THE SIX MUST HAVE DESIGN RESOURCES

to design your own graphics for your business

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Hey there!

I'm Mikaela, and I'm here to help you start and grow a business of your own.

Are you finding it difficult to start because you're overwhelmed, under-skilled, unsure or unprepared? Are you determined to create a business that allows you more flexibility and freedom in your life and career, but have no idea where to even begin?

I'll help you cut through the bullshit so you can start creating your dream business TODAY. No more daydreaming or procrastinating, it's time to jump in.

How to use this download

This list is to introduce you to the best tools you should consider using if you are set on designing your own graphics. As always, I encourage you to do your own research before investing in any software, and figure out what is going to be best *for you*.

The Adobe software mentioned has a steep learning curve, and if you don't necessarily have a passion or interest in learning graphic design I would highly recommend hiring a professional designer for this work and instead concentrate on the tasks in your business that light you up.

Good luck!

1 ILLUSTRATOR

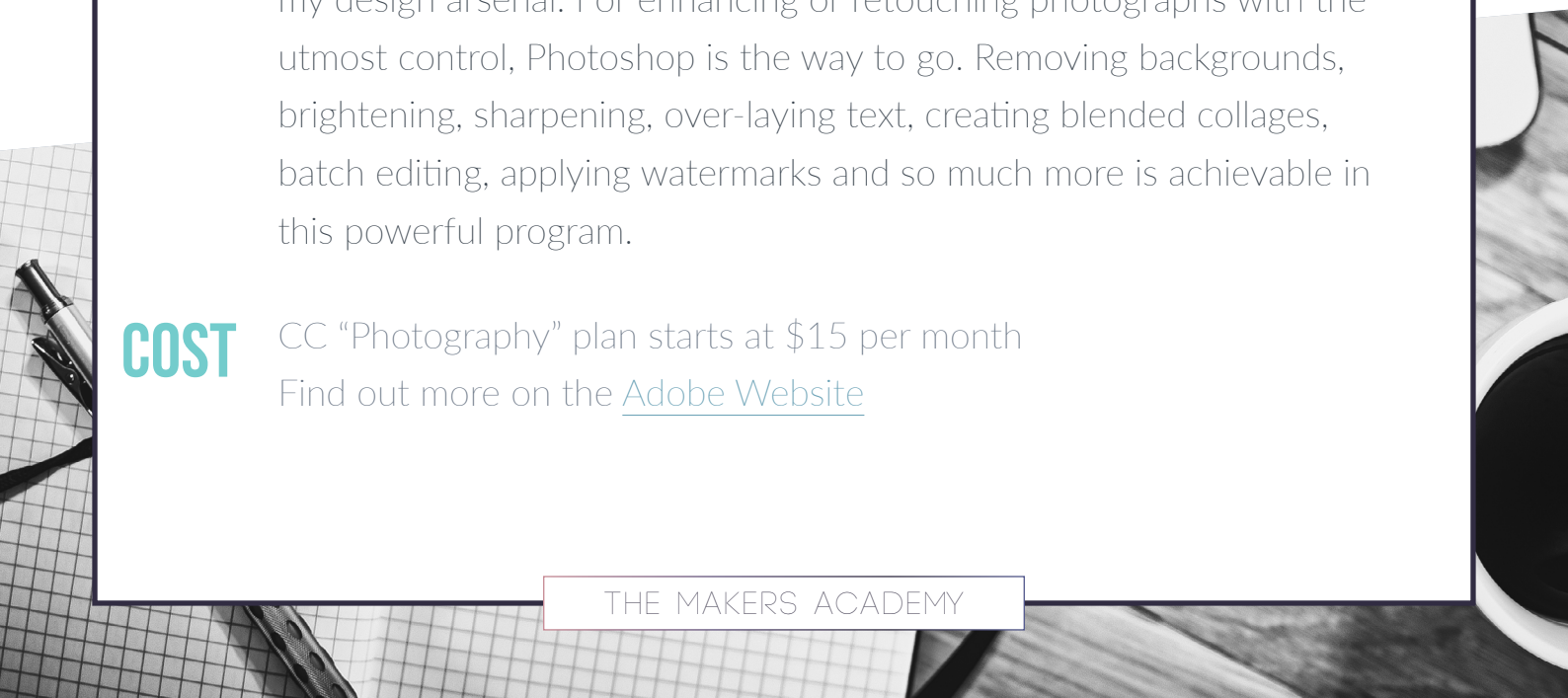
WHY? Illustrator is my Number 1 (even over Photoshop!), I use it every single day in designing my own graphics for my business and also in almost every one of my client projects. Illustrator is a vector based program, which means it is incredibly versatile and is the go-to industry standard for designing logos and other graphics that may need to be scaled to any size. I create 90% of my brand visuals in Illustrator.

