



Creating Unique, Personalized, & Meaningful Portraits



Melissa Vono
Stitch At Nite



- **Who**
Melissa Vono
- **What**
FT Speech-Language Pathologist
and PT Stitch At Nite
- **Where**
Southern Gal, East Coaster, now
living in SF North Bay California
- **When**
Started Stitch At Nite in 2017
- **Why**
Mental Health & Creative Need
- **How**
Lauren Conrad on IG



Stitch At Nite 2020

Where do I even start?!

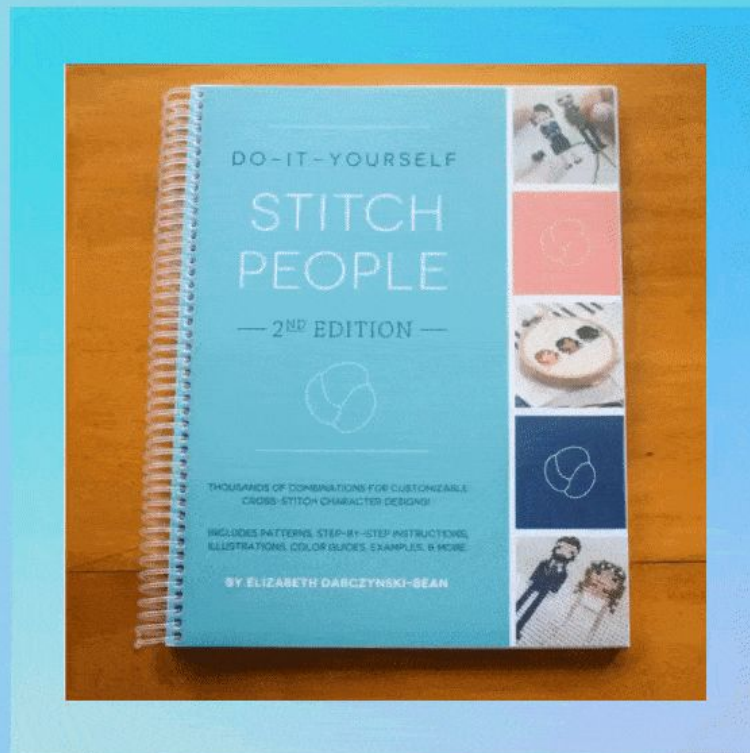
Start Here:

Do-It-Yourself Stitch People
(2nd Edition)

Cross Stitch Starter Guide*

Printable Cross Stitch Design
Journal*

(* indicates a FREE pattern!)



Stitch At Nite 2020

Events & Holidays

There are 26 different patterns for events and holidays!

(* indicates a FREE pattern!)

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Stitch People Weddings
Valentine's Day Patterns
Valentine's Day Pattern*
International Women's Day Pattern*
St Patrick's Day Pattern*
Sibling's Day Pattern*
Earth Day Pattern*
Easter Patterns
Easter Pattern*
May the Fourth Pattern*
Mother's Day Patterns
Mother's Day Pattern*
Red Nose Day Patterns*

Father's Day Pattern*
4th of July Patterns
Fourth of July Pattern*
Summertime Patterns
Summertime Pattern*
Talk Like A Pirate Day Pattern*
Halloween Patterns
Halloween Pattern*
Thanksgiving Patterns
Hanukkah Pattern*
Christmas Mix N' Match Patterns
Christmas Pattern*
Ugly Christmas Sweater Patterns*

People, Pets, & Places

There are 18 different pattern collections for people, pets, and places!

(* indicates a FREE pattern!)

Stitch People Backgrounds
Stitch People Occupations & Hobbies
Stitch People United States Armed Forces
Stitch People Farm Animals (2nd Edition)
Make Believe: Whimsical Costumes & Accessories for Children
Pioneers, Settlers & Frontiersmen
Indian
Sikh
Judaism
Islam
Mormonism
Traditional African
Scottish
Christian
Stitch People Home and Clothing Accessories
Canadian Pattern*
Otter Pattern*
Healthcare Hero*

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Sports & Arts

There are 13 different pattern collections for sports and arts!

(* indicates a FREE pattern!)

Ball Over Net Sports Patterns

Bat & Ball Sports Patterns

Football Sports Patterns

Basket Sports Patterns

Hockey Patterns

Running Sport Patterns

Rollerskating Sports

Swimming Sports

Cycling Sports Patterns

Triathlon Package

Ballet Dance

The Nutcracker Patterns

Ballroom/Latin Salsa/Flamenco Dance

Fonts, Embellishments, & Extras

There are 18 different pattern
collections for fonts,
embellishments, and extra!

(* indicates a FREE pattern!)

