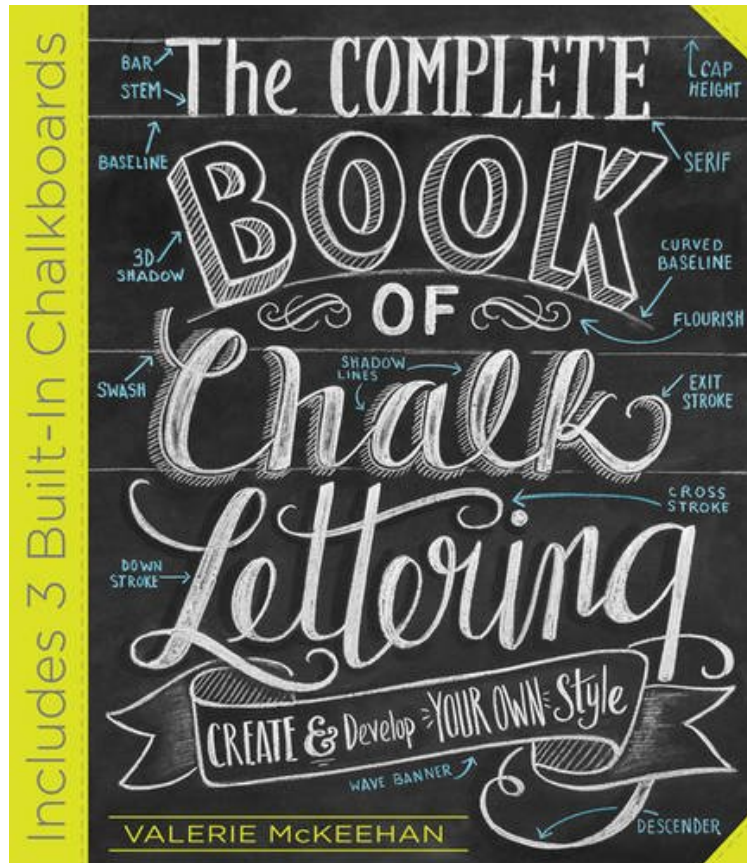


The Complete Book of Chalk Lettering: Create and Develop Your Own Style

Valerie McKeehan

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#4360 in Books Workman Publishing 2015-09-22 Original language: English PDF # 1 10.25 x .88 x 8.881, .0 #File Name: 0761186115176 pages The Complete Book of Chalk Lettering Create and Develop Your Own Style | File size: 17.Mb

Valerie McKeehan : The Complete Book of Chalk Lettering: Create and Develop Your Own Style before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Complete Book of Chalk Lettering: Create and Develop Your Own Style:

157 of 162 people found the following review helpful. Accessible, well-designed -- this is the book you want By W. D. This book does a fabulous job of making the art of chalk lettering and illustration accessible. As she says, you don't need good handwriting to do this -- it's a different skill from that. And she shows, step by step, how to do it. It's very simple and easy, the way she shows it! The chalkboards that come with the book are useful as well, though it only took me a couple of days to buy an additional chalkboard so that I could practice without having to flip pages in the book all the time. I'm attaching a picture to show what I was able to do after going through this book. If you want to learn chalkboard art, this is a great book to start with! 87 of 91 people found the following review helpful. Do yourself a favor; order it now. By Pam Vargas I've been wanting to up my game with calligraphy and chalk lettering... This is one

of the best books out there. Pretty on the outside, even more gorgeous on the inside. Don't even bother ordering on PDF. It comes with 3 very useful Chalkboards for practicing. How awesome is that?! Now to the juicy stuff... It has every-thing! What tools you need, how to prepare your chalkboard for battle, typography 101 courses, lots and lots of styles and tips to achieve your lettering goals... Imma go play with it because it is addictive. Do yourself a favor; order it now. 94 of 99 people found the following review helpful. Has it all - how to letter, how to embellish, how to make a complete design with words, frames and doodles. By Ashley Lee I was looking for a good book on typography so that I could use it in my art journals. I looked through every book I could find in various book stores on typography - calligraphy, advertising design, ect and I couldn't find a book that showed how to design letters. Most of them were not helpful because they contained only one or two lessons and then a ton of empty pages for you to practice on (that's what my notebook and scratch paper is for - thank you very much). Then I came across this book and every single page was full of something to learn. She starts out slowly explaining 3 types of basic font (now I know what serif and sans serif means) and then shows different ways to embellish the basic fonts to make them fancier. Then she moves into warping the font (ie writing the letters in a arc, or slanting upward or downward. There is detailed discussion on how to draw more attention to some words within a phrase so that they catch the reader's eye by making them bigger or bolder or shaded. After you get the hang of lettering she moves into working a full design - frames, banners, laurel vines, snowflakes, arrows, stars, swirls ect combined with lettering. This was exactly the book I was looking for - how to letter, how to emphasize words within a phrase and then how to put it all together into a complete design. I like that the book has plenty of pictures to show you how to do it, but doesn't skimp on the written instruction either. The book is jam packed with info and low on useless filler material as I've seen in some of the other typography books. Worth every penny and can be applied to more than making chalk board signs.

Ubiquitous at boutiques and cafs, on Etsy and Pinterest, in stationery and home decor, the art of chalk lettering is hotter than ever. Valerie McKeehan, an Etsy standout whose work has been featured in magazines and websites from Good Housekeeping to RealSimple.com, teaches us everything we need to know to create gorgeous hand-drawn chalk designs. The book is also a practice space, with three foldout chalkboards the inside cover and foldout back cover are lined with blackboard paper. In over 60 lessons, learn the ABCs of lettering (literally) and basic styles: serif, sans serif, and script. Next, how to lay out a design, combine various styles into one cohesive piece, add shadows and dimension. Master more advanced letter styles, from faceted to ribbon to vintage circus. Use banners, borders, flourishes. And finally, 12 projects to show off your newfound skills: including a Winter Wonderland Snow Globe; a smartphone-themed birthday card to text friends and family; a one-of-a-kind party invitation to create, photograph, and mail; and a bake sale sign guaranteed to put everyone who sees it in the mood for a cupcake!

We've all had handwriting envy before, but Valerie McKeehan teaches us how to up our decorative doodle skills in her chalk lettering book. Follow the steps and your letters will be swooping, swashing, and stroking in no time! Justine In over 60 lessons, learn the ABCs of lettering (literally) Sweet Paul