PNG2VECTOR / MAKE MONEY WITH SVGS

# SVG Bundles That Work

Build Useful Design Collections Customers Can Open and Use

THREE STARTING DESIGNS



Sprout



Leafy stem



Daisy

THREE USEFUL ADDITIONS



Watering can



Seed packet



Plant pot

**Ellis Trace**

Useful designs. Honest counts. Files that make sense.

01

# Give the Expansion a Reason

A useful bundle helps someone finish a task. A larger bundle should help them finish a task that the smaller set cannot handle as well. That is a better starting point than filling another page of thumbnails or reaching a round number of downloads.

This book begins after the first small collection. You already have a few original designs, or you can use the supplied practice set to learn the process. The next decision is what belongs beside those designs. You will build a collection map, make a representative addition, package the files, and test the exact archive a buyer would receive.

## Begin with a task, not a quantity

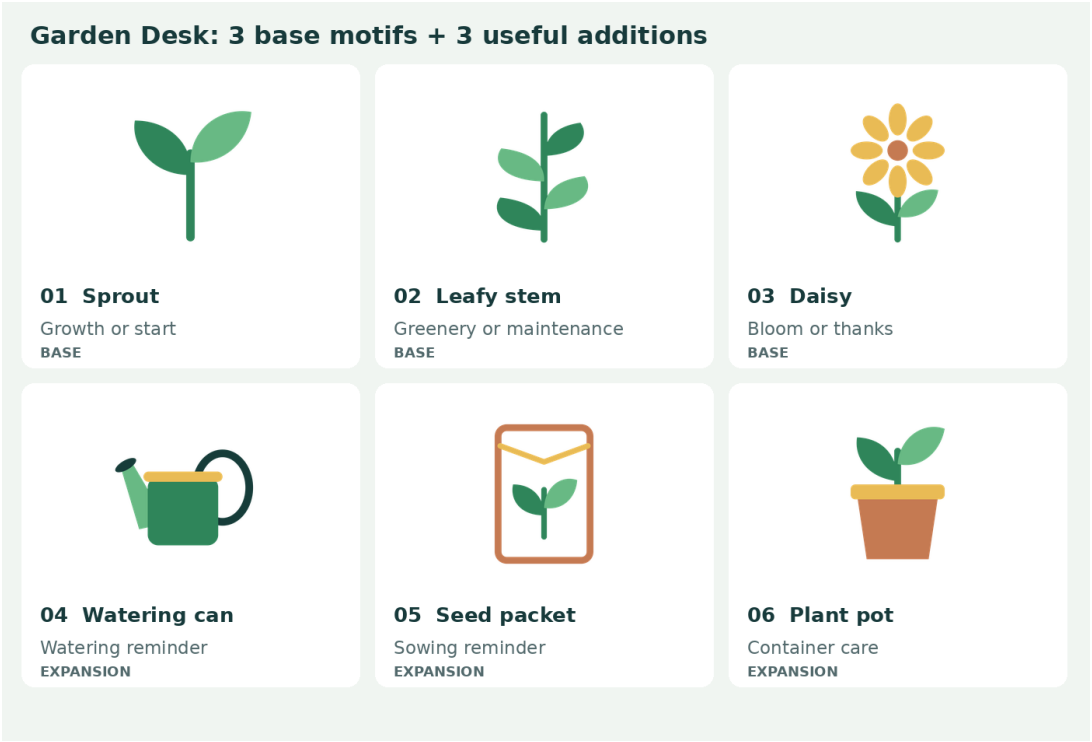
A motif is a recognizable design element, such as a sprout or watering can. In our fictional Garden Desk exercise, the starting collection contains three motifs: a sprout, a leafy stem, and a daisy. Together they can decorate a garden note. They share a friendly, simple appearance, but they do not all communicate the same idea.

The proposed adjacent task is a simple plant-care card. Someone using that card may want a visual cue for watering, sowing, or a container plant. A watering can, seed packet, and plant pot could fill those gaps. These are reasons to explore the expansion. They are not evidence that customers have requested it or that the collection will sell.

