Create Printable Products for Fun & Profit

**Create Digital Art and Transform
Your Creations into Physical Products**

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### What We'll Cover Today

- What is digital art and things to keep in mind.
- Why you'd want to transform printable products into physical products.
- Examples of physical products you can create from printables.
- Companies that can turn digital art into physical products.
- Demonstration: Let's create digital Art.
- Demonstration: Let's turn our art into a physical product.
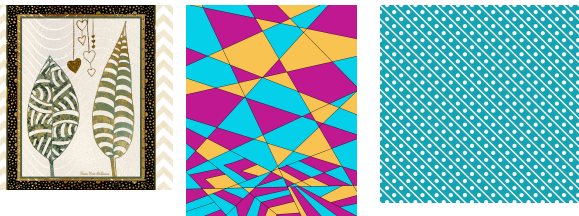- Action Steps

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### What is Digital Art

- Digital art is art that you create on your computer or online.
- It can be used for online marketing and branding.
- It can be used for creating assets for physical products.
- You can think of digital art as "painting and scrapbooking on your computer" versus with pen, paper and scissors.

## Things to Keep in Mind When Creating Digital Art

- When creating graphics for the Internet, you can use low resolution images at 72 dpi (dots per inch).
- However when creating digital designs for print or to turn into physical products, you need to be able to save your designs as high quality, high resolution images at 300 dpi.
- Programs to consider for high resolution digital art:
  - Photoshop (monthly fee)      -Photoshop Elements ($75-$125)
  - Gimp (Free)                          -Procreate (iPad app)
  - PicMonkey.com (monthly fee)

## Examples of Digital Printable Art

## Transform Digital Art into Physical Products

## Programs You Can Use to Create Digital Art

- Programs to consider for high resolution digital art:
  - Photoshop    -Photoshop Elements    -Gimp    -Procreate (ipad)
  - PicMonkey.com.    -Graphics Software on Your Computer

## PicMonkey.com
### Fun and Powerful Online Graphics Program

- It's like Canva in many ways – yet has some different features.
- You need to be a paying member to use the program.
- They let you create and download high resolution images.
- Here's a link to information about creating images on PicMonkey:
- https://www.picmonkey.com/blog/creating-a-high-resolution-image-for-printing-and-displaying-online
- You can also view PicMonkey tutorials on Skillshare and YouTube.

## Canva.com

- Canva works best when creating web graphics.
- The download version that gives you a 300 dpi resolution is in PDF format. This is great for creating book covers and printable art.
- Print-on-demand sites usually need JPG or PNG image files.

**Download the right file type**

Before downloading, be sure to check what file to download your design as since the design's quality varies on its purpose.

Canva's available file types:

- JPG - Small file size, best for photographs.
- PNG - Supports transparency, best for graphics.
- PDF: Standard - Best for illustrations, text, and graphics with a resolution of 96 dpi.
- PDF: Print - Best for high quality prints with a resolution of 300 dpi.

### Design Tools – Resources to Check Out

- Create a color palette for your designs
- https://www.canva.com/color-palette

- Create high-quality images with Canva
- https://www.google.com/search?client=firefox-b-1-d&q=save+high+resolution+image+in+canva
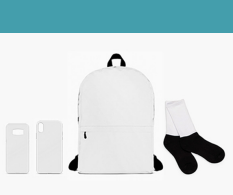
- Canva for print - https://www.canva.com/print

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**Demonstration**: Let's Create Digital Art Using Photoshop



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### Examples of Physical Products
### You Can Create from Printables



Products in the Sea Sparkle Series by D'vorah

## Online Companies Where You Can Create Physical Products

- Red Bubble - http://RedBubble.com
- Gear Bubble - https://www.GearBubble.com
- Printful (Integrates seamlessly with Etsy) https://www.Printful.com
- Minted - https://www.Minted.com
- Fine Art America – https://FineArtAmerica.com
- Society6 - https://Society6.com
- Gooten - https://www.Gooten.com
- Casetify - https://www.Casetify.com

## Create Digital Art or Use Digital Assets Created by Others

**Digital Assets and Materials**
- The Hungry JPG
- Design Bundles

**Favorite Etsy Shops That Include Commercial Use Rights.**
- DigitalCurioShop
- PaperCravings

## Demonstration: Let's Create a Physical Product to Sell on Etsy via Printful.com

Etsy

PRINTFUL
**Print On Demand Drop Shipping**

## What Kind of Digital and Physical Products Would You Like to Create?

## Action Steps

- Explore one or more options for creating digital art.
- Create something for fun and/or practical use.
- Register for one or more of the print-on-demand product sites.
  – (Printful.com is the one that integrates with Etsy.)
- Create a physical product from your digital product.
- Prepare to fall in love with the process.

## Learn More About How to Use Photoshop for Digital Art

- Search for Digital Art with Photoshop – on YouTube
- Search for Photoshop classes at Skillshare
  ShareYourBrilliance.com/skillshare

Classes by one of my favorite Photoshop teachers:

Create Printables in Photoshop - ShareYourBrilliance.com/printables

Create Repeating Patterns in Photoshop - ShareYourBrilliance.com/patterns