

UM TERROR CHAMADO LETTERING!

Aula #04

芸術 REVIDE

AULA #04

**Fontes prontas, posso usar?
Referência de novo
Tendência de Lettering
Estudo de aplicação**

*Let's do
this!*

O que diabos é Lettering?

Lettering, também conhecido como “letras desenhadas” ou “arte de desenhar letras”, é essa combinação de letras ilustradas que geralmente será usada uma vez.

A arte do lettering muitas vezes é feita com canetas , pincéis e outros materiais. Mas hoje em dia é possível ver muitos letterings feitos digitalmente!

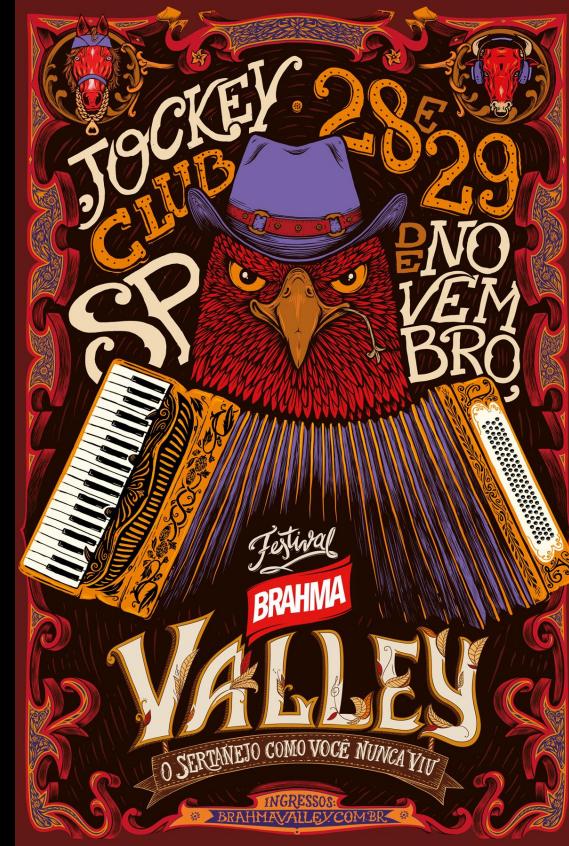
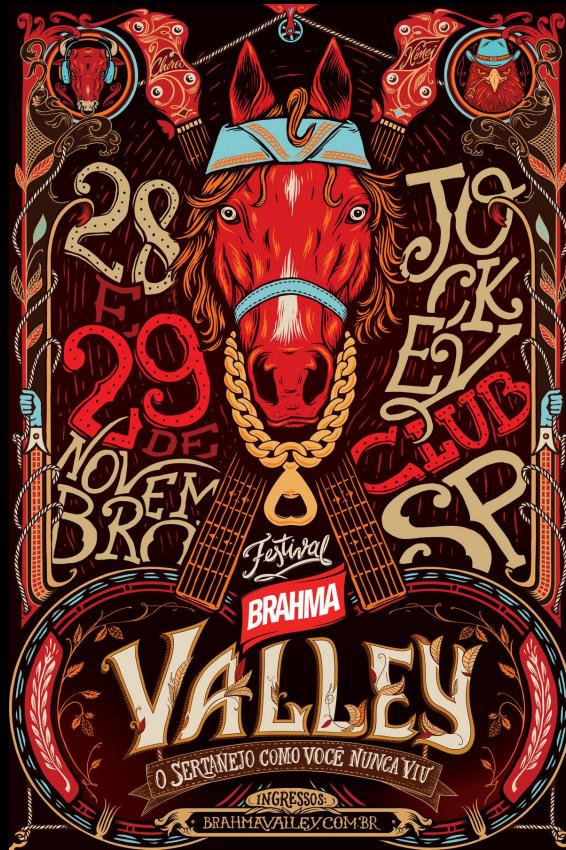


