



# The Complete Book of Chalk Lettering: Create and Develop Your Own Style

*Valerie McKeehan*

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## **The Complete Book of Chalk Lettering: Create and Develop Your Own Style** Valerie McKeehan

Ubiquitous at boutiques and cafés, 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!

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