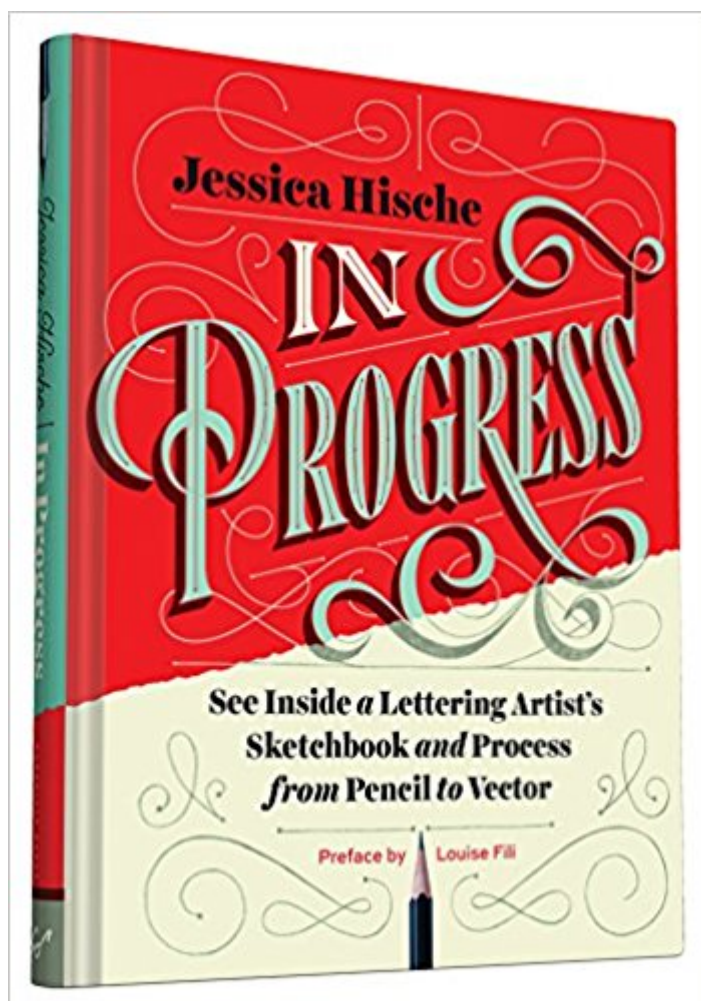


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# In Progress: See Inside A Lettering Artist's Sketchbook And Process, From Pencil To Vector



## 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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## Customer Reviews

"Jessica Hische has condensed her remarkable story into a great resource covering every aspect of her trade as a lettering artist. The artist from Pennsylvania was hired straight out of school by her design idol, Louise Fili, based on a self-promotional project she sent to Fili. Hische then moved to New York City, where she worked day and night until she discovered her passion for lettering. The story is told in a confessional manner that perfectly echoes how Hische is when you encounter her at conferences: a whirlwind of talent, energy, and creativity. This inspiring and informative book is relevant to anyone interested in hand lettering." - Communication Arts

Jessica Hische is a letterer and illustrator based in San Francisco. Forbes has twice recognized her in its annual 30 Under 30 list in the art and design category.

I've purchased many hand-lettering books, and this is by far one of the bests. (I'd expect nothing less from Jessica Hische). Her text is insightful and easy to understand. This book shows off some great process work from start to finish. I'd definitely recommend this book to anyone: From the beginner to the Pro.

I've been waiting for this book before I even knew I was waiting for this book. I was turned onto Hische's work in my fundamental college design classes and have since been stalking her website for inspiration during my own lettering projects. For what it's worth, I do consider Hische to be the greatest modern vector letterer there is, so I suppose this review is somewhat biased. What I respect about Hische is that she's willing to share her secrets. If you've taken her Skillshare classes, there's a lot of repetitive info here, but even so it's great to have it in documented form so that you don't have to go back and watch the videos. If you haven't, well, prepare to get a lot of information thrown onto you that makes this a must-have manual for any aspiring letterer. What I believe is new content not seen in her video and on her website are all of the sketches, right down to the erased lines and pencil indents on the paper. The sketches not being 'retouched' to look perfect is absolutely wonderful and reassuring that not even the best letters get their lines right the first time. Hische shows her process for an intricate print featuring her most famous quote from beginning to finish, and then dives into different work she's done for clients. All of it is gorgeous, and I would be totally content with just a book of her work, but her sketches and rationales for everything bring it to life so much more. Not to mention, this is one gorgeous book inside and out. The hardcover is thick and vibrant, the interior is designed so well, and you can tell so much care was taken with the presentation. It's a masterpiece as far as design books go and sets the standard for lettering books to come.

I first heard of Jessica on skillshare.com. I really like her lettering style and several people I have met recommended this book. I was hesitant to buy it only because I have so many lettering books and when I first saw this one it wasn't available on kindle. I am so glad I waited. I was able to get the kindle version and now I have another great resource at my fingertips, that isn't taking up precious space in my office.

As a graphic designer, I love getting a peek at process. Seeing a bunch of shiny finished products is fun and all, but I like seeing the behind-the-scenes. Hische's writing is fun and wise beyond her age.

Her experience as a public speaker comes across here. The examples are great to look at and clear. I wish there was more content to look at!

This book is gorgeous! The paper is lush, and the entire book is full of beautiful touches, such as metallic inks. Her artwork is beautiful and the book showcases it beautifully. I pre-ordered and it was well worth the wait. The detail that she goes into about her process is incredibly informative. I also really like Jessica's writing style. Very enjoyable read. I highly recommend this book. If you are an artist, aspiring artist, or someone who loves to see an artists process in detail, this book is for you!

As someone that just started his first steps in graphic design, I'm happy that this is one of the first books i came across. I thought I'll find a book that will teach me a few basic things about typography & lettering, and it does. but behind the professional screen, Jessica provides a full package. she's putting herself in such a unique way in this book, that I couldn't stop myself falling in love with her and her story, and now i have this weird craving to just follow her steps and start to create my own lettering, beside this hope that one day me and her will grab a cop of coffee together.

I've been a designer since a long time before computers were a tool and in my first school and work years it was common to do lettering, but I did it less because I became involved with other type of projects. This book made me want to do hand lettering again! I really recommend it to any designer, specially to young designers who jump straight to the computer with not too much sketching by hand. Jessica I love your work!

If you've read anything by Jessica you know she really knows her stuff. This book is beautiful and motivating. I buy a lot of books like this, and this is one of a few that have actually made me want to make something (and finish it!). Her process is a lot of fun to look at,too!

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