

**FIND YOUR
LETTER STYLE**

Module 1

Setting the Scene

INTRODUCTION

There are three components to each of our daily lessons.

Audio : These will be short. My aim is 5-10 minutes. I want it to be achievable for you to listen daily, and I don't imagine too many of us have hours spare every day for new content. Each module will be released at the beginning of the week, so you can binge-listen if that really works better for you, but my preference is that you find a way to just pop in and listen each day so that it's top of mind as you move through the content.

Sometimes there will be exercises in the workbook to accompany the audio for the day. Links and visuals will also be in the workbook for you for each lesson.

Creative Prompt : Key to this course is the development of a creative practice, a *regular* creative practice. So each day I will be giving you a creative prompt to work with. The aim being that you spend 5-10 minutes playing with it, not stressing about creating something "insta-worthy", and I'm providing the prompt so that you don't need to think about what to write. This is for your own personal use, not art that needs to be completed and shared anywhere. Hopefully that takes the pressure off, and you're able to just let go and create.

Artist Feature : I'm also going to be sharing an artist of some sort each day with you and having a chat about their style. I want to give you examples of some of the ways that people mix unique elements to create a style that is "them". I don't, however, want you to look at these artists and feel even more overwhelmed by what is out there. Don't do that! The goal is for you to see the vast scope of art that is being created and realise that you have the freedom and permission to create art that feels deliciously like *you*.

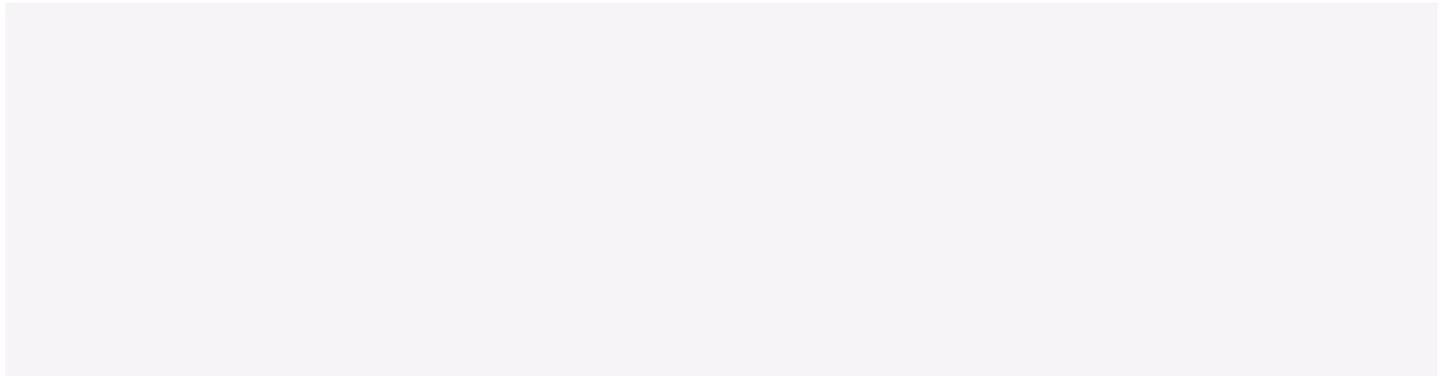
1.1 STYLE VS VOICE

To get started, I want to differentiate between style and voice, because both are important when it comes to communicating as artists. Particularly as artists who are likely wanting to create content on social media to share our work - either as a lead-in to client work, or as an end goal of it's own.

Essentially, style is what your art looks like - for example : the lettering style, colour palettes, illustrative elements, and medium that you choose to use. Your voice, is what you're saying, and how you want to say it.

Over the next six modules, we are going to be exploring both.

If you already have some elements of style or voice that you know are important to you, pop your thoughts down in the space below so you can reflect as you go.



artist feature: [@effinbirds](https://www.instagram.com/effinbirds)

Effin' Birds, by Aaron Reynolds, while not technically a 'lettering artist', is a great example of how to combine an unexpected style with a dry, sarcastic, humorous voice.

www.effinbirds.com

creative prompt: just be you

1.2 MAKE MORE ART

One of the fastest ways to uncover a style that is authentically you is to make more art. Seems obvious right? But I know that sometimes we can slip into thinking there's an easy way to do it that doesn't require actually doing the work.

Your style will evolve as you do, it's going to grow and change over time, and one of the best ways to move forward is to keep creating.

Which is why I'm harping on so much in this module about creative practice. As you create more, and observe and reflect on what lights you up, you'll find elements that you can draw together to create your unique style.

