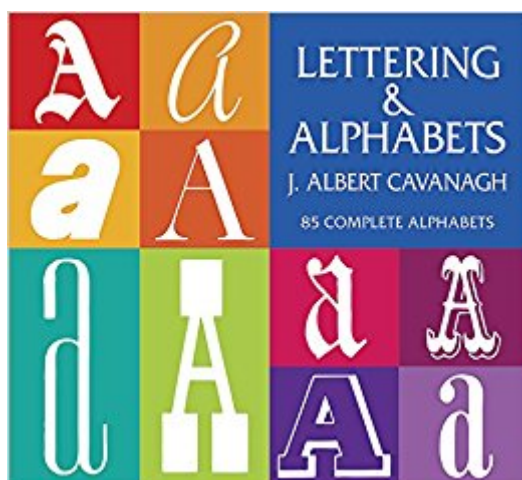


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# Lettering And Alphabets: 85 Complete Alphabets (Lettering, Calligraphy, Typography)



## Synopsis

Here is a practical book that not only teaches a full course in professional lettering but also contains dozens of hand-lettered alphabets that may be reproduced without cost or permission. This volume is particularly valuable to beginners who want to get a job with an advertising agency, publisher, or commercial art studio. The author begins his text with discussions of such fundamentals as the correct pencil grip and how to transfer corrected letters from tracing paper to layout. Step-by-step instructions include spacing letters and giving them an individual character, filling in headlines quickly on rough layouts, condensing lettering, and working with brushes, leading up to full descriptions of Garamond, Caslon, Bodoni, Formal Script, Barnum, and many other useful lettering styles. All of this is made clear and graphic with the author's own illustrations. Used as a swipe file for lettering material for ads, trademark designs, monograms, and other commercial work, or as an instruction book in the art of lettering, this book will prove both a time saver and a money saver for any artist.

## Book Information

Series: Lettering, Calligraphy, Typography

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## Customer Reviews

Here is a practical book that not only teaches a full course in professional lettering but also contains dozens of hand-lettered alphabets that may be reproduced without cost or permission. This volume is particularly valuable to beginners who want to get a job with an advertising agency, publisher, or commercial art studio. The author begins his text with discussions of such fundamentals as the correct pencil grip and how to transfer corrected letters from tracing paper to layout. Step-by-step

instructions include spacing letters and giving them an individual character, filling in headlines quickly on rough layouts, condensing lettering, and working with brushes, leading up to full descriptions of Garamond, Caslon, Bodoni, Formal Script, Barnum, and many other useful lettering styles. All of this is made clear and graphic with the author's own illustrations. Used as a swipe file for lettering material for ads, trademark designs, monograms, and other commercial work, or as an instruction book in the art of lettering, this book will prove both a time saver and a money saver for any artist. Dover unabridged republication of the original 1946 edition of Lettering.

I have recently fallen in love with the art of hand lettering. I wanted to purchase a book of alphabet examples, and I am so happy I purchased this one! There are tons of different styles and weights, and I have had plenty of fun trying to practice each one! I highly recommend this for the budding letterer!

The alphabets in this book are fantastic. A wide variety in variations of styles make for great practicing and an excellent resources when crafting final pieces. The instruction and examples included are great, as well. The book is a good size and not so big that you can't take it with you to practice during your down time throughout the day. I would highly recommend this book.

Great great book for the price. I had to wait longer for it to ship however the wait was worth it. I am learning new lettering and fonts I will utilize in my everyday life and in my crafts.

Love this!!! Great illustrations!

Love the variety of alphabets. A great reference as I'm expanding my hand-lettering/typography craft!

Thought there would be more instruction on how to letter, but it's just pages of letters.

Great book! I am always searching for good reference books for handlettering and this is a great one. I believe it is an upgrade of an older book, but I love that it has full page spreads of full alphabets and letters.

but not very confident that the average person can reproduce the examples given, as many are very

detailed, yet it gives a lot of inspiration.

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