Designs That Sell

Student workbook

Creative Fabrica and Canva for print-on-demand. Print this, fill it in, and keep it beside you as you work through the course.



This workbook is education, not legal advice, and it makes no income promises. Licenses and platform rules change. Read the current terms for every asset and every platform before you publish.

How to use this workbook

Each page matches a module in the course. Do the page, then move on. Aim for 30 to 60 minutes per module.

The order

- [ ] Licensing log and rules (Module 1)
- [ ] Niche brainstorm and scoring (Module 2)
- [ ] Niche kit builder (Module 3)
- [ ] Canva setup and file specs (Module 4)
- [ ] Design planning and the six rules (Module 5)
- [ ] Originality checklist (Module 6)
- [ ] Listing worksheet (Module 7)
- [ ] Platform notes (Module 8)
- [ ] Tracker and 30-day plan (Module 9)

Three habits that protect your shop

1. Read the license on every item page before you download it, and log it.
2. Build a distinctive composition even when the license would let you upload an asset unchanged.
3. Be honest in your mockups, descriptions, and AI disclosures.

Module 1: Licensing log

Log every font, graphic, and texture you download. This record protects you if a marketplace or a designer ever asks where something came from.

Item name	Link	Type	Download date	License read?	Used in

Do This Now	Bookmark Creative Fabrica's subscription license page and Canva's licensing help page. Check the date on each license version.

Module 1: Rules cheat sheet

Fill the blanks as you read the current terms. Write the version or date you read.

Question	My answer (from the current terms)	Date read
Can I use fonts on POD? How?		
Can I upload a graphic unmodified?		
What changes if I cancel my subscription?		
Are Needlework files allowed on POD?		
What does Canva say about as-is content?		
How does Canva treat its AI tools?		
Can I use branded Canva content on merch?		
Does my platform require me to own copyright?		
What must I disclose (AI, partners)?		
Other:		

Always avoid

- ☐ Trademarked names, logos, characters, celebrity names, lyrics
- ☐ Slogans I have not searched in the USPTO trademark database
- ☐ Uploading a font file or editable source file anywhere
- ☐ Selling an unmodified template or stock element

Module 2: Niche brainstorm

Niche = Audience + Identity or Occasion + Style. Write 15, then score your best ones on the next page.

#	Audience	Identity or occasion	Style
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

Module 2: Niche scoring

Score each line from 1 to 5. Anything under 15 goes back on the shelf.

Niche	Exact buyer and gifter?	Search interest?	Real sellers, not 10,000 clones?	Kit fit?	20 ideas?	Total /25

Research notes

Do This Now

Pick your top 3 niches and write them here: 1) _____ 2) _____ 3) _____

Module 3: Niche kit builder

One kit per niche: 2 to 3 fonts, 5 to 10 graphics in one style, 1 texture, and a 4 to 5 color palette. Copy one page per niche.

Niche: _____

Fonts (display, accent, simple)	Why it fits	Item link

Graphics (same style)	Hero candidate?	Item link

Texture or overlay	Item link

Palette (write hex codes)

Color 1	Color 2	Color 3	Color 4	Color 5

Quality screen: sharp when zoomed? consistent designer? recent reviews fine? too generic? any trademark risk?

Module 4: Canva setup and file specs

Specs change. Write what each platform's own upload page says today, and the date you checked.

Platform / product	Size (px)	Format	Max file size	Notes	Date checked

Setup checklist

- [ ] Master canvas created in Canva (custom size set for my main product)
- [ ] Rules and a center guide turned on; safe area planned
- [ ] Exported a transparent PNG and opened it on a light and a dark background
- [ ] No white halos, cut edges, or visible box
- [ ] Dark-shirt and light-shirt versions both look clear
- [ ] Zoomed to 100% and checked sharpness of text and graphics
- [ ] Folder structure and naming system set up

Module 5: Design planner

Plan before you open Canva. One idea per design.

