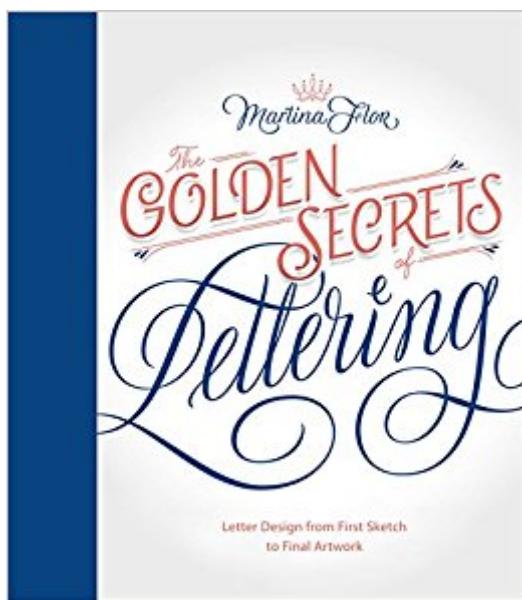


The book was found

The Golden Secrets Of Lettering: Letter Design From First Sketch To Final Artwork



Synopsis

The Golden Secrets of Lettering is a comprehensive, beautifully illustrated guide to hand lettering. With easy-to-understand instructions and guidelines, plenty of inspirational examples, and hundreds of hand sketches and illustrations, Martina Flor shows readers how to transform their initial lettering concepts and handdrawn sketches into a well-shaped, exquisite piece of digital lettering that can be sold and published. Readers learn how to train their "typographic eye" by studying lettering samples and the anatomy of letters; explore concepts of hierarchy, composition, and flourishes; and discover the many different ways of creating letter shapes. In addition, Flor explains the process of creating a lettering project step by step—• from start to finish, from analog to digital—and gives valuable tips about how to make a career as a lettering artist.

Book Information

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Customer Reviews

"A clever visual table of contents begins the book, and every page thereafter is dynamically filled with diagrams, photos, and many examples of lettering. Readers with at least some prior drawing experience are best poised to benefit from this highly educational art instruction book." - Library Journal, starred review "If you've been itching to try your hand at lettering, then The Golden Secrets of Lettering by custom lettering and typography master Martina Flor would be an ideal starting place. It's a pleasure to flip through, admire the beautiful letterforms, and get inspired. This would make an incredible gift for any inspiring typographers." - Typo-Graphical

Martina Flor combines her talents as both a designer and an illustrator in the drawing of letters. She

grew up in Buenos Aires and studied in Spain and the Netherlands. Based now in Berlin, she works with a focus on type, lettering and illustration for clients all over the world. She is the founder of Letter Collections, co-founder of the project Lettering vs. Calligraphy and the creator of the series of workshops Good Type. Her work has been featured in many publications and she teaches and lectures extensively.

A new round of quality designer monographs and retrospectives are making waves again, with superb collections from Paula Scher, Chip Kidd, Aaron Draplin & House Industries. Perhaps through the influential popularity of online video conference talks and courses like CreativeLive, Skillshare or Masterclass, the desire to keep learning on ones own schedule has led to some outstanding "how-to" books from super skilled rockstar lettering artists like Jessica Hische, Ivan Castro and the latest from talented & prolific hand-letterer, Martina Flor. Rather than a best of portfolio or case study book (while that IS a key part, it's not what leverages the content), *Golden Secrets of Lettering* is an inclusive, educational primer unlike the many technical Speedball-like/how-to Calligraphy books that are primarily filled with step-by-step photos or use repetition as way to learn. This book focuses on the thinking and craft of lettering (the "golden secrets") from a modern day master using well-written and visually crafted explanations at an introductory-intermediate skill level. There's a fair amount of her handwriting and sketches throughout that not only give you a personal tour of her process, it makes you feel like you've got exclusive access to her learning/teaching notes in a truly experiential way. The fundamental difference is the emphasis on learning and understanding first before developing execution or honing technique. It stresses the what and why before the how, with many "aha" moments brought to light as one reads through this easily digestible and enjoyable book. Numerous tips and thoughtful, detailed explanations in everyday language make this book a keeper and a valuable resource at any learning or experience level. It also inspires and urges one to practice practice practice, and to find his or her own unique lettering voice rather than copy a particular or singular direction of how to create lettering. Case in point is her encouragement to start sketching without the use of rulers or grid sheets, or sketchbooks. It's all about working loose, relaxed and without any pressure towards permanence or rigid perfection. That all comes with experience, as spoken by someone well-versed in this craft. Flor also discusses the DNA of letterforms, relationship structures, and learning how to trust optics vs. mathematical measurement in common-sense language. Her succinct yet aspirational writing style makes understanding clear and lettering goals achievable for

all. She also walks through the process of creating the cover lettering as well as the professional side of doing this for a living, making one aware of real-world challenges along the way. First released as a German edition, then quickly followed by English-language, there is an upcoming version for the Spanish market, ensuring that an introduction to Martina Flor's secrets are heard in any language. Take note this book may not be for ALL lettering enthusiasts, particularly those who are at, or seek more technical, higher level details in lettering customization. I would turn to Tommy Thompson, Ivan Castro or Helm Wotzkow's classic, "The Art of Hand Lettering" as well as curated Instagram or Pinterest boards as a resource for advanced lettering work. If this is the first book you ever read on lettering, it will definitely get you off to a good start!

Really fun book to work with. Great tips and tricks, Beautiful looking on the inside.

Gorgeous and informative book.

This is a very well written book with a great ability to lead you in the right direction without telling you what to create, rather to give you the tools to create. So why 3 stars...page 97 is totally inappropriate! It depicts a calligraphic of the phrase F*** OFF. Very large too, it take up the whole page. I was going to use this book to teach young teens about lettering but no way can I refer them to this book now. Such a shame as it really would have been a great book.

I've waited so long for Lust Auf Lettering to come out in English. So much knowledge! Well worth the wait :).

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