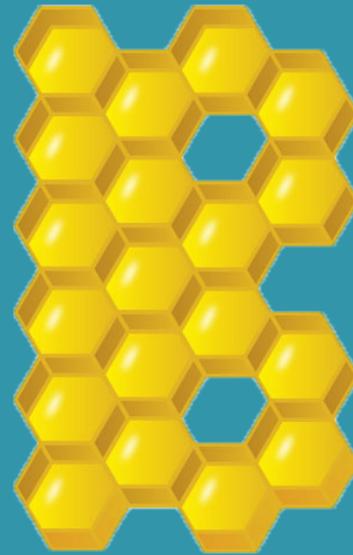
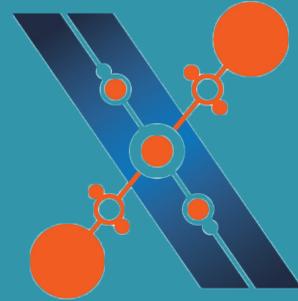
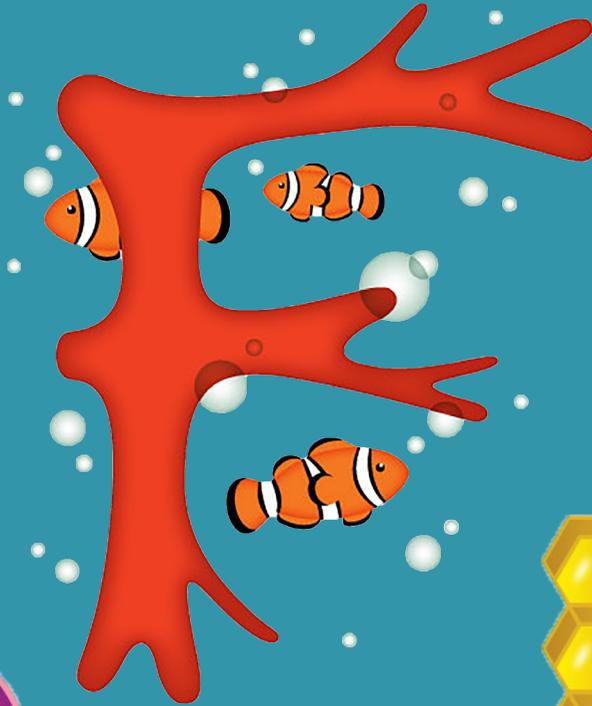


Jessica  
Mische





The letters above are a series of drop caps that Jessica has Designed

# ABOUT JESSICA

**ESSICA HISCHE** is a brilliant typographer and graphic designer. As a lettering artist, she strives to create beautiful logos, print, advertisements, books and film, editorial, fonts and more with loads of personality and a high level of technical precision.

## The Beginning

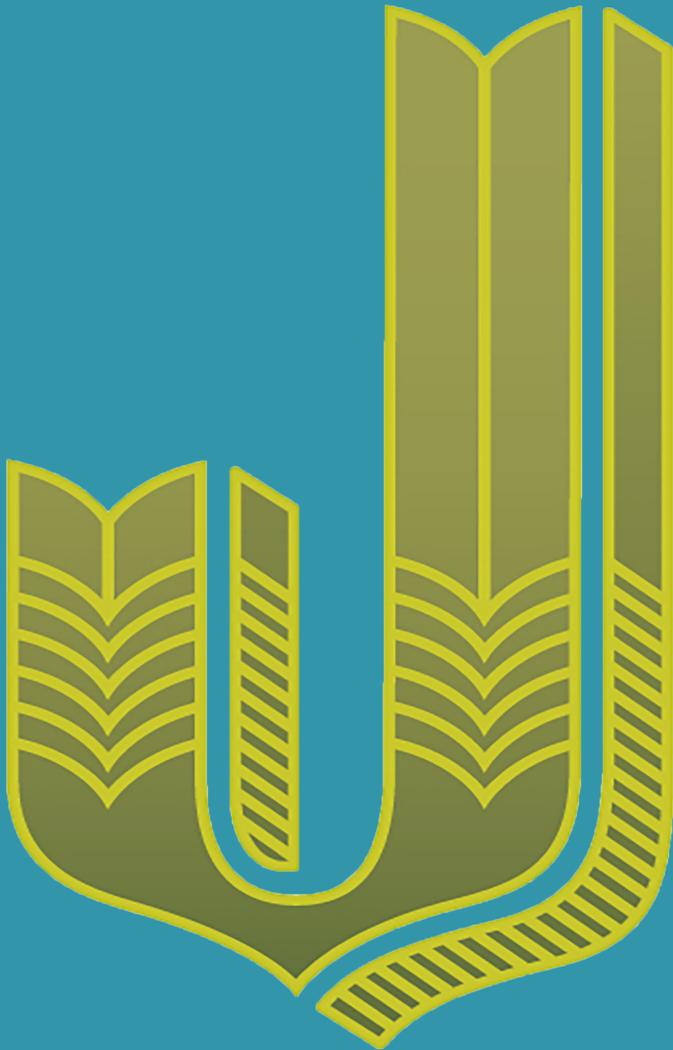
For over the past decade Jessica Hische has had the pleasure of collaborating with some of the most amazing clients. Doing work for them such as custom lettering artwork for established brands, classic books, postage stamps and so much more. She got her creative start in Philadelphia and Brooklyn. She graduated with a degree in Graphic and Interactive Design from Tyler School of Art (Temple University) in 2006, then she worked for Headcase Design in Philadelphia before taking a position as the Senior Designer at Louise Fili Ltd. Just shy after two and a half years, in 2009, Jessica left Louise Fili to further her career as a freelancer and start her journey to becoming one of the most well known typographers in the country.