Niche: _____ Buyer: _____

The one idea, in one sentence

Layout pattern (circle one)

Stacked text Curved or badge text Text plus icon Pattern Small left-chest design

Text lines (biggest to smallest)	Font	Size order (1 is biggest)

Rules check

- ☐ One idea. One thing biggest, one supporting, the rest small.
- ☐ Contrast tested on a light and a dark product color
- ☐ Two fonts at most, three to five colors
- ☐ Generous spacing between lines; tight, even kerning on display type
- ☐ Readable when shrunk to about 200 px wide

Rough sketch

Module 6: Originality checklist

Tick at least four before you export. Run this on every design.

Design name: _____

- ☐ I changed the colors to my own palette
- ☐ I cropped, rearranged, or reshaped the main graphic
- ☐ I added at least two elements I made myself
- ☐ I built a custom text layout, not a phrase dropped on a graphic
- ☐ I layered a texture or effect that changes the look
- ☐ I combined elements into a composition that does not exist as one asset
- ☐ A side-by-side with the original asset looks clearly different
- ☐ The phrase or concept comes from my research, not another seller's listing

These do not count as real changes: adding one word on top of a graphic or pattern, combining downloads without modifying them, changing only color or size, flipping or slightly resizing.

Process note

Canva design link:

Assets used (match the licensing log):

What I changed:

Module 7: Listing worksheet

Use the words buyers typed in your research. No unrelated keywords, no brand names you do not own.

Title formula: [Primary keyword] + [Audience or occasion] + [Product]

Title

Description: what it is and who it is for (first two lines)

Product details, gift angle, honest notes (color and sizing), disclosures

Tags (distinct phrases, not the same words rearranged)

Tag	Tag	Tag	Tag

Pricing math

Production cost _____ + platform fees _____ + shipping handling _____ + my profit _____ = price _____

Honest mockup checklist

- ☐ Shows the product the buyer will actually get
- ☐ Design looks the same size and placement it will print
- ☐ Includes a dark and a light color option where relevant

Module 8: Platform notes

Pick one marketplace and one own-shop channel to start. Read their current content and file policies and write what you find.

Platform	File spec	Content rules I must follow	Disclosures required	Fees and royalty

Safe habits across rule changes

- [ ] Disclose the production partner
- [ ] Disclose AI use honestly and accurately
- [ ] Review and publish each listing myself, no unattended bulk publishing
- [ ] Use designs I made, with a real creative role
- [ ] Keep records of every design (Module 6 process note)

Pre-upload checklist

Run this on every design before you publish.

- [ ] Every font and graphic is in my licensing log with its license type and date
- [ ] No font file or editable source is included in the upload
- [ ] No Needlework or embroidery files used
- [ ] No trademarks, brands, characters, or celebrity references in the design, title, tags, or description
- [ ] Slogan searched in the USPTO trademark database
- [ ] The design is an original composition and passes the side-by-side test
- [ ] Canvas size and file type match the platform's current spec
- [ ] Transparent background is clean on a dark and a light preview
- [ ] Text is readable at thumbnail size
- [ ] Mockups accurately represent the product
- [ ] AI use is disclosed where the platform requires it
- [ ] Production partner is disclosed where required
- [ ] Process note saved (Canva link, assets, what changed)

Module 9: Design tracker

One row per design. Review each batch after 4 to 6 weeks, then keep, tweak, or retire.

Design	Niche	Platform	Date live	Views	Favs	Sales	Next action

Low views: fix title, tags, category. Views but no clicks: test a new main image. Clicks but no sales: test price, product, or trust, one change at a time. A design that sells: make variations in the same niche, never copies.

30-day plan

Block your sessions in your calendar now.

Week	Focus	Deliverable	Done
1			
2			
3			
4			

Week 1: licensing log, 3 scored niches, 1 complete kit. Week 2: Canva master canvas and 5 finished designs in one niche. Week 3: mockups and 5 live listings with unique titles, tags, and descriptions. Week 4: 5 more designs, first stats review, notes on what to change.

Weekly rhythm once you are consistent

One research session, two design sessions, one listing session, one review session.

My sessions this week

Session	Day	Time

Stay ethical as you grow

- [ ] Be transparent about AI use and production partners
- [ ] Be honest in product descriptions and mockups
- [ ] Never copy another designer's work
- [ ] Do not make income claims your own data cannot support