Arte: Tipos da Rebeca

O Lettering e produto

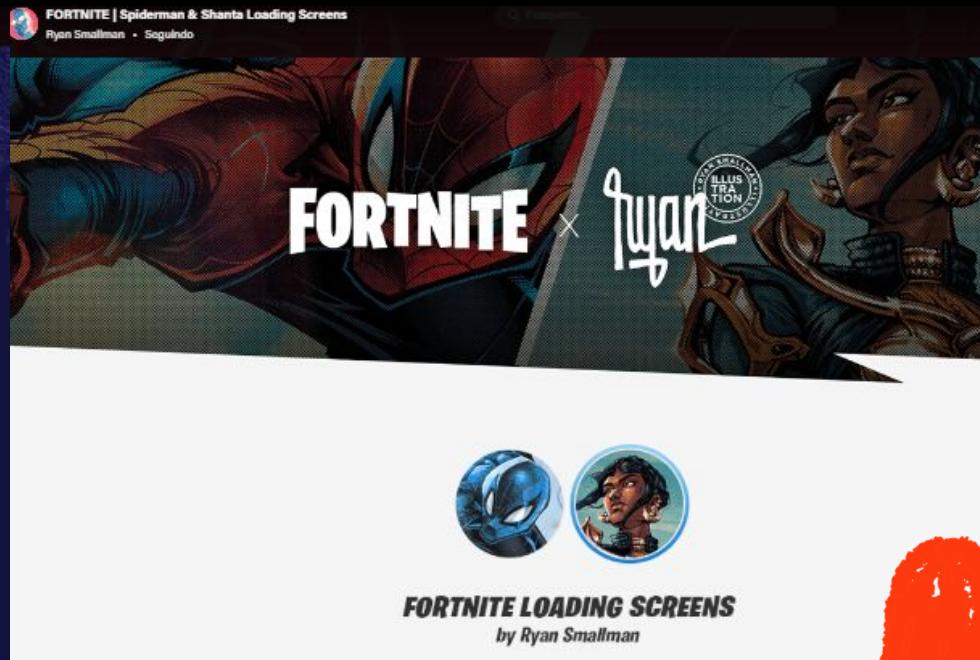
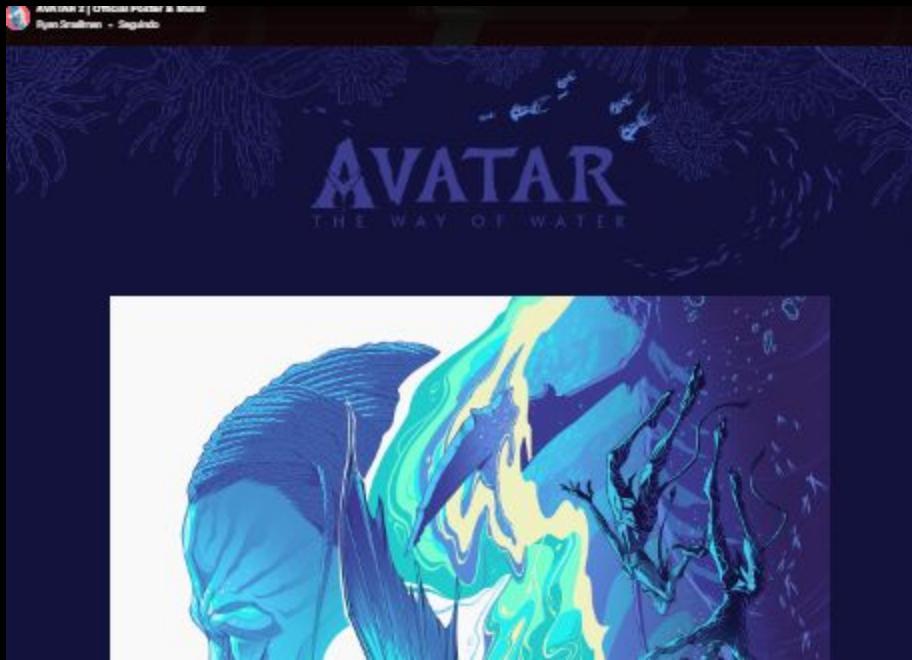


O Lettering e produto





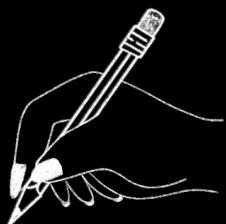
O Lettering e produto



Lettering x Tipografia

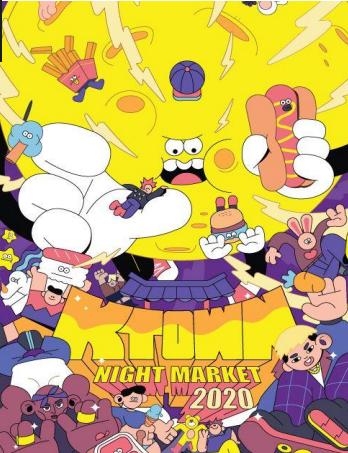


Ao contrário da escrita cursiva ou das fontes usadas nos computadores, a maior característica do lettering é não possuir padrões. Por isso que, mesmo com semelhanças, o lettering não deve ser confundido com a tipografia. A tipografia é o estudo mais aprofundado de como os tipos de letras interagem entre si, mas não oferece a mesma liberdade criativa do lettering.



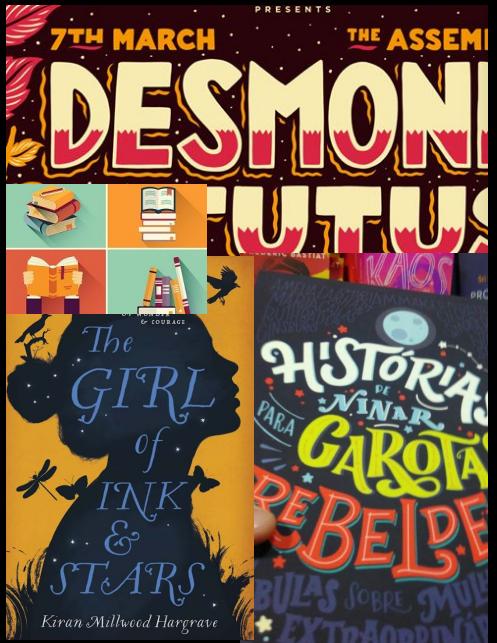
“Tipografia é escrever com caracteres pré-fabricados.” Diz Gerrit Noordzij, professor de letras.

