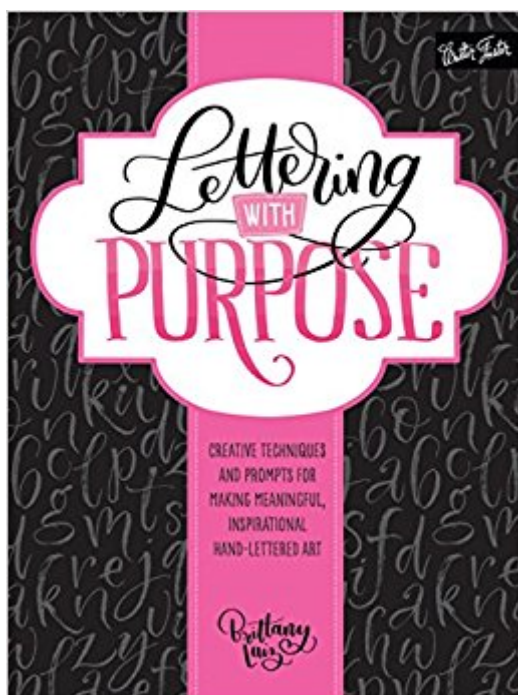


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# Lettering With Purpose: Creative Techniques And Prompts For Making Meaningful, Inspirational Hand-lettered Art



## Synopsis

Lettering with Purpose is a beautiful and thoughtful book for anyone interested in developing their own artistic alphabet. Whether you're hoping to personalize greeting cards, or just enjoy the art, hand lettering is an uplifting and compelling craft to learn. Aspiring artists and lettering enthusiasts will explore and deepen their understanding of this art form by delving into a variety of lettering techniques. You will also enjoy 100 reflective lettering prompts to spur the imagination and help readers answer the question: "What should I write?" Your lettering journey will begin with lettering basics. This intuitive guide includes suggested tools and materials, the anatomy of letters, how to pair different lettering styles, and thorough tutorials on working with a variety of mediums. You'll be creating striking layouts and compositions in no time. Additionally, artists will find a wide range of lettering styles and techniques demonstrated step by step, including brush calligraphy, bounce lettering, and more, plus complete alphabet ideas that include reproducible practice pages that can be used to perfect their skills. Once your artistic bones are there, move on to adding embellishments and flourishes! Add pizzazz to your work with frames, laurels and garlands, flowers, swirls, and more. To cap it all off, a section of perforated pages at the back of the book contains fully illustrated frames, with blank openings so readers can fill them in with their own inspired lettered designs.

## Book Information

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## Customer Reviews

Brittany Luiz is a hand-lettering artist and Social Media & Content Manager for Tombow USA. She is a wife and mother, and aims to infuse positivity into the world through her lettering. Learn more at [www.brittanyluiz.com](http://www.brittanyluiz.com).

This book is a must have for any hand letterer no matter where you are in your journey! Brittany does a fantastic job teaching you things like the basics of lettering, lettering styles and techniques, and even how to digitize your lettering! Her writing is so detailed and well written I feel like she is right there in the room with me! I love her Start to Finish Art Prints section where she teaches you different lettering projects. But what really makes this book stand out from others is her Inspiration for the Journey section. Here Brittany dedicates this section to help and encourage you. With her 100 daily prompts, she gives guidance to explore what is on the inside of you, and to use that to help you in your lettering. Her prompts are thought out so well and are really meaningful. She has sweet little notes of encouragement to letter that leave you feeling inspired. You'll feel like Brittany is your cheerleader while you letter! I can't say enough how much I LOVE this book!!!!

This book is a fab addition to my personal "lettering library" book collection! While it's perfect for beginners, it's also a great resource for more advanced letterers due to the section on styles and techniques (tie dye lettering, plaid lettering, mermaid lettering, etc), plus sections on plenty of embellishments to add character to your lettering. I can't wait to try so many things in this book out!

I really love this book! It's not so much a how-to-letter book but has so much good info on flourishes, layouts and other things that aren't usually covered. Thanks Brittany!

I am a new fan of Brittany Luiz and let me tell you why. Lately I have been hit with the creative bug, I have always wanted to understand drawing, in particular, how people produce such lovely and radical fonts. The author does well to encourage her readers to not be shy if they are concerned with perfecting their handwriting. It is not about perfect handwriting, it is about learning to express yourself through lettering. Each page is full of clear instructions, guides, and photos. There is no way to misunderstand any of her instructions. She even gives details on how to get your lettering digitized for logos or your business using photo editing programs and she explains it in such a gentle and fun way you could be well on your way to producing great lettering art. This guide comes complete with 100 prompts to inspire your own lettering so you can get started. Be warned that you will need the proper materials for this kind of art. The author is very clear on the kind of pens, brushes and paper you will need. I think my favorite sections were the digital lettering sections and galaxy lettering. Very cool pieces of artwork and inspiring. In fact, Lettering With Purpose is such a great reference and guide to have, I added it to my Wish

ListÃ¢Â• because just reviewing the digital galley is not enough, I must have this book in my hands. Highly recommended!\*This book was given to me free for review from Netgalley

"Lettering with Purpose" is a book teaching how to "letter" to personalize greeting cards and such. I once read a nib-pen calligraphy book that left me feeling so overwhelmed that I never even tried it. Besides, I wanted to use a brush and maybe not just with ink but with watercolor. Well, this was the book I was really looking for! The author teaches how to use markers or brushes (with watercolor) to make fancy-looking lettering. She started by explaining the anatomy of a letter, how to make calligraphy-style letters, and suggested tools and materials. She talked about other styles of lettering, how to lay out a phrase to make a cool-looking design, how to digitize your work, how to add flowers and such as a way to fill in block letters or frame a phrase, and more. She provided a step-by-step guide for 5 easy-looking projects and 100 writing prompts to get you busy practicing various words. This book left me feeling eager to try out lettering and made it seem both do-able and fun. I'd certainly recommend it. I received an ebook review copy of this book from the publisher through NetGalley.

What an amazingly fun book! I am so excited to have something like this to help me learn lettering, It is beautifully done with lots of pictures to help you understand exactly what she is saying and teaching. Bright colorful and happy best describes how this book makes me feel. I want to do this! Goes over lots of information from pens, strokes, letter ideas, practicing and lots of easy to follow how to's. Practice sheet are included and so are practice alphabets. This is one of those books you will find yourself reaching for over and over again. Very excited to use the information in this book.

BrittanyÃ¢Â™s instructions are very clear and every technique is complemented with visual steps and examples. It even includes 100 days of prompts to create beautiful phrases and empty spaces where you can practice. What makes this book stand out is that it covers everything you will need to know: from the basics of downstrokes and upstrokes all the way to how to digitalize your work, working with different tools like brush pens, markers, waterbrushes, chinks, etc and probably all the techniques I have seen on Instagram, yes including galaxy style. If you want to try modern calligraphy, I donÃ¢Â™t really see any reason why this book wouldnÃ¢Â™t suit you. It would be a really cool gift to give this book+ a brush pen.. and maybe chocolate because, why not :D I got my eARC from NetGalley.

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