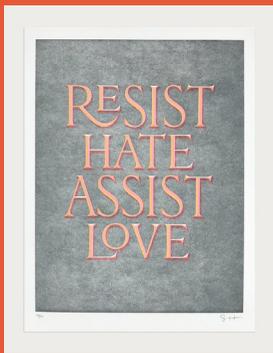
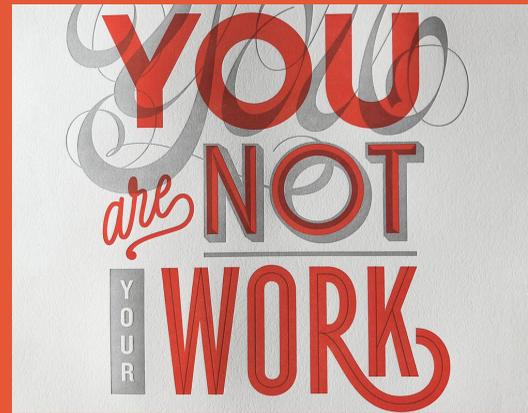
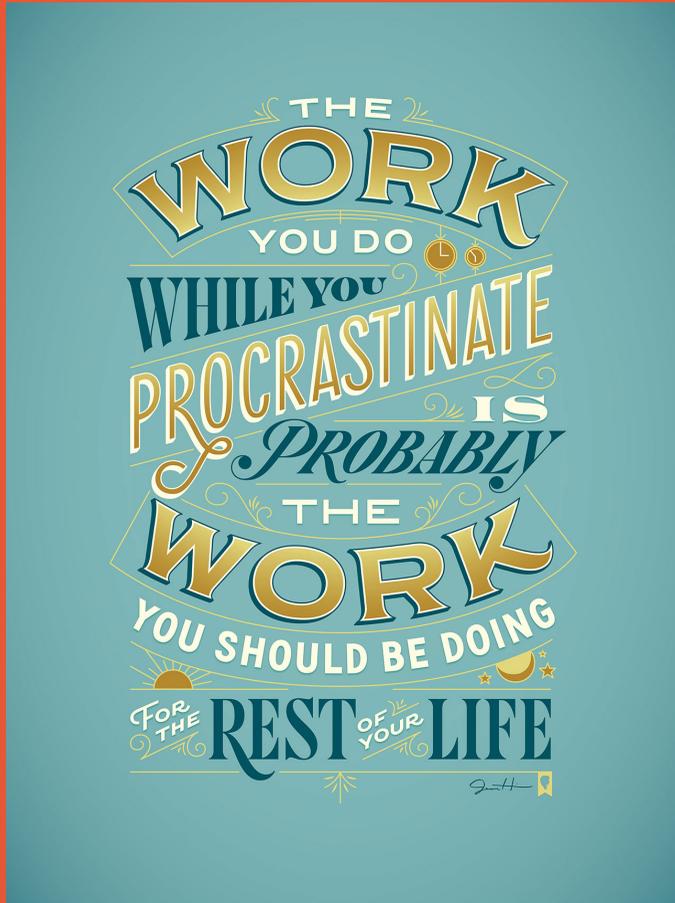
## The Daily Drop Cap