Lettering x Tipografia

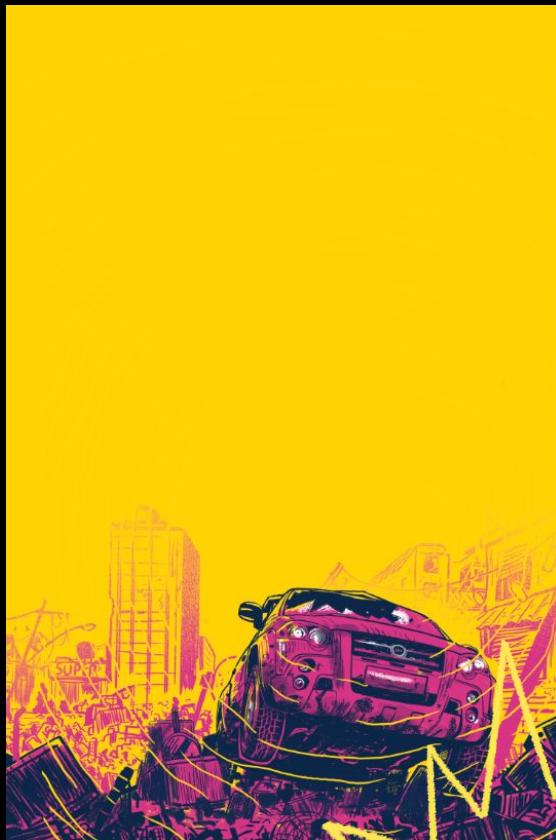
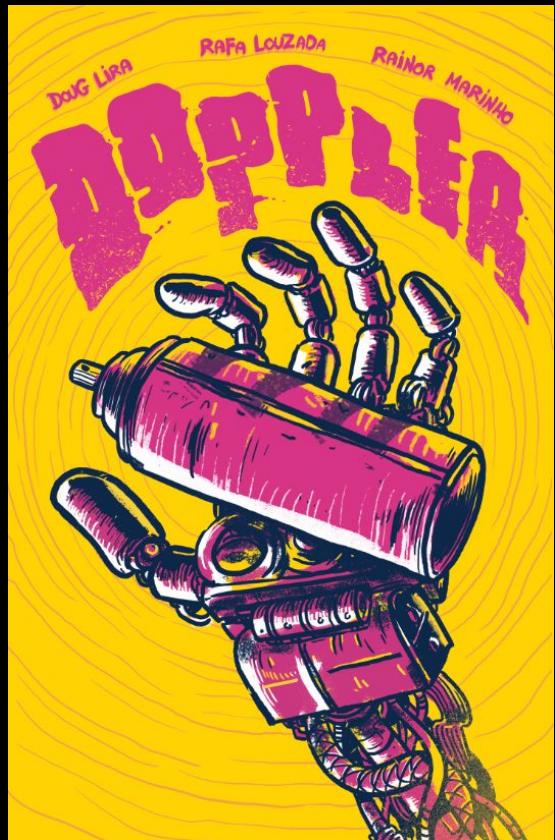
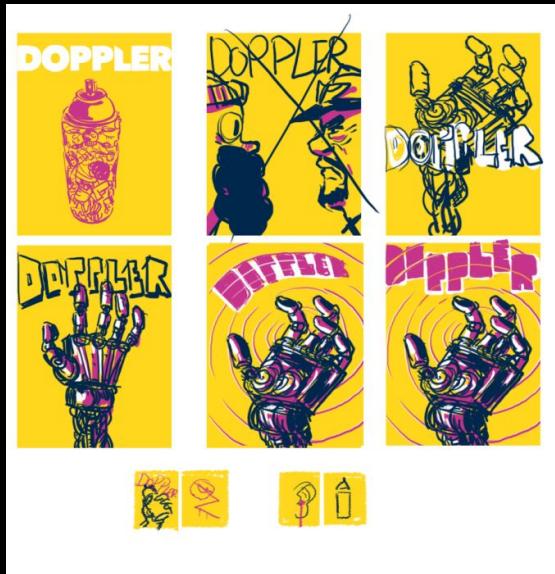


futura	COMIC SANS	BEEPER	dido
bas ker ville	UNIVERS	AKZIDENZ GROTESK	FRUTIGER
Rockwell	TIMES NEW ROMAN	optima	META REGULAR
DIN	Helvetica	letter Gothic	BALCONERA Nº3
OUR GRO STILE	GOUR DOLD STYLE	Gill Sans	Avant Garde
garamond	FRANKLIN GOTHIC	LIGADURAS DURAS -LIGADURAS DURAS-	AMERICAN TYPEWRITER

REFERÊNCIA



REFERÊNCIA



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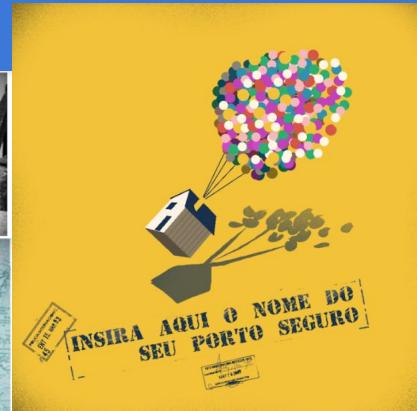
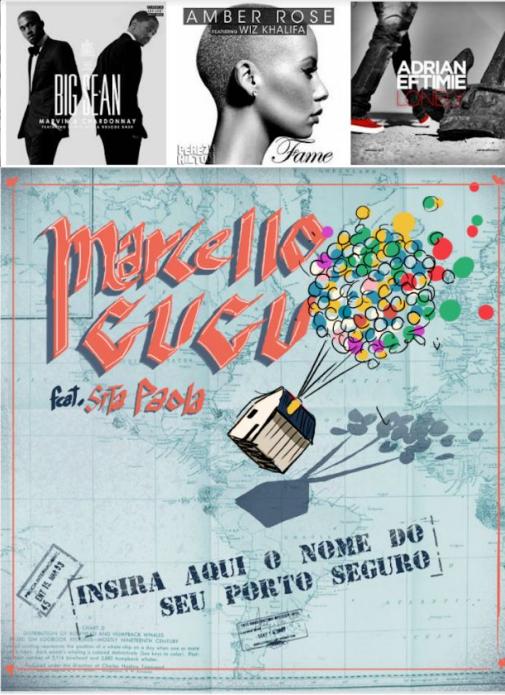


