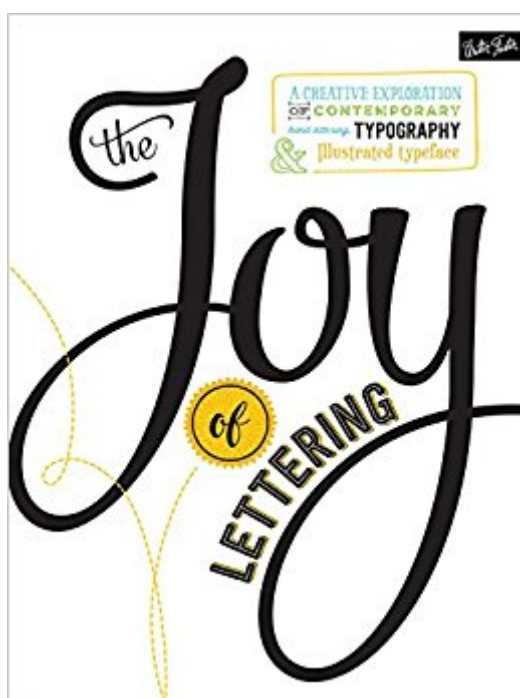


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The Joy Of Lettering: A Creative Exploration Of Contemporary Hand Lettering, Typography & Illustrated Typeface



Synopsis

With more than 50 tips, techniques, and lessons for creating beautiful illuminated letters and sophisticated lettering projects, *The Joy of Lettering* takes hand lettering to a whole new level. Gabri Joy Kirkendall (*Creative Lettering & Beyond*) and Jaclyn Escalera guide readers through a dynamic exploration of the craft, focusing on typography and illuminated letters and numbers using pencil, ink, and marker in a variety of styles and themes. From there, artists will learn how to create letters using a variety of alternative materials and media, such as watercolor, gouache, and wood. Easily customized DIY projects invite artists to finesse their skills as they learn to letter on different types of surfaces while creating lettered murals, stationery, and signage. Packed with creative techniques and easy-to-follow lessons, this all-inclusive resource is a must-have for anyone who wants to learn or grow their expertise in the art of hand lettering.

Book Information

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Customer Reviews

Artist, author, and illustrator Gabri Joy Kirkendall specializes in hand lettering, watercolor, and pen and ink. She is a co-author of *Creative Painting & Beyond*, *The Joy of Lettering*, and the bestselling title *Creative Lettering and Beyond*, which has been featured by *Pioneer Woman*, *Creative Market*, *Brit + Co*, *Oh My! Handmade*, *Life Your Way*, *Letter Shoppe*, and *The Letter Belle*, among others. Gabri is the artist and owner of Gabri Joy Studios, a successful online business based in the Pacific Northwest that specializes in fine art prints, invitations, branding, wedding stationery, and custom lettering. *The Joy of Lettering* co-author Jaclyn Escalera has years of

experience in corporate design, non-profit design, and small business branding. She has lived and worked as a designer in Oahu, Texas, and the Pacific Northwest. During her studies at university, her passion for art and design led her to pursue an international design internship with OceanBarefoot Creative Agency in London. She holds a BFA with an emphasis in graphic design and a minor in art history. Today she runs her freelance business JAE Creative in Austin, Texas. Jaclyn specializes in custom branding, lettering, illustration, and graphic design. She has a deep connection to the military community and volunteers her professional skills to improve military family program promotional materials and unit brand design. She was awarded the Honorable Order of Our Lady of Loreto for her support and service to the Army Aviation Community. Jaclyn is a member of AIGA, the professional association for design.

I am exploring lettering and this is very useful. I loved the pictorial of the History of writing. There is even a section on using food(spices)!! this falls under Lettering with Alternative Media. Section 3 - Lettering Techniques is quite informative. Other areas covered - Stylized Typography, Lettering Surfaces. The book is approximately 12 x 9 inches.

i was disappointed and promptly returned the book same day received. Did not have enough clear and varied exercises or instruction.

Excellent book! I do decorative painting and other types of art work as well as card making and will find this book full of ideas as well an inspiration!

Granddaughter loved it.

I'm a sucker for beautifully designed books, especially when they feature my favorite things, such as lettering! I was pleasantly surprised with the amount of varied style references and project ideas that are in this book. It begins with comprehensive guide of where you decide you want to jump to in your exploration. As the book explains, it has been divided into the following four sections: Stylized Typography, Lettering Techniques, Lettering with Alternative Media, and Lettering Surfaces & Projects. You can expect to learn about the elements of letters and what their structures are composed of, the history and evolution of lettering, and a strong focus on style. This section was a favorite of mine, and includes fun aspects including styles such as mid-century modern, medieval, southwestern, tribal and many more. Illustrative lettering is covered in depth, guiding you how to

incorporate floral design, patterns and even animals inside a letter's structure. You will also explore negative space and using shapes as guides. Alternative media is always a fun route for any project, whether it be something you're crafting or designing. Paper cutting, metallics and found materials are just a few of the exciting outside-of-the-box thinking you will be challenged on. These projects are excellent triggers of inspiration, not to mention the abundance of pictorials you will be walked through in a variety of do-it-yourself projects.

I purchased this book with the intent of getting a basic understanding of how to hand letter, but this book doesn't provide that. I didn't purchase the book blindly either. I read reviews before my purchase and it sounded like it was what I was looking for., but sadly, it was not. There are a few tips here and there, but if you're looking for a "How To" book, this is not it. This book is beautiful, but is basically useless if your goal is to learn how to hand letter. If you just want to see examples of unique and varied typography, it's great.

A good book for inspiration. I prefer books like this, with styles and a few guides. I'm not a calligrapher, and have had enough training to want to explore on my own. Many books now are half-filled with blank "practice" pages. Not this one. Lots of styles, lots of ideas, and a lot left for your imagination to figure out. If you want a step-by-step, line-by-line how-for calligraphy, this may not be the first choice for you. But if you want ideas, and variety, inspiration and enough of a guide to get you going on your own ideas, this is a great book.

Fostering a joy for hand lettering in your life, this inspirational guide is chock-full of reference, resources, and ideas for the pro and beginner alike. You will be guided on an exploration of the history and modern resurgence of hand-drawn lettering, with fun DIY project ideas along the way. This book goes well beyond the chalkboard lettering rage, and will inspire you to incorporate your own lettering style in many more areas of your life. My favorite part by far is the illustrated manuscript portion, with drop cap illustrations to drool over. Yet that's just a small portion of the ideas that range from creating your own font to using spices/herbs as a typographic cover idea for your own family cookbook. You won't be disappointed in this book!

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