

BOOKS - Instruction



BOOKS



Mastering Layout by Mike Stevens

In this comprehensive book, Mike Stevens takes the mystery out of creating effective sign layout. Good design is a learned skill – not something you're born with or without. Get the tools you need to understand layout, alphabet choice, color use and more.

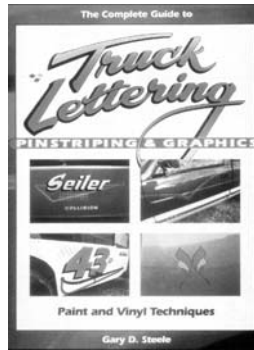
126 pages - 10" x 8"
36.50



Vinyl Graphics How-To

This step-by-step guide shows how to apply vinyl graphics with easy-to-follow instructions. Learn about wet and dry application, vinyl auto graphics, dealing with problems such as temperature extremes and textured or corrugated surfaces in this photo-filled guide.

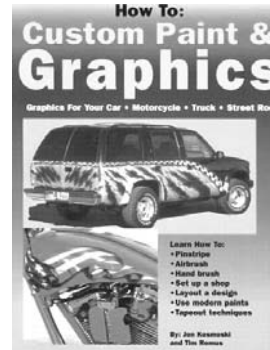
43 pages - 9" x 12"
17.95



The Complete Guide to Truck Lettering

This comprehensive book covers the many techniques sign makers use for vehicle lettering and graphics. You'll find step-by-step explanations of vinyl graphics application, hand-lettering techniques, surface gilding, pinstripping and more.

165 pages - 8 1/2" x 11"
36.25



How to: Custom Paint & Graphics

Finally! An all-inclusive, how-to guide to custom automotive graphics. Over 250 step-by-step photos show how to pinstripe, airbrush graphics and pictorials, lay out a design, apply gold leaf, use the latest paints, set up a shop and much more. Learn the ins-and-outs of custom auto painting from the pros.

128 pages - 8 1/2" x 11"
32.95

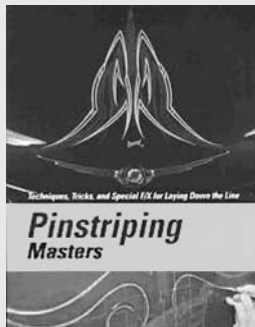


Guide to Digital Imaging

This is the brand new 2009 edition. It explains equipment, markets and tools used by today's digital imagers in an easy-to-use format. Staying up-to-date in a changing industry is a constant challenge, and this guide provides a competitive edge for any company looking to enter, grow or diversify in the digital imaging industry.

Additional resources include a guide to more than 200 digital imaging devices, and a glossary of more than 300 must-know industry terms. **152 pages - 5 1/2" x 8 1/2"**
34.95

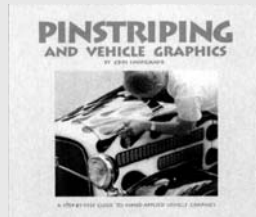
PINSTRIPING INSTRUCTION



Pinstripping Masters

Watch pinstrippers demonstrate pinstripping, gilding, flames, airbrushing, using the Beugler striping tool and other effects. See Steve Kafka build a freehand design, Mike Lavallee do a pictorial, Herb Marinez flame a PT Cruiser, Alan Johnson lay down gold leaf striping and more.

160 pages - 8 1/2" x 11"
38.45



Pinstripping and Vehicle Graphics

John Hannukaine takes the mystery out of pinstripping in this informative book. John leads you through a basic pinstripping design and explains the skills you'll need to start creating your own designs. Colour, step-by-step photos explain special effects, cartoons and more - and there's 20 pages of photos of top-notch pinstripping.

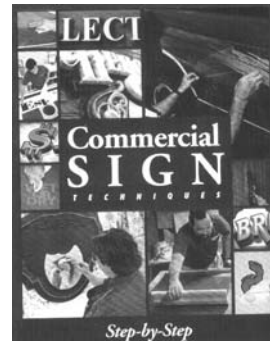
124 pages - 7 1/4" x 8 1/2"
28.55



Pinstripe with Steve Kafka

In this excellent video, outstanding striper Steve Kafka shows you the fundamentals of pinstripping from fine line work to elaborate scroll designs. You'll see how to grip the brush, how to thin and palette paints, and much more in this well-produced DVD.

