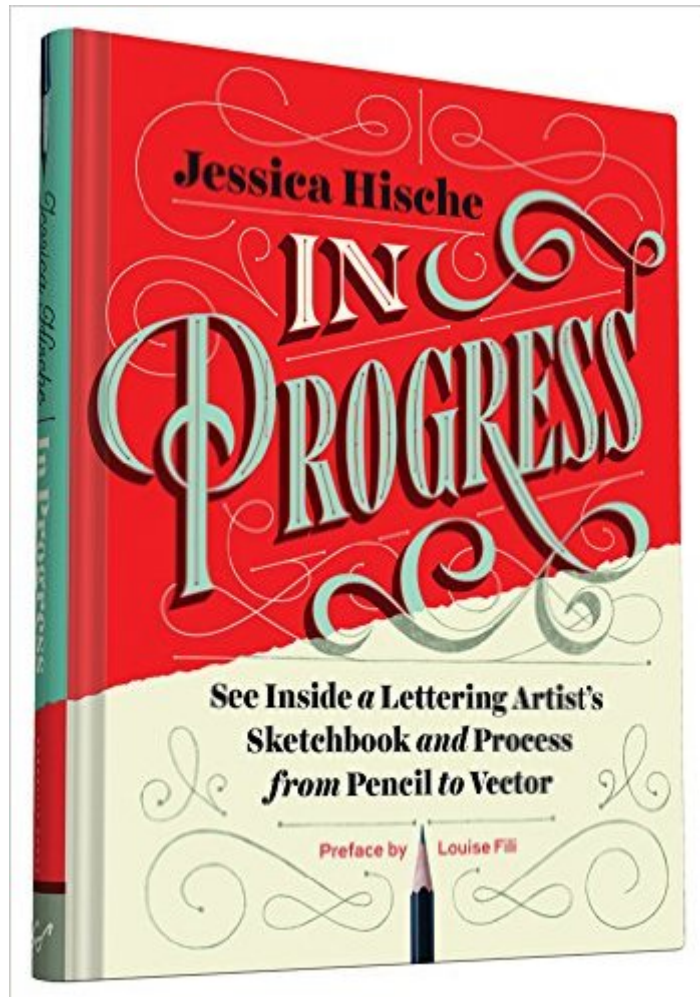


The book was found

In Progress: See Inside A Lettering Artist's Sketchbook And Process, From Pencil To Vector



Synopsis

This show-all romp through design-world darling Jessica Hische's sketchbook reveals the creative and technical process behind making award-winning hand lettering. See everything, from Hische's rough sketches to her polished finals for major clients such as Wes Anderson, NPR, and Starbucks. The result is a well of inspiration and brass tacks information for designers who want to sketch distinctive letterforms and hone their skills. With more than 250 images and metallic silver ink printed throughout to represent her penciled sketches, this highly visual book is an essential "and entirely enjoyable" resource for those who practice or simply appreciate the art of hand lettering.

Book Information

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Average Customer Review: 4.9 out of 5 stars See all reviews (55 customer reviews)

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Graphic Design > Typography #7 in Books > Arts & Photography > Other Media > Calligraphy

#20 in Books > Arts & Photography > History & Criticism > Themes

Customer Reviews

Let me start with the fact that I can't love this book more than I already do and am giving it 5 stars with 2 thumbs way up. Jessica Hische has taken practically (I'll come back to that word again later) everything she knows about lettering and typography and put it into this book. It is distinctive from other books written by designers merely showing off their work. It gives equal weight to process development as well as final product, as she shares her thoughts and guidance along the way. It's definitely Jessica's own voice coming through in an intimate conversational way, like one-on-one mentoring. She shares her design history in great detail without arrogance or dryness, and is practical in the flow of writing and content. She is frank, passionate and thoughtful about her process that it's hard to find any fault at something that is achievable IF like Jessica, you really push yourself and over-deliver. There's plenty of WHAT and HOW, but more importantly, more of the WHYs, explained with clarity, confidence and encouragement. This is

particularly valuable for novice letterers who feel intimidated at the prospect of taking the handlettering plunge. Take this example of RESEARCH & BRAINSTORMING: "Proper research alleviates a lot of anxiety at the start of a projectâthe more confident you are in your understanding of the subject matter, the less worried you will be about your ability to come up with solid concepts.âThis 176-pg hardcover book is beautifully designed, and well-considered in her approach of each spread. (Although there are some stray typos throughout and a shame there isn't a type colophon for the fonts used).

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