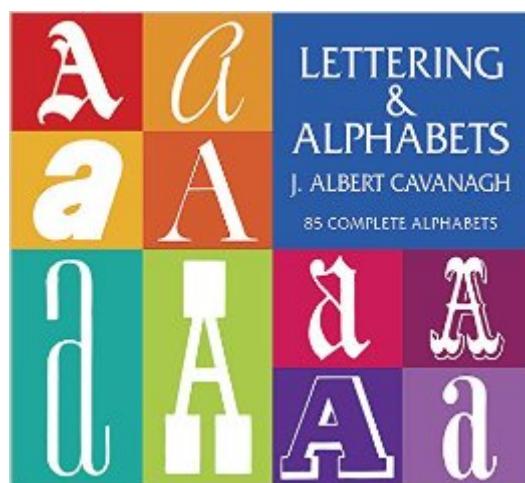


The book was found

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

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Product Dimensions: 7.9 x 0.3 x 8.8 inches

Shipping Weight: 10.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 starsÂ See all reviewsÂ (45 customer reviews)

Best Sellers Rank: #85,118 in Books (See Top 100 in Books) #9 inÂ Books > Arts & Photography > Graphic Design > Clip Art #34 inÂ Books > Arts & Photography > Other Media > Calligraphy #51 inÂ Books > Arts & Photography > Graphic Design > Typography

Customer Reviews

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!

Although the text-instructional section of this book is not long, it is very poignant. While lettering and font design today is just a computer-generated afterthought in too many cases, in the earlier era (this book was written in 1946), commercial artists had to really know and FEEL their lettering. I love to read a craftsman describe his craft with such depth of feeling, describing fonts as exquisite, and exhorting readers to strive for the greatest heights they can achieve in hand lettering. A great introduction, in any case, to the world of words in print, from the artists point of view.

This book is so old school. There is a disclaimer stating that the user is free to reproduce any of the alphabets. Written at a time when computers did not exist and electronic reproduction was rare.

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.

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.

This is the best, to me, if you like classic, brush, creative styles and info on how to do them.

as a hand-letter, i'm always looking for good reference material. i think i will use this book a lot. there isn't really a lot of hand done samples (so i wouldn't call it lettering), but there is definitely a plethora of alphabets to reference. ranging from black letter to brush-esque scripts, and of course many serifs and sansâ "definitely a solid variety. You won't find: any swash or contextual alternate examples. overall, good buy for the price.

I ordered these books for my husband for font ideas for tattoos and he uses them and really have been helpful! Fast shipping and just as expected thanks

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