1 hour 15 minutes
VOLUME 1 - 49.45
VOLUME 2 - 49.45



Commercial Sign Techniques Step-by-Step

Industry experts share their secrets on airbrushing, banner construction and installation, multi-dimensional wood signs, vinyl graphics, screen printing, sandblasting and more – with over 250 full-color, step-by-step photos.

141 pages - 9" x 12"
46.15

Note: This book also includes the text & photos of *Vinyl Graphics How-To*

Wide Format Printing: An Introduction And Buyer's Guide



Wide format printing

OUT OF PRINT

BOOKS - Instruction

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Sign Contractors Pricing Guide

This handy pocket size guide takes the guesswork out of pricing signs. Combines all 3 of the former separate pocket guides – signwriters, computer graphics, and screenprinters.

Updated annually.

112 pages - 5" x 3" - 23.95



Getting Started in the Sign Business

From the editors of Signs of the Times:

Offers the basics of starting a sign shop.

Gives fundamental aspects of the business laid out in easy to read chapters. Features topics from management and pricing to design and installation. Types of signs introduced are vinyl and vehicle graphics, digital prints, outdoor ads, electric, channel letter, electronic display, neon, screen printed, and gold leaf. A go-to guide for any beginner.

200 pages - 8 1/2" x 11" - 49.00

How to Estimate and Price Signs

By Dan Hale

Pricing guides offering national averages for the prices charged for sign work are valuable, but they don't tell the entire story. This new book teaches you how to arrive at your own pricing, based on cost estimates and predetermined mark-ups and profit margins. Once you've learned how, you can quickly and easily calculate your own prices that will guarantee you the profit margin you want. Let the other guy do the job for less when you know it would be break even or unprofitable for you. This is one of the most inquired about areas in the entire sign industry - how much should I charge? Make sure you are charging enough to make an acceptable profit. Softcover.

48 pages - 8 1/2" x 11" - 24.15



CarTOONing

By Don Edwards

Funky cartoons of vehicles are a popular form of graphics that can be used for signs and T-shirts. Don Edwards will have you drawing them before you know it. There are plenty of basic sketches to get you started, and finished drawings to inspire you.

64 pages - 11" x 8" - 17.55



Gold Leaf Techniques

By Kent H. Smith

This is the classic, definitive guide to gold leaf sign work. Written in 1961 and updated in 1998 by Kent H. Smith. It covers every aspect of one of the most impressive sign-making techniques. Gilding on glass, signboards, trucks, carved signs, sandblasted signs – all that and more is covered. 4th edition softbound.

170 pages - 7" x 10" - 46.15



Working Solo

By Terri Lonier

If you've ever wished for guidance on working alone or with a very small staff, you'll want this terrific book. Practical and easy to read, it covers marketing, financial and legal matters, growth, managing time and paperwork and more.

398 pages - 6" x 9" - 19.75

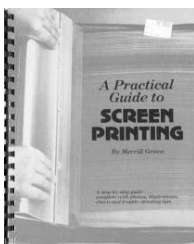


Signcraft Magazine

The popular monthly magazine of the trade.

8.75 per copy

Screen Printing



A Practical Guide to Screen Printing

The basic principles of the screen printing process are clearly explained and illustrated in this book with step-by-step descriptions for stencil preparation, screen making and printing process.

Troubleshooting charts for photographic stencil preparation are also included.

Each - 32.95



How to Print T-Shirts

T-shirt and silk-screen printing is a great market for the sign maker, and this practical, straightforward manual has helped many sign shops get started. It covers garment printing from preparation of artwork to multi-colour printing. Plus, details on caps, heat transfers, bumper stickers and more.

260 pages - 8 1/2" x 11" - 49.45

Screen Printing Today: The Basics Expanded 2nd Edition. Andy MacDougall

This brand new instructional book is the absolute latest, clearest, and most practical guide to screen printing available anywhere. Modern applications and methods, new technology, and valuable production tips are combined in an easy-to-understand format. Hundreds of color photos demonstrate everything from creating art and films, through screen and stencil making, ink use, and print production. Additional chapters cover water-based ink printing, low-tox innovations, process color and fine detail printing, split fountain blends, and economic alternatives for those on limited budgets. Will help printers improve their efficiency, quality and cost controls. Included are plans for an easy-to-construct vacuum press, T-shirt jig, and exposing system.

This is how screen printing is done today.

187 pages - 8 1/2 by 11 inches - 48.00