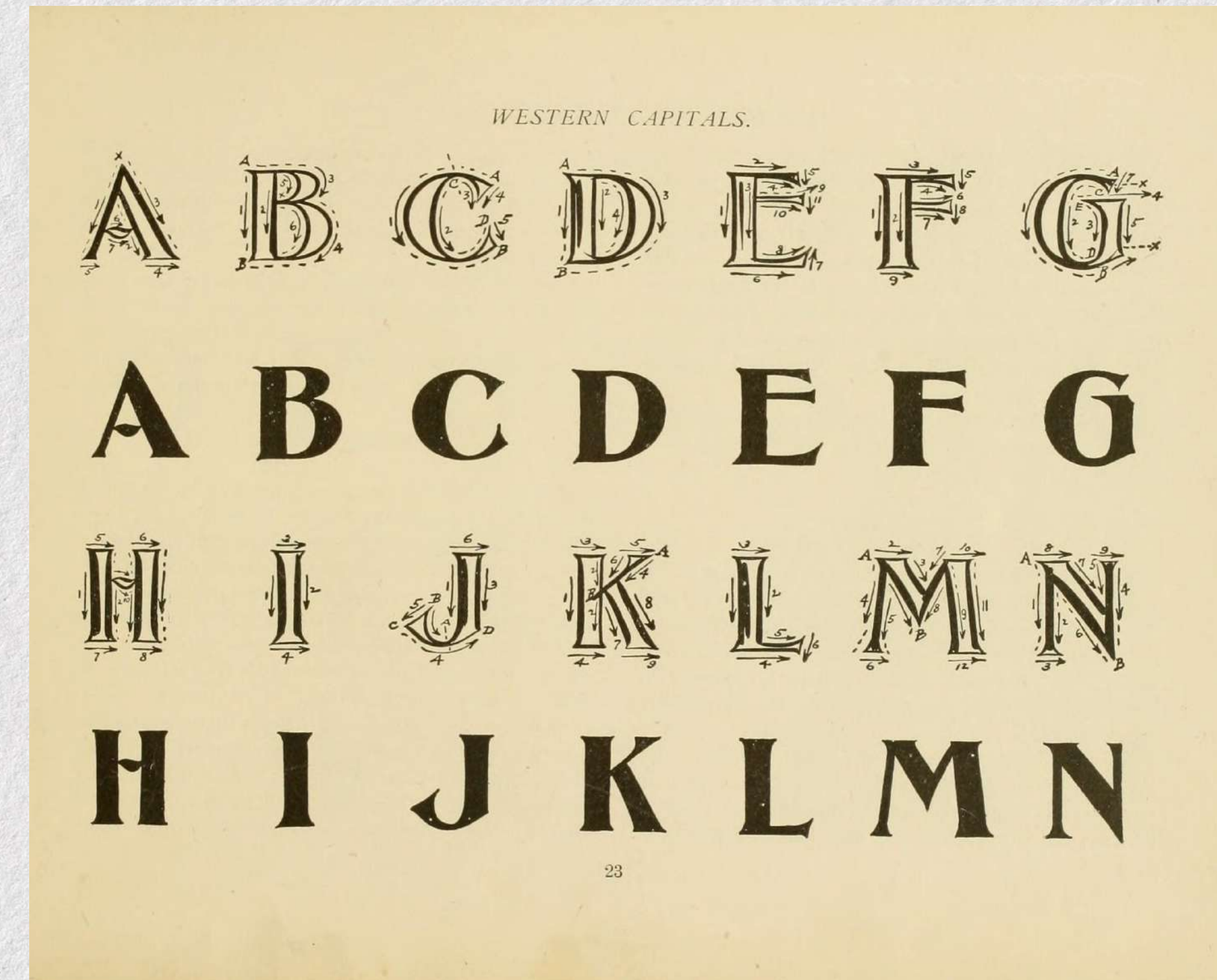


# LETRISTA PUBLICITÁRIO





# LETRISTA PUBLICITÁRIO





# PINCEL DE PONTA NA PUBLICIDADE

Lovelier Skin in 14 days!

SERVES 6 FOR 10  
Spaghetti Filled Peppers  
ready in a twinkling with Ann Page Prepared Spaghetti

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!"

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  
This man-dazzler )  
shows you why )  
fuse 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, be- friends any more. You don't get



# PINCEL DE PONTA NA PUBLICIDADE

A nova linha

**Agua** 

para toda a família

Agora em tecidos *Relief*

de fama internacional, e nas mais modernas côres.

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

Esse futuro ainda está longe...



Presentes Kelson's



serva-se do

**Jeep**

WILLYS

Jeep e Willys  
caminhos uma  
avancando  
seus muitos  
realizados.



900 milhões  
de habitantes!



Segundo o Instituto Internacional de Esta-

Angel Face

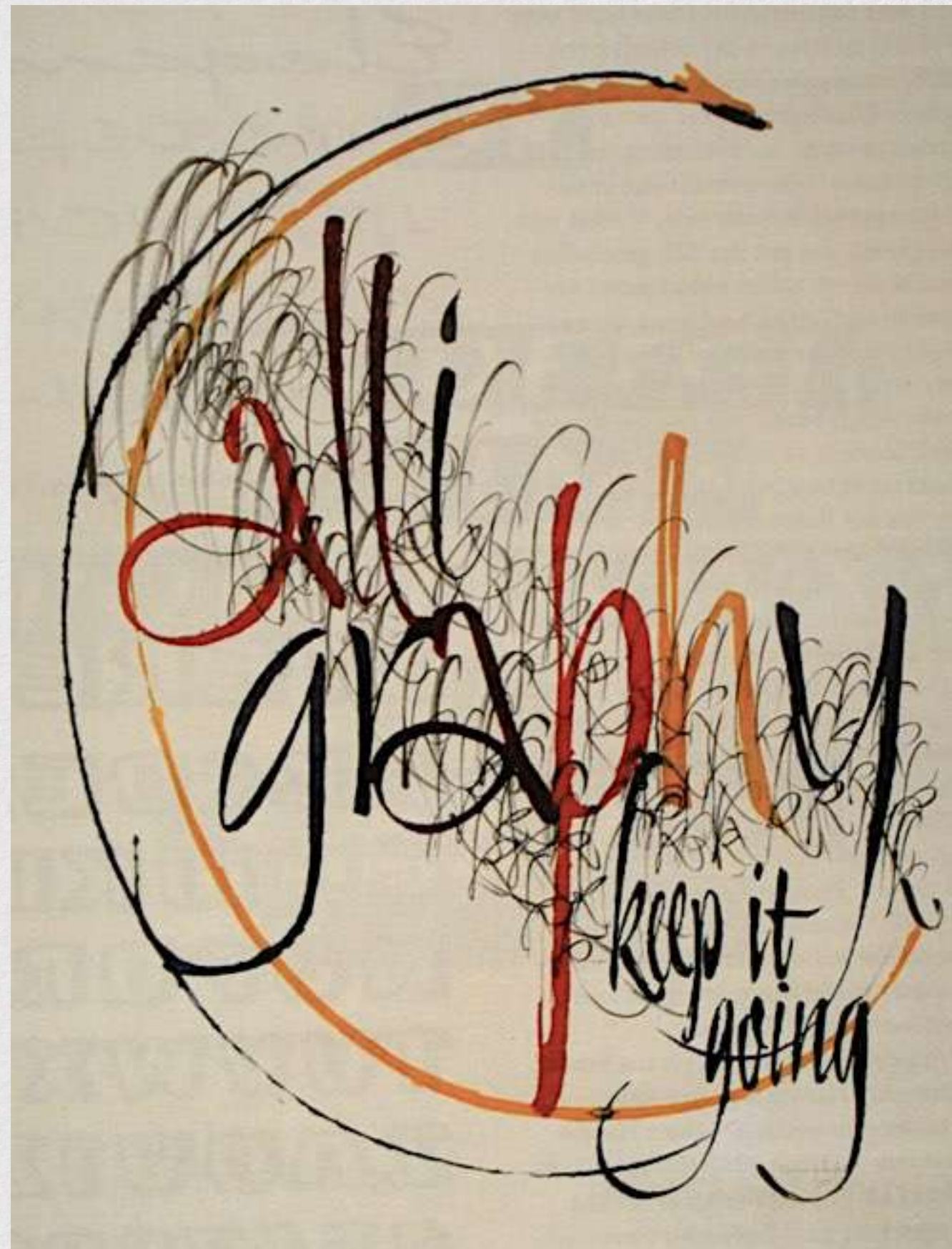
da

POND'S

O "maquillage" inimitável...



