Brush Love

Adobe MAX 2020

Brush Lettering with Debi Sementelli & Laura Worthington

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RESOURCES lauraworthingtondesign.com/news/article/max2020

Where to add Flourishes

• Add flourishes to the entrance and exit points of a letter

• Sketch/Letter the entire word first, then add flourishes

• Flourishes may be added to ascenders, descenders, cross-bar, ending & beginning points

Tips of lettering Flourishes

•Practice! Go over the flourish several times with a pencil to commit to memory then try it with a brush

•Use as many pulling strokes as possible- turning your paper to the side to work with the horizontal strokes

• Stopping and starting points- near the horizontal and vertical axes, you may find that clockwise strokes are easier to make

The Parts of Flourishes

arc of straight strokes

curved strokes

ogee or 's'shaped curves

loops

spiral

reverse direction

ASCENDERS these flourish styles may also be applied to: b · d · f · k · l
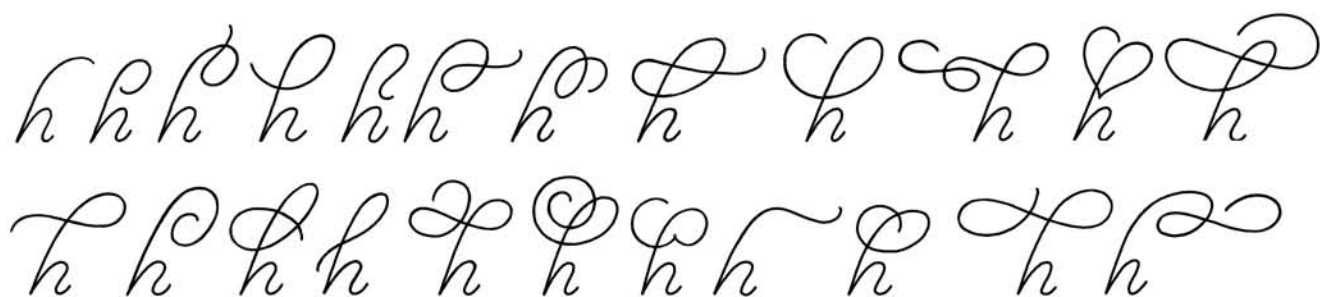
DESCENDERS these flourish styles may also be applied to: f · j · p · y · z
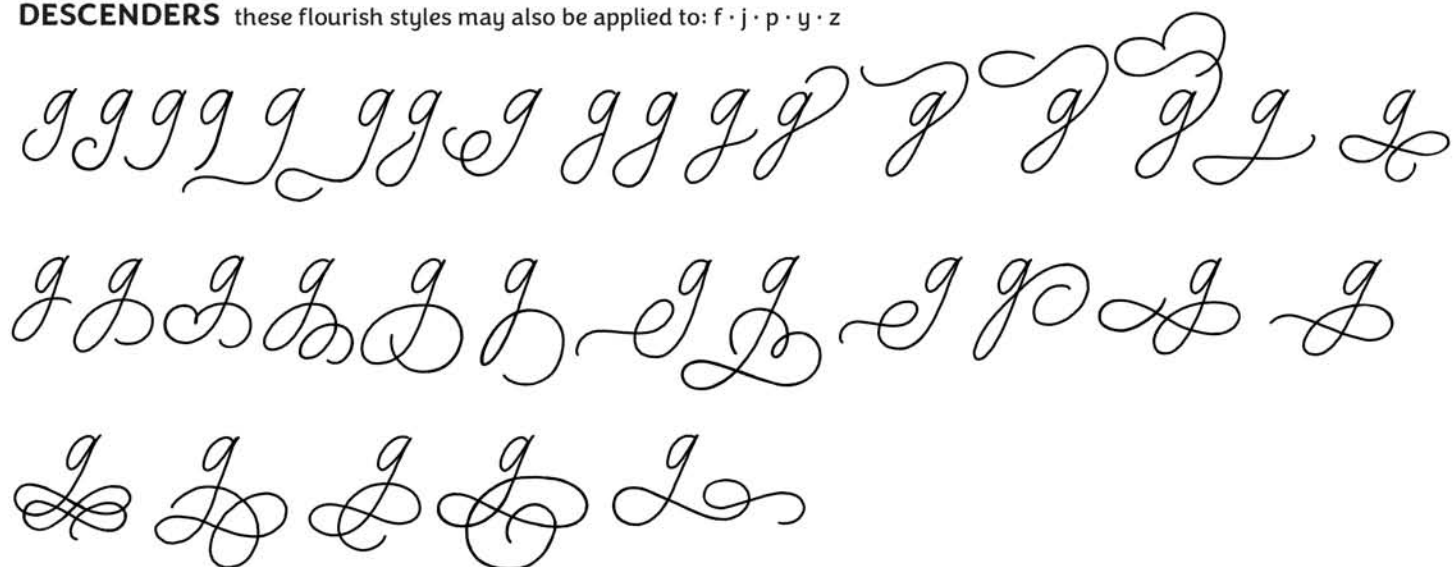
MISCELLANEOUS FLOURISHES
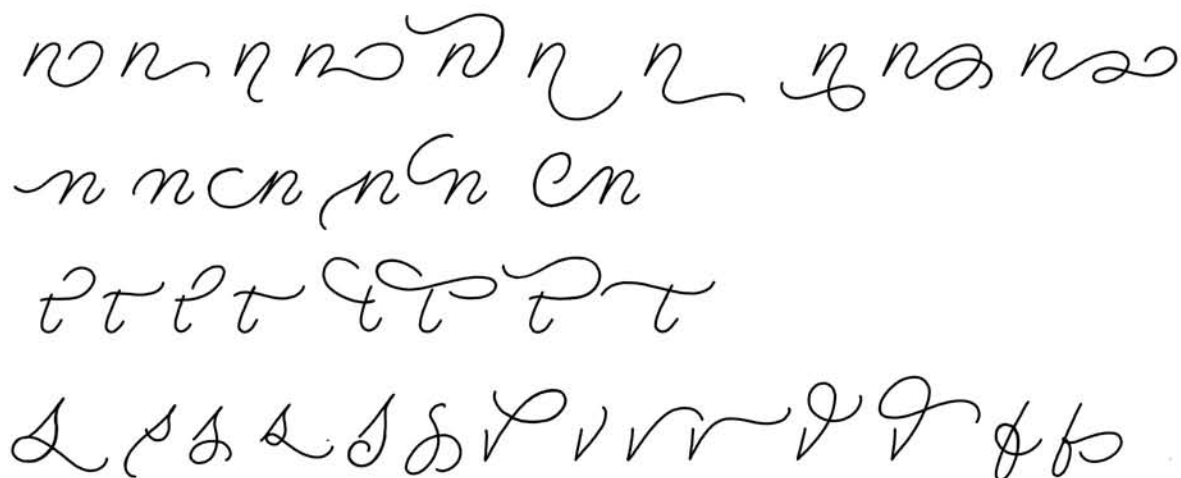
NUMERALS

