



Module 4

More Decisions



4.1 OLD, NEW, IN BETWEEN

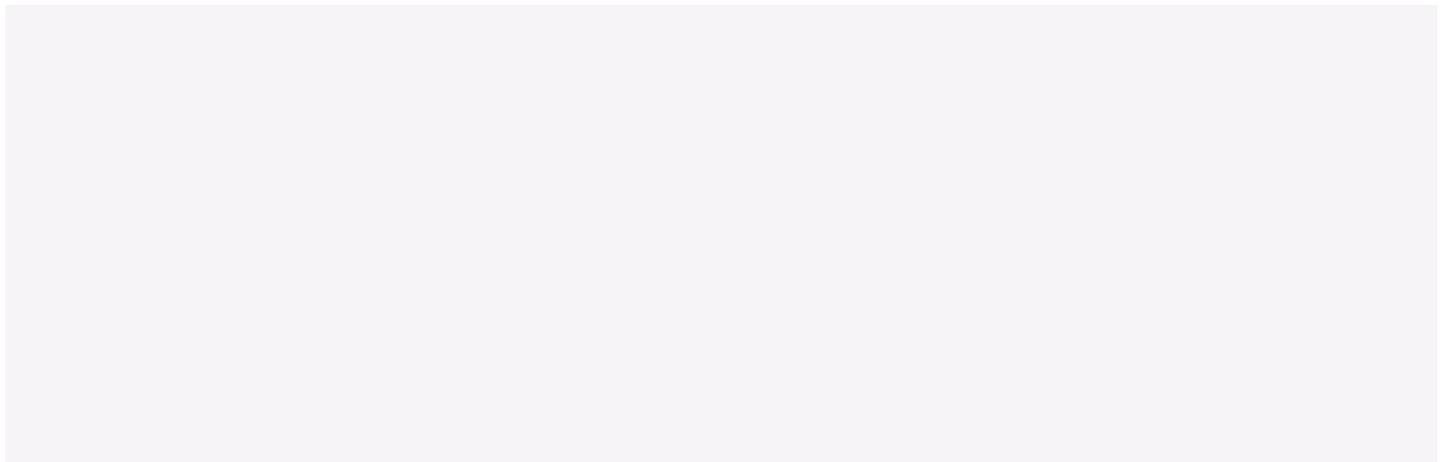
The first piece we're looking at today is the type of letters you're drawn to - old, new, or somewhere in between?

I love Creative Market as a source of inspiration, but please don't allow it to become a source of overwhelm and creative comparison.

Head there and choose 5 of your favourite 'looks' to add to your inspiration collection.

Save them in whatever form works best for you - Pinterest, screenshots, or just pop the names of your favourites below for future reference.

creativemarket.com/fonts



artist feature: [@seblester](#)

Seb Lester creates incredibly intricate, detailed letters. I am in awe of the art he creates, the incredible consistency of his letterforms. And at the same time, not in any way drawn to try and create similar works!

seblester.com

creative prompt: keep it fresh

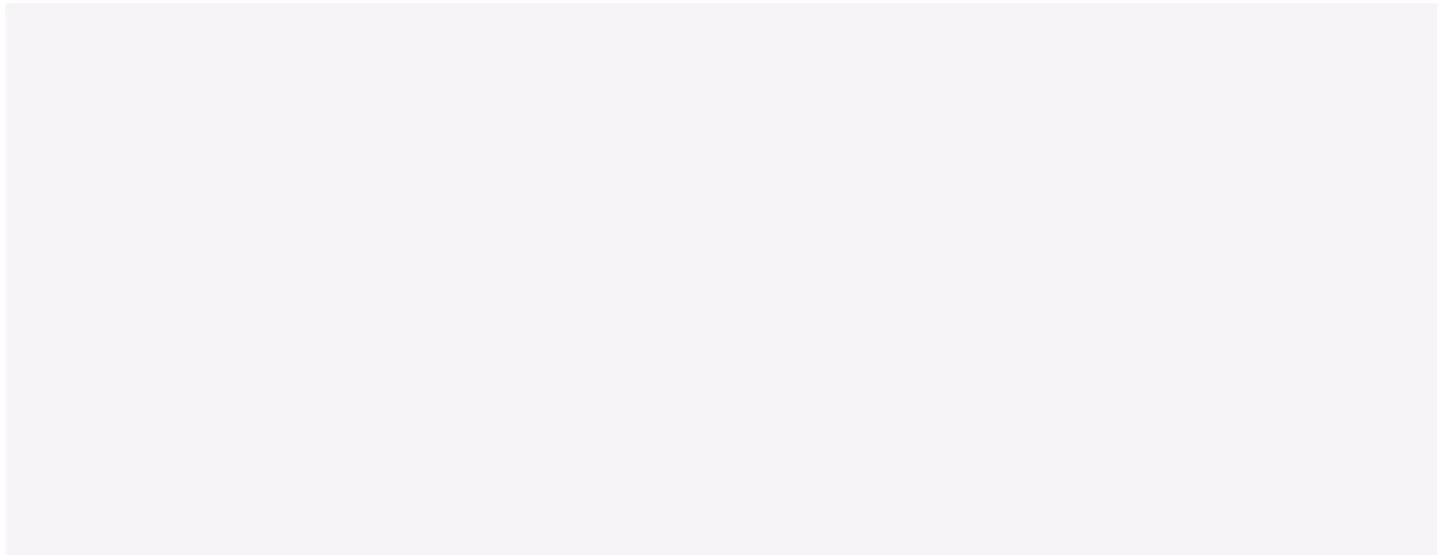
4.2 FLORALS ANYONE?