# PINCEL DE PONTA NA CALIGRAFIA

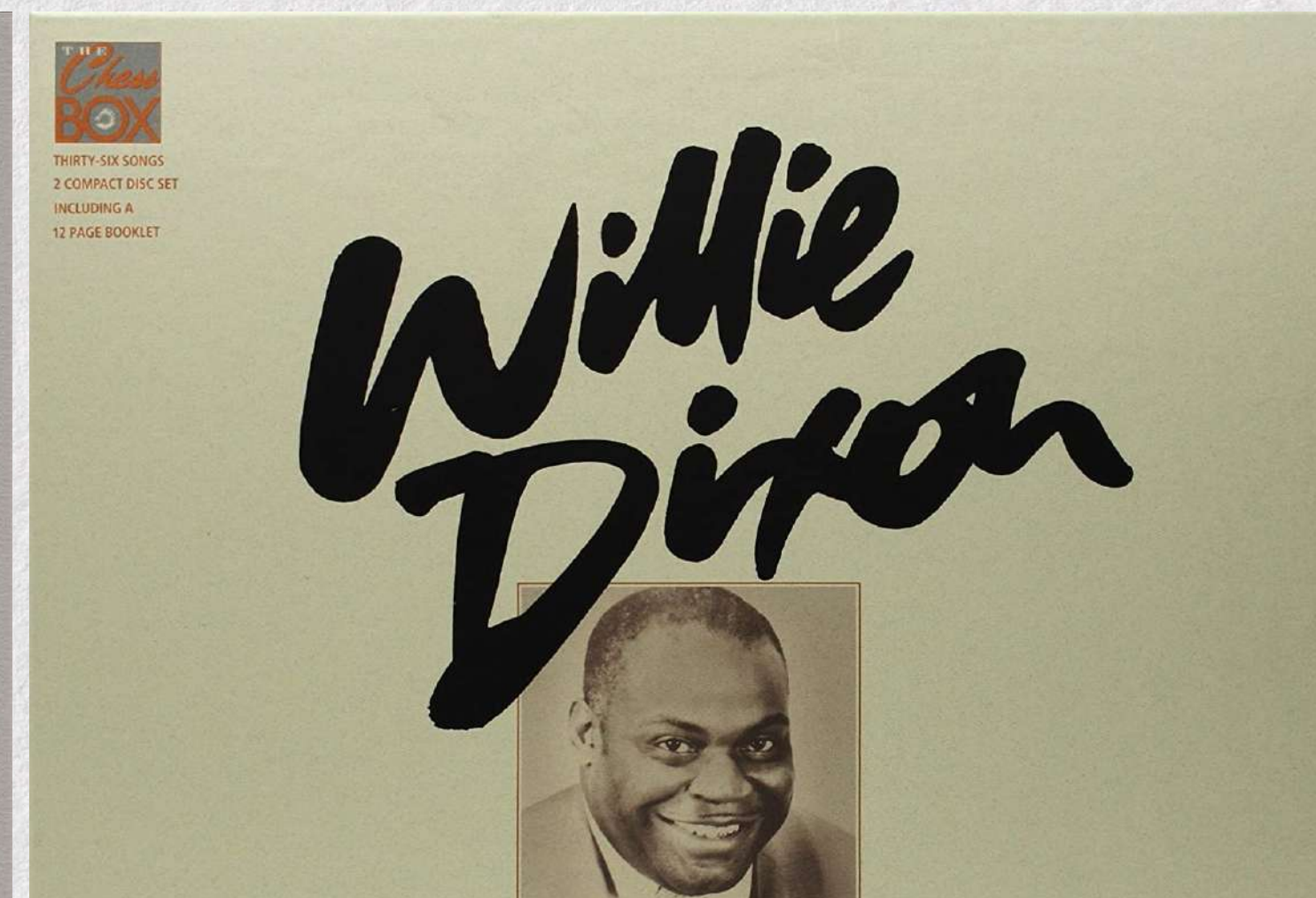
