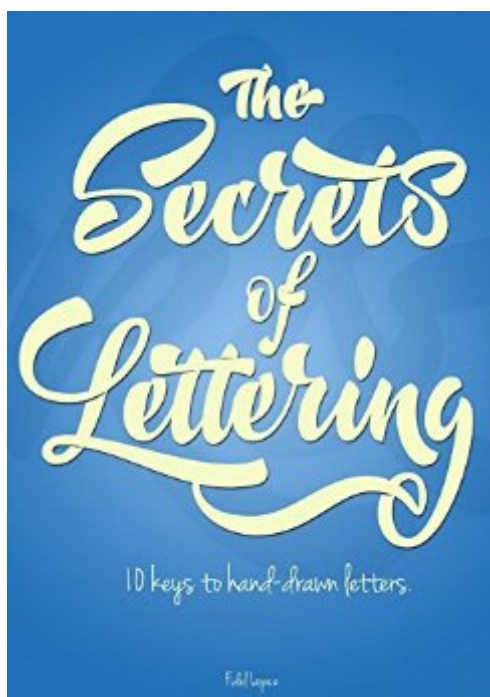


The book was found

# 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

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## 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.

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