Today, give some thought to the sort of ornamentation, if any, that you'd like to add to your letters.

Do you want to add florals? Illustrations of some other sort? Intricate flourishing?

Have a look through the artist accounts you already follow and see if there are any common themes you're drawn toward.

Take some notes below, or store to your 'inspiration folder', any illustrative details or ornamentation you think you'd like to explore.



artist feature: [@iamgiagraham](#)

Gia creates the most incredibly beautiful florals combined with gorgeous typography. I love her use of colour and the types of lettering she incorporates into her art.

www.giagraham.com

creative prompt: do more of what brings you joy

4.3 DETAILS, DETAILS, DETAILS

Sometimes it's the tiny little details that really make a style. The way you always do your 's', or the type of swoosh you put on your lowercase y.

If you've already got some of those, pop them below. If you don't, start noticing the little details like that as you browse and travel through your Instagram feed, or wherever you're drawing lettery inspiration from. Maybe go back and look in more detail at the fonts you loved from Creative Market earlier in this module.

I love Sarah's swooshy S as in the middle piece here. And the way she leaves some letters open at the top - like the O in courage below, and the D in today.



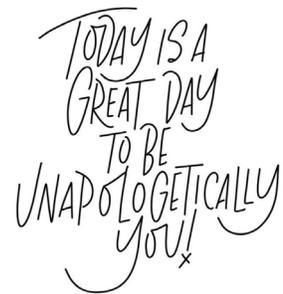
IF YOU ARE GOING TO
CREATE SOMETHING
YOU HAVE TO HAVE THE
COURAGE
TO TELL PEOPLE ABOUT IT.
-Rachel Hollis

@CELLARDESIGNS



Some
beautiful paths
I can't be
discovered
without
getting lost.
-ERIK OJAN

@cellardesigns



TODAY IS A
GREAT DAY
TO BE
UNAPOLOGETICALLY
YOU!

@cellardesigns

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

I love Sarah's letters. They're always so beautifully balanced and even though she has a number of types of letters that she creates, every one of them is beautiful. She doesn't tend to use a lot of colour in her art, but I love the way it makes her letters the focus. I also like her layout styles, not always completely symmetrical, but always well balanced.

