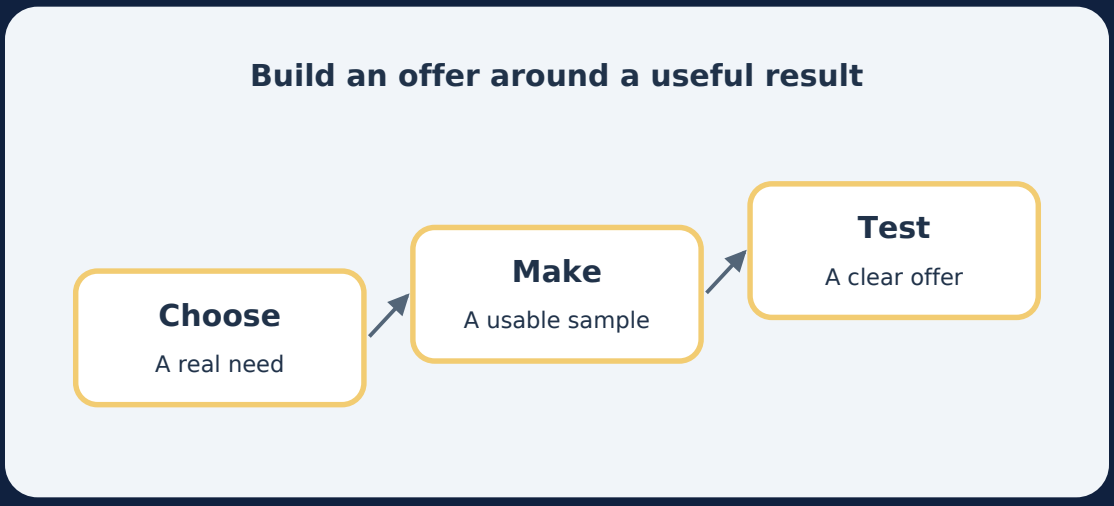
The SVG Shop Starter

Plan, Package, and Present Your First Digital Design Collection



Ellis Trace

Learn it. Try it. Make it useful.

Read a sample

This sample includes the first chapter. The complete book includes the chapters and resources listed on its product page.

Explore the complete book at PNG2Vector

CHAPTER

Start Here: Make Something Worth Opening

The most useful question for a new graphics shop is not how many designs you can upload this weekend. It is what a buyer will be able to do after opening your files. A small, well-prepared collection that solves one recognizable problem can teach you more than a giant folder assembled without a plan. This book takes you from that problem to an offer you can test honestly.

The running example is a fictional collection called Little Garden Notes: three original plant illustrations intended for small printable notes, simple labels, and personal craft layouts. We will use a sprout, a leafy stem, and a flower as a connected family. The example is a teaching project, not a claim about market demand, a tested commercial listing, or permission to use someone else's artwork. You will draw your own versions and choose your own intended audience.

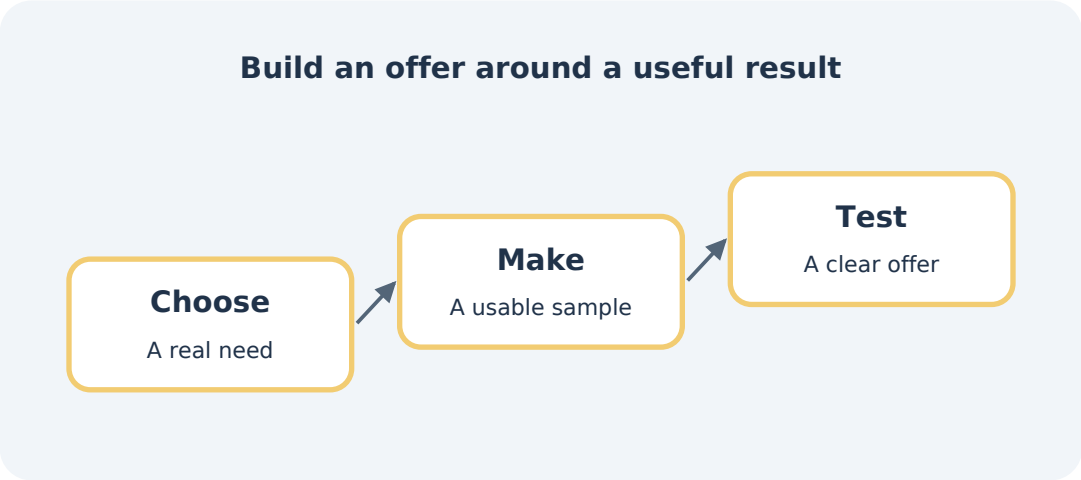
By the end you will have a written product brief, three coordinated graphics, a checked delivery package, a preview plan, a draft listing, a cost worksheet, and a simple launch experiment. You can complete the project with a free vector editor and original shapes. No PNG2Vector subscription, marketplace subscription, or paid course is required. If you later choose a selling platform, review its current availability, rules, and fees before committing money.

PNG2Vector can help turn suitable PNG or JPEG artwork into a full color trace. Its free PNG-to-SVG tracing lets you inspect results and obtain watermarked PNG previews. Editable, watermark-free SVG exports require an active paid membership. The converter does not replace a

vector editor, and tracing is not a guarantee of suitable cutting paths or perfect lettering. An optional project shows where paid export can fit; the main lessons stand on their own.

> **The first-shop definition of finished**
>
> Finished means a buyer can understand the offer, open the files, follow the instructions, and use the artwork within the stated scope. It does not mean every possible format, audience, and use case is included.

Keep a project notebook or a simple document as you read. Give decisions dates and record what evidence supports them. Your first collection is also a way to learn: which questions buyers ask, where files confuse them, and whether the work is worth repeating. Those answers are valuable even when the first version needs revision. A modest result with useful evidence beats an elaborate launch whose numbers tell you nothing.



Choose a real buyer need, make a usable small collection, and test a clear offer. Quality checks and honest packaging connect these stages.