Jessica Hische

Sketch to Screen
Lettering & Type Design
Custom one-off artwork
Lettering & Type Design
Letterform-based systems
Dux Pencil Sharpener

“Scanner”

Small Ruler

Extra Eraser

Pencil Case

+ Scanner Pro App

Best Pencil Ever.

Small Ruler

Pencil Extender

Pencil

Brush

Ballpoint

Pencil Extender

“Scanner”

Pencil Case

Extra Eraser

+ Scanner Pro App

Best Pencil Ever.
**Hardware:**

Macbook Pro  
Cinema Display  
Wacom Intuos Medium Tablet*  
iPhone (“Scanner”)  
Laser Printer (1200dpi or higher)

* I prefer a mouse / trackpad for vector drawing but my batteries are always dead so I’ve been using a Wacom.

**Software:**

Adobe Illustrator  
Robofont*  
  or Glyphs App  
  or Fontlab Studio  
Scanner Pro (iPhone App)

* Robofont is my program of choice, but it’s quite expensive. Glyphs is a great less expensive option. Fontlab was the industry standard for a long time but most type designers are abandoning it.
Process

1. Researching reading + visual inspiration searching
2. Brainstorming creating word association lists
3. Thumbnail Sketching exploring lockup options
4. Sketching first lightly, then refining
5. Vector Drawing from scratch using the pen tool
Process

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SPECIAL ISSUE

Book Review

What has literature taught you about love?
HILARY MANTEL, ANN PATCHETT,
CHRIS WARE, COLIN TOBIN,
HELEN FIELDING, JEANETTE
WINTERSMITH, DAVID LEVITHAN,
RUTH ODEE AND MORE

Caitlin Flanagan
reviews ‘LOVE ILLUMINATED;’
by Daniel Jones

SAULSS TISDALE on
‘Sex After . . .’
by Iris Krassow

Helen Fisher on ‘LOVE
SENSE;’ by Sue Johnson

ROXANE GAY on ‘Dept.
of Speculation;’ by Jenny Offill

Thomas Mallon on ‘PAT
AND DECK;’ by Will Swift

Kathryn Harrison
reviews ‘THE QUEEN’S BED;’
by Anna Whitelock

‘Still Life With Bread
Crumbs,’ by ANNA QUINDLEN

Bookends: How does the
classic MARRIAGE PLOT
stand up in 2014?

The Shortlist: ROMANCE
What has literature taught you about love?

HILARY MARTEL, ARI

PARRISH, CHRIST WARG,
GEORGE SANDERS, ELEAN
ER COTTON AND MORE

Caitlin Flanagan on

"Love, Illuminated" by
Daniel Jones, reviewed

Caitlin Flanagan

SALICE THOMAS on "Sex
After..." by Iris Krems

Helen Fisher on "Live
Sense" by Sue Johnson

"The Fishing Fleet:
Husband-Hunting in the
Bay" by Anne de Courcy

Thomas Mallon on "1947
and Dick" by Will Swift

"The Queen's Bed" by
Anna Whitehead
"Still Life with Bread-
crumbs" by Anna
Quindlen

Chelsea Cain on "The
Wife, the Maid, and
the Witness"

FRANCISCO GOLDSMITH on

"Prayers for the Stolen"

The Shortlist: ROMANCE

LOVE

STORIES
Strive for

Substance & Style

in all you make
WILLIAM GOLDFING
LORD OF THE FLIES

HERMAN HESSE
SIDDHARTHA

KAZUO ISHIGURU
AN ARTIST OF THE FLOATING WORLD
JAMES JOYCE

A PORTRAIT OF THE ARTIST AS A YOUNG MAN

SUE MONK KIDD

THE SECRET LIFE OF BEES

CHANG-RAE LEE

NATIVE SPEAKER
HERMAN MELVILLE
MOBY DICK

E. NESBIT
FIVE CHILDREN AND IT

JOHN O'HARA
BUTTERFIELD 8
MARCEL PROUST
SWANN'S WAY

ELDERY QUEEN
THE GREEK COFFIN MYSTERY

SALMAN RUSHDIE
HAROUN AND THE SEA OF STORIES
Now there's more silky smooth chocolate to love with our new DOVE® Chocolate Bar.

There's magic in the rich, silky smooth taste of DOVE® Dark Chocolate.

Some prefer milk, some dark, but everyone prefers a little bit more.
After biting into one of these, you’ll never be able to grab just any bar again.
A delicious way to overcome your fear of the dark.
A delicious way
to overcome your fear of the dark.
The CAA Friday Night Party
Friday
FEBRUARY 28TH 2014
Private Residence
BEVERLY HILLS
Click to RSVP

OSCARPARTY@CAA.COM

ARRIVAL & PARKING DETAILS WILL BE GIVEN UPON CONFIRMED RSVP

INVITATION STRICTLY NON-TRANSFERABLE
Friday
FEBRUARY 28TH 2014

Private Residence
BEVERLY HILLS

lettering
type design
Moonrise Kingdom

Directed by Wes Anderson
Starring Bruce Willis, Edward Norton, Bill Murray, Frances McDormand, Tilda Swinton, Roman Coppola, and Wes Anderson

Coming Soon
Moonrise Kingdom

Directed by
Wes Anderson
Stéphane Audran

La Femme Infidèle

par

Michel Bouquet
Moonrise Kingdom
Moonrise Kingdom

Mm
Moonrise Kingdom

Moonrise Kingdom
Edward Norton
Tilda Swinton
Bill Murray
Jason Schwartzman
Bruce Willis
Frances McDormand
Unit Production Manager          Sam Hoffman
First Assistant Director        Nate Grubb
Second Assistant Director       Jennifer Truelove

Additional Cast

Lionel                        Jake Schlueter
Murray                        Tanner Flood
Rudy                          Wyatt Ralff
Chef                          Max Derderian
Edgar                         Hugo Deascentis
Mrs. Billingsley              Liz Callahan
Noah                          James Demler
Noah’s Wife                   Christine Noel
Ham                           Jean-Michael Pion
Junior Khaki Scout Master     John Peet
Mrs. Lynn                     Carolyn Richman
Sparrow                       Alia-Nicole Sanger
Strive for Substance & Style in all you make
Opened up tight areas for better legibility, especially at small sizes
MailChimp

Straightened the baseline a bit without losing the penmanship feel

MailChimp

Old Logo

New Logo
The overall weight was lightened & strokes thinned at meeting points
The words were separated and the C was narrowed to close up the counter a bit.
Letterforms become less murky at small sizes
Practical Tips

1. Always assume you’re dehydrated.
2. Take Vitamin D.
3. Quit cracking your neck.
4. Invest in a good toothbrush.
5. Don’t eat mediocre bread or dessert.
Thank You!

@jessicahische