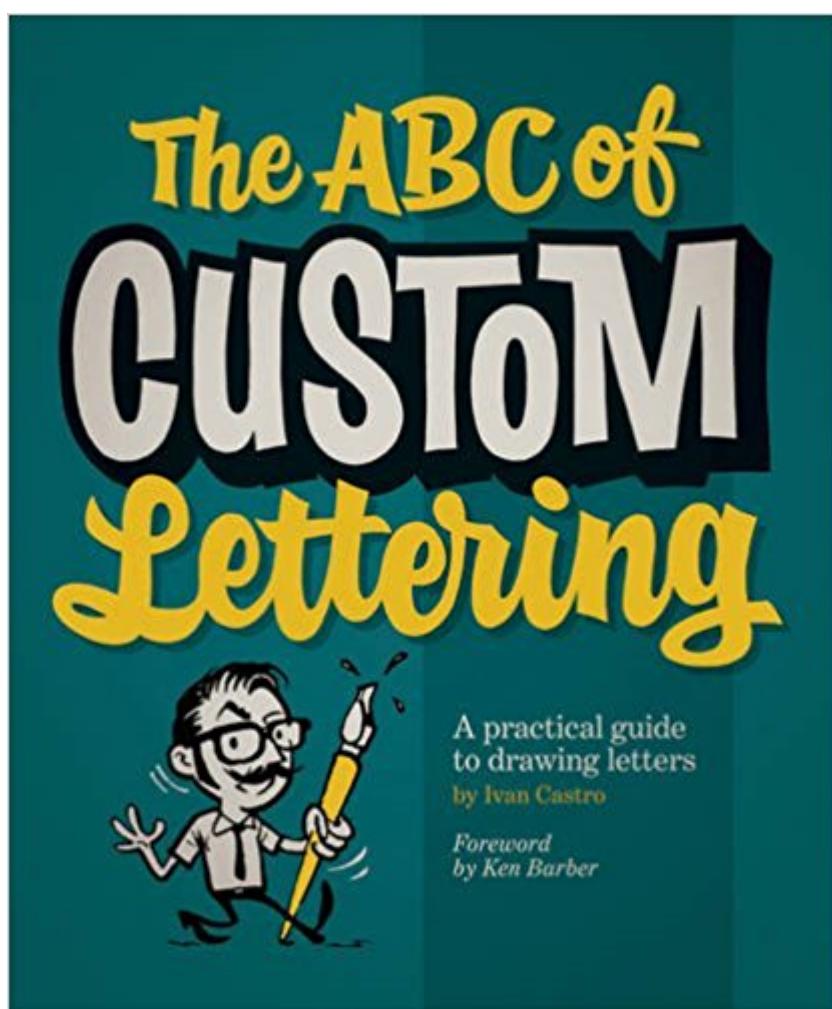


The book was found

The ABC Of Custom Lettering: A Practical Guide To Drawing Letters



Synopsis

An authoritative resource for designers, typographers, signwriters, illustrators, pinstripers, and other creative professionals. Need to produce some flyers? Want to draw up a logo for a band? Does your local speed shop need a T-shirt design? Don't want to use the same old computer fonts? Well let graphic designer and typography teacher Ivan Castro show you The ABC of Custom Lettering. This practical and inspirational workbook features easy-to-follow, step-by-step instructions for hand drawing a range of letterforms, from Modern Roman and Gothic through to Latin, Script, and Interlocked. Offering traditional instruction methods with a modern twist, this reference also comes with gallery sections for inspiration and accompanying projects to practice your technique.

Book Information

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Customer Reviews

Ivan Castro is a graphic designer based in Barcelona, Spain, specializing in calligraphy, lettering, and typography. His work involves everything from advertising to editorial, packaging, and logo design, from big companies to gig posters. Even though he claims to have no specific style, one could say that he has a strong respect for history and popular culture. He has been working in the field for 15 years, and teaching calligraphy and lettering for 10 years in the main design schools of Barcelona. He travels, giving workshops and lectures at design festivals and conferences. His clients included Bau Design College of Barcelona, Born Losers, Congreso Internacional de Tipografía, Iconographic Magazine, Korero Press, Lee Productions, Little Victor, Los Tiki Phantoms, and El Toro Records. Ken Barber works for House Industries in Yorklyn, Delaware, a prolific type foundry. He also conducts lettering workshops at Maryland Institute, College of Art.

Excellent, encouraging step by step guide to lettering. You won't feel like lettering is not for you. Takes a tricky subject and puts it plainly and within grasp of the beginner, with insightful information for the initiated.

Love this book. This is a quality book for creating your own fonts and hand lettering

I like the book explains with clarity.

Very informative! Helpful for beginners and veterans alike! Must have for any aspiring lettering, sign, pinstriping artist

Book is a little different then I thought it would be, but it's got some great stuff in there. I'll need to get some more supplies before i can dive a little deeper into it, but it's definitely well-written and easy to comprehend.

Just as expected, a practical and easy start to lettering. My best choice.

Great book!

this is a great book, prob the best of the lettering books out there, I recommend it.

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