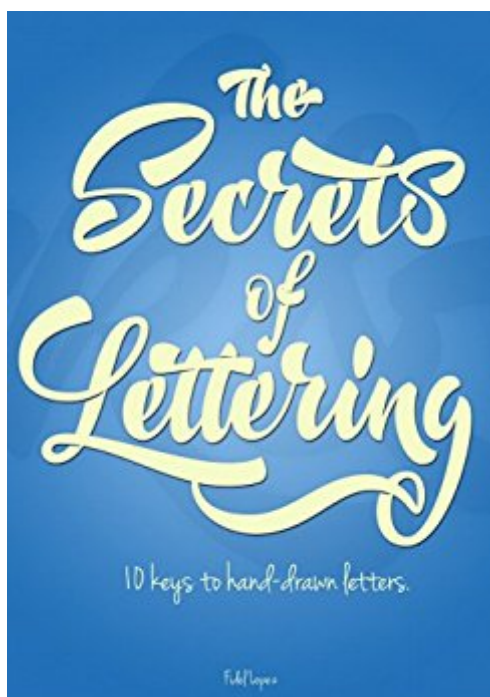


The book was found

# The Secrets Of Lettering: 10 Keys To Hand-drawn Letters.



## Synopsis

"The secrets of lettering" is a guide for whoever wants to start designing hand drawn letters but does not know where to begin. The ten keys to draw lettering are collected in this book with a professional result that will take you since the first guidelines and advises to the on-screen digitalization. Through a pleasant and close language you will go deeper into the fabulous world of font design without having to deal with a mountain of technical typographical words. The book is filled with illustrations and examples of works from the best typographers, calligraphers and lettering designers of the world that will help you improve very quickly your skills in hand-drawn letters. Do not think twice and start immersing yourself in the wonderful world of lettering!!! In this book you will learn: -What is lettering? -The different between lettering, calligraphy and typography. -What is it and how to correctly apply the typographical weight, axis or modulation, the width of the character, the height of X, the contrast between thin and thick strokes and the retouches and serifs. -What is tracking and kerning, the significance of these terms and how to use it in our designs. -How to deal with a lettering work from scratch and get amazing results. - All of the resources used by the lettering professionals for their designs to look fabulous. -Where and what to look to find the mistakes in your hand-drawn letters and how to correct them. -How to correctly digitize your hand-drawn letters. And many other advises and tricks that your author, Fidel Lopez, has been selecting over the year of designing typographies, calligraphies and lettering for clients, companies and agencies from around the world.

## Book Information

File Size: 7368 KB

Print Length: 88 pages

Publisher: Fidel López González (June 9, 2015)

Publication Date: June 9, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B00ZCDGFZO

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #64,330 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #4 in Kindle Store > Kindle eBooks > Arts & Photography > Graphic Design > Typography #28 in Books > Arts & Photography > Graphic Design > Typography #2721 in Kindle Store > Kindle eBooks > Children's eBooks

## Customer Reviews

I disliked that this was not marketed as a pamphlet. It did not help that there were very few illustrations and that most of them were still in Spanish. Good thing this 'book' was free via Kindle Unlimited. Not recommended.

Easy to understand. Direct information about lettering, topography, calligraphy. Also informative about what differences are permitted in your art, and what will tie your art work together.

This book has some nice information. It seems like the book ended in mid thought. I would have liked to see a bit of a wrap up.

Book was Helpful in my quest to learn hand lettering. It provided good examples and illustrations. Even though I would have liked more illustration and technique.

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

The Secrets of Lettering: 10 Keys to hand-drawn letters. 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 Ledger: A Practical Guide to Creating Serif, Script, Illustrated, Ornate, and Other Totally Original Hand-Drawn Styles Creative Lettering and Beyond: Inspiring tips, techniques, and ideas for hand lettering your way to beautiful works of art (Creative...and Beyond) Hand Lettering 101: An Introduction to the Art of Creative Lettering The Joy of Lettering: A creative exploration of contemporary hand lettering, typography & illustrated typeface Lettering and Alphabets: 85 Complete Alphabets (Lettering, Calligraphy, Typography) Script Lettering for Artists (Lettering, Calligraphy, Typography) Adventures in Lettering: 40 exercises to improve your lettering skills Brush Lettering: An Instructional Manual Of Western Brush Lettering Lettering: Traditional Lettering & Calligraphy with Chinese and Arabic Script- Learn to Ink & Border like a Pro Drawing Ideas: A Hand-Drawn Approach for Better Design Victorian Era: 20 Hand-Drawn Victorian Patterns Depicting Authentic Fashion and Activities (Creativity & Meditation) Realistic Flowers - A hand-drawn coloring book Hand-Drawn Mandalas Coloring Book,

Volume Two: An Adult Coloring Book for Stress-Relief, Relaxation, Meditation and Creativity (Jenean Morrison Adult Coloring Books) Coloring Flower Mandalas: 30 Hand-drawn Designs for Mindful Relaxation Hand-Drawn Mandalas Coloring Book, Volume One: An Adult Coloring Book for Stress-Relief, Relaxation, Meditation and Creativity (Jenean Morrison Adult Coloring Books) Donkey Coloring Book: 30 Hand Drawn, Doodle and Folk Art Style Donkey Adult Coloring Designs (Animal Coloring Books) (Volume 1) Chicktionary: A Survival Guide To Dating Men: A Unique Adult Coloring Book For Grownups With Whimsical Hand Lettering, Hilarious Quotes, Trendy ... Relaxation Stress Relief & Art Color Therapy) Nurse Life: A Snarky Adult Colouring Book: A Unique Humorous Adult Colouring Book For Nurses & Nursing Students With Funny Quotes, Hand Lettering Word ... Stress Relief & Art Colour Therapy)

[Dmca](#)