The distinction matters. An observed need is something you have actually seen or recorded, such as a buyer asking for a clearly described item. A hypothesis is a useful guess that still needs checking. Write which one you have. A confident sentence in a planning sheet does not turn a guess into customer research.

| Motif | Proposed role in this exercise |
| --- | --- |
| 01-sprout | Growth or a new start in a garden note. |

| Motif | Proposed role in this exercise |
| --- | --- |
| 02-leafy-stem | A simple greenery element or maintenance cue. |
| 03-daisy | Bloom or a friendly thank-you accent. |
| 04-watering-can | A watering reminder on a care card. |
| 05-seed-packet | A sowing reminder on a care card. |
| 06-plant-pot | A container-care cue on a care card. |




Garden Desk begins with three base motifs and adds three distinct subjects. The complete collection contains all six; the expansion contains only motifs 04 through 06.

These roles guide the exercise; the pictures are not universal instructions. A user can add their own clear wording beside a symbol. The collection does not supply horticultural advice, a care schedule, or a printer-approved template. It supplies the six artwork motifs for the defined visual tasks.

## Ask what the new item adds

Compare each proposed addition with the existing set. Can you explain its job without saying another version? The watering can has a different visible subject and purpose from the sprout. A slightly darker copy of the sprout may be a color choice, but it does not become a new subject simply because its filename changes.

This does not make every repeated shape wasteful. Collections often need consistent elements. The question is whether the addition gives the user a meaningful choice or just increases the work of finding the right file. A small set can feel complete when the pieces serve its promise. A huge set can feel unfinished when an essential piece is missing.

Try a sentence with three parts: the user wants to do this task; the current set leaves this gap; this addition addresses it. For Garden Desk: someone arranging a plant-care card needs a watering cue; the base set has decorative plant forms; a simple watering-can motif supplies that cue. The sentence is specific enough to test with an actual layout.

Build from artwork you created or have the required permission to distribute in the intended form. Buying an image or converting it to SVG does not itself grant the right to resell its editable artwork. A new package or a few changes do not settle that rights question. [S4]

## Compare three honest offer shapes

You can keep the original base set, offer the three new motifs as an expansion, or offer all six as a complete collection. These are different packages, not different counts of original designs. Someone who already owns the base may only need the additions. Someone starting fresh may prefer the complete set.

Show the overlap plainly. The complete collection contains the base and expansion motifs together. It does not add six more motifs on top of them. If you later offer an upgrade, explain exactly what the existing buyer already has and what the new purchase adds. Do not make the customer solve that puzzle from filenames.

The tempting fourth option is a padded set: several nearly identical sprouts, many arbitrary colors, and a large headline number. Reject it

unless those choices answer a defined need. More files create more checking, more instructions, and more possible confusion. Every extra version should earn its place.

> **A bounded expansion brief**
>
> Garden Desk expands from three decorative plant motifs to six related motifs for garden notes and simple care cards. Add a watering can, seed packet, and plant pot. Preserve the existing family style. Deliver full-color and one-color artwork as SVG and 1200-pixel PNG files. Test the package before deciding what to claim about it.

## Choose a small next test

You do not need to finish every addition before learning whether the direction makes sense. Choose one representative new motif and place it beside the base set. Then try the intended task: can a person find the watering cue, use the file, and understand the result? A private self-check can find obvious problems. It cannot establish what an unfamiliar buyer will think.

If the pilot does not help the task, reduce or change the plan. Perhaps only one addition is useful. Perhaps the current collection already does enough. Stopping an unnecessary expansion preserves time for a better one. The planning sheet should allow proceed, reduce, revise, or stop, with a reason beside the decision.

Your chapter output is an expansion brief with a named user task, a visible gap, the proposed additions, and the evidence still needed. Keep it short enough to compare with the finished files. In the next chapter, you will turn that promise into a map that separates six designs from all the files needed to deliver them.