A A A A A A
A A A A A A A A A A A A A A A A A
A A A A A A A A A A A A A A A
B B B B B B B B B B B B B B B B
B B B B B B B B B
C C C C C C C C C C C C C C
D D D D D D D D D D D D D D D
D D D D D D D D D D D D D D D
E E E E E E E E
E E E E E E E E E E E E E
F F F F F F F F
F F F F F F F F F F F F F F

GGGGGGGGGGGGGGLL
GGGGGGGGGG

HHHHHHHHHHHHHHHHH
HHHHHHHHHHHHHH

JJJJJJJIIIIIIJJJ

JJJJJJJITTTJIJJJJ

KKKKKKKKKKKK

LLLLLLLLLLLLLL

MMMMMMMMMMMM
mmmmmmmmmmm

NNNNNNNN NNNNNNN

O O O O O O O O O O Q

P P P P P P P P P P P P

Q Q Q Q Q Q Q Q Q Q

R R R R R R R R R R R R

S S S S S S S S S S S

T T T T T T T

U U U V U U

V V V V V V V V V

W W W W W W W W W W W

X X X X X

Y Y Y Y Y Y

Z Z Z Z Z Z Z 3 3 3 3 3

Play with Ligatures: Try creating both traditional (tt, th, ll, bb, etc..) and non-traditional (Caps with lower case) letter combinations that connect in a way that brings more fluidity to the word. Use some of the examples below or create your own.

Caps connecting to lower case.

Creating an upward slant adds diversity and is more pleasing to the eye.

The

Connect from top, bottom or middle of Cap.

Other Happy

Star Altogether

Traditional th and bb ligatures. Again, angle up at top of bb.

aardvark

Unique ways to create ligatures: aa, mm, ll.

hubby

summer summer

hello hello hello

brittle

Create a 3 letter ligature.

Consider several different letter style combinations of the same letter

or ou wo va

Ligatures that create a more natural look.

gg ff

extreme slant

slant

Upright

NARROW

WIDE

STYLE OPTIONS TO TRY

generousity

BASIC TEXT

Excited

PUTTING FEELING INTO
THE WORDS

Magnificent

soft

Soft

Generous

Excellent

Marvelous

THE PENCIL SKELETON

The pencil skeleton is an excellent approach to composing a hand lettered piece –you can see how the letters in a word may interact with each other, experiment with swashes, letter styles and decorative elements and how all of the components of your composition fit together within the framework of a larger composition. It offers a step in between that of a thumbnail and a more tightly refined first draft.

The pencil skeleton may also establish a foundation or guide for which to layer more complex lettering over the top of, with a brush, pointed pen or other lettering tool. Lettering with a brush, for example, can be daunting as there is much to consider: letter styles, composition, the skill require to handle and manipulate the brush, and more. By starting with a pencil skeleton, you've already made the decisions about composition, letter style, etc. and can move on to lettering on top of the skeleton, focusing on that skill alone.

pencil skeleton

lettering over the pencil skeleton

Pack my box with five dozen liquor jugs

Pack my box with five dozen liquor jugs

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Composition Tips

· Research and compile reference images
· Determine hierarchy
· Create a color palette to work with
· Sketch thumbnails
· Try working within a container, shape or frame
· Explore how the letters interact with each other
· Pair contrasting lettering styles
· Go with a theme
· Consider the flow of the design & its cohesiveness
· Choose a focal point
· Go beyond letters: design complementary illustrations or icons
· Create thumbnails with pencil and/or brush
· Sketch a pencil skeleton as a starting point
· Letter multiple renditions to experiment with variations of letterforms and composition
· Combine the best lettering elements together into one piece
· Refine lettering by tracing over lettering with brush, pen or pencil
· Finalize: scan and refine in Photoshop, draw vector outlines, redraw using a lightbox

TIPS ON HOW TO
Assess Your Lettering

STYLE
Do all of the letters look like they belong together?
Does the style work for the message you want to convey?

CONSISTENCY & PROPORTION
Are the thicks/thins consistent throughout and in the rights places?
How about the widths of the letters? Spacing between the letters?