COST Adobe Illustrator plan starts at $30 per month
Find out more on the Adobe Website

2 PHOTOSHOP

WHY? Even though I love Illustrator, Photoshop is still a very essential part of my design arsenal. For enhancing or retouching photographs with the utmost control, Photoshop is the way to go. Removing backgrounds, brightening, sharpening, over-laying text, creating blended collages, batch editing, applying watermarks and so much more is achievable in this powerful program.

COST CC "Photography" plan starts at $15 per month
Find out more on the Adobe Website



3 SMART PHONE/DSLR

WHY? A DSLR is brilliant for product photos, high quality videos, brand photography and you could even DIY your own head shots if you have a tripod. But to save time and shoot on the go for posting to social media platforms, you can't go past a good smart phone. Anything over the iPhone 5 or equivalent has a very decent camera that will give you clean, crisp shots ready to post out in an instant.

COST I don't know anyone who doesn't have a smart phone these days (even my dad has upgraded!), and DSLR's go from about $500 for entry level.

4 EDITING APPS

WHY? My editing Apps of choice are PicTapGo for enhancing & cropping, WordSwag for adding text & watermarks, PicFrame for creating collages, Flipagram for making slideshow videos, BannerPic for splitting images into smaller ones (cool for posting split-shots on Instagram), and EOS Camera for uploading images from my DSLR to my phone to post to social media platforms.

COST The apps range in price but average around $1.29. Check them out in the iTunes store or Google Play.

