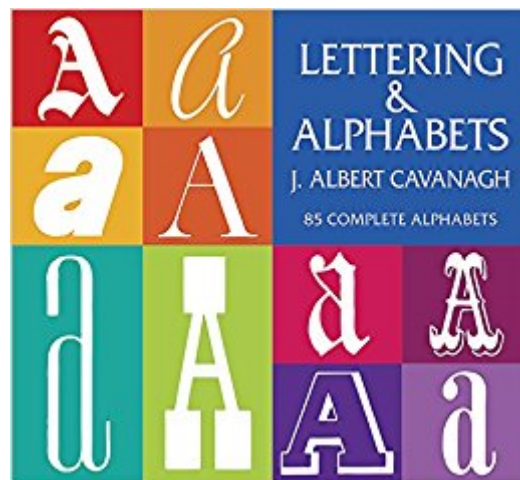




The book was found

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, Bodini, 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

Paperback: 128 pages

Publisher: Dover Publications (June 1, 1955)

Language: English

ISBN-10: 0486200531

ISBN-13: 978-0486200538

Product Dimensions: 7.9 x 0.3 x 8.8 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 47 customer reviews

Best Sellers Rank: #308,985 in Books (See Top 100 in Books) #45 in Books > Arts &

Photography > Graphic Design > Clip Art #126 in Books > Arts & Photography > Other Media >

Calligraphy #147 in Books > Arts & Photography > Graphic Design > Typography

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.

[Download to continue reading...](#)

Lettering and Alphabets: 85 Complete Alphabets (Lettering, Calligraphy, Typography) Calligraphy Practice NoteBook : Hand Lettering: Calligraphy Workbook :Watercolor Flower: (Training, Exercises and Practice:Lettering calligraphy. Calligraphy book) Calligraphy for Beginners. Hand Lettering: Training, Exercises and Practice: Lettering calligraphy. Calligraphy book (Lettering book) BEST OF CALLIGRAPHY NOTEBOOK. Creative Hand Lettering: 4 Types of lined pages to practice Hand Lettering + 2 illustrated Hand-Lettered styles. Calligraphy Workbook (Lettering calligraphy) Calligraphy Practice Book : Creative Calligraphy & Hand Lettering Notebook Paper: 4 Styles of Calligraphy Practice Paper Feint Lines With Over 100 Pages (Calligraphy Books) (Volume 1) Lettering: Beginners Guide to Lettering and Calligraphy Fonts for DIY Crafts and Art (Typography, Hand Writing, Paper Crafts, Thank You Notes, DIY wedding, Drawing, Hand Lettering Book 1) Hand Lettering Workbook (Italic font) Training, Exercises and Practice: To improve your lettering skill. Calligraphy book (Lettering calligraphy) Script and Cursive Alphabets: 100 Complete Fonts (Lettering, Calligraphy, Typography) Gothic and Old English Alphabets: 100 Complete Fonts (Lettering, Calligraphy, Typography) Calligraphy: The Complete Beginners Guide To Mastering The Art Of Lettering And Calligraphy Fonts! (Handwriting Mastery, Hand Writing, Typography) Calligraphy: Master The Art Of Calligraphy - Write Beautifully In Days (Calligraphy 101, Calligraphy Mastery) Decorative Alphabets and Initials (Lettering, Calligraphy, Typography) Circus Alphabets (Lettering, Calligraphy, Typography) Ornate Pictorial Calligraphy: Instructions and Over 150 Examples (Lettering, Calligraphy, Typography) Copperplate Calligraphy (Dover Books on Lettering, Calligraphy and Typography) Medieval Calligraphy: Its History and Technique (Lettering, Calligraphy, Typography) Left-Handed Calligraphy (Lettering, Calligraphy, Typography) Mastering Copperplate Calligraphy: A Step-by-Step Manual (Lettering, Calligraphy, Typography) Calligraphy for Beginners: Learn Calligraphy Alphabets, Lettering, Drawing & More! Script Lettering for Artists (Lettering, Calligraphy, Typography)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)