Intro to Illustrative Lettering

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Intro to Illustrative Lettering: Are you inspired to incorporate hand-lettering into your work or create text-based illustrations but find it challenging? This class will demonstrate that it's not as difficult as it may seem. With actionable steps and following my process, you'll learn to compose and create text-based illustrations from scratch, using various lettering styles to emulate or imagine.

Hi, I'm Chris Piascik. With a background in Typography and Graphic Design and years of experience as an independent illustrator, I'm well-suited to teach this class. Lettering has always been a significant part of my work, and I've created lettering-based illustrations for clients such as Nike, Google, Facebook, Cartoon Network, Nickelodeon, and Adobe.

Whether you've dabbled in lettering or are just starting, this class is for you. In it, you'll learn:

- Typography Fundamentals
- Basic and advanced lettering styles
- Creating your lettering styles
- Planning compositions with attention to visual hierarchy
- Utilizing grids, shapes, and simple letterforms as a framework
- Refining your illustration until it's perfect
- Finishing techniques and enhancements

The techniques you'll learn apply to stand-alone lettering treatments and incorporating lettering into existing compositions, breathing life into your work. Join me in this class and unleash your creativity with hand-lettering!

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