Let’s make your own tag!

Did you know that William Morris had a lifelong interest in the art of book printing and design?

William Morris on his essays on book design emphasized the importance of form and quality, well-proportioned margins, fine paper, and a balance between text and ornamentation. For Morris a book is a work of art, which is produced through the individual efforts of multiple craftsmen.

Morris and the Kelmscott Press applied a model of printing small quantities of beautiful books using traditional techniques and Morris's distinctive neo-gothic, arts and crafts style.

On the left we have a colophon, which is a brief statement, containing information about the publication of a book. It usually includes the place of publication, the publisher, and the date of publication.

Let’s make our own colophon and use it as a tag anywhere you want!

We need:

- A print out of the image
- Hard pencil (HB)
- Pencil sharpener
- Fine liner
- Eraser
Let’s start:

1. Print the below image

2. The first step is to decide what you want to write. Choose letters from *Original design for initials* by Morris.
3. Sketch out your design letters with pencil (use the **HB** pencil) on the printed paper.

![Image of printed paper with design]

4. When you are happy with your sketch, carefully outline your design with a fine liner or brush and erase any pencil marks that are left.

![Image of outlined design on paper]

5. Cut the paper and glue your tag in your notebook or anywhere you like!

   Note (especially) for very young kids: Instead of drawing the letters, you can print the alphabet, cut it and glue the letters.

![Image of completed tag]

Produced for the William Morris Society by one of our student placement volunteers.