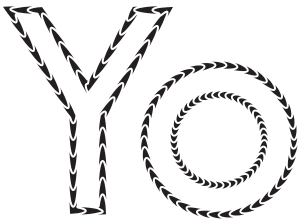


1. Introduction
2. Aspects
3. Goals & Aspirations
4. Conclusion
5. Samples — Images



1. Experimental Typography and Calligraphy workshops are a compressed process to illustrate how hand made approaches can influence creative agencies who heavily depended on the digital evolution/revolution on the web. Creative research, conceptualize and interact with ideas only using the web as their main input source, creating an excessive amount of the “something”. The end result is often flat because of the heavy influence of the computers.

2. Each participant is immersed in calligraphy and its production, creating roman and cursive alphabets using brushes, wooden sticks and other various tools. The objective of this excursive is to instill in each participant the value of a custom made one of a kind type illustration, while respecting the participants personal hand style. After this excursive has been completed words and shapes will be moved into the digital realm.

3. The workshop aims to give the confidence and ability for participants to produce letters by hand. Ultimately to improve upon their concentration and customization of creative ideas.

4. The aim of this workshop is not to deny computer technology or the web revolution nor neglect its usefulness. Rather to stress that they are merely tools in a box to be used and that the true creative power comes from within. By blending these two philosophies together, of hand crafted practices and the digital revolution, we hope to promote and enlarge the creative possibilities through deeper research.

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#### DAY 1 — Calligraphy Process

Basic shapes and exercises;  
Calligraphy as personal process; (ROMAN / ITALIC)  
“Creating my own tool”

#### DAY 2 — Typography Process

Making typography from your own calligraphy process,  
Finding your personal calligraphic style.

#### Investment:

\$440,00 + \$30,00 materials fee / per person

#### Duration:

10am till 5pm

Yomar Augusto  
Typographic  
Artist &  
Graphic Designer  
based in SoCal

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ALL  
ABOUT  
MY  
WORKSHOPS

Workshop  
Proposal for

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**BIO.** Yomar Augusto is a typographic artist and graphic designer from Brazil who relocated recently to Southern California after running his studio in New York City for the past 3 years. Born in Brasilia and raised in Rio de Janeiro, Yomar initially trained as a graphic designer before going on to study photography at the School of Visual Arts in New York City in 2001.

Yomar also taught Typography for Advertising at the Willem de Kooning Academy in Rotterdam between 2011 and 2012 and at the Bauhaus University in Weimar, Germany. He has also held a number of experimental calligraphy and book art workshops in many countries, including Brazil, United States, Russia, Turkey, China, Denmark, Spain, Portugal, Germany and The Netherlands.



