

Potential provided materials list for lettering class

Hand-made palette
Hand-made (Paul) mahl stick
lettering quill (new & used)
Striping dagger or sword
Trade magazine(s)
Materials catalog(s)
Supplier lists; Brick & mortar and e-mail
Books and Video access
?Pounce wheel?
Pouncing card
1/4 or 1/2 pint lettering enamel (random color)
Oil and brush cleaning jars
palette paper
Scrape cards
?Yardstick?
?Paint can opener?
“Ready-to-letter” panel to take home
Pencils/pads
Paper cups

Student responsibility: Bring 2 minimum, (3-4 ideal), emptied “single-serving” tin cans from fruits or vegetables. If “pull-tab” variety, DO NOT pull the tab. Open with a can opener from the bottom side. Empty contents, clean them and remove labels.

If you have access to small, empty baby food **glass** jars with lids, bring those as well. (Applesauce and plums are pretty good adult snack foods!)

All paints will be “solvent” (oil based) and can leave permanent stains, so wear appropriate clothing and/or an apron. Nitrile gloves will be on hand for your use.

Syllabus for Brush Lettering class

Goal: BASIC BRUSH HANDLING and TRADE / CRAFT FAMILIARIZATION ---

CATEGORIES:

LAYOUT: Importance and priorities of focal points, type structure, letter distortions, attractive placement, font selection and noting letter axis within a group.
References; Package design, lettering books, photo and sign magazine study.
Points of particular interest; Contemporary “design reversal” mistake; “3 second” guide.

PANELS: Background selection; Materials/substrate availability; Preparation; Modification

BRUSHES: Handling/selection/preservation- Lettering quills, striping daggers/swords ,”orbiting-selection” technique and brush “sharpening”. (OPTIONS; fitches, cutters, sables.)

PATTERN MAKING: Special tools, transferring designs, making ordinary paper translucent, carbon and graphite transfer, overhead and opaque projection.

PAINT SELECTION: Appropriate paints for lettering and background preparation, how to modify them, tinting, mixing, thinner familiarity, color wheel and contrasts, minor chemical precautions, toxicity, storage, availability, scrape cards, skin cans, clean-up processes, gloves and apron/respirator usage and recommendation.

TRADE “HINTS & SECRETS”: Ovals, nose oil, mirror scrutiny, finger slider, diagonal projection, tilted yardstick division, top & bottom tape, natural letter distortion, (upper right, lower left), machine gun yardstick, pounce wheel transfer, paper scale, field measurements.

ANTIQUE REDISCOVERIES: Glue chip glass, gum tragacanth, feather & sho-card marbleizing, sponge stippling, gold leaf and angel gilding, typeface & instruction books.

HISTORY; Cave painters, wagon and carriage painters, old world itinerant painters, paint history. “Paint mill” invention, paint mixing, storage and usage prior to 1900.

SUPPORT: Atlantic City annual convention, “Letterheads”, private classes, Youtube, Facebook, “formal” class-offering in our local area?

“LETTERHEADS”; An International DIS-organization...”Meet” listings, policy; ”Leave your ego at the door”, etc, Letterville, Green Page.

INCOME POSSIBILITIES; Past, present, future, ie; 20 year projection. Snapping, sub-contracting, self-employment, upcoming renaissance.

SPECIALTY DIVISIONS and related graphics fields; Woodcarving/Sandblasting, Gold Leaf, Pinstriping, Window-windshield “splash” painting, Screen Printing, Pictorial painters, Billboard artists, Calligraphers, Illustrators, logo and type designers.

LITERATURE/HANDOUTS; Signs of the Times, Signcraft, SignBusiness, “A.M.A.L”., Antique book searches, old journals and instruction books, material and equipment suppliers, modern reprints!

Your Instructor's Biography

After serving in the U.S. Navy (during Vietnam) where he was introduced to the rudimentary elements of the sign painting craft, Mr. Cahill enrolled in a sign-writing course with International Correspondence School's home study courses. (This was after several false-starts in other endeavors such as construction, auto repair and banking.)

This then led to positions as an apprentice at several sign shops, a stab at self-employment and then a full-time position as a layout artist with United Advertising in Fairfield, New Jersey.

Jeff then started off on his self-employment venture in New Jersey and then in his adopted Colorado which has lasted over 35 years to date.

A winner of several awards during those years, publisher of numerous articles for trade magazines, Jeff also has helped shape sign code legislation and helped establish the (now defunct) Pikes Peak Commercial Sign Association.

He has given motivational talks to fellow artists at national conventions and he has the honor of a large gold leaf window project that he created for his own shop, now residing in the collection of the American Sign Museum in Cincinnati, Ohio.

He has employed and directed over 80 workers, but in the interest of quality control, (and stress reduction,) he stopped hiring full-time help close to 20 years ago.

Jeff also had the honor of interacting with and having lessons critiqued by Mr. Leo Stoutsenberger with the "Cartoonerama" homestudy course, (also the author of the watercolor instruction book, "Controlled Watercolor Painting").

Jeff is a jack-of-all-trades, having mastered many facets of many skills. He's an amateur inventor and enjoys building, restoring and DRIVING old cars. He is also an interpreter at a living history museum and volunteers his time to demonstrate antique woodworking tools and techniques.

He is still active in the sign trade, does pro-bono work for some non-profit and religious organizations and sits on the board and volunteers time for an open-space project in the Colorado Springs region. (See; <corralbluffs.com>).

His goal is to find and train a few interested, conscientious crafts-people that can learn and carry his beloved brush-lettering craft FORWARD, until such time as the general citizenry tires of all the computer generated graphics that have proliferated our visual landscape.

To see some of Mr. Cahill's work, visit < www.qualitysignsanddesigns.com>