PNG2VECTOR / MAKE MONEY WITH SVGS

The Vector Service Playbook

Scope, Price, and Deliver Small Client Artwork Jobs

DEFINE

CREATE

DELIVER



Ellis Trace

A practical guide for your first small artwork service

01

Pick One Job You Can Finish

A customer does not usually wake up wanting more file extensions. They want their graphic to work somewhere: on a website, in a document, or in a layout another person will finish. Your service becomes useful when you understand that destination and deliver a file the customer can actually use.

Start with one small job you can describe, demonstrate, and check. A narrow offer is easier to estimate than a promise to fix any image. It also makes a first conversation simpler. You can explain what is included without reading a list that seems to cover every design problem ever invented.

Name the task before naming the tool

A raster image, such as a PNG, records a grid of pixels. Vector artwork uses shapes and paths, which are descriptions of edges and curves. A path-based SVG can be useful when the customer needs to resize or adjust those shapes. The SVG format can also contain raster images, so its filename alone does not prove that the artwork is made of paths. [S1]

Several different services can lead to an SVG. They take different skills and amounts of work. Do not let one word, such as conversion, hide those differences.

Task	What the work involves
Tracing	Interpreting visible raster regions as shapes, then inspecting the result.
Cleanup	Correcting particular defects in existing vector paths or a trace.
Redrawing	Constructing new shapes deliberately from an agreed reference.

Task	What the work involves
Layout	Arranging artwork and wording for a defined space or use.
Brand redesign	Changing the visual identity or concept; a separate creative project.

For example, making a sprout's jagged edge smoother is different from inventing a new sprout illustration. Changing the word beneath it adds another decision. Preparing a business identity with several concepts adds many more. These tasks may belong together in a larger project, but they should not enter a small job unnoticed.

Give the practice job a clear boundary

Throughout this book, a fictional community-garden organizer needs a simple sprout badge with GROW beneath it. The organizer owns the example design. They want a vector shape master and a transparent web image. A designer may later place the badge in a printed thank-you insert, but the printer will review that separate layout.

The example is deliberately small. The finished set contains garden-badge-v1.svg, garden-badge-v1-1200.png, and readme.txt inside garden-badge-v1.zip. The SVG uses a 1000 x 1000 page and viewBox; the PNG is 1200 x 1200 pixels. Transparent margins remain part of the composition. Chapter 6 explains how to make and inspect those files.

A useful offer could read: I prepare one agreed sprout badge as a reviewed SVG shape file and a 1200 x 1200 transparent PNG, with a short guide to the supplied files. This describes a result. It does not promise a new logo concept, every possible format, or approval for every printing method.

> **A practice case, not a claimed sale**
>
> The garden organizer, job conversations, and commercial examples in this book are fictional. They show a process you can practice. They are not evidence of demand, customer results, or income.

Say what the customer will be able to change

The phrase editable file needs an explanation. In our delivered SVG, the sprout and the letters are shapes. A suitable vector editor can select and alter their paths. The customer cannot click the word GROW and simply type a different word as they would in a text document. The letters have been outlined, meaning converted from text into shapes.

If the customer needs to change wording often, ask before starting. A separate working file with live text might serve that need, but font availability, permissions, software, and the agreed delivery format then matter. Do not quietly substitute outlined lettering for a requested text-editing workflow.

The PNG has a different job. It is a raster copy that can be placed in a compatible web or layout workflow. It does not give the customer the same shape-editing access as the SVG. Explain which file to choose instead of calling every file fully editable.

Choose an offer that matches your present skill

Before offering the job to another person, finish the example yourself. Can you compare the important shapes, read every letter, inspect the background, and reopen the exact files you intend to deliver? Can you explain why a source is unsuitable? If not, keep practicing that part before promising it.

A converter can help with production, but it does not make the quality decision for you. A smooth outline can still be the wrong outline. You may need a better source, a manual edit, or a separately agreed redraw. The service includes choosing among those routes and explaining the tradeoff.

Set a simple boundary for the garden job: one existing badge, one agreed word, one SVG, one specified PNG, and a defined review step. Exclude new concepts, additional slogans, embroidery files, cutting-file certification, print-layout approval, and extra versions unless they are separately assessed. These exclusions describe this exercise; they are not a universal list for every service.

Finish your first service statement

Write three short sentences: the problem you solve, the files you provide, and the decisions that need a separate discussion. Then check each sentence against a completed example. Replace vague phrases such as perfect vector, print ready, and unlimited changes with something you can inspect and explain.

Your chapter output is a one-sentence offer plus an included-and-excluded task list. Keep both beside the practice files. They become the starting point for the source review, brief, estimate, and final handoff. You are building a dependable job, not merely learning which button creates an SVG.