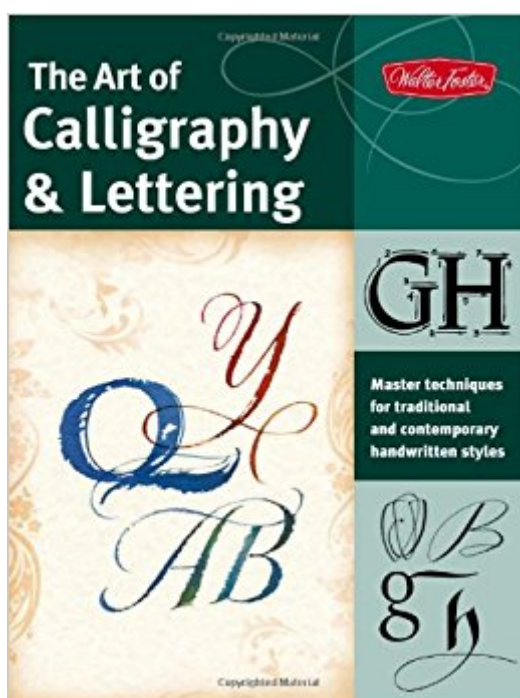


The book was found

The Art Of Calligraphy & Lettering: Master Techniques For Traditional And Contemporary Handwritten Styles (Collector's Series)



Synopsis

In a world saturated by computer-generated fonts, more and more artists and crafters are turning to the organic art of hand lettering. The Art of Calligraphy & Lettering offers a broad scope of instruction, starting with basic calligraphic alphabets and moving to unique modern characters. Creative step-by-step demonstrations introduce readers to illumination and word painting while inspirational projects teach beginners how to incorporate their new skills into a variety of crafts. From adding decorative flourishes to gilding, this book covers it all!

Book Information

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Customer Reviews

Cari Ferraro has been practicing calligraphy for over three decades. She has studied with many of the finest calligraphers teaching today, and taught broad pen calligraphy to children and adults. Her design business, Prose and Letters, has fulfilled calligraphy commissions for weddings, corporations, institutions and individuals since 1982. She also maintains a website as an online portfolio and catalog of her cards, prints, books, and wedding certificates. Her calligraphic manuscript books are collected by individuals and libraries around the country. Her work has been featured in the magazines "Victoria", "Letter Arts Review," and "Somerset Studio," the Calligrapher's Engagement Calendar, and several wedding books. Cari makes her home in Northern California. Arthur Newhall had a unique and varied background in the lettering and graphic design fields. His work included type designing, theater lobby displays, movie titles, sign painting, advertising art, lettering for reproduction, and art for screen printing. He also worked as art director for an advertising agency. All of these disciplines added to the refinement of his calligraphy skills. A stickler for precision and style, Newhall was always ready to help and guide the novice as well as

the professional. He was one of the innovators of one of the most spectacular letter styles ever created--the Cartoon Casual--as well as a Modern Script of the 40s and 50s. Eugene Metcalf's career as an artist-designer has been punctuated by national and international awards. Metcalf's natural talent in the various art fields has established him as a top calligrapher and designer. Lettering design became a specialty leading him to the creation of logos with a variety of commercial applications. Of his more than 30 years in the commercial art industry, almost half of them were spent as art director and top designer for major outdoor advertising companies in the Los Angeles area. In the past several years, Metcalf has been a freelance artist in the full spectrum of commercial art, including national magazine covers. John Stevens is an internationally known calligrapher, designer, and lettering artist with 30 years of experience. An art major and former musician, he found his true calling when he was introduced to lettering while apprenticing in a sign shop. John's prestigious client list includes Rolling Stone, TIME, Reader's Digest, and Newsweek magazines; Pepsi; Atlantic Records; HBO; Lucasfilms; IBM; Disney; and many others.

Great book with mainly calligraphic lettering styles and the author takes you step by step through forming many of them properly. Includes suggested supplies and has practice pages in the back which I copied instead of tearing up the book. It's a softcover book, but not flimsy at all. I started going through the book and trying several of the calligraphy styles as soon as I unpacked it :) Very happy with the samples and layout of this book. The beautiful lettering styles and instructions would make this great for a beginning or experienced letterer. Thank you for renewing my interest in this seemingly disappearing art.

Good book for learning calligraphy for the beginner. In my opinion, it is well written with lots of beautiful illustrations on getting started, i.e. tools, paper, etc., as well as having various handwritten techniques. There are practice pages, but I rather would photocopy these. It is a large book, which I was not expecting, but appreciate. I think it is worth the purchase.

A work in progress. I love Calligraphy but haven't mastered it yet. I do this in my spare time.

Great for the fundamentals in the art work, but could use more examples of actual work. Decent buy, would recommend for beginners.

ok

This was my first order through and I was most impressed with the speed and efficiency experienced in accessing my beautiful book. I am finding the book most helpful in my ongoing exploration of calligraphy. It has so many helpful hints.

While written perhaps for those simply wanting to learn calligraphy, the ideas, techniques and materials presented within will be valuable to any artist: painter, printmaker, product designer, etc. The last chapter by John Stevens is particularly valuable as it shows that good lettering isn't just for wedding invitations and certificates, but for ANY form of communication (book type, package design, even road signs). He encourages us to open our eyes and look at how much lettering (both good and bad) is around us that we may not be noticing. Most importantly, he stresses that we must PRACTICE if we expect to achieve mastery. There are excellent and inspiring examples throughout. Well worth the price!

Easy to use and good explanation of how to form the letters.

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