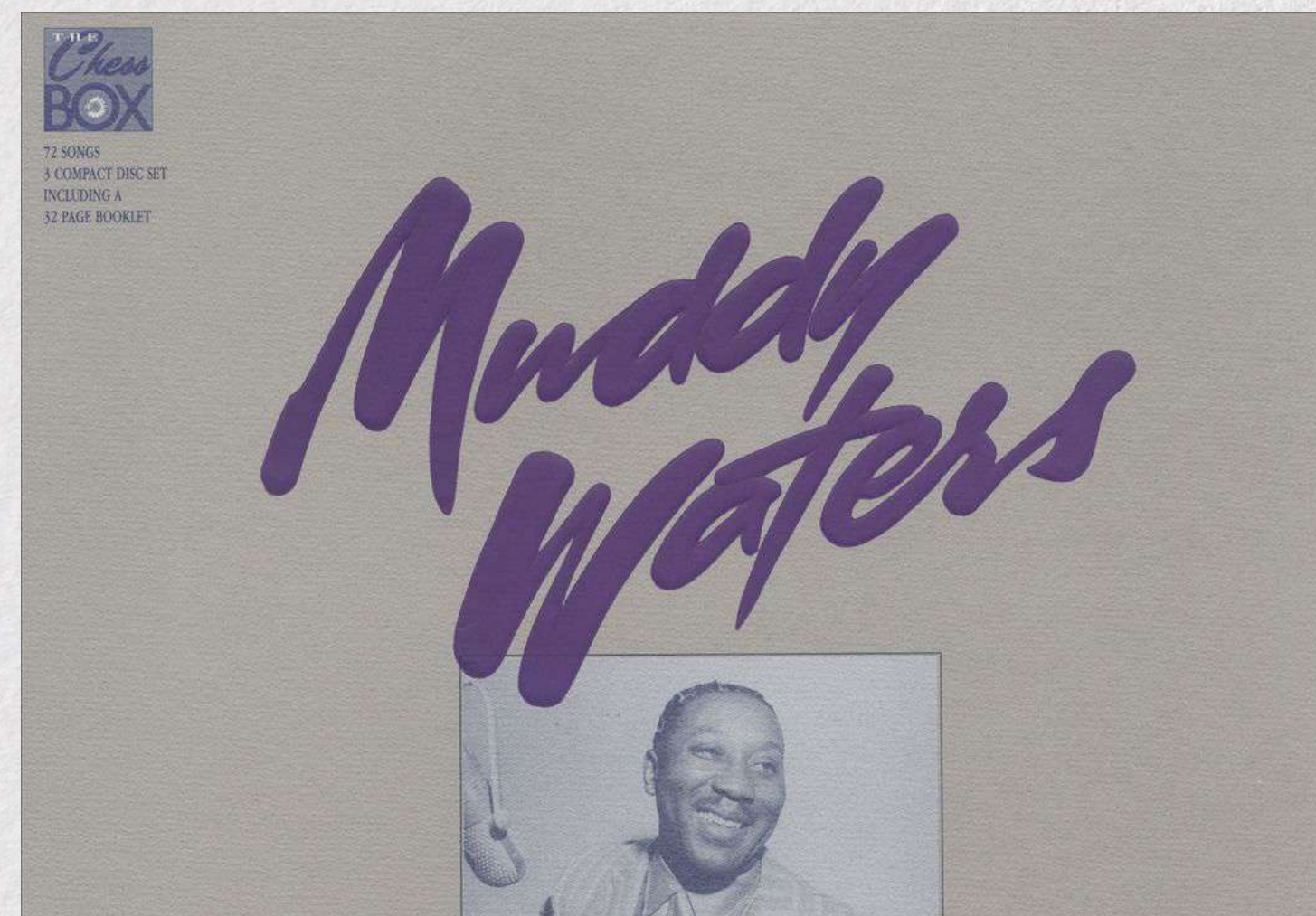
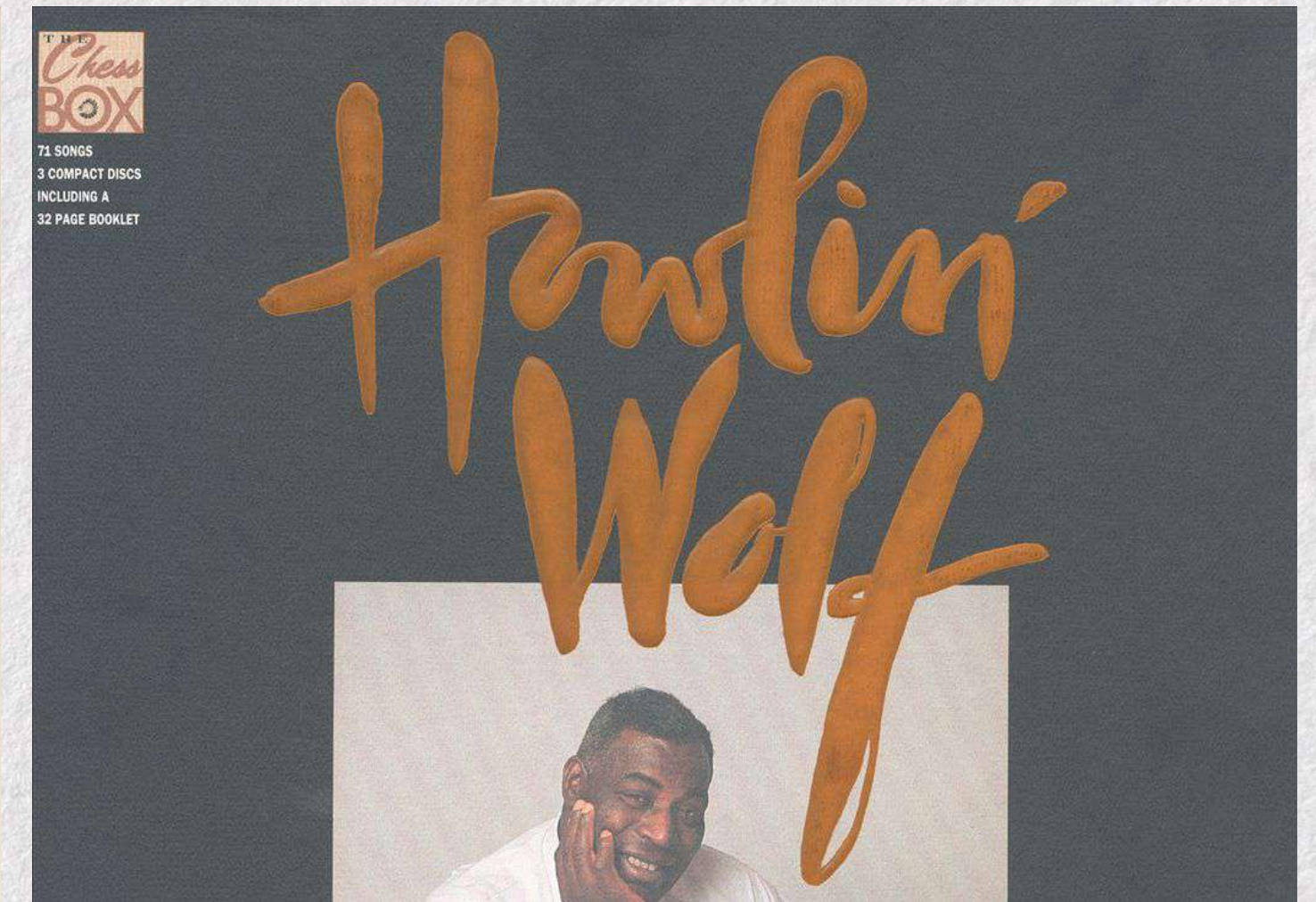