Borders, Embellishments & Motifs

Alphabet Bundle: All Alphabets

Alphabet: John Doe

Alphabet: Maggie

Alphabet: Diana

Alphabet: Oslo

Alphabet: Darby

Alphabet: Sally

Alphabet: Jilly

Alphabet: Jules

Alphabet: Calvin

Alphabet: Mike

Alphabet: Romney

Alphabet: Emma

Cancer Awareness Ribbons*

5000 Community Member Party Pattern*

Stitch People Cup Cozy Shape*

Jane Eyre Quote Pattern*

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SO MANY Stitch People Patterns



**Don't reinvent the wheel if
you don't have to!**

Check what each book includes
either by referencing the Table of
Contents in your book or by
looking on the Stitch People
website.





WHAT TO BRING TO THE STITCH PEOPLE VIRTUAL GATHERING

In Uncategorized by Theresa / May 20, 2020 / [Leave a Comment](#)

Have you signed up for the Stitch People Virtual Gathering? Yes? Hooray!!!! We can't wait to *see* you there!!! While you already know the fun line up we have coming for you, you might be wondering what you could gather in supplies for the week. Well today Lizzy will go through some of her most recommended supplies, available from our ...



THE NEXT STITCH PEOPLE GATHERING – WE'RE GOING VIRTUAL!

In Uncategorized by Theresa / May 17, 2020 / [Leave a Comment](#)

Hi Fellow Stitch People! We have been so excited about

 Search




[Get the DIY Stitch People Book](#)

So many ways to PLAN your designs!



Use WH Questions

Answer these questions to help you begin designing your Stitch People portraits:

- 
- **Who**
Who is this for: a friend, stranger, parent, child, cousin, business, etc.?
 - **What**
What should be included: number of people, babies, dogs, cats, guinea pigs, fences, bouquets, earrings, trees, etc.?
 - **Where**
Where is this piece going to live?
 - **When**
When is this due: tomorrow, next week, in 3 months, next year?
 - **Why**
Why are YOU the artist for this portrait?
Why are you excited to take this on?
 - **How**
How will it be finished and delivered: in a hoop, frame, USPS, hand-delivered?

WHO?

Drives details, knowledge of personalization, access to photos, ability to have flexible timeline, level of perfection, etc.



→ Who

Who is this for: a friend, stranger, parent, child, cousin, business, etc.?

→ What

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WHAT?

Drives the size, number of skeins of floss, colors needed, color of cloth, workload, personalization, etc.



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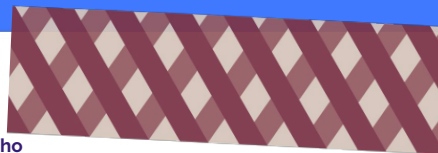
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WHERE?

Drives size, finishing and framing,
possibly cloth color, level of
exposure which can drive level of
perfection, etc.



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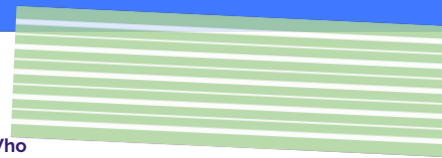
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WHEN?

Drives level of detail, size,
personalizations, holiday theme,
etc.



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→ **Where**
Where is this piece going to live?

→ **When**
When is this due:
tomorrow, next week, in
3 months, next year?

→ **Why**
Why are YOU the artist for this portrait? Why are you excited to take this on?

→ **How**
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WHY?

Drives your motivation,
confidence, your specialty details
or stitches, relationship to
portrait, etc.



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- **How**
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HOW?

Drives finishing and framing,
costs, timing, etc.



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Dead Space & Balance

Every element of a design—typography, colors, images, shapes, patterns, etc.—carries a visual weight. Some elements are heavy and draw the eye, while other elements are lighter. The way these elements are laid out on a page should create a feeling of balance.



Personalization

Remember to add those personal details that make the design customized! Does the man support the Washington Nationals? Do they hike with their dogs?




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Personalization

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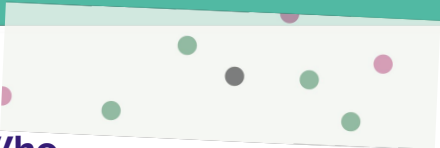


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Personalization

Remember to add those personal details that make the design customized! Does the person love Audi, Lego and Mr. Potato Head?

