

# SURFACE DESIGN NEWS

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*The Monthly E-Newsletter for all things*

*Surface Pattern Design*



Print Design By: Teri Larson

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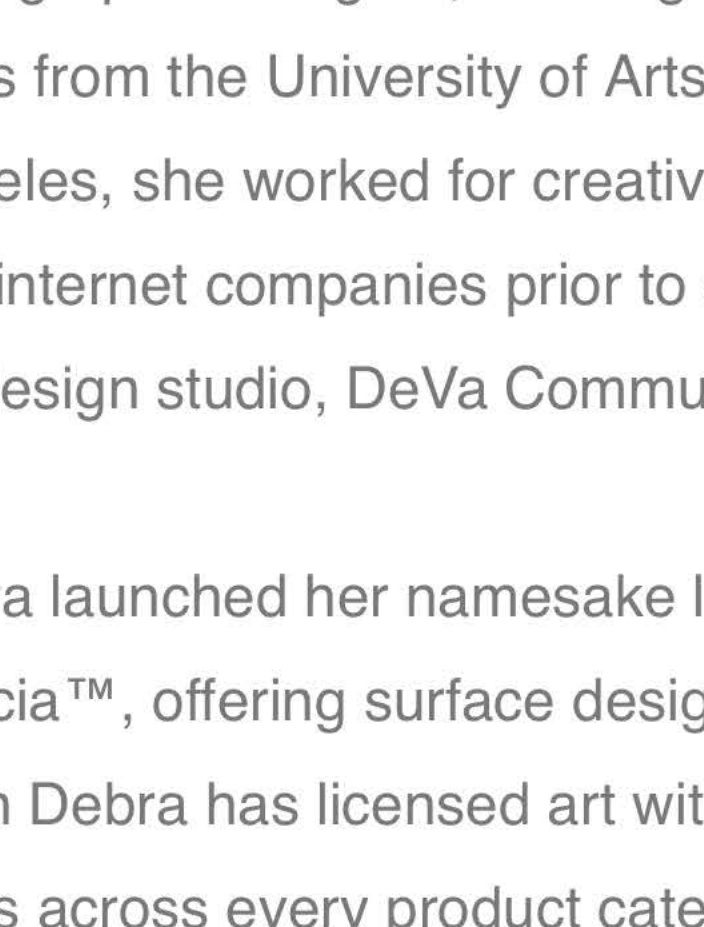
Hello! I'm Stacie Dale, editor of [Surface Design News](#). I am so happy to see so many of you utilizing the newsletter and sharing your designs and information in the Facebook group. If you are a subscriber and haven't joined the SDN private Facebook group yet, go here and request to join.

<https://www.facebook.com/groups/4601219536571862>

In this issue of [Surface Design News](#), you will find the comprehensive list of companies currently accepting artist submissions, as well as some insightful content on many facets of our industry. If you have a topic you'd like us to report on or are interested in being featured in our newsletter, email us at [info@surfacedesignnews.com](mailto:info@surfacedesignnews.com).

## Who's Teaching?

### Debra Valencia



**About Debra Valencia**

**Licensed Artist & Educator**

Debra Valencia, a visionary surface pattern artist, product designer, and entrepreneur has a passion for world travel, artisan traditions, pop art, and fashion trends. Debra has branded a California style that is uniquely her own. Her colorful, chic products are found in the licensed lifestyle market, appealing to women who love style, fashion, and femininity.

Educated as a graphic designer, Debra graduated with a BFA with honors from the University of Arts in Philadelphia.

In Los Angeles, she worked for creative agencies, publishers and internet companies prior to starting her own graphic design studio, DeVa Communications.

In 2007, Debra launched her namesake lifestyle brand, Debra Valencia™, offering surface design collections.

Since then Debra has licensed art with over 100 manufacturers across every product category including gift, stationery, craft, textiles, home décor, fashion accessories and beauty.

Debra currently teaches college courses on surface design and business practices for artists at Otis College of Art + Design and Art Center College of Design. She also coaches artists on their careers and portfolios on an individual basis. Debra has had the distinction of being selected as a judge of numerous national design competitions, a prestigious honor. Her work has won dozens of design industry awards. Debra is the author of a dozen craft books featuring her designs on topics including sewing, embroidery, coloring books, and more.

As an expert on Licensing Art for Royalties, Debra has been featured as a guest speaker at design conferences, universities, and professional groups including Harvard, Cal Poly Tech, University of Wisconsin, Art Center College of Design, American Association of Graphic Arts (AIGA), Association for Creative Industries (AFCI), California Lawyers for the Arts, Association of Valley Professional Photographers, Whole 9 Gallery, California Dept. of Education, Employee to Entrepreneur Summit and others.

As of January 2024, Debra launched her own online school, [Savvy Surface Design](#).

Surface design is an exciting career on its own, as well as a side hustle. It can also be an added repertoire to offer clients if you are already in illustration, graphic design, interior design, or fashion design. With over 20 years experience, Debra teaches surface design from the basics to the advanced levels including artistry with a variety of techniques, how to design products, and technical skills for collaboration with factories.

Debra is a big believer in learning business equally to learning creative skills. The array of topics has been intentionally developed to improve business expertise necessary for creative entrepreneurship. With her expert guidance, these courses will give students the training, confidence, inspiration, and support on their journey to creating a successful career, business, or side hustle in surface pattern design.

The first course is now live: [Copyright Your Artwork](#). Other classes will be rolling out throughout 2024 at [www.savvysurfacedesign.com](http://www.savvysurfacedesign.com)

### Business for Creatives

*Business 101*

Students learn the basics of running their own business: accounting, proposals & contracts

*Licensing Your Artwork*

Students learn how to earn royalties on their artwork and work smarter

*Publish a Craft Book*

Students learn how to pitch an art & craft book to publishers as well as self publishing

*Print On Demand*

Students learn how to earn passive income on a variety of print on demand platforms

*Publicity for Artists*

Students learn how to write press releases, to receive free publicity in magazines and blogs

*Surface Design*

*Basics*

Students learn pattern designs by theme including geometric, stripes, plaid, floral, paisley, animal, holiday and novelty

*Collections*

Students learn new design skills for coordinated collections — a grouping of 6 to 12 patterns presented as a collection

*Product Design*

Students focus on finished product applications: quilt fabric, dinnerware, bedding, wallpaper, stationery, fashion and more

*Production*

Students learn how to prepare artwork for printing and manufacturing based on industry specific technical requirements and techniques

*Adobe Illustrator*

Students learn specific tools and skills including Pantone Connect for surface designers

*Adobe Photoshop*

Students learn specific tools and skills including Pantone Connect for surface designers

*Procreate*

Students learn specific tools and skills for surface designers

### Mentoring

Group coaching membership with bi-weekly meetings via Zoom to provide advice on both creative and business questions

### Coaching

Coaching artists on their careers and portfolios on an individual basis

### Debra Valencia™

**Lifestyle Brand • DeVa Design, Inc.**

*Chic & stylish designs for stationery, gift, textiles, craft, & home décor*

She/her/hers

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