creative prompt: swirl, swoosh, sweep

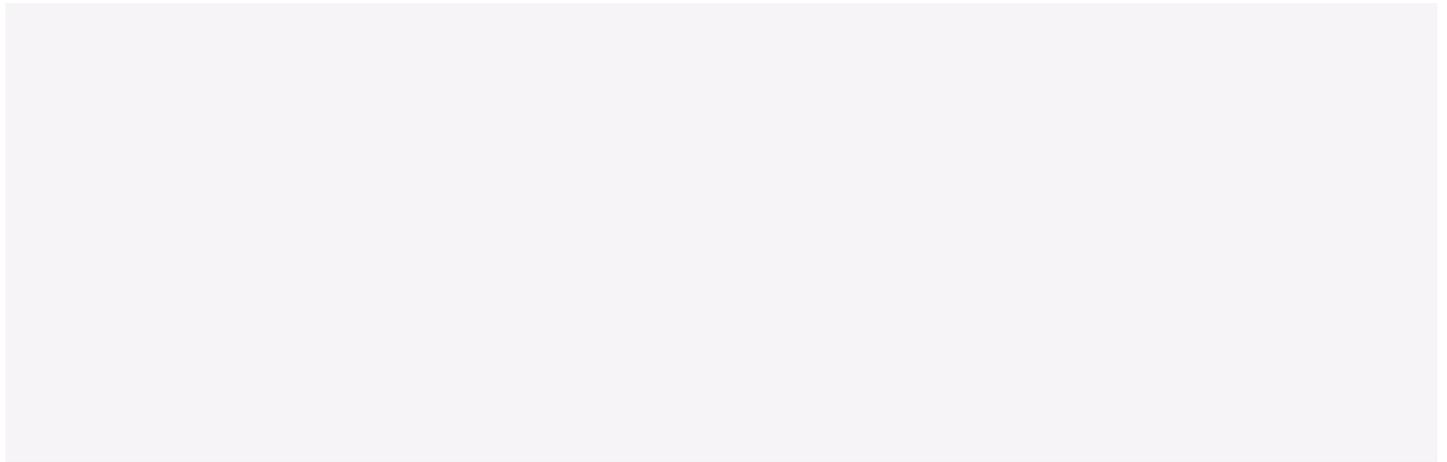
4.4 PICK A COLOUR, ANY COLOUR

I don't think you need to choose a colour palette for life. Even if your brand has certain colours, you can absolutely letter in whatever style you choose. But I do think it can be helpful to have a starting point, and to get clear on the types of colours you are drawn to.

As I mentioned in today's audio, there are some colours I just find so much harder to work with, so for now at least, I let them be.

Head to color.adobe.com/trends or www.design-seeds.com and explore the world of colour today.

Screenshot and save, or make some notes below as to the colour palette you'd like to focus on for now.



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

Amy is a great example of someone with a fairly consistent colour palette. She frequently uses lots of bright, rainbow colours, and it creates a cohesive looking style throughout the work that she shares.

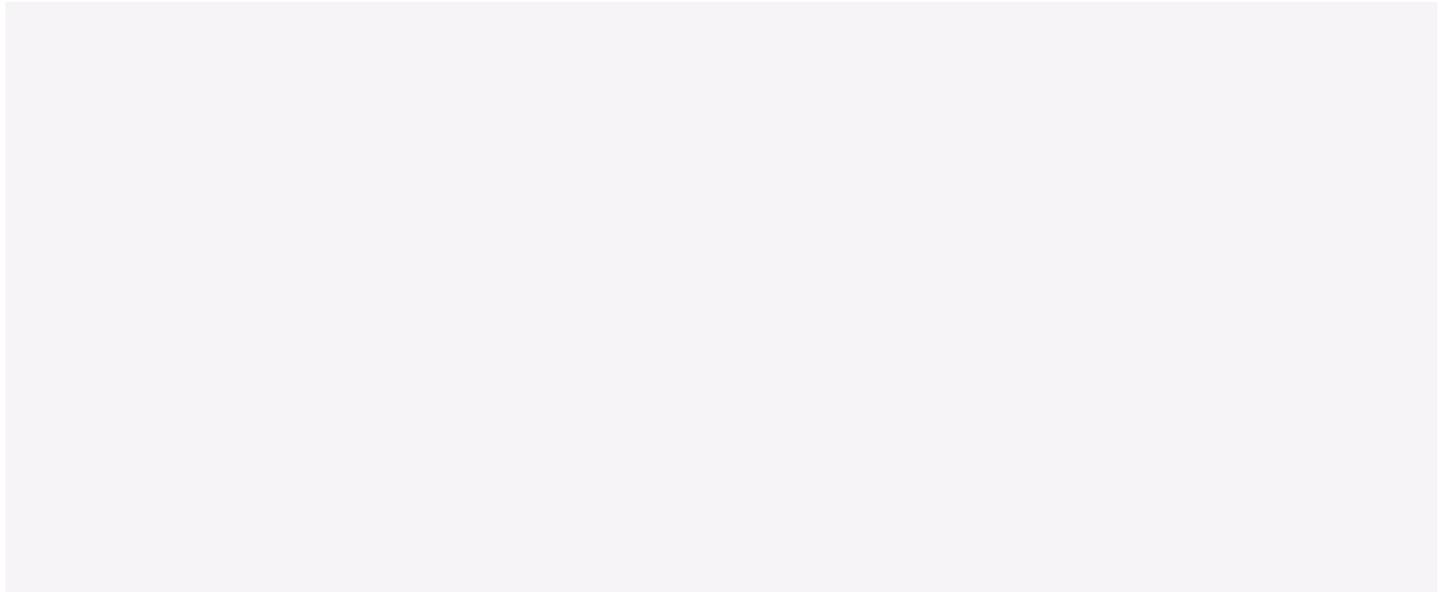
www.amytangerine.com

creative prompt: be your own source of inspiration

4.5 MEDIUM

The range of mediums available to work with when it comes to lettering is incredibly large. Which can run the risk of being overwhelming and spreading you too thin.

After listening to today's audio, make a list of every medium you'd like to explore at some point, and then highlight the one you're going to focus on for now.



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

Becca does a lot of watercolour lettering, as well as incredible work on mirrors and other surfaces. She has great resources for brush lettering, and a huge range of other topics if you're wanting to lean into a specific medium.

www.thehappyevercrafter.com

creative prompt: use what you've got