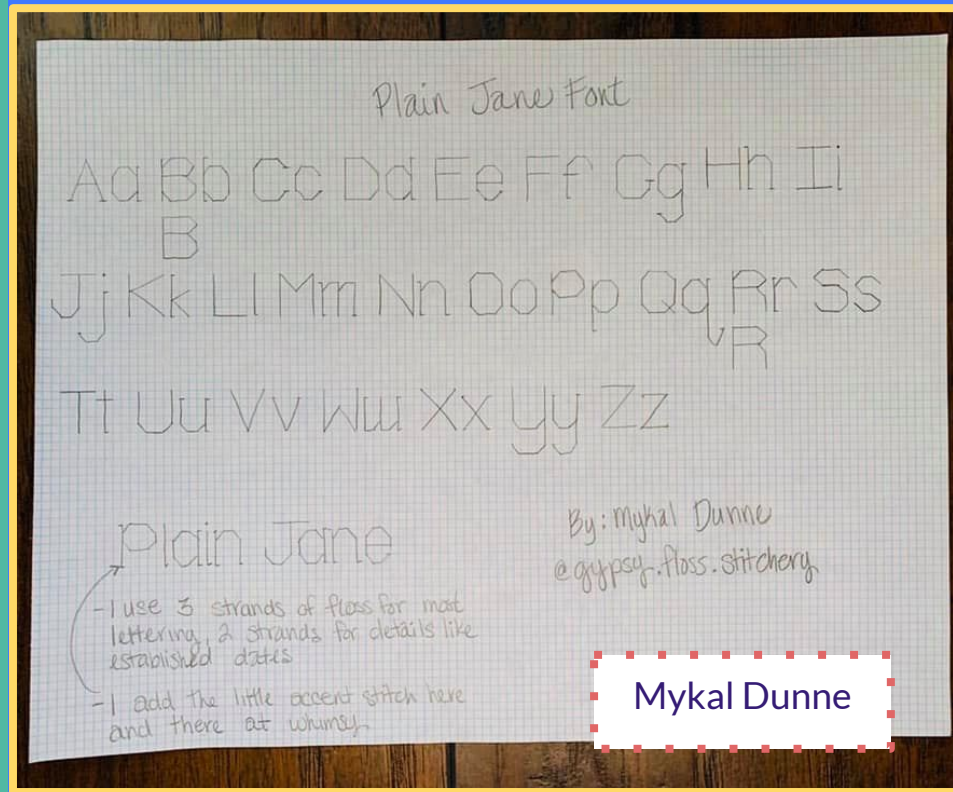


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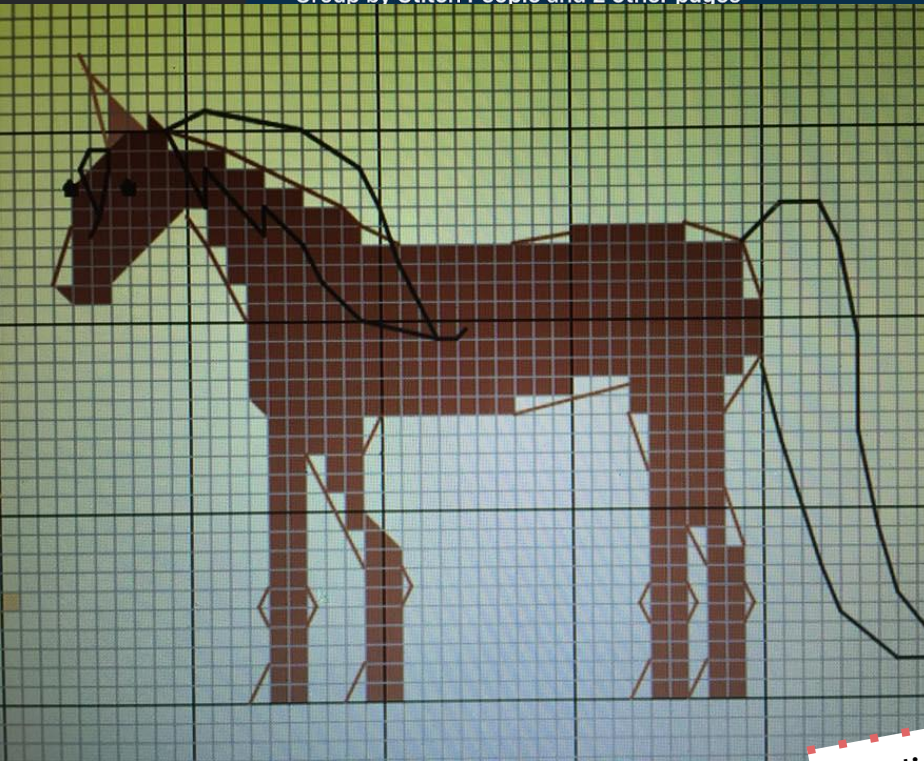
Typography

Search in the Stitch People books
and Community!

Etsy also has a million great
options.



Group by Stitch People and 2 other pages



Cecilia Ehle

Stitch At Nite 2020



whomp whomp

Trying out colors on fabric sometimes means you scrap the whole thing or frog *rip it rip it*

Failing

Sometimes you spend loads of time designing a great portrait and start stitching and...you fail.

It happens to the best of us!

Take a break, pour some wine/hot chocolate, take a walk, and start again!

Buildings & Scale



Building Only (No Portrait)

Scale to your time frame and their budget

Focus on the unique characteristics of the building, which may include signs, bushes, trees, pathways, house numbers, or windows

Building & Portrait

Start with portrait

Tallest person can be size of door unless you put their feet several spaces below the bottom of the building (showing depth)

Plan the design THEN edit to only include necessary details (not so many that it takes away from the main portrait)

Collaborations and Approvals



Send the sketched design to customer.

YOU are the artist! You have artistic license!

For buildings, you can provide scaