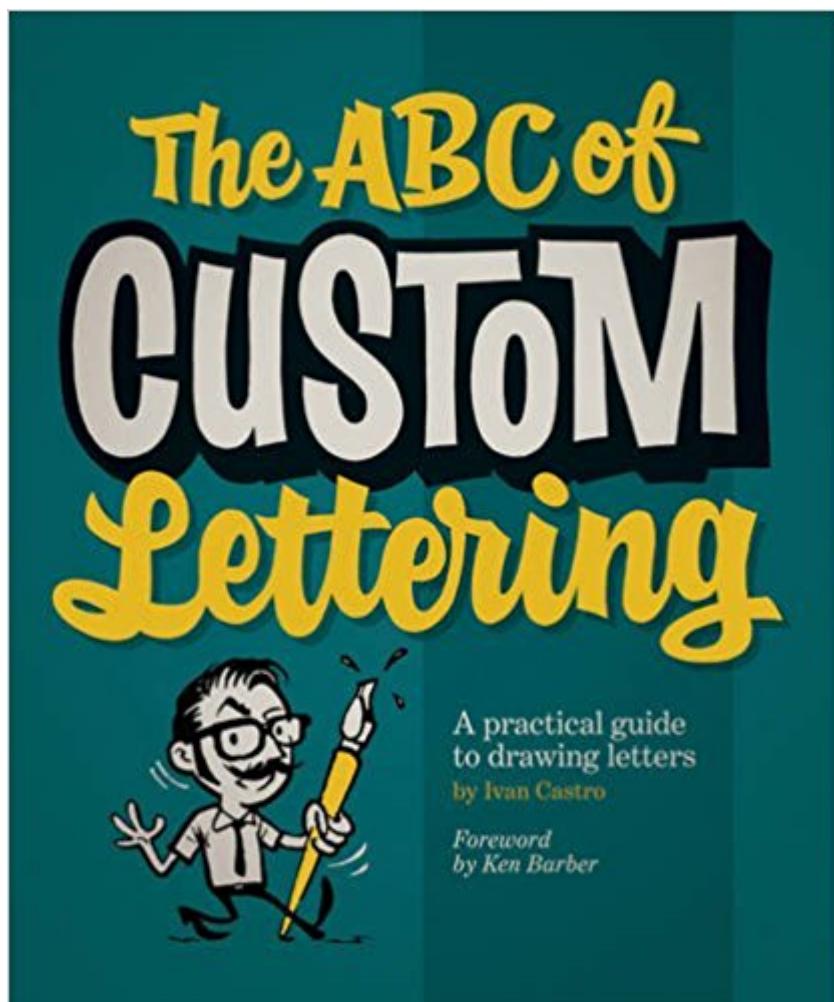


The book was found

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

Paperback: 140 pages

Publisher: Korero Press (June 1, 2016)

Language: English

ISBN-10: 0957664974

ISBN-13: 978-0957664975

Product Dimensions: 8.5 x 0.8 x 10.2 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (14 customer reviews)

Best Sellers Rank: #46,070 in Books (See Top 100 in Books) #21 in Books > Arts & Photography > Other Media > Calligraphy #22 in Books > Arts & Photography > Graphic Design > Typography

Customer Reviews

My hopes for this book were already high, and WOW! This book is incredible. This is a thorough, thoughtful, and structured introduction to custom lettering. Castro walks you through some important fundamentals, helping you understand of letter forms, develop a useful sense of aesthetics, and shows you how to bring it together into actual execution. There is a lot of care and detail in this book, but it's also very easy to follow and understand; it's evident that Castro is an experienced teacher. He's put a lot of effort into setting the reader up for success. I cannot wait to dig into this, I feel like I'm going to be building some real knowledge and skills, and having a lot of fun doing it!

Wherever you are in your lettering journey, this book will teach you. Unless you know everything and therefore aren't considering buying it in the first place. There are those. I've studied and read many books and online tutorials and took Sean McCabe's Learn Lettering course, but this (aside

from the business aspects of that course) is the best resource I've found. You'll learn to write different scripts, how to draw letters and then some heavy duty information on how to use that knowledge to design custom type. There's some history (which he manages to make interesting) of type to help you understand WHY different scripts are what they are. As a calligrapher, the most helpful part for me was learning to morph my calligraphy into custom type. That was an eye-opener. Reading the book is a little like having a conversation; Castro is warm and funny and not stiff and dry like many books on this and similar subjects. He explains the "why" many things that I knew to be true but hadn't questioned. He's just really really good at explaining stuff. Lots of aha! moments for me.

Nowadays one of the best practical books to learn or improve your skills on calligraphy and lettering. This appealing book is an eye-candy that you would enjoy reading and working with. The author proposes practical exercises at the end of each chapter to help you to understand in a funny way all the contents presented. If you seriously want to learn good lettering, that's your book.

This is a must have if you want to get into lettering world or you want to reinforce your knowledges and learn new methods. It starts from calligraphy in order to learn basic shapes and structures and then gets into lettering of different styles. Every one of them perfectly explained with clear examples based on briefings. Definitely, one of the best books I've got on my personal library.

One of the most interesting publication made about lettering and calligraphy. Ivan Castro is a strong representative of the Calligraphic movement. A great professional with deep skills as communicator and professor. One of the best professional in Spain. The publication is an step by step explanation to obtain the best knowledge. Enjoyable and fresh.

All you need to know, and even some more tips, on calligraphy and lettering. A clear, easy and nicely designed book for those who start, already did, and will continue drawing letters. A must have.

This book is a must if you like to draw letters. I don't know how I could live without it. 100% recommendable. What are you waiting to buy it?

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