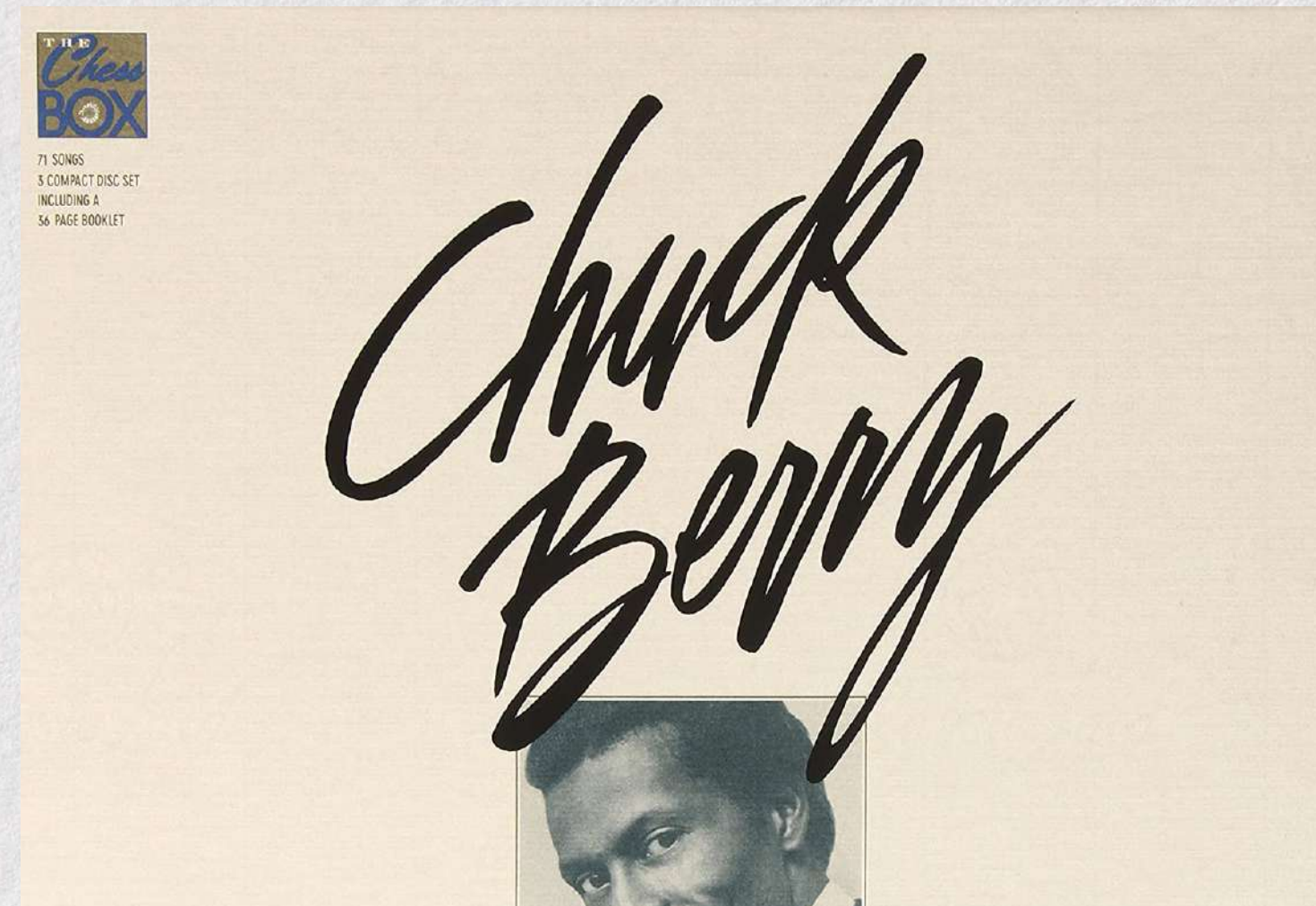
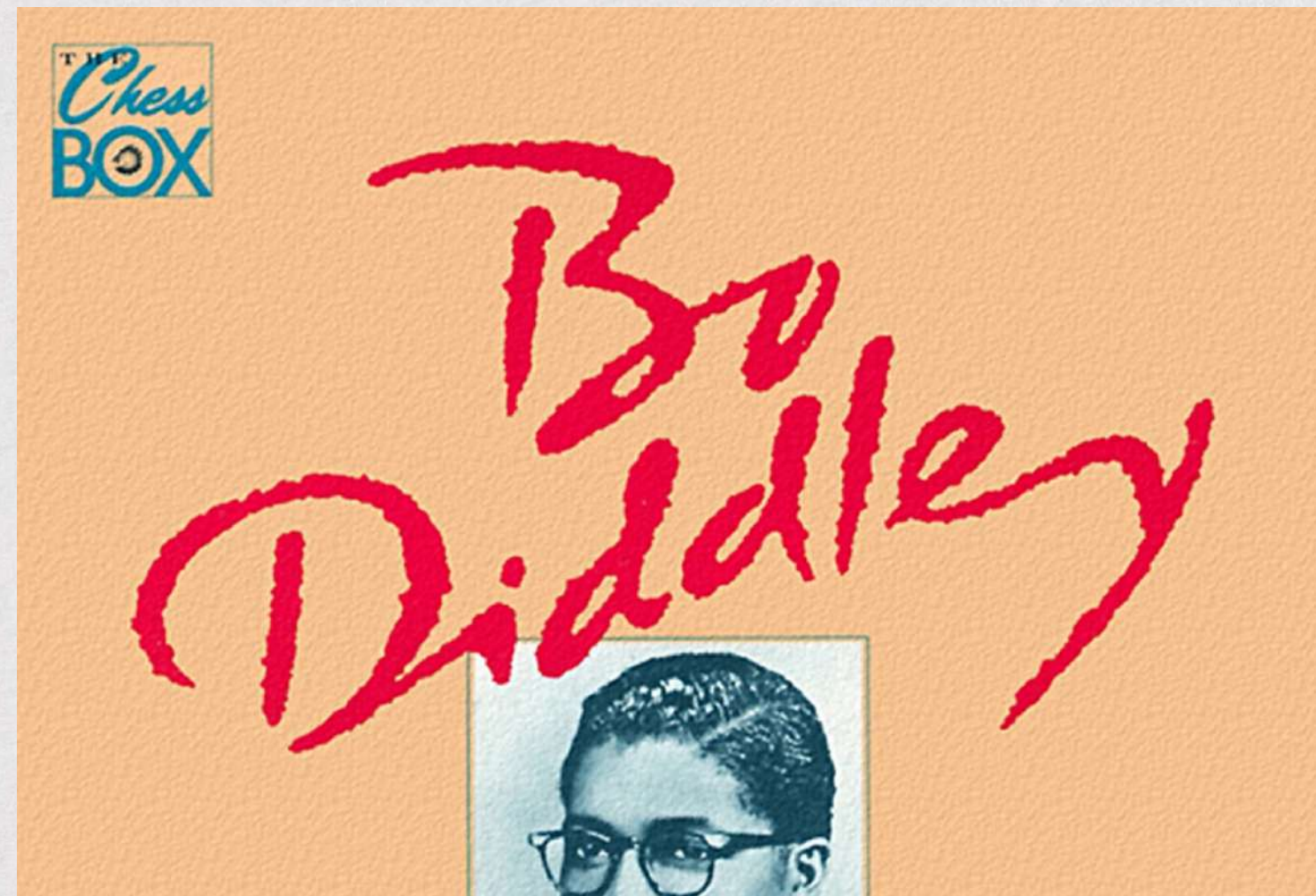


