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SPECIFICS OF CREATING VECTOR IMAGES FOR SALE ON STOCK WEBSITES

At the current stage of development of digital technologies, vector images are in high demand in various fields due to their versatility, scalability and easy color change. For example, web design, printing, advertising, branding, etc. Creating vector images for sale using special graphic editors is a relevant, profitable and promising direction for graphic designers, which allows them to develop creative freedom and monetize the results of their own activities. This is a great way to develop creativity, but for stable earnings it is very important to combine creative ideas with a marketing approach.

The purpose of this study is to examine the specifics of creating vector images for sale on stock websites. Also, to outline the technical requirements and aesthetic recommendations for their placement on such sites in order to generate passive income.

Vector images are images that are created and stored not as a set of pixels (as in raster graphics), but as mathematical formulas that describe lines, curves, shapes and colors. Their most important features are: the ability to scale without loss of quality, a smaller file size compared to raster ones, and easy editing and correction of visual changes. Vector images are used everywhere: for graphic and print design, web and digital design, marketing and advertising, branding and corporate identity, education and presentations, art and decor. Examples of vector formats: SVG (Scalable Vector Graphics), AI (Adobe Illustrator), EPS (Encapsulated PostScript), CDR (CorelDRAW), etc. For stock sites, EPS, AI, and sometimes SVG are

usually accepted. Vector images can be created using free graphic editors (Inkscape, Gravit Designer, Vectr, Boxy SVG, etc.) and those distributed on a paid basis (Adobe Illustrator, CorelDRAW, etc.).

Creating vector images for stock websites is one of the possible ways for a freelance graphic designer to earn money. Online stock platforms are special websites where users can buy and sell ready-made digital materials: photos, vector illustrations, videos, icons, music and other media files. It works as follows: authors upload their works to the platform, users (designers, marketers, companies) buy the necessary materials and the author receives a percentage of the sale (royalties) if the material is purchased. Different stock websites have different royalty rates (it can be less or more). It is possible to earn from 15% to 60% of the total revenue. You can sell your own vector images on stock websites such as: Shutterstock, IStockPhoto, Adobe Stock, Freepik, Vector Stock, Dreamstime, 123RF, Vecteezy, PIXTA, etc.

Before creating a vector image for sale on stock sites, it is worth analyzing which topics are the most popular and commercially attractive. For example, holidays, business, technology, nature, etc. Technical requirements for vector images may vary on different stock sites. For example, the Adobe Stock website has the following basic technical requirements for vector images: only AI, EPS and SVG formats are accepted; recommended artboard minimum is 15MP (megapixels), maximum – 65MP (megapixels); maximum file size: 45MB (megabytes); Document Color Mode: RGB and artboard offset: (0,0) upper-left corner. The site also recommends correctly determining the size of vector files depending on different categories. For example, it is advisable to create design elements and sets (icons, logos, patterns, characters, lettering) no smaller than 1000x1000 pixels and no larger than 4800x4800 pixels. Also, the text should be minimized or absent and converted to curves, and the layers unlocked [1],[2].

When creating vector images for stock sites, the following aesthetic recommendations should be followed: you should use the laws of composition; the proportions of the elements should be harmonious; the color palette should be limited (you should avoid excessively contrasting and bright colors unnecessarily); the lines should be neat and without “breaks”; you should not place unnecessary elements outside the artboard, the image should be perceived well in a reduced form.

When submitting a file for review, you need to add an accurate and short title with a description that explains the content of the image and select tags/keywords. After receiving profit for your own work, funds can be withdrawn using PayPal, Payoneer and Skrill (not available in many countries). The minimum amount for withdrawal must be 25 USD (for Adobe Stock). Also, before withdrawing funds, you must fill out a tax information form (W-8BEN). This is mandatory even for Ukraine.

Thus, creating vector images for stock sites has a significant perspective, which consists in combining creative freedom with the possibility of stable and long-term earnings. The reason for this may be the constant demand for such content, the possibility of selling in any country in the world and the formation of an author's recognizable style (this can become the basis for receiving private orders and cooperation with brands).

References

1. Adobe Stock. Vector requirements.
URL: <https://helpx.adobe.com/stock/contributor/help/vector-requirements.html>
2. Passive income graphic design: Get Started Selling Stock Images - Graphic Design How to. URL: https://www.youtube.com/watch?v=02wO4P40INc&list=PLOJqS6ldHI2kFkxA1ZgURzz7hnq_p0oOX