Fontes prontas, posso usar?

O uso de fontes prontas ajuda em ter um resultado final mais rápido e com mais qualidade. Importante esboçar, mas na hora da finalização não se deve poupar recursos.



Fontes prontas, posso usar?



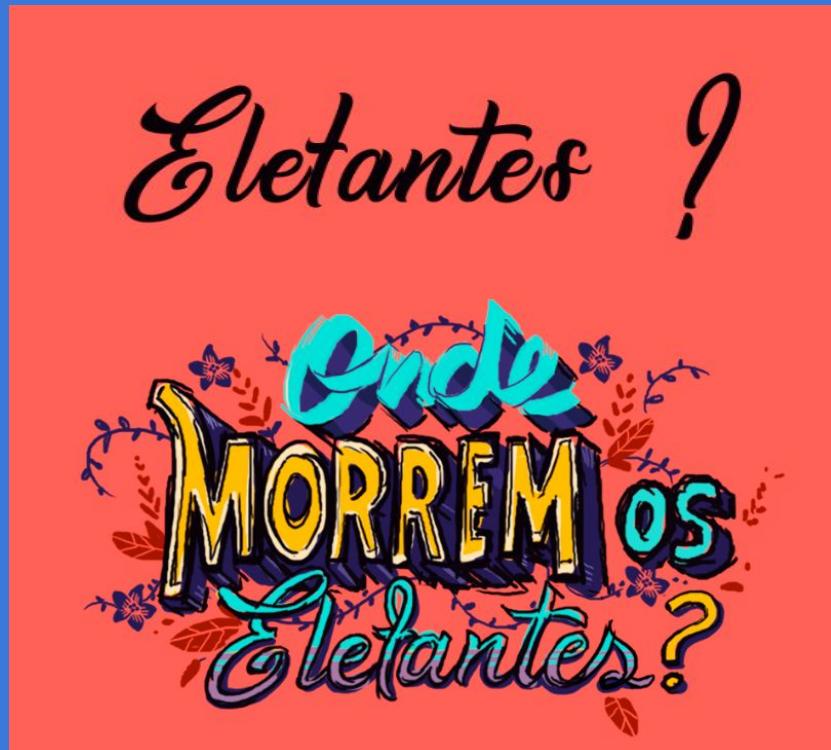
Fontes prontas, posso usar?



Fontes prontas, posso usar?



Fontes prontas, posso usar?



Fontes prontas, posso usar?



Marcello Juguetes



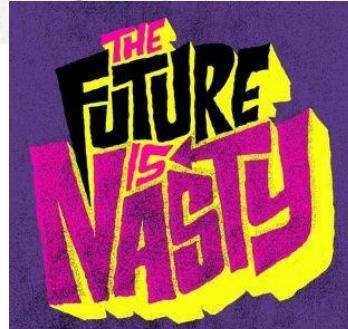
ANIVERSÁRIO

INSCREVA AQUI O NOME DO
SEU PONTO SEGURO

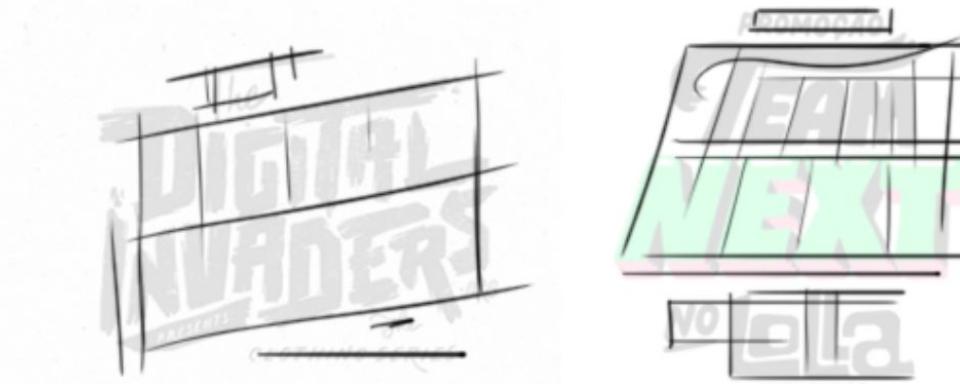


Vamos Observar

A relação de contraste, seja de cor, tamanho, tipo de letra, é muito comum em lettering.

