



The following few questions can be answered with a straight yes or no: Could you be a beginner at digital design? Or even an “experienced” one?

However, the follow-up ones could be a little bit difficult and maybe too tricky to answer: What are “creative markets”? What types of “creative content” are there? How do you begin at creative content development? What about selling it? What platforms are there?

In answer, in the first place, if one is just giving design hand or has been doing it for some time but without a breakthrough, these few tips, for the beginner, will strengthen their resolve to first of all code or develop for food, and ultimately design for its own sake, for good. Same to the experienced designer or coder. But they will also have a mileage in developing superior digital goods, as the following will show.

To begin at the beginning, digital designers and their developer counterparts create templates(also digital) for use by other developers or designers to create sterling websites and blogs, before selling such templates on creative markets—online platforms where designers and developers can sell their digital goods as individuals or as a collaborative team.

Some such marketplaces include Themeforest, Codecanyon, Graphicsriver, Audiojungle, 3docean, Photodune, Videohive, Activeden, Tutsplus, and Envato Studio.

Incidentally, according to a 2014 study of some prominent digital content markets, by the end of that year, a group of four million authors had earned over 20 billion only in commissions from the sale of their digital content(Envato Market Survey, 2014). Besides, 30 of the four million had each made over 90 million in earnings. Not forgetting that one of these 30 authors made 450 million by selling one theme only.

The content in question can include templates/themes, web applications, stock photos, icons, logos, fonts, flyer and business card designs, plugins, widgets, 3d models, tutorials, sound effects, music tracks, as well as games.

But how to sell creative content online? Depending on where you are right now in the design arena, the following could prove useful:

You could break the mold of stagnation by first of all identifying what you are really good at and focus on that one thing—and do it well. Or you could learn something rather new, while checking what other designers/developers are doing in a specific micro-niche—and do it better still.

Meanwhile, the designer or developer must have began the design process by choosing a concept, designing the idea, coding and development, testing, before publishing to a marketplace.