

## Video 4c

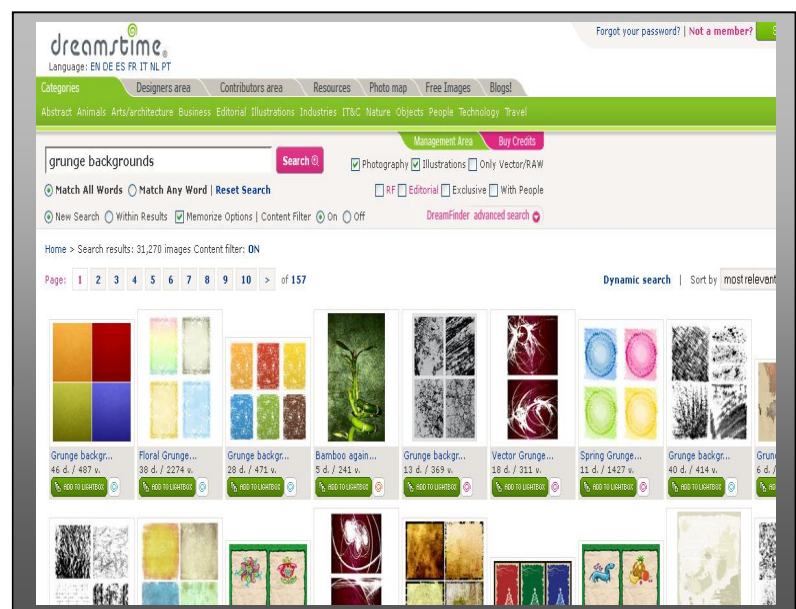
# Create Stock Graphics for Public Domain Images

I like to begin my process by using Dreamstime.com for research. There you can get a really good idea of what people are searching for. Warning...you're going to be blown away by the results. And, not only am I going to show you what people are buying, I'm going to show you how to create it.

When you are doing research of Dreamstime and you are trying to find images based on public domain stuff, you want to use keywords like: vintage, old, background, grunge, etc. You'll be surprised at how many of the top selling results are actually based on public domain content.

## Dreamstime

Dreamstime is one of my favorite sites, to buy and to sell. I did a search for 'grunge background', getting over 218,000 results. I then sorted the results by



'best selling' which gives me the images that have been downloaded the most.

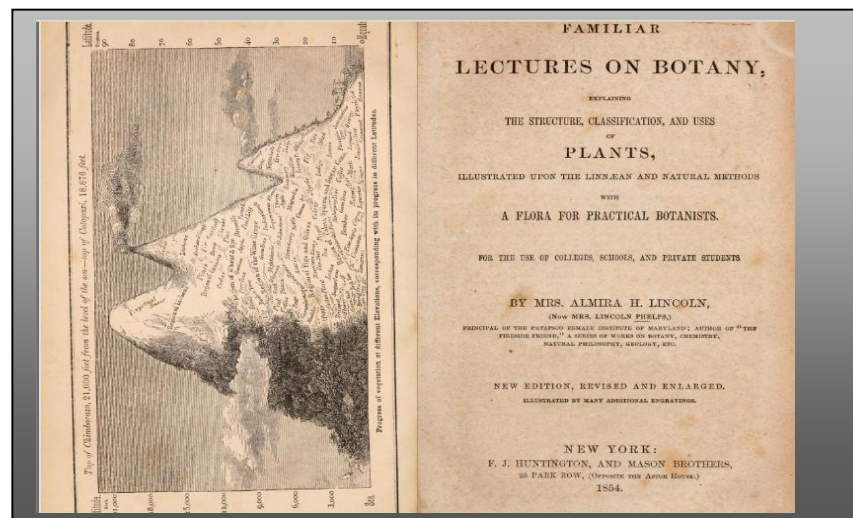
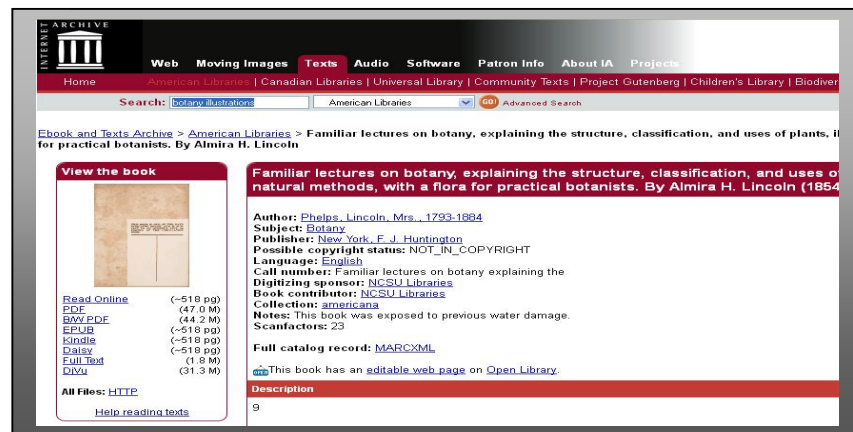
You'll notice that many of the first ones listed are items in the public domain, like 'old paper' and 'gold plated frame.' Because I've been doing this for so long, I can determine quickly that most of these are based off of public domain works, or is a combination of public domain and other products. I would say that half of the top results for this keyword phrase is straight out of the public domain or is based on public domain images. Scans of old paper are very popular...three of the top twenty results is old paper. That is a total of about 968 downloads at roughly \$10 each gives you an idea of how much money can be made.

You might be thinking 'where do I find that?' It's not hard. Remember archive org? We've spoken in previous chapters about searching for images at Archive so that is a great place to start.

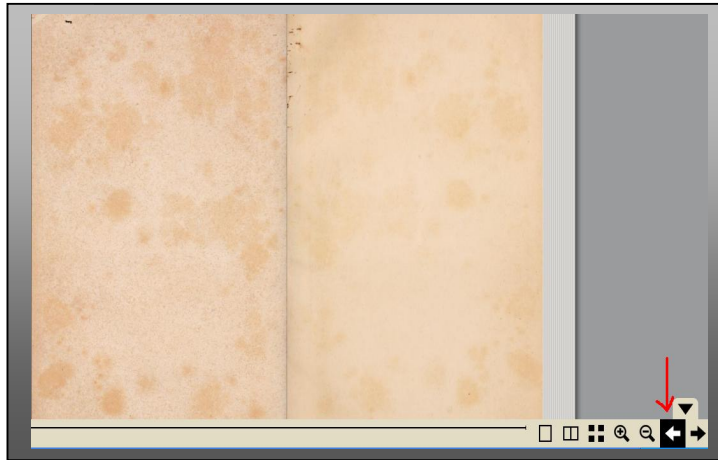
For our example, I'm going to search for 'botany illustrations'

The first thing we want to do is click 'read online' which takes us to the opening page.

Now, if we go

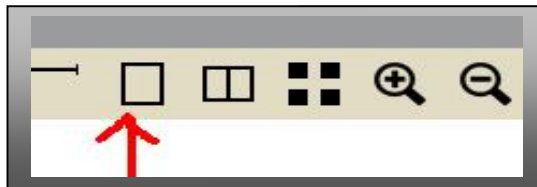


back to the title page, look what we have...old, splotchy looking paper... 'old paper.'



Now, follow these steps:

- ☐ Choose single image



*Watch over Tony's  
shoulder on Video 4c  
beginning at 9:33*

- ☐ Zoom in as far as you can, until it won't let you zoom any further.
- ☐ Right click and 'save image as'
- ☐ Name your image and save.

Photoshop Lesson: Learn how to format or change your image  
in Photoshop beginning at 10:31

# Case Study

Once you have saved your completed image, there's a lot you can do with it.

My friend Jodie has created an amazing business using public domain images as you can see here...

[http://www.jessicasprague.com/index.php?option=com\\_virtuemart&Itemid=438](http://www.jessicasprague.com/index.php?option=com_virtuemart&Itemid=438)

Jodie likes to work with Photoshop brushes and creates some very cool designs that she then sells for a profit. Want to learn how she does it?

Begin by



going back to our botany book on archive.org. Using the tools in the bottom right hand corner, flip through the pages until you find an interesting photo that you like. Isolate the page (using the single page button in the bottom right corner) and zoom in until the image is large but still well defined and not blurry.

Open up your image in Photoshop and let's make this image usable.

Photoshop Lesson: Learn to create brushes beginning  
at 16:27

To get an idea of the scope of what is possible with these brushes, be sure to re-visit Jodie's site and look at her work. By using the same process I teach in the Photoshop lesson, she designs beautiful art that she sells. She utilizes frames, brushes of many types, transparency overlays as well of photo frames.



As you can see, there's so much opportunity here and there are millions of books you can create this stuff with. The sky is the limit. She also sells on Dreamstime and iStockPhotos as well, averaging a decent four figures, possibly close to five figures per month just from that.

## Selling Image-Based Products

There are a couple of sites that are great places to sell your image based products.

### Etsy.com

I always recommend Etsy for any imaged based product. We've visited this site in past chapters so I won't go in-depth here. But I highly encourage you to set up an account, get involved in the community there and begin selling on that site.