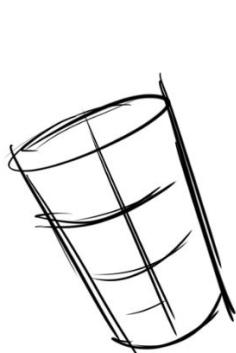


Vamos Observar





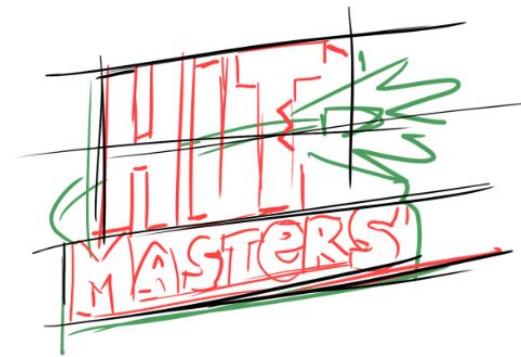
Vamos Observar



Vamos Observar



Vamos Observar





BAU



ENCONTRANDO FONTS

Befonts

Most Recent Fonts

A list of fonts recently available on Befonts.



Regflina Font

Regflina Font is a modern and stylish serif font that combines sophistication with contemporary flair. Its clean lines and...



Qeldorat Font

Qeldorat Font is a modern and stylish serif font that combines sophistication with contemporary flair. Its clean lines and...



Hevantica Font

Hevantica Font is the epitome of elegance in typography. This exquisite font is meticulously designed to elevate your...



Blessed Primrose Font

Blessed Primrose Font is a Stylish Handwritten Font. This font is a elegant and sophisticated choice for your design project...



ENCONTRANDO FONTS

Da Font



Recently added fonts

Simple Handmade  by Letter Art Studio

Simple Handmade

Surprise  by Graphix Line Studio 

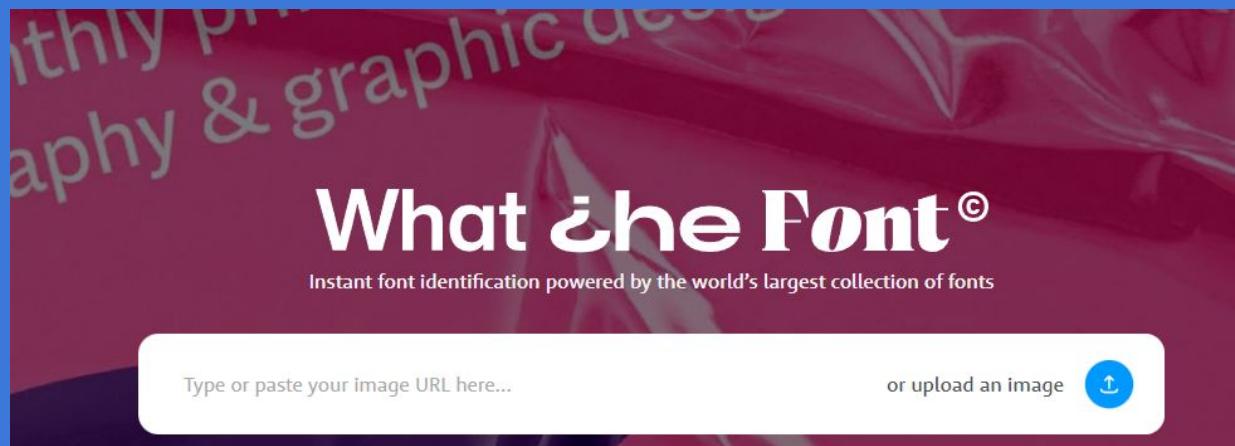
⇒surprise⇐

TT Wellingtons  by TypeType Foundry 

Wellingtons

ENCONTRANDO FONTS

My Fonts - What the font

A screenshot of the What the Font? website. The background is a dark red with a faint, stylized graphic of a person's head and shoulders. The text "What the Font®" is prominently displayed in a large, white, sans-serif font. Below it, the tagline "Instant font identification powered by the world's largest collection of fonts" is written in a smaller, white, sans-serif font. At the bottom, there is a white input field with the placeholder "Type or paste your image URL here..." and a blue upload button with an upward arrow icon and the text "or upload an image".

ENCONTRANDO FONTS

Adobe Fonts - Free fonts



The image shows a grid of four font families on the Adobe Fonts website:

- New Order**: Includes Antifreeze, Classicism, Microbial, Jstmark, and Drachma. A preview shows the letters 'S' and 'R' in a bold, rounded font.
- Flirt Script**: Includes Positype. A preview shows the letters 'O' and 'K' in a script font with small green floral accents.
- New Hero**: Includes Comprehensiveness, Greatgrandmothers, Telecommunication, Radioastronomical, Electrocardiogram, Immunodeficiency, Greatgrandfather, Mispronunciation, Entrepreneurship, and Unsubstantiated. A preview shows the letters 'S' and 't' in a bold, blocky font.
- Pilsner**: Includes Pilsner. A preview shows the word 'Pilsner' in a bold, slanted font on a blue and green background.

Each font family card includes a 'Exibir família' (View family) button.

ENCONTRANDO FONTS

Behance - Free Fonts



VANTAGE RETRO FUNK -
FREE FONT
Creatype Studio



DRUZHOK (FREE FONT)
Vlada Oleynik



Free Gothicha Font
HYPED ASSETS

1 826 11,6mil



BARON (Free typefamily)
Vários propriet.

1 70,7mil 903,9mil



1 826 11,6mil



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Free Design Resource - Free Fonts



Balqis Free Font

Font



Streetwear Free Font

Font



Debby Free Font

Font



Browse Over 1 Million Assets

Fonts, Mockups, Photoshop Actions & More



INTRODUCING

Playlist

A FONT PAIR TO GET A *Beautiful* DESIGN

Font



THE

Redlight

FONT DUO

Font

<https://freedesignresources.net/category/free-fonts/>

Artistas de Lettering



Leandro Assis

Letterer & Art Director
Lebassis
<http://lebassis.com>

📍 Rio de Janeiro, Brazil

<https://www.behance.net/lebassis>



Artistas de Lettering



Cyla Costa

Visual & Type Artist
Cyla Costa Studio
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Curitiba, Brazil

<https://www.behance.net/cylacosta>



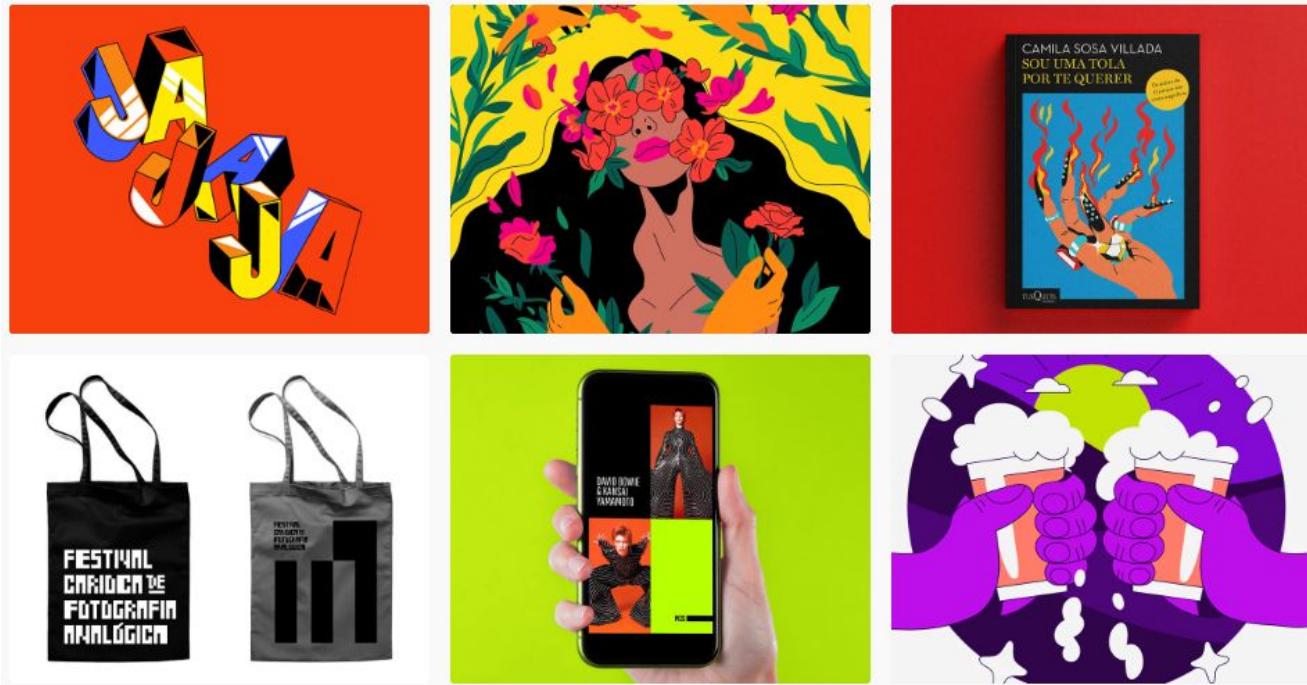
Artistas de Lettering



Paula Cruz

badass illustrator + designer witch 🌈
www.paulacruz.com.br

📍 Rio de Janeiro, Brazil



https://www.behance.net/paulacruz?tracking_source=search_users|paula%20cruz

Artistas de Lettering