Her first project as a freelancer was called the Daily Drop Cap in which every day she would create a new illustrative letter, working through the alphabet in a total of twelve times over. This created literally hundreds of letters to choose from should you have the need to use one of her Drop Caps in your own work. The popularity of the Daily Drop Cap really was the starting point of her career as a letterer. Examples of these Daily Drop Caps are shown on this spread. The drop caps on page 2 are all designed by Jessica Hische. The Daily Drop Cap sadly concluded in 2011, but you can still find the letters in all sorts of places from postcard sets to iPhone cases as well as from the website: [www.dailydropcap.com](http://www.dailydropcap.com).

## Her Career

This life long process of creating has launched Jessica into a new world of Graphic Design, one in which is not very common. Originality in her process as a designer has lead her to create beautiful typography and typographic layouts.





The pictures to the left represent the many side projects that Jessica has done over her career as a designer.



# PROCRASTI*WORK*

On the right of this page lies the ever so complex and astonishing “procrastiwork” (as coined by Jessica) of Jessica Hische. She is one of the very few professional graphic designers that take the time to work on her lettering skills aside from her client work.

## Why Take The Extra Time?

Jessica Hische is pushing to inspire not only herself but other fellow designers that possibly want to get into typographic design. Besides, this is her passion. She loves taking the extra time to herself to stay creative and implement this idea of “procrastiworking.” Letter-making and drop caps were only the beginning for Jessica. She soon found love with this concept and to the left of this page lies the ever so complex and astonishing “procrastiwork” (as coined by Jessica) of Jessica Hische. She is one of the very few professional graphic designers that take the time to work on her lettering skills aside from her client work.

## Procrasti-Therapy

Jessica Hische is pushing to inspire not only herself but other fellow designers that possibly want to get into typographic design. Besides, this is her passion. She loves taking the extra time to herself to stay creative and implement this idea of “procrastiworking.” This is what Jessica has a true passion for. She is trailblazing in her own community because of all of the “procrastiwork” that she has been able to accomplish throughout her career. Think of this as more than just a hobby. This is part of her job, and it keeps her mind busy and working. This is a lesson that you should take from this brilliant typographer. If you find a passion and turn it from hobby to career, your possibilities are endless.

A Self Portrait of Jessica  
Hische. She is the woman that  
is being described in this book.



# THE LIVE EDUCATOR



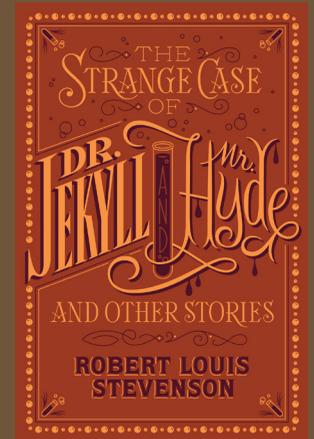
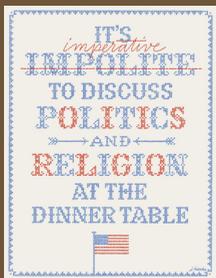
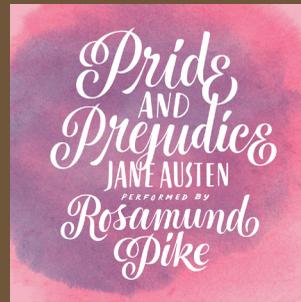
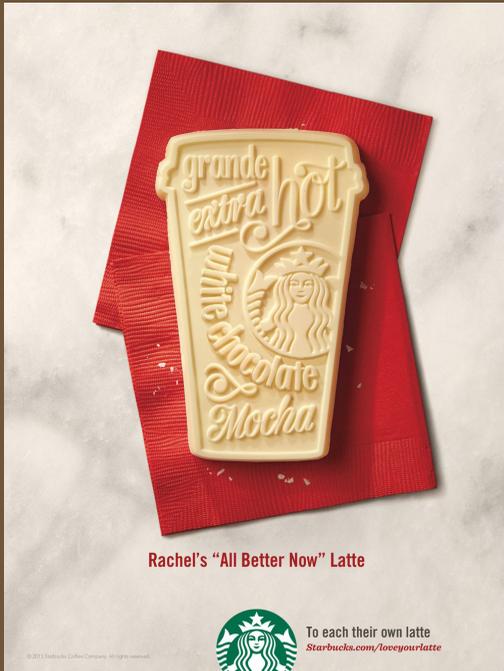
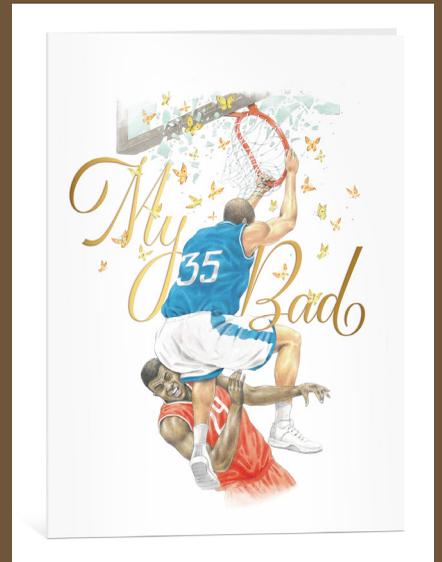
More than just a typographer, Jessica Hische is an educator. That's right, Jessica has turned her passion for hand lettering, how she has applied it to her own work and started teaching her craft to whomever wants to learn how to draw very nice letters. Not just for Graphic Designers either. These classes are for any artist or person that is willing to learn how to draw letters at a reasonable price.

