



УДК 7.316

## CALLIGRAPHY – VISUAL COMMUNICATION STRATEGY IN PRINTING PRODUCTION

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*This article examines the esthetic and creative features of calligraphy's engagement in printing design through the eyes of fine artists and designers from both inside and beyond the nation. In this example, the visuals and descriptive method were used to build new visual promotional tools particular to printing products that are catching the customer's attention. The examination of many types of printing goods has enabled the promotion of the typographical characters' special features for those items. The outcomes of this study were used to create new and inventive designs for posters using calligraphic motifs as the main feature.*

**Key words:** calligraphy, artists, printing products, label, poster.

### INTRODUCTION

„Caligraphy”– the term may derive from the Greek words for „beauty” (kallos) and „to write” (graphein) [2]. The art of calligraphy is one of the most ancient forms of expression of beauty. Calligraphy is a visual art and a technique of writing skills by organizing words in a way that reflects integrity, rhythm and originality while still incorporating elements of the original calligraphy style. It can create works of art by arranging symbols on paper in a particular way using the writing tool, the pen, using definite skills and techniques, which take into account a set of geometric rules and composition [9].

### PURPOSE

This work focuses on identifying the quality artists and analyzing their works to recognize the style features and types of printing products for which they are characteristic. The results contributed to the generation of original and non-repeatable esthetic solutions.

### RESULTS AND DISCUSSION

Writing, one of the oldest and the most crucial methods of human communication, has experienced various forms and developments over time. It has been used not only in ordinary writings but also in graphic products, such as: books (cover, frontispiece, title page, avantitle) (fig.1c), magazines, labels (fig.1b), newspapers, visiting books, packaging, invitations, posters, Ex-Libras (fig.1a).

### INVOLVEMENT OF CALLIGRAPHIC ART IN THE DESIGN OF PRINTING PRODUCTS

Today, thanks to the development of digital technologies, calligraphic art is gaining new connotations. In this way, guide artists such as John Stevens, Ben



Johnston, Rachel Yallop, Sachin Shah, Suzanne Cunningham, O. Albrecht and others develop and promote this art (table 1), including in online environments.



**Fig. 1.** The implications of calligraphy in the esthetic production of printing products [3, 5, 6]: a – Elena Karacentev. „Ex-libris”; b – 43’oz-Design Studio. Spanish Wine Label Design „Vizconde de Begijar”, 2019; c – John Stevens. Book cover „Shakespearean Tragedy” by Kiernan Ryan, 2021

In the Republic of Moldova, the company 43’oz-Design Studio is being developed, focusing on packaging design for wine and other alcoholic beverages that involve calligraphic art. Labels are characterized by the involvement of features with historical connotations of the promoted brand, but also by contemporary, original approaches to calligraphic elements. Spanish Wine Label Design – „Lopez Mercier” (fig. 2a) involves in addition to the graphical elements and calligraphic characters specific to the gothic fractura. The calligraphic lettering on the label, the red tone, and the harmony of the compositional parts underline the winemaker’s historical traits and the product’s noble quality.

Referring to book production, we mention the paper "Don Quijote de la Mancha" (fig. 2b), illustrated by the plastic artist Ilie Bogdesco. It shows writing in characters close to the italic humanistic type, which has decorative terminations for capital letters, descending elements (κ, γ) and ascendants (β). The plasticity of the given font combined with color shades and graphics rendered the status of the 17<sup>th</sup> century, but also the heroism of Don Quijote.



**Fig. 2.** The implications of calligraphy in the esthetic production of printing products [1, 3]: a – 43’oz-Design Studio. Spanish Wine Label Design – „Lopez Mercier”, 2019; b – Ilie Bogdesco. Pagină de interior „Don Quijote de La Mancha”, 1998



**Table 1**  
 Examples of artistic solution of graphic products involving calligraphy

Nr.	Type of printing product	Calligraphic elements	The special features of the involvement of the calligraphic art
1	2	3	4
1	Ex-Libras		Alexandru Macovei, „Ex-Libris” [5] The artist uses the free and independent style of his character. Plastics, dynamic (vertical) positioning font, along with graphics, make the composition rise to the art level.
2	Label		43'oz-Design Studio, Craft Gin Label Design „Strange Luvu Pink” [3] It is a composition of the art of taste of color and combinations of fonts. The word "pink," has in its writing notes of freedom, ease but also of boldness, this marked by the line intentionally made under the word. The name seems good when combined with the image of the woman with the flower crown on the right side, but the quench in strong and stable 'GIN STRING' capital letters.
3	Book cover		John Stevens, „Mountain Dance” [6] The calligraphic elements are the plasticity of dance combined with the statehood of the mountain. Dance is forever like mountains, and nothing will be able to change. That is, the typeface highlights its flexibility and dynamism.
4	Magazine		„The Illustrated London News” (No.1, Saturday, May 14 <sup>th</sup> , 1842) [7] The title of the publication is written using calligraphy. All of the letters are capital, strong, and embellished with flowers and branches. This accentuates the magazine's name, which is unique to the 19 <sup>th</sup> century.
5	Newspaper		„The Evening World” (New York, August 3 <sup>rd</sup> , 1888) [8] The title of the newspaper is written Gothic Schwabacher. Tough, bold writing with upsets that provides stability and visibility. Thus, it emphasizes the name and instills the essence of the newspaper.

The analysis carried out, aimed at identifying the particularities of the involvement of calligraphic art in the design of printing products, favored the generation of esthetic concepts for posters. The new concepts characterized by the



use of the calligraphic writing, and its specific decorative elements, have been generated by the students of The Design and Printing Technologies Program (fig. 3).



**Fig. 3.** Posters developed with the involvement of calligraphy writing:  
a – Bobea Valeria; b – Vasiliev Nicoleta; c – Gafiuc Maria; d – Curteva Iana; e –  
Sîrbu Dina

## CONCLUSIONS

The involvement of the calligraphic characters in the design of printing products is becoming more popular due to the plastic of the letters and the esthetic expression of the composition obtained. In this particular context, the involvement of the hand-writing of textual characters allows the artist to interpret the form of the terminations, the decorative elements, the type of pen used, all giving an individual character and breath of the printing product. Thus, consumers' preferences in purchasing unique and original products can also be met by involving writing at the design stage.

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