tipodarebeca

Seguindo ▾

338 publicações

21 mil seguidores

Rebeca Cyrineu • Lettering

Artista

lettering artist from São Paulo BR

hello@tipodarebeca.com

represented by @oioagency

clients: walt disney, amazon, ambev, sant linktr.ee/tipodarebeca

Seguido(a) por darkstream.cc, taissamaia, breeze



<https://www.instagram.com/tipodarebeca/>

Artistas de Lettering



melcerri

Segundo ▾

Enviar mensage

392 publicações

38,5 mil seguidores

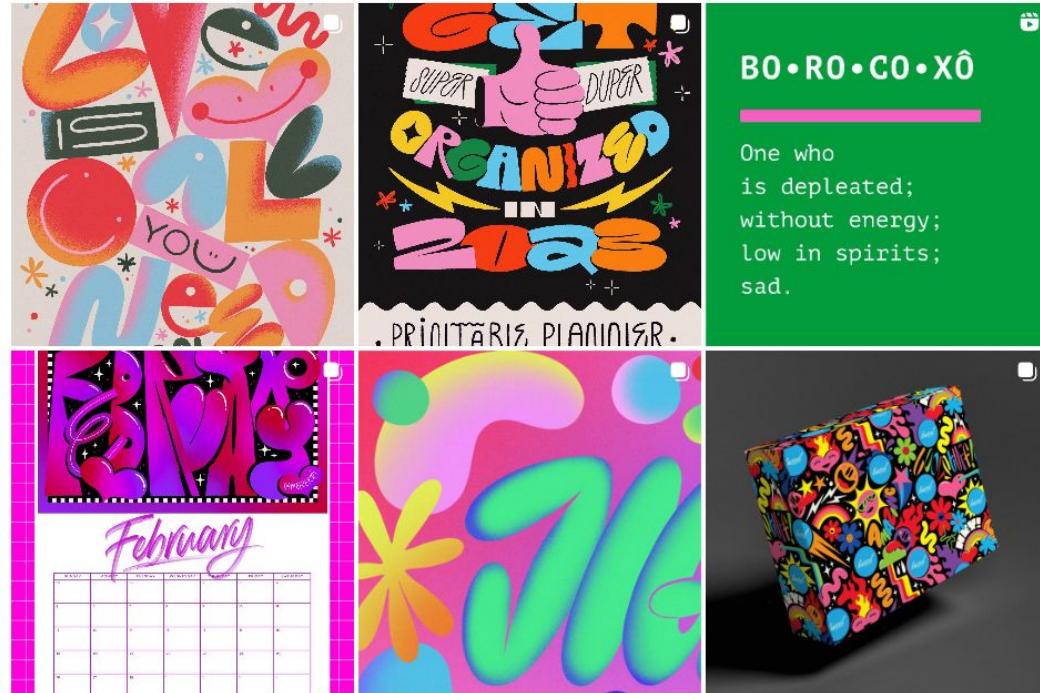
4

Mel Cerri

Lettering & illustration

Commercial Representation @closerandcloserco
linktr.ee/melcerri

Seguido(a) por breezespacegirl, diplomatas.tv, closerandcloserc...



<https://www.instagram.com/melcerri/?igshid=YmMyMTA2M2Y%3D>

Artistas de Lettering



mdemilan

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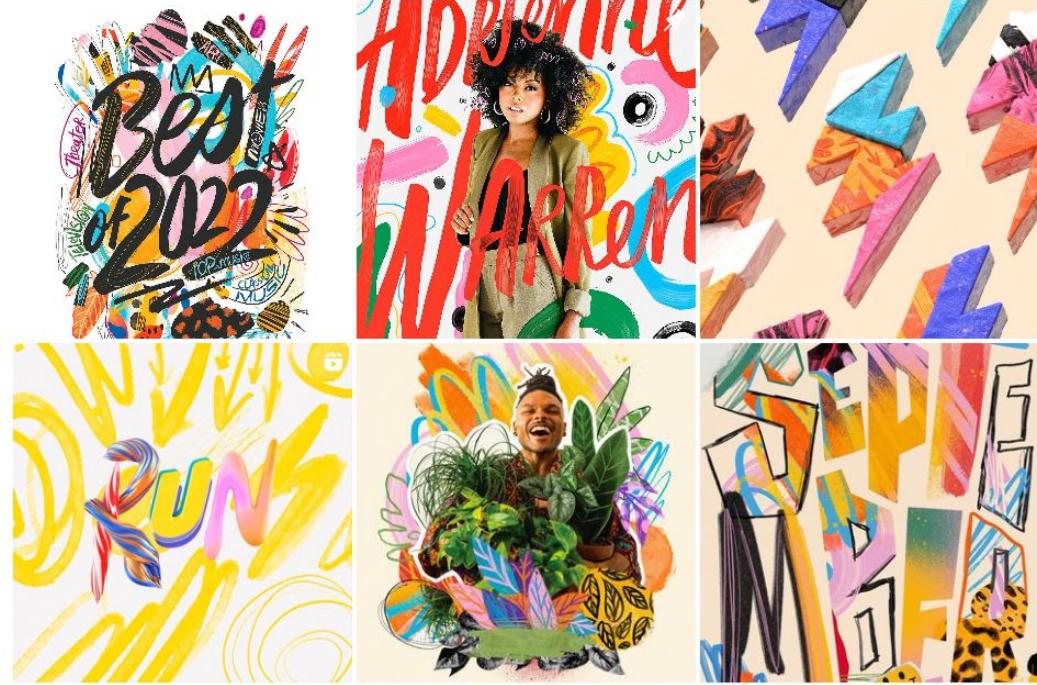
873 publicações

135 mil seg

david milan

north america rep @closerandclosercc
worldwide rep @pocko
hello@davidmilan.com
www.davidmilan.com

Seguido(a) por musketon, d.okuart, martin...