### **The Logo Masterclass**

This is all about taking your logos from good to great. This is a masterclass for a reason. Jessica has been creating various logos throughout the years and now she is ready to share her insight on how to modify and/or create the perfect logo. This is about Graphic Designers looking to improve an existing project or starting from scratch. With this class, you'll learn a methodical approach to improving individual letter forms and overall designs and enhance your ability to critique your own work.

### **An Illustrative Approach To Design**

Jessica also teaches multiple lettering/illustrative classes as well. This is truly her forte as we well know by this point in the book. She teaches something she has been familiar with over the past couple of years and that is designing a book cover with an illustrative approach. In this class, she talks about bringing conceptual thinking into your work and organizing complex typographical hierarchies.



# CLIENT WORK

The pictures to the right represent the many professional projects that Jessica has done over her career as a designer.

Insight  
Editions

Audible

Barns & Noble

SXSW

Odfellows

Barrel + Ink

Wieden +  
Kennedy

The New York Times

Starbucks

Notre Dame Alumni Association

Old Navy

Papyrus

Dagmar  
Studios

The Washington Post

Hallmark

California  
Sunday Magazine

ACCOLADES *&* RECOGNITION

**New York  
Times Best  
Selling  
Author**

**Forbes 30  
Under 30 -  
TWICE!**

**Print  
Magazines  
New Visual  
Artist**

Trailblazer in the Graphic Design community is what best describes Jessica Hische, and her recognition definitely shows it! Over the years, Jessica has won various accolades that prove just how great of a typographic designer she really is. It is because of her work with a famous clientele including Adobe, Apple, American Express, HP, Old Navy, Target and much more, that she could even be considered for the awards above let alone winning them!

### **What Has Been Told About Her Work**

In her interview with PRINT they describe how her design affects everyone she works with. Particularly with the New York Times Op-Ed art director, Brian Rea, claims that “if illustration was saltwater taffy, it would taste just like this (Jessica Hische’s work). This is a perfect description of Jessica’s work because her work often looks and feels clean, soft and light with a touch of precision in the lettering.

### **What’s Next For Jessica?**

The answer to that is quite complicated. Jessica’s typographic design is legendary to say the least. I’m pretty sure we have mentioned that before, however; whether she is teaching typography, sketching letters, “procrastinating,” writing and publishing her books and much more, Jessica Hische is truly an amazing graphic designer that deserves the recognition she had fought hard to receive. In conclusion, if you ever want to be as successful as Jessica there’s just one thing you need to remember, never forget to take the time for you-self and never stop creating. That is how you can better yourself as an artist.



FIND *HER* AT

[jessicahische.is/awesome](http://jessicahische.is/awesome)

