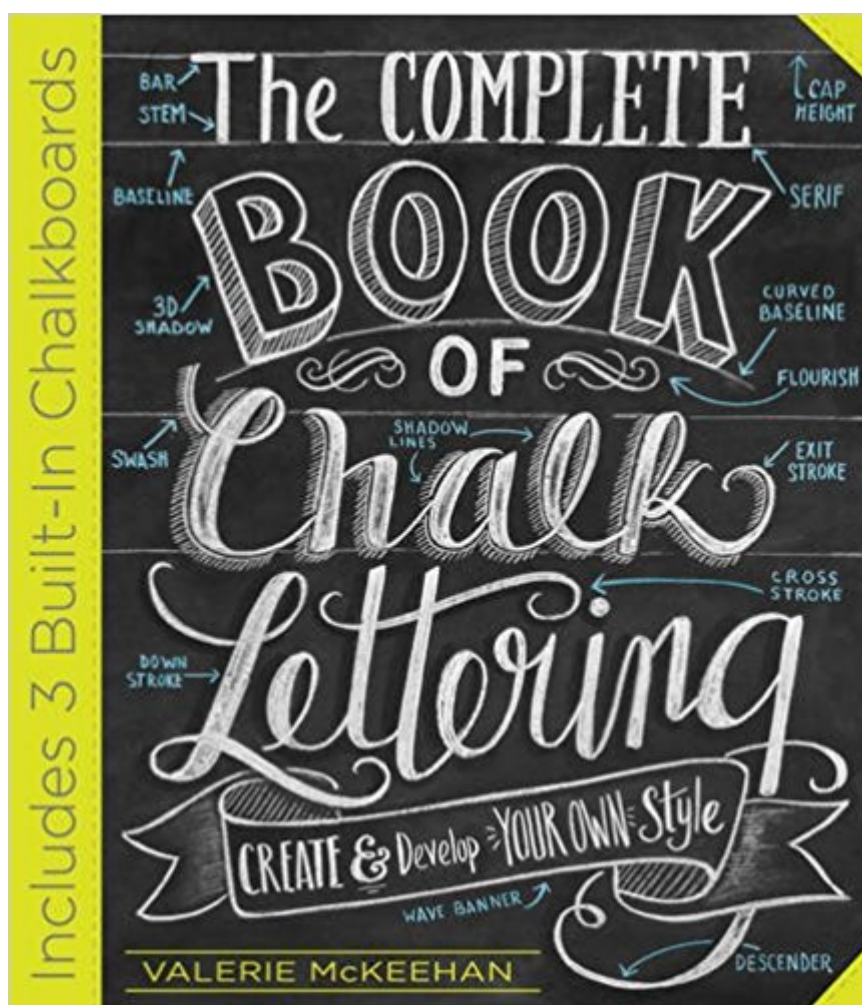




The book was found

The Complete Book Of Chalk Lettering: Create And Develop Your Own Style



Synopsis

Ubiquitous at boutiques and caf  s, 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!

Book Information

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Customer Reviews

"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 A A "In over 60 lessons, learn the ABCs of lettering (literally) A| A Sweet Paul

Say It with Chalk ~ In more than 60 lessons learn the art of hand-drawn chalk lettering from an Etsy superstar. Then show off your newfound skills and create your own unique look. Master your ABCs, from basic letterforms ~ serif, sans serif, and script ~ to fun lettering styles like Bubble, Spooky, and Vintage Circus. Discover how to play with chalk dust to add shadows and dimensions; how to illustrate borders, banners, frames; and how to embellish with flourishes, laurels, hearts, and arrows. From basic tools and tips (how to sharpen a stick of chalk, how to prep a blackboard) to a dozen inspiring projects, it's a complete guide to the playful art of chalk lettering.

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!

I've only been chalkboard lettering for about a week and with book alone, I made the sketch (see photo). The book provides details of letters, flourishes, a variety of flower designs, different borders, and includes 3 chalkboards inside the book. A must have for a beginner like me.

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 e-very-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.

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.

This was actually my gift and I'm loving it. I've always been a fan of calligraphy and lettering and wanted to learn a few new fonts and techniques. I got more than I bargained for. This book is packed with not only letters, but different frames, embellishments, how to do shadows (YES!) and more. I love the different projects to try and the chalkboards included actually work just like chalkboards. There is a lined board in the front and then folded boards in the back which you can open and look at the tutorials as you draw...or fold to the back to use sketchbook style. It is a very well designed and thoughtful book and a great value for the money. I purchased the Allary Chalk Cartridge Set, sold here on , to go along with this purchase and LOVE them. They are a great companion to the book as they are thin chinks in a mechanical pencil type holder that don't need to be sharpened (but can be) and I was very surprised that they weren't waxy. - Denise Cold

Fun book! Very easy to follow and encouraging in style. I love chalk signs and wanted to learn how to make my own. Let me say, my handwriting is STINKY and if I just handwrote a sign, it would look terrible (I've tried and failed!). I also have no drawing experience. I bought the book because the author swears you don't need to have good handwriting to hand letter a sign and she is very encouraging. She is right! We were having a big party for my hubby's 50th and I wanted to make a sign to greet guests in the hallway. I didn't have time to do all the lessons, but I read thru the book and copied some of the lettering styles and embellishments in the book. My first effort was great and it was too fun - and it only took like half an hour! I had no idea I could draw like this, since my writing is all over the place. Go for it - you never know the talents you have unless you try new

things, and this book is an excellent tool to learn to make chalk art!

I own every book there is on hand lettering and this one by Valerie McKeehan outshines them all. Full of fonts, swirls, layouts, illustrations and so much more! It has everything needed to take you from a beginning letterer to a successful artist of the written word and not just in chalk! Do yourself a favor and buy this book. I can't imagine anyone not getting at least something out of it.

I have no intention of ever touching a piece of chalk; I bought this book because I am interested in lettering and the other five-star reviews persuaded me that it was worth a look. SO glad I have it now! I am a passionate reader of how-to craft books and author of two of my own--this is a book I would have been happy to have written. No fluff; solid information, straightforward. I kept thinking of all the different art forms where these techniques could be applied--most notably, embroidery and needlework; also Photoshop lettering, marker art, decorative painting. The hardback edition is beautifully printed and stitched, so pages won't fall out if you work with the book flat on your desk. Book design by Tae Won Yu.

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