Varios trabalhos de Kargeorg Hoefer, Alemanha





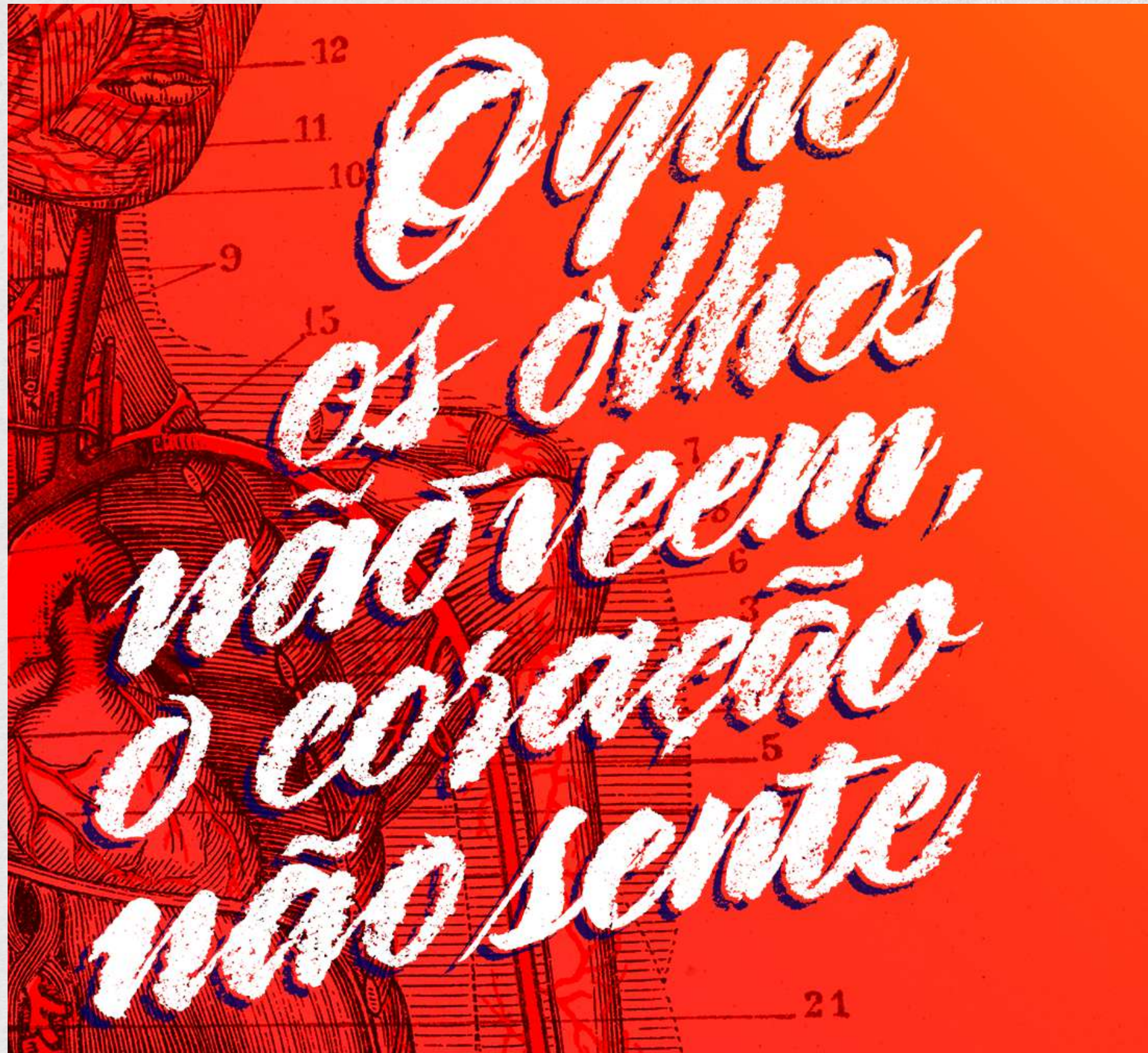
# PINCEL DE PONTA NA