### eBay.com

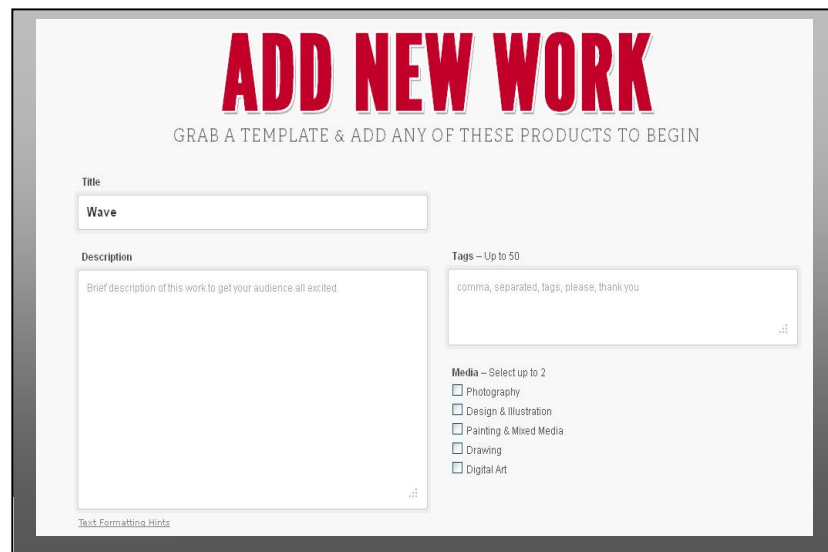


Another site I highly recommend is eBay. We've discussed the power of selling here in other chapters so I won't go through it again. Just note that your approach to selling on eBay would be different than your approach on Etsy but do not ignore the power of this site. It is averaging around 65 million visitors per month, people who are there ready to buy.

## Redbubble.com

Red Bubble is a less known site but is very cool and can be a great platform for you to create and sell your image based products. Much of what they do is focused on photography but public domain images work equally as well there.

Selling on Red Bubble is easy. After signing up for a free account and logging in, you go to 'My Bubble.' On that page click 'add new work' and choose the type of product you want to create. For our example we'll do prints, cards and posters. Simply add your own image and complete the steps they walk you through.

The image shows a screenshot of the 'ADD NEW WORK' form on the Redbubble website. The form has a light gray background with a dark gray border. At the top, the text 'ADD NEW WORK' is in large, bold, red capital letters. Below it, in smaller gray text, is 'GRAB A TEMPLATE & ADD ANY OF THESE PRODUCTS TO BEGIN'. The form contains several input fields: a 'Title' field with the placeholder text 'Wave', a 'Description' field with the placeholder text 'Brief description of this work to get your audience all excited', and a 'Tags' field with the placeholder text 'comma, separated, tags, please, thank you'. To the right of the 'Description' field, there is a 'Media' section with the text 'Media - Select up to 2' and a list of checkboxes: 'Photography', 'Design & Illustration', 'Painting & Mixed Media', 'Drawing', and 'Digital Art'. At the bottom left of the form, there is a small link that says 'Text Formatting Hints'.

You'll have the opportunity to choose which you want and you'll notice the standard markup is 20%. You can also choose whether to allow anyone to view or only yourself. Then, save your work.

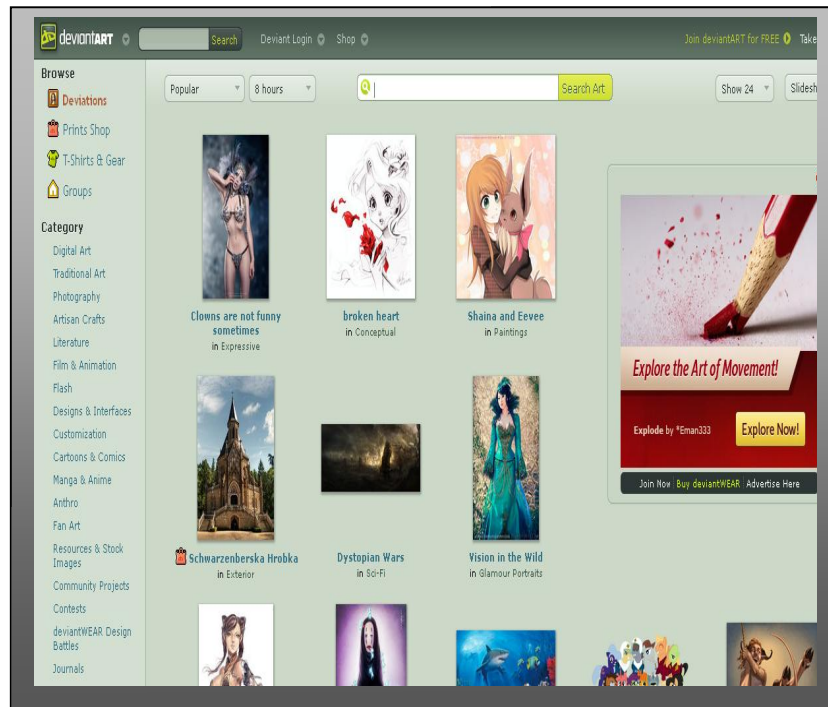
If this was public, anyone could purchase this image and get a frame print or whatever they choose. If I click greeting cards, the public price is \$2.40 with

