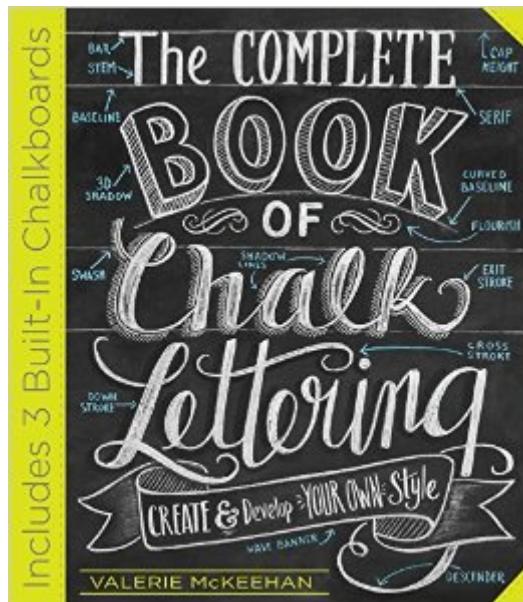


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# The Complete Book Of Chalk Lettering: Create And Develop Your Own Style



## **Synopsis**

Ubiquitous at boutiques and cafÃ©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**

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 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.

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.

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 chalks 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

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 have been a fan of Valerie McKeehan's work for a while now so I was quick to pre-order this book. When it arrived, I dug right in. The author does a great job of breaking down her process and the various elements of a chalk lettering design. She gives step by step advice and encourages practicing each and building skills at each step. The descriptions are clear and she makes the process approachable. She encourages everyone - even those with messy handwriting - to focus on refining their skills and using her provided tips to develop a unique personal style. Whether it works or not will depend on how much I work it. As they say, practice makes perfect. As you would expect with any skill, there is definitely a learning curve and it will improve with practice but this book has essentially everything I need to coach me through that process. I have always wanted to be able to create a beautiful lettering design on a chalkboard and with this book's help, I think I'll get there.

I bought this as a Christmas gift for my 11 (almost 12) year old daughter. When the book arrived I looked thorough it and it is beautiful! The pictures and the way it is broken down to do each step is fabulous. The author even talks about chalk, how to care for your chalkboard,etc. I can't stop myself from using it and doodling the things I have learned. My daughter saw me one day and said, "I wish I could make something like that, you are so good", little does she know it is from this book that SHE will be getting for Christmas! I have learned new ways to do lettering and draw ribbons, roses, etc. I love this book, perfect for beginners.

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