CALIGRAFIA



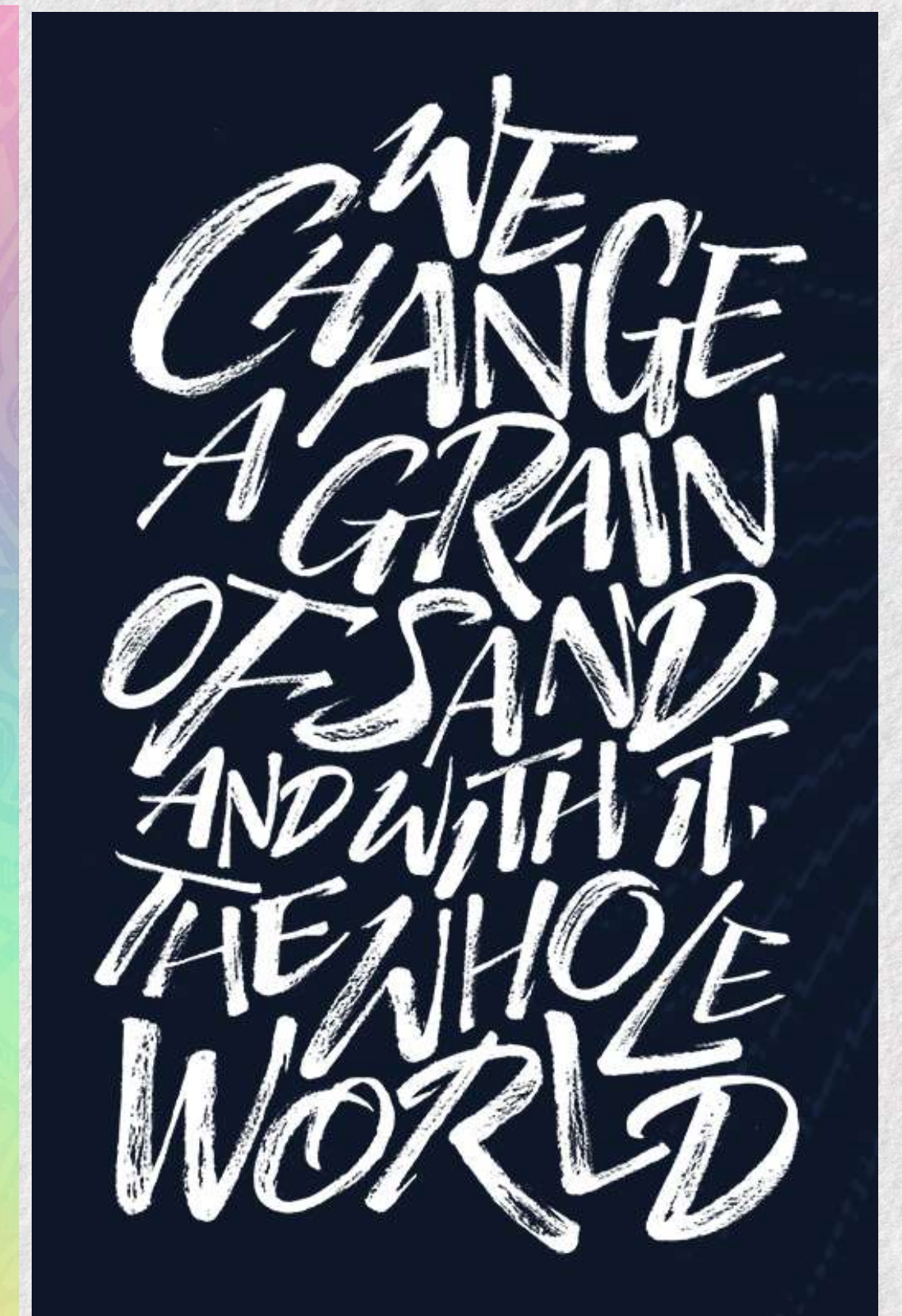
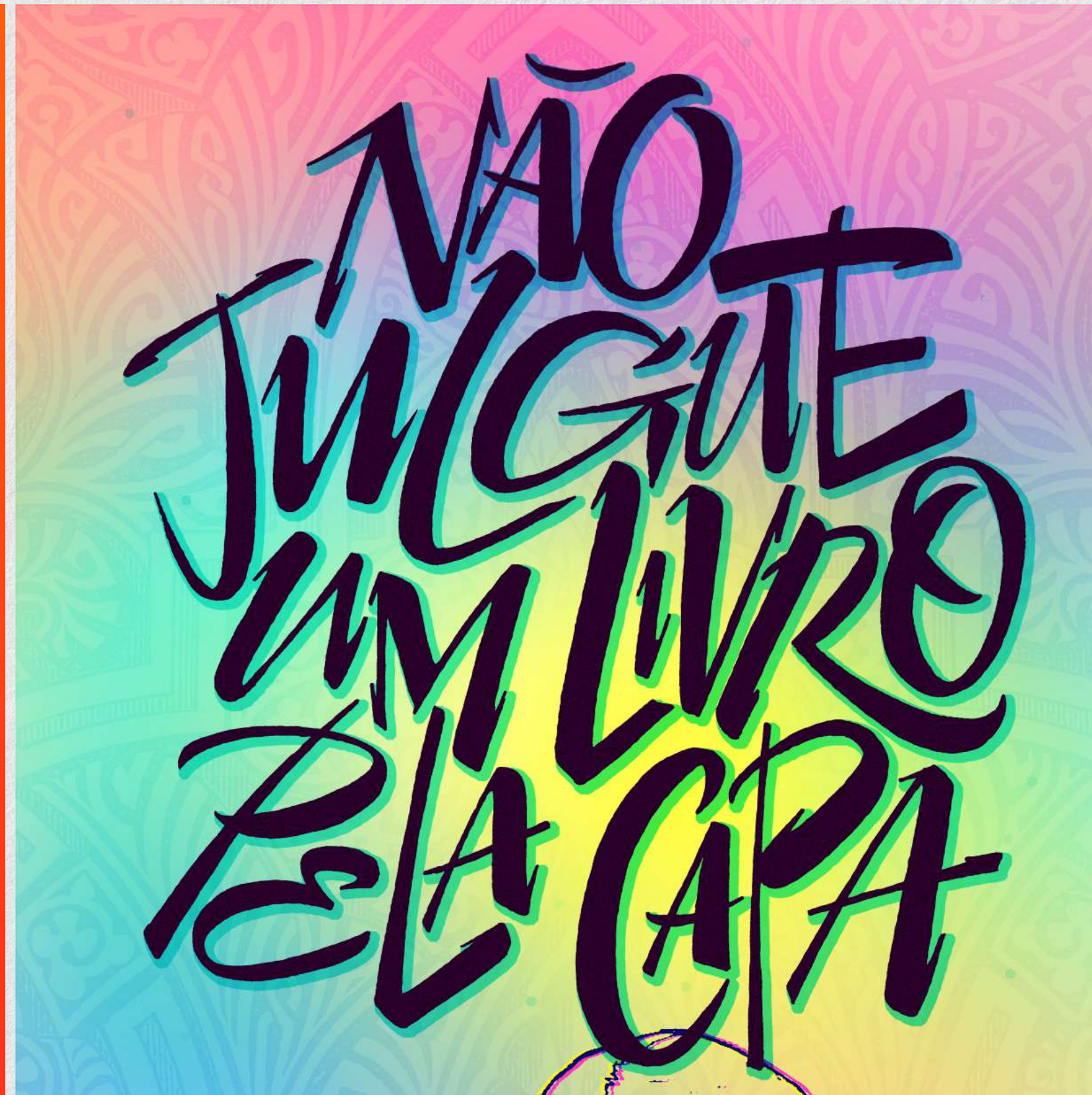
Georgia Deaver



