PNG2VECTOR / MAKE MONEY WITH SVGS

The SVG Shop Improvement Lab

Fix File Friction, Support Buyers, and Improve Your Digital Offers

01

THE FILE

What is actually in it?

02

THE PROMISE

What did the offer say?

03

THE RELEASE

What changed, and why?

04

THE EVIDENCE

What did the recheck show?

Ellis Trace

Nine lessons. Three lab cases. One careful improvement.

01

Choose One Improvement Question

An improvement begins when a promise and an experience do not line up. A person expects a 1200-pixel image and finds a 600-pixel image. They expect to edit a word, but the letters are shapes. They try a file in one converter and meet a restriction. These are different problems. Treating all three as a request to make the shop better gives you no clear place to start.

This book follows a small support and correction cycle. You will choose one question, keep evidence, repeat the problem, decide what needs to change, and check the resulting release. You will also examine a small invented business record without pretending that one correction proves an increase in sales. The purpose is to make a useful decision you can explain.

Use the lab without confusing it with a real complaint

Garden Desk Support Lab is a simulated project: a teaching exercise with original artwork and deliberately prepared problems. Its support situations and business numbers are invented for learning. No actual customer, order, complaint, or income result is being reported. This lab is separate from the correct Garden Desk practice files published with SVG Bundles That Work.

You do not need that earlier book or a paid tool membership. Begin with this book's companion practice pack, a normal ZIP extraction tool, a suitable free vector editor, and an image viewer that can report pixel dimensions. A ZIP is an archive: one container holding several files. Extracting it creates ordinary files you can inspect and use.

The main case is S-01. In its deliberately faulty version 1.0, a watering-can PNG has 1200 in its filename and is described as 1200 square, but its actual grid is 600 pixels wide and 600 pixels high. A PNG is a raster image made of pixels. The matching SVG stores the artwork

as geometric vector shapes. The repair will create the required PNG from that vector source and check the delivery around it.

Case	Question to investigate
S-01: image size	Does the delivered PNG match the promised 1200 x 1200 pixels?
S-02: outlined wording	Does the wording promise editable text when the supplied letters are paths?
S-03: renderer restriction	Does the receiving tool support the SVG effect, and is an alternative clearly described?

Outlined wording means the letters have been converted into drawn shapes, often called paths. Live text remains wording that a suitable text tool can edit. A renderer is software that turns the SVG description into a visible image. Its supported features matter in the third case.

These cases give you a useful boundary. Not every support issue means the artwork is broken. Sometimes the file, description, instructions, or chosen receiving tool is the source of the difficulty. Chapter 4 will separate those possibilities. For now, choose S-01 as one complete problem to work through rather than trying to redesign every part of the offer.

Name the blocked task before proposing a change

A task describes what the person is trying to finish. For S-01, the task is to open the delivered watering-can PNG at the size the package promises. The obstacle is a mismatch between that promise and the measured image. This is more useful than saying that buyers need better quality, which could mean sharper edges, more colors, a larger page, or clearer instructions.

Write the question so an inspection could answer it: does the S-01 PNG extracted from the version 1.0 archive measure 1200 x 1200 pixels? That question names the object, the delivery, and the expected result. It does not assume a cause before you inspect the file. A filename is one part of the promise; it is not the measurement.

Keep the reader's purpose in view, but do not invent a larger one. This exercise does not require a print order, a particular cutting machine, or a claim that the icon will suit every product. The useful question is whether the actual supplied file and the instructions agree. A narrow question can still matter greatly to someone who cannot complete their work.

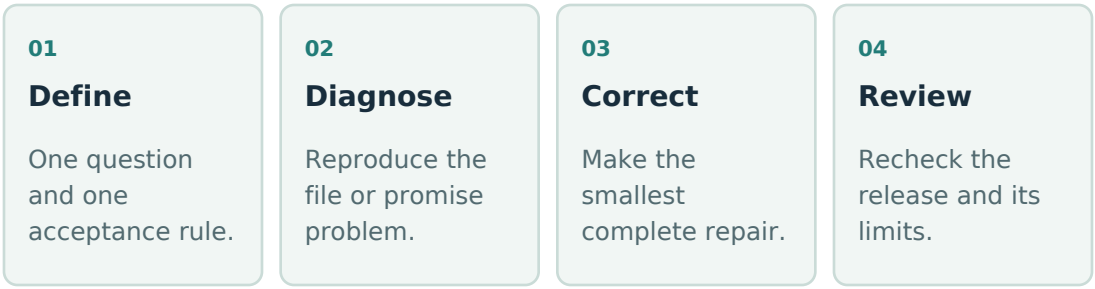
Define what would count as finished

An acceptance rule is a written condition that the correction must meet before you call it complete. For this case, a preview that looks fine is not enough. The saved PNG must measure 1200 x 1200 pixels, retain the intended transparent margin, and show the correct artwork. The filename and guide must describe the delivered file accurately.

The archive must also contain that checked PNG. A corrected image left in your working folder does not repair the download. A complete rule therefore includes extracting the new release into another folder and repeating the check there. The release record must distinguish the new version from the preserved faulty teaching version.

> **The S-01 improvement brief**
>
> Question: Does the delivered PNG match the promised size? Scope: one watering-can PNG and the instructions, inventory, and version record that describe it. Accept when a fresh extraction of version 1.1 supplies the checked 1200 x 1200 transparent PNG under the correct name. Keep version 1.0 unchanged as evidence. Do not treat this technical correction as proof of a sales result.

A release is the exact package you make available at one point in time. A version label identifies which release you mean. Here, v1.0 names the simulated starting package and v1.1 names the separate corrected package. Those labels make comparison possible; the label alone does not prove that the contents were checked.



Keep the observed result separate from the business claim.

One bounded question moves through a recorded case, a diagnosis, a correction, a checked release, and a cautious review. Return to the evidence if the result does not meet the acceptance rule.

Separate a file check from a business question

There are two different results to look for. The technical question asks whether the PNG now matches its stated dimensions. The business question asks what happened to measured purchases, support work, and other recorded activity. You can answer the first from a checked file. The second needs defined records and enough context to interpret them.

Suppose the next period contains fewer support requests. That could be encouraging, but it does not prove this repair caused the difference. The people visiting, the files they use, and the way you record requests may have changed too. This book's two illustrative periods even have different traffic mixes. Keep a successful file check separate from an unproved business explanation.

Do not wait for a sales chart to tell you whether a known size promise is wrong. The correction has a clear purpose on its own: supply what the package describes. At the same time, do not turn that purpose into a claim that the change will pay for itself. Chapter 7 will examine the cost of rework with the assumptions visible.

Choose a stopping point you can defend

Before editing, list what you need to preserve and what you intend to change. For S-01, preserve the original archive and vector source. Plan to change the faulty PNG and the delivery records needed to identify the corrected release. Leave unrelated artwork and offers outside this particular correction.

Your stopping point is the acceptance rule, not the feeling that you have worked hard enough. If the new file still measures 600 square, keep investigating. If the file passes but the archive still contains the old copy, repair the delivery. If the file and package pass, record the result and move to review rather than adding unrelated features.

Complete Worksheet 1 with the question, blocked task, exact starting release, acceptance rule, and things outside the scope. Write unknowns as unknowns. The next chapter builds a record that can support those decisions without confusing visits, purchases, download responses, and people.