



Letterwork: Creative Letterforms in Graphic Design

Brody Neuenschwander

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This text brings the interest of the graphic designer and the lettering artist together by detailing the potential of original type in graphic design. Designers are increasingly aware of the basic skills of their profession and the originality they can bring. Drawing on packaging, signage, poster, layout and jacket designs for example, this book shows how professionals from around the world have commissioned, invented or adapted letterforms influenced by cultures as diverse as Arabic and Japanese to create something new. Letter-making techniques are illustrated and explained such as painting, engraving, cutting, tearing, scratching, collage, stamping, photocopying, faxing, airbrush and computer generation. The book also gives guidance on basic tools and techniques, the principles of letterform and how to commission work from lettering artists, along with lists of contact addresses.

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