5 CANVA

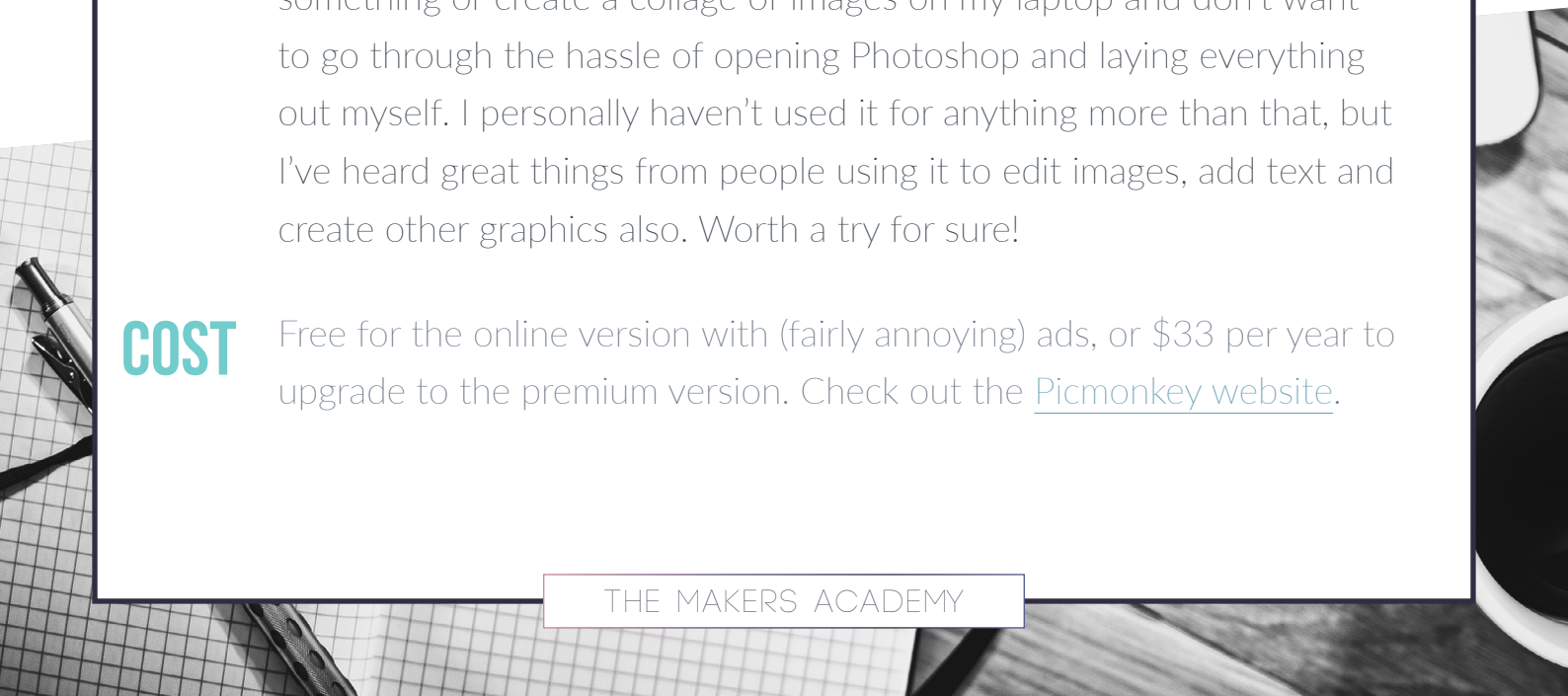
WHY? Canva is brilliant for those who don't yet have the technical skills to work in Photoshop or Illustrator, or those who want to knock something up really quickly and easily. They have a great design blog and tutorials to teach everyone about design too, which is comprehensive and focuses on using Canva to produce graphics for web and print.

COST It's free to start designing with Canva, it costs a small amount when you use premium images and layouts, or upgrade to Canva for Work.

6 PICMONKEY

WHY? PicMonkey is fantastic for when I want to really quickly re-size something or create a collage of images on my laptop and don't want to go through the hassle of opening Photoshop and laying everything out myself. I personally haven't used it for anything more than that, but I've heard great things from people using it to edit images, add text and create other graphics also. Worth a try for sure!

COST Free for the online version with (fairly annoying) ads, or $33 per year to upgrade to the premium version. Check out the Picmonkey website.



Want some extra help?

Too many women are giving up on their creative business ideas because they are overwhelmed, under-skilled, unsure or unprepared. This is why I've created The Makers Academy.

I want to help you escape the daily grind, realise your potential, become your own boss and never look back.

More than 60 percent of small businesses cease operating within the first three years of starting.

I give you the tools and skills to plan, launch and grow your idea into a thriving business so you can become self-employed and stay that way.

GUIDANCE SESSIONS

One-on-one personal business training – only Makers Academy members have the opportunity for my personal guidance

MEMBERS FORUM

A dedicated area within the membership to connect and check-in, giving you the power of shared information

MONTHLY TRAININGS

Regular private trainings for members, covering new skills, strategies and techniques every month

COURSE LIBRARY

The business, blogging, photography and design classes are the backbone of The Makers Academy

LIVE EVENTS

Members-only live events with indepth training, intensive planning and implementation sessions

MASTERMIND

An opportunity only given to Academy Members, every 6 months just 5 places are available to join the Mastermind

Want to know more?

Email me on info@themakerscollective.com.au

or head to www.themakers.academy