# CALIGRAFIA CONTEMPORÂNEA

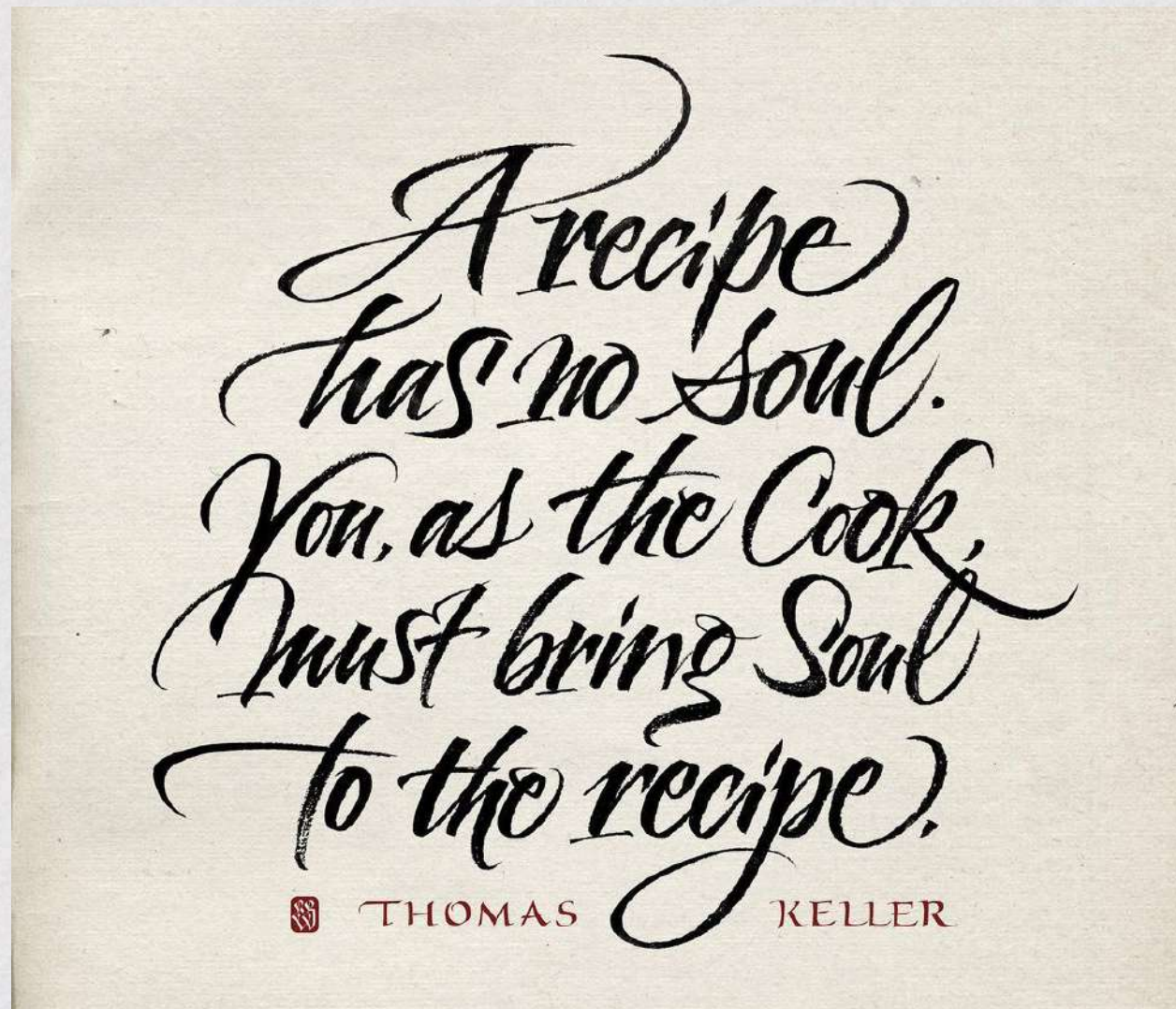


Gui Menga





# CALIGRAFIA CONTEMPORÂNEA

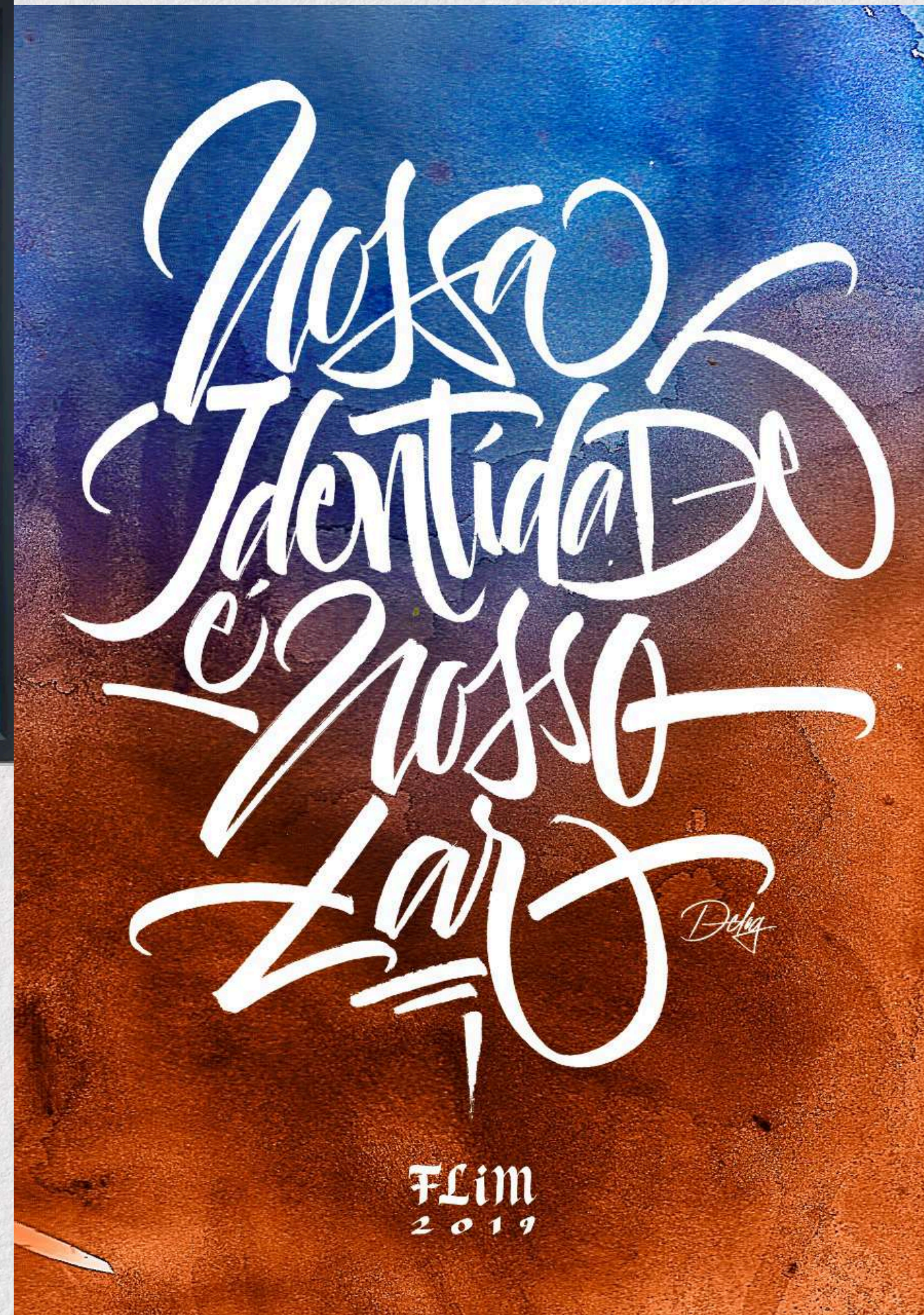
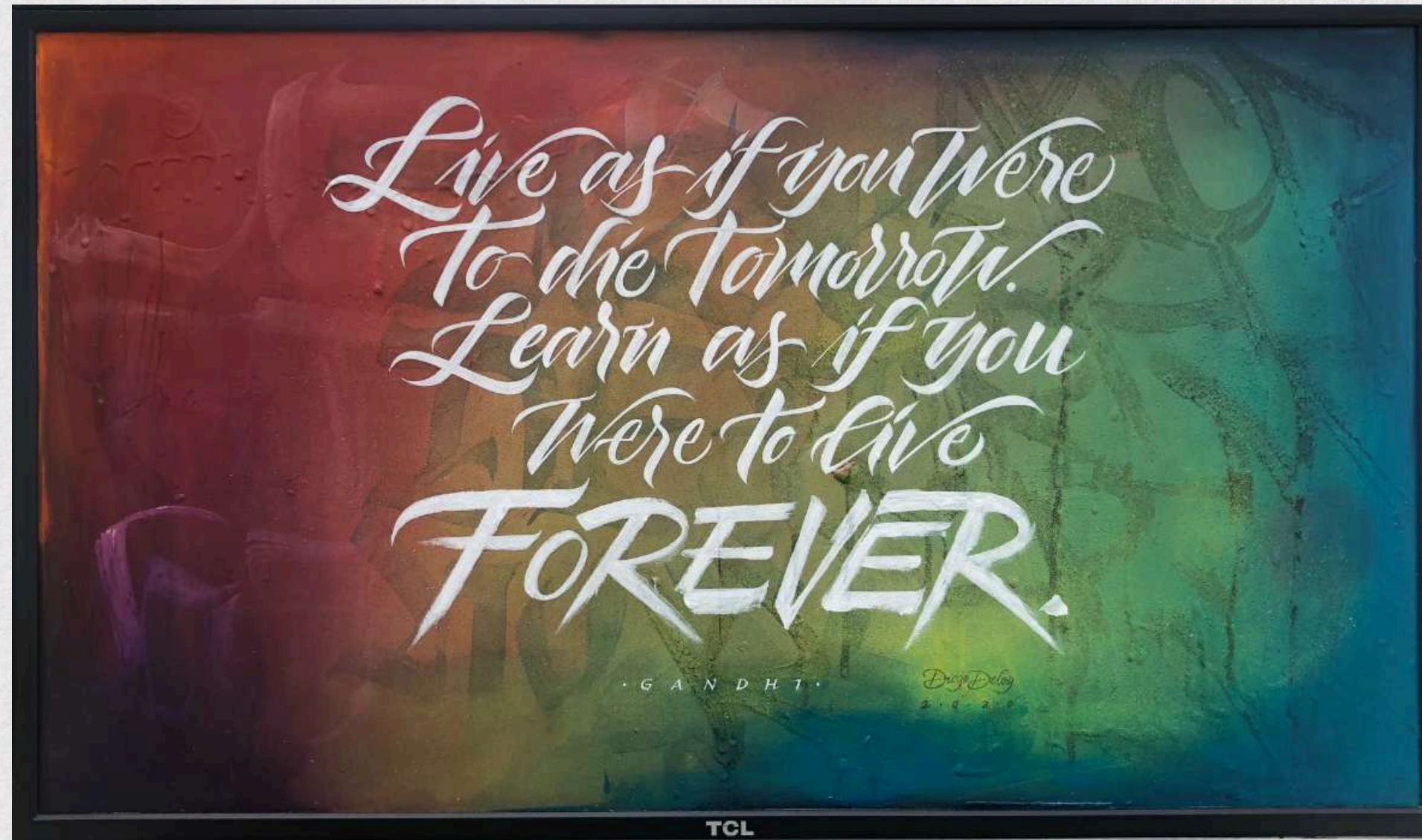


