# Merchandising Your Artwork: Digital Illustration for Stickers

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**Merchandising Your Artwork: Digital Illustration for Stickers:** Are you looking for a simple way to start producing products? Stickers are an excellent option to begin your journey into manufacturing. Universally loved, stickers appeal to a wide range of age groups and have a low production cost, making them ideal for those on a budget. Let's delve into all the essential information you need to kickstart your sticker-making venture!

Hi there, I'm Taylor! Alongside being a full-time artist and a top teacher on Skillshare, I also operate a cat-themed stationery brand called The Stray Shop from my home in Virginia. With just a handful of sticker designs and minimal investment, I launched the shop over two years ago. Today, I'm proud to say that my products are stocked in over 10 retail locations across the US, and we've sold over 3,500 stickers in the past year alone. Stickers have consistently been our top revenue generator for over 6 months, allowing us to grow our business significantly.

While creating artwork specifically for stickers may seem limiting at first, it actually offers numerous advantages. I've transformed my sticker designs into various products, including apparel transfers, tote bags, bookmarks, earrings, and more, building comprehensive collections in the process. I'll delve deeper into this topic in the bonus lesson!

**In this class, you'll discover how to:**

- Generate concepts that resonate with potential buyers
- Sketch and select the best ideas for sticker creation
- Prepare your files to ensure optimal quality and sizing
- Digitally illustrate stickers for maximum appeal and clarity
- Achieve clean-cut lines using two different methods

This class is perfect for artists keen to start making stickers to earn extra income but unsure where to begin. All you need is your creativity and access to digital illustration tools! While using Adobe Fresco in this class, I'll also provide Procreate tips. Any digital art software will suffice for the lessons.

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