<https://www.instagram.com/mdemilan/?igshid=YmMyMTA2M2Y%3D>

Artistas de Lettering



goodtype ✨

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6.907 publicações

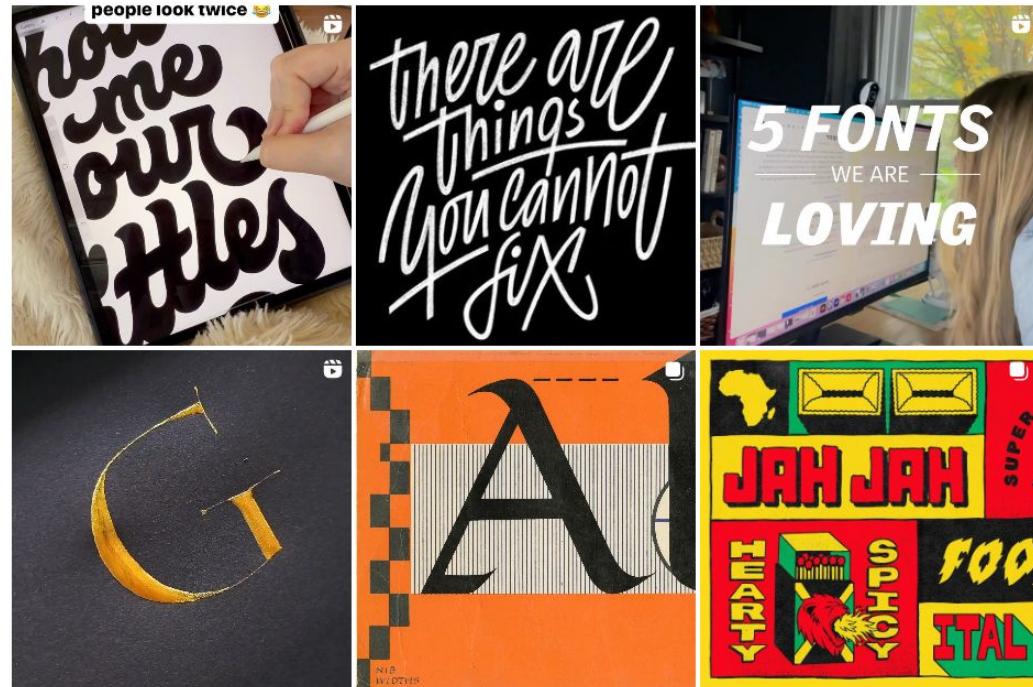
1,1 mi seguidos

Goodtype | Hand Lettering + Typography
An inclusive space for lettering artists, calli-
& good business.

Lettering & Type Resources 🇧🇷
goodtype.us/links

Seguido(a) por [villaisdrawing](#), [closerandcloserco](#)

<https://www.instagram.com/goodytype/>



Artistas de Lettering



yannvalber

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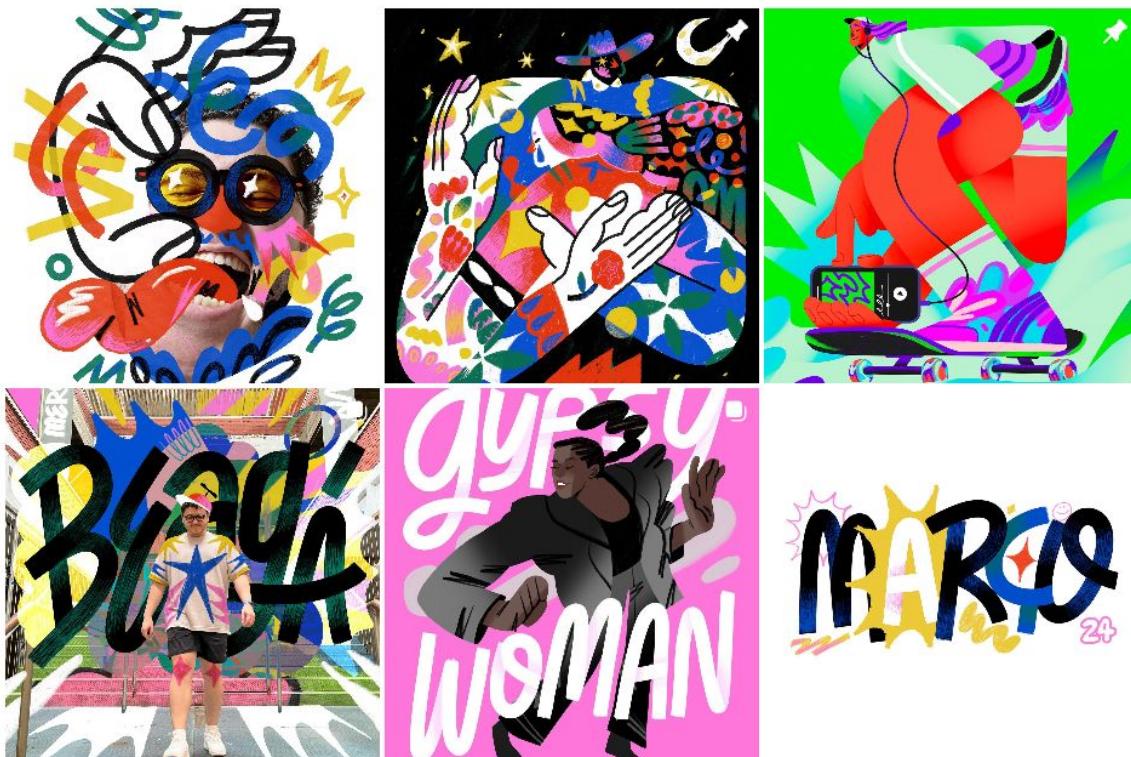
465 publicações

7.699 seguidor

YANN he/him/ele

@ yannvalber

Designer e ilustrador na RaiaDrogasil
Works for Spotify, Netflix, Editora Abril
Natal RN Brasil
yannvalber.com



<https://www.instagram.com/yannvalber/>

TAREFA

Aula 04

Vocês vão elaborar rascunhos de lettering ou tipos para deixar o projeto final mais interessante. O mínimo é ter um estudo do nome do projeto!



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