Trabalhos de Luca Barcellona





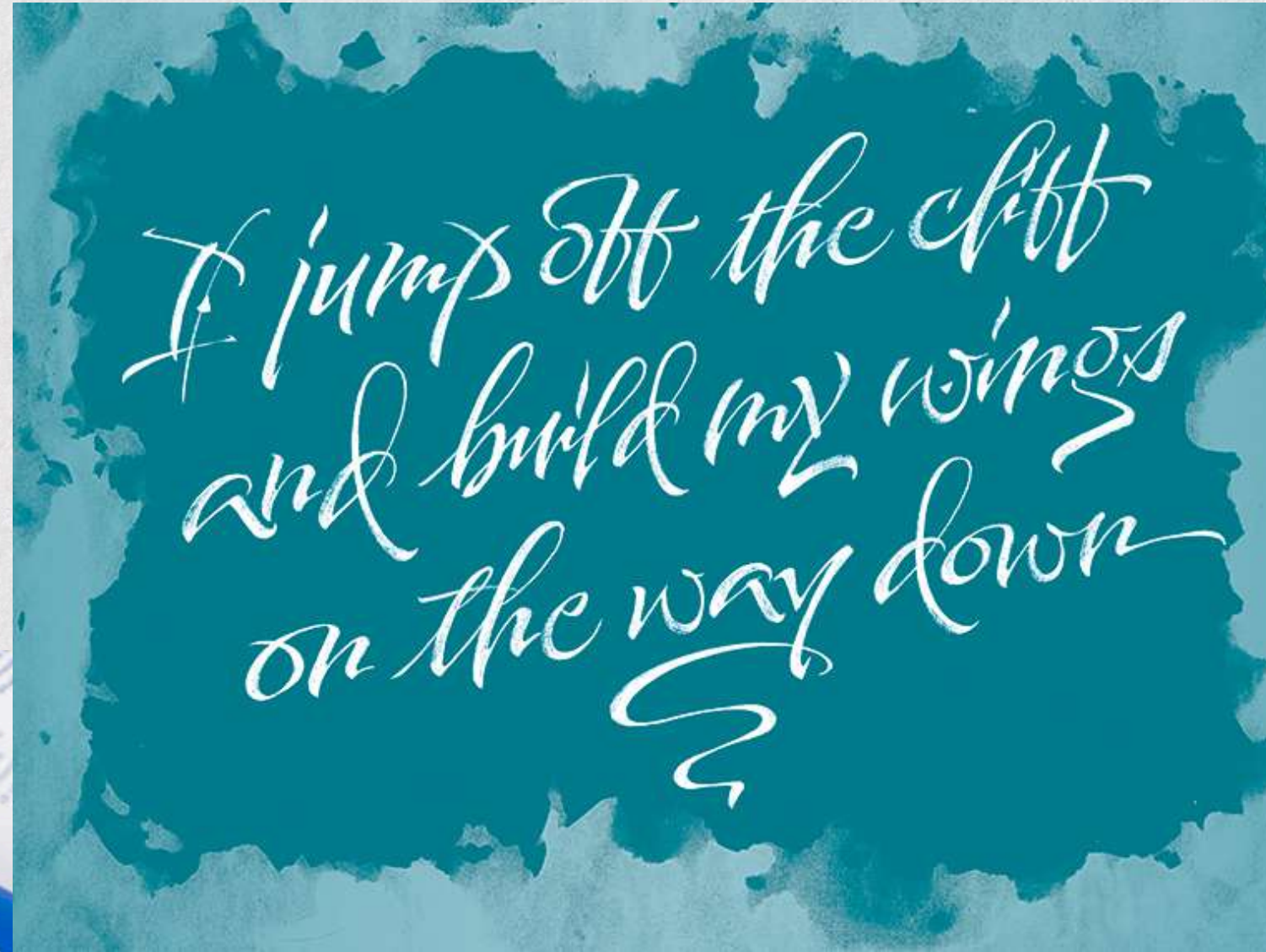
# CALIGRAFIA CONTEMPORÂNEA



Trabalhos de Diogo Delog



# CALIGRAFIA CONTEMPORÂNEA



Chiara Riva



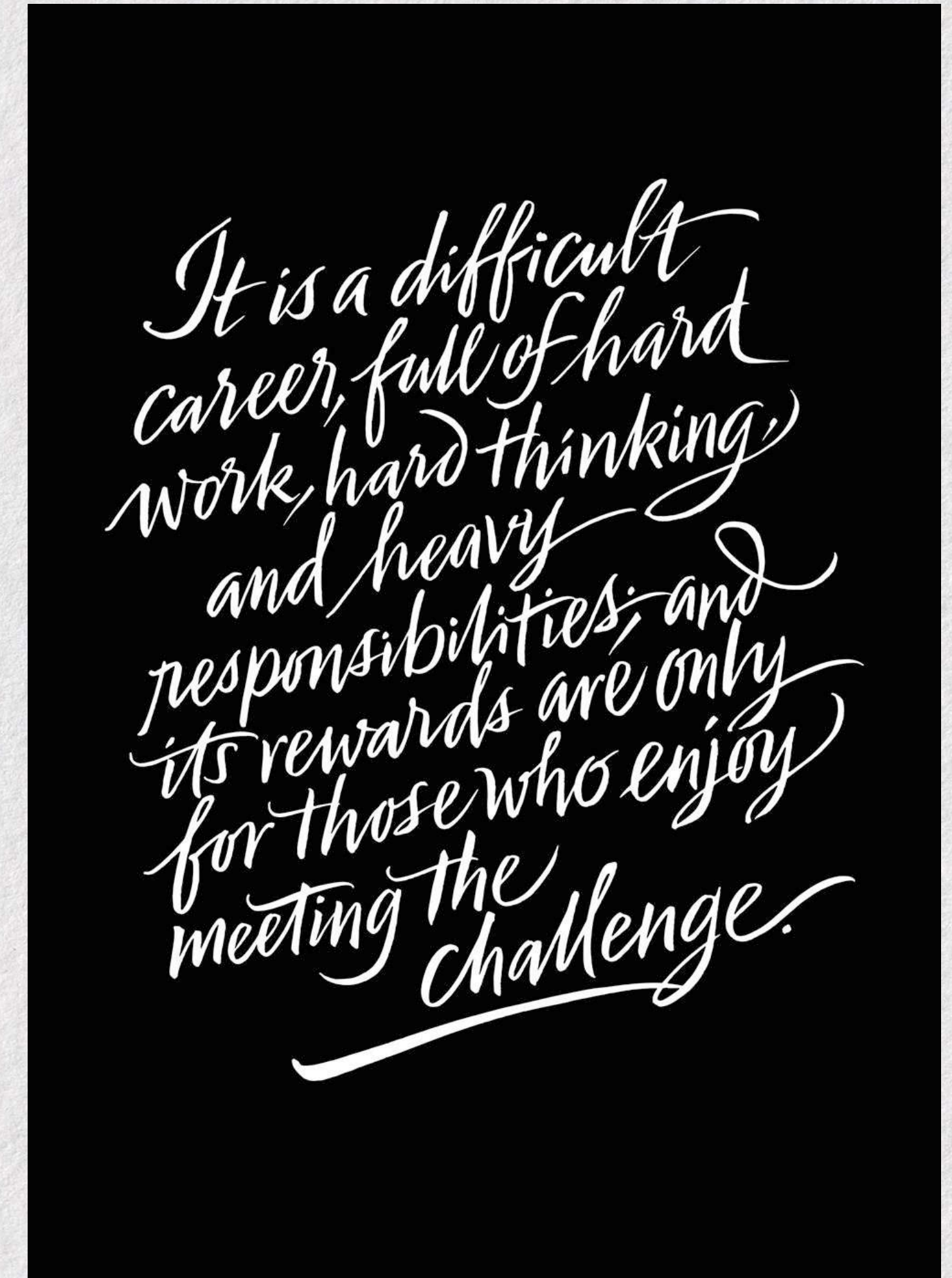
# CALIGRAFIA CONTEMPORÂNEA



Carl Rohrs



Yves Leterme



John Stevens



# Caligrafia e LETTERING

## O PINCEL DE PONTA

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# 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.



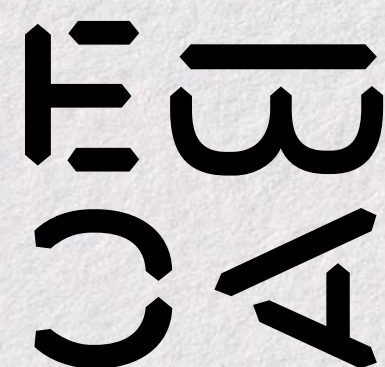
# BIBLIOGRAFIA

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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](#)



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