Preparation Outline

Topic: Lettering

General Purpose: To inform

Specific Purpose: To inform my audience about lettering

Organizational Pattern: Chronological

Introduction

I. How many of you find yourself stressed throughout the week?

II. Lettering can be great way to relieve you of stress, take a break, or decorate.

III. I am familiar with the process, and I am currently in a class that focuses on calligraphy, penmanship, and lettering.

IV. This is relevant because anyone, regardless of their handwriting style, can use lettering techniques.

V. Today I will be discussing the materials used for lettering, the construction of the words, and the technique used in lettering.

Body

I. One can pick up any writing utensil and piece of paper to use it for lettering, anything will do.

1. However, my favorite pen to use is a sharpie with an ultra-fine point.
2. According to an Article entitled Drawing words and writing pictures, lettering and “calligraphy teach[es] the different effects you get from holding the brush upright or holding it sideways.”
3. Therefore, it is important to fine a pen that suits you.
4. Those who are very comfortable like to use nibs, calligraphy pens that adjust the thickness of the lines according to the weight you press with.
5. I also prefer using cardstock over plain copy paper.
6. Cardstock is sturdier so the paper doesn’t bend while you write.
7. Cardstock also looks more aesthetically pleasing when put on a wall or give to someone.

Transition: Now that I’ve given you a brief glimpse into material one needs for lettering, let’s talk about the construction of our letters.

II. The most important part of lettering is how you place your letters.

1. According to a website titled the Ultimate hand lettering guide for beginners, “understanding letter anatomy can help you figure out how to best make a hand lettered work of art look balanced and aesthetically pleasing.”
2. The most important thing to remember is that your words should fall along four lines: the base, height, ascender, and descender.
3. The base and height line are where your lower-case letters will touch at the top and bottom.
4. The ascender and descender are where your capital letters, tall, or long letters will touch.
5. According to an article titled Designers discover script, one should “think of print as you would any design element. There’s a style to fit every project.”
6. Once you become comfortable with lettering, I enjoy placing letters on different lines.
7. When you are ready, making up your own rules is a fun and exciting way to enjoy lettering.

Transition: Now that we know the basics of where to place our letters, we are going to discuss technique.

III. Our third step of lettering involves technique.

1. The main focus on lettering technique is to thicken the downstrokes.
2. According to an Article entitled Strokes of genius, lettering is an “art form in which the gesture-the seemingly spontaneous application of the artists brush-is of supreme importance.”
3. Because the movement of the brush is so important when you are adding dimension to the downstrokes, one should not be afraid to pick up the pen to take a break.
4. Unlike regular cursive, in lettering one often picks up the brush to change the direction of the pen.
5. When moving the pen, one should use their entire arm instead of just their wrist.
6. It’s okay if your lettering looks messy or bouncy because that can be your own personal style.

Conclusion

I. I would like to conclude today’s discussion with a reminder of my main points.

II. Lettering is a very functional handwriting style used for stress relief or decoration.

III. I introduced the materials needed, letter placement, and technique.

IV. As I end, I would like to encourage you all to give lettering a shot; you never know when you will find a hidden talent.

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