Creative Basics

30 Days to Awesome Social Media Art

by

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#creativebasics

Disclaimer: The material in this book is meant to serve as an educational overview and general resource for bloggers and social media users to create graphics. Please conduct your own research into the terms of use and/or intellectual property rights of any websites, images, photos, or apps that you choose to use. The author of this book is not liable for any copyright or intellectual property infringement that may occur due to the completion of the challenges in this book.

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What People Are Saying

<u>About Crystal</u>

Crystal is smart, she knows what she's talking about and I wish I knew everything she knows.
Myquillyn Smith, "The Nester"
Author of "[The Nesting Place](#)"

Crystal is full of faith, generous and innovative. She's not afraid to try new things, to take risks and go big. She is more than willing to share her wealth of knowledge and contagious joy with you. I have learned so much from Crystal as a virtual assistant and as a leader in social media.
Aubrey Barela
[Virtual Assistant](#)

Good graphics are where it's at online these days. But knowing how and where to begin can be overwhelming. Crystal Stine's step-by-step course will walk you right into great online graphics, whether you're a beginner or a seasoned pro.
Lisa-Jo Baker
Author of "[Surprised by Motherhood](#)"

<u>About "Creative Basics"</u>

I've struggled for a long time with the technical aspects of blogging and especially graphics for my photos. As a food blogger, I have a good handle on iPhone photography but for the life of me, couldn't figure out how to make my graphics pop.

With Crystal Stine's Creative Basics course, it's like she's sitting with you at your computer taking you step by step and helping you create beautiful graphics.

In this course, you'll learn how to master both Pic Monkey and Canva and some iPhone apps as well. Crystal's course has helped me tremendously and if you're wanting to take your images to the next level, I encourage you to get this eBook!
[Kate Battistelli](#)

What a fun and helpful course! Crystal takes the reader step by step through the process of creating fun graphics, and she makes it incredibly user-friendly. The steps are not overwhelming and can definitely can be done in a day. She gives photos, resources, and examples of everything she teaches. I also love how encouraging she is along the way, it's like she's celebrating with us in our progress of learning to create graphics! I'm so thankful Crystal is willing to share her expertise in this area with others.
Eryn Hall
Host of the [Declare Conference](#)
[MamaHall](#)

Preface

You open up Instagram and see beautifully created graphics with inspirational quotes on them. Then you head over to Pinterest and wonder how you could make images like the ones you see. And after you sign up for a blogger's email list, you wish you could create a free printable for your own site, to encourage your readers to sign up for YOUR list.

Over the next 30 days, you'll learn how to do all of that – and more.

I'm excited that you've decided to join me for this 30 day "Creative Basics" course. I'll take you from start to finish, creating everything from text-only graphics to quote images and quite a few things in between.

Tip: You'll get this tip & the link to a special free download when you purchase the course!

What You'll Learn:

- Where to find photos
- Some rules about fonts
- How to use Canva, PicMonkey, and a few of my favorite apps
- ...and by the end of it you'll even create a free printable to offer your readers!

This is content that I typically share at conferences collected from over 10 years of marketing, blogging and social media experience, all in one all encompassing resource for you to work through at your own pace!

What You'll Need to Get Started:

- A computer (the majority of these sites work best when used on a computer, not a tablet or smartphone)
- A basic understanding of how to save and retrieve files to/from your computer
- Internet access
- A smartphone is optional, but several courses will involve using apps
- Social media accounts (Instagram, Facebook, Twitter and Pinterest) are also optional but the majority of this content will be focused on creating micro-content for those platforms

Here's how it will work:

Each day you'll find one challenge to tackle. Every course will build upon the one before so that, by the end, you'll have all the tools you need to create our final project – a free printable!

Easy, right? I promise we'll take it slow and work together. I'll share some examples and you can checkout the #creativebasics hashtag on Instagram to see what others are doing as well!

With love,

Crystal Stine

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Day 1 – "Mise en Place"

Grab your coffee and let's get started. I'll let you know right now that you're going to want to hold tight with me through the first 6 days as we prepare to make some awesome images.

In cooking, what we're going to be doing on days 1-6 is called "mise en place," or if you aren't up on your French (coming from the gal who took Spanish & Italian) "putting in place." It's the important organizing, arranging, and prep work that helps us make sure we have everything in order before we dive in!

But don't worry - this isn't a bait & switch course where I give you the bare minimum and then charge you a fee for the rest. I promise you'll leave having created more than 15 different types of images and learning every tip & trick I can think to share with you!

Today's Challenge:

Find at least one beautiful scenic photo to save to your desktop from Unsplash.

The How-To:

1. Go to Unsplash.com

2. Scroll through the images until you find one you like

3. Click on it to open it in a new window

4. Right click to save the image to your desktop as a JPG

5. Repeat as needed ;)

View Sample 1

Unsplash is a great site that offers professional photographs that are completely free for you to modify as you wish. For zero dollars. When you're first starting to use photos from around the internet for your projects, understanding licenses and royalty-free options can be a challenge, so this is a great place to start!

Generally speaking most photo sites ask that you not use the image on anything you intend to make a profit on, and most will give suggested language on how to properly credit the photographer if they require it. While I might suggest sites

during this course that I love to use, it's up to you to learn the terms of use and understand them before you do anything with the images!

We'll be building a little library over the next few days so that when we're ready to jump into creating graphics we won't have to spend time hunting for a photo! On Day #3 I'll also share with you my pros & cons when it comes to using free images.