my price being \$2.00. I can get canvas print or a framed print for \$91.20 based on the 20% mark up. That's it, very straightforward website to use.

## Deviantart.com

Deviant Art works in a similar manner as Red Bubble although they get a lot more traffic, half a million visitors per month versus about 5.5 million that visit Red Bubble.

This site is primarily photography



and illustration based and you can make different types of prints, t-shirts and other items to sell. The creation system is very similar to Zazzle, which we've spoken of before.

## Cafépress.com

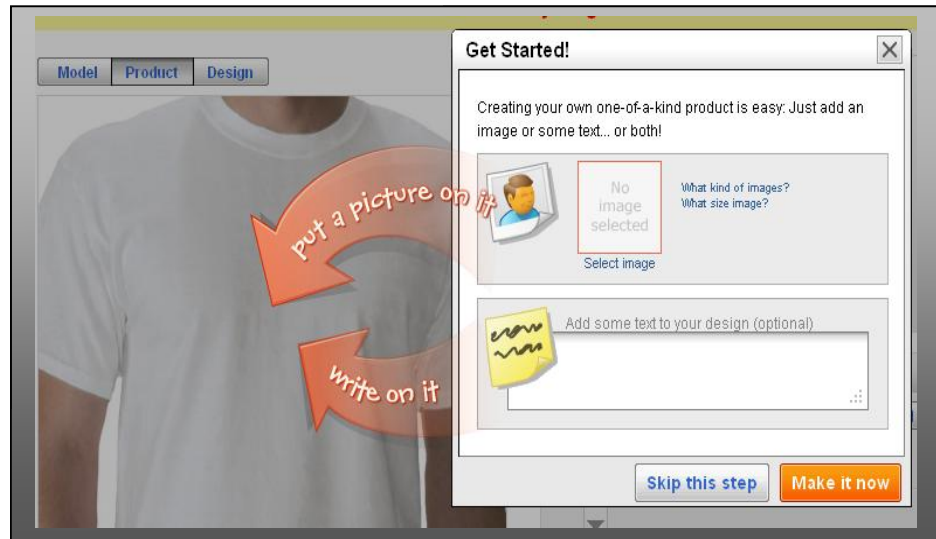
As I have taught about Cafépress before, I won't get into the specifics again. Just remember that it is an excellent place to sell your image based products.

## Zazzle.com

Although I've also mentioned Zazzle in previous chapters, I want to provide you a glimpse of how easy it is to create and sell products on this site.

In this example we are going to create a t-shirt so begin by hovering over the 'create' button of the homepage and choose 'custom t-shirt.' Then click 'create one now.'

Be sure to read 'what kind of image?' and 'what size image' to make sure you are selecting an image that will print well.



You'll notice that for apparel, the dpi needs to be 150 and the size the image needs to be based on the size of the area you are printing.

## Photoshop Lesson: Learn how to format your image to be print ready beginning at 35:18

Once your image is properly sized and formatted, select your image and upload the file and then click 'make it now'. Now you simply name your shirt and order it. That's it!





If you want, you can add text or you can, of course, get fancier with it in Photoshop but the process itself is that simple. Play around with the options and you'll notice you can choose different styles of shirt or you can choose to put the image on the back of the shirt.

Now, you'll be able to create stores to sell your shifts.

One thing I love about Zazzle is that you can create a wide variety of products. So let's say you also wanted to



create mugs. Once again hover over 'create' at the top of the page, choose 'mugs' and select the mug you want. Click 'create one now,' check the image size you need for mugs, change the image size in Photoshop. Then you simply upload the newly sized image onto your mug, buy it and sell it.

## Photoshop lesson: To learn how to change the image size to fit mugs, begin watching at 38:26

Again, experiment with sizes, text, etc with your images. When you love your design, you can either buy one or get cheaper rates by buying in bulk. Just check out the site to discover all the interesting and profitable things it can do for you.

I strongly encourage you to come up with some cool ideas and create a store and sell some products on one of these sites. Even if the products are just

for you, that is ok. Begin the process, get familiar with the sites and then let the inspiration flow.