Below, list three of your favourite artists, and why they make the cut. Are there specific elements of their art you're drawn to? The way they express their voice?

artist feature: [@heyamberrae](#)

Amber has a beautifully casual style, used to share learnings from her own life. Her colour palette and lettering style is fairly consistent throughout most of her content, and she manages to communicate a lot in a small space.

www.amberrae.com

creative prompt: make more art

1.3 COLLECT & REFLECT

Today, take a few minutes to reflect on the types of things you collect around you. You'll find clues to your style in the photos you take on your phone, the content you save on Instagram or Pinterest, maybe even the colours that you wear.

I'm always looking for inspiration everywhere. Lines, shapes, colours, unusual letter-forms. It's the way we make connections between all the things that inspire us that makes our art unique. You and I could see the same tree, sunset, and beach scene, but take different elements of each into our art.

List below any common themes you've become aware of in the types of things that inspire you.

artist feature: [@nickmisani](#)

Nick Misani has incredibly precise letter-forms that are often very detailed. He's known for his "fauxaics", which are realistic-looking mosaic pieces that incorporate typography.

[misani.com](#)

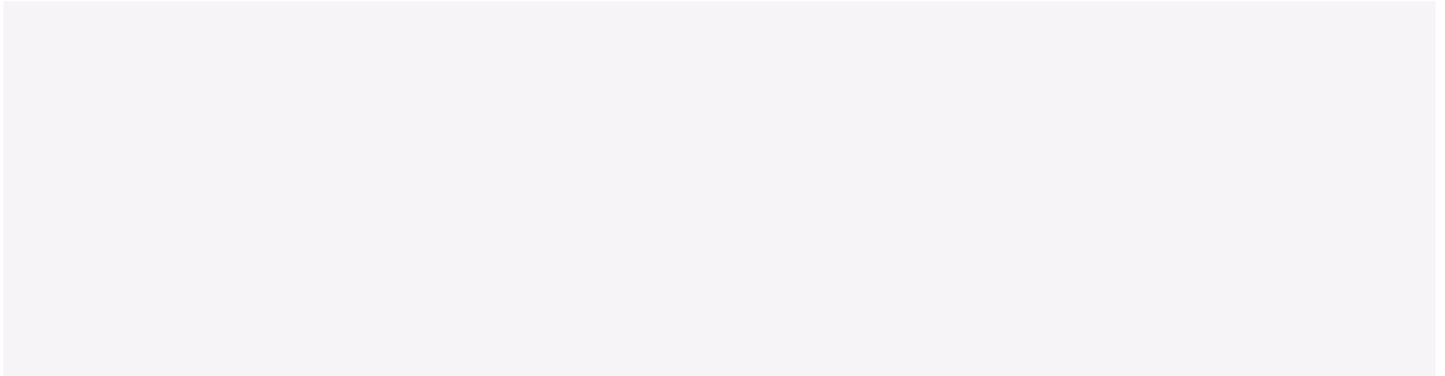
creative prompt: collect

1.4 INSPIRATION IN, CREATIVITY OUT

The quickest way to get stuck creatively is to limit inspiration. Conversely, the broader the range of inspiration you consume, the more creative possibilities that are available to you.

If you're not already someone who uses your phone to take photos of things that light you up, consider adding that to your creative practice. If you see a sign with unusual lettering, grab a photo, if you notice an unusual colour combination, snap it! The world around us is full of incredible colours and blends of them, there are endless creative possibilities available to us.

As you travel through today, try and find three things in your surroundings that inspire you. You can write them below, or save them somewhere on your phone.



artist feature: [@radandhappy](#)

Most of Tara's work, from Rad and Happy, is monochromatic. She uses some solid, bold colours in backgrounds, but the majority of her lettering is in a playful black style. If colour does not light you up, you can create a style that doesn't require it.

www.radandhappy.com

creative prompt: curate

1.5 WHY PRACTICE MATTERS

I realise I've said this multiple times already, but having a regular creative practice matters. Having space to play, and create without pressure, is vital.

We creative types (yes, including myself here) can be so incredibly harsh on ourselves when it comes to critiquing our own art. But you cannot create and be the critic at the same time.

So drop the judgement, the criticizing, the intense perfectionism, and focus on building a habit of a regular creative practice.

Notice I'm saying regular, not daily, because we do not need another thing to obsess and feel like we need to be perfect at!

Nothing to write down today, because we're at the end of the week, and I'm giving you some catch-up time so that you don't move onto the next module already feeling like you're behind.

You've got this!

artist feature: [@jeannedicksondesigns](https://www.instagram.com/jeannedicksondesigns)

Jeannie creates incredible watercolour lettering and paintings. Her art is vibrant and colourful, her lettering usually just a small number of words.

creative prompt: cultivate