



Creating a Collection: Greeting Cards for Illustrators

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Creating a Collection: Greeting Cards for Illustrators: Join me in this enriching class as I guide you through building your mini collection of greeting cards in Procreate, incorporating lettering, pattern design, and more!

In this class, you'll discover my systematic approach to creating collections in Procreate. Collections are a fantastic platform to showcase your unique perspective, hone your illustration and lettering skills, and attract potential customers or licensors. By the end of the class, you'll have crafted your assortment of festive greeting card designs and be equipped with a strategy for expanding your collections in the future.

Lessons will cover:

- Drawing inspiration for your collection
- Scaling your ideas and repurposing visual elements
- Planning and constructing your distinctive designs
- Crafting basic letterforms and customizing letters
- Procreate essentials, composition techniques, printing considerations, and more
- An introduction to surface design and pattern creation
- Incorporating texture and embellishments to refine your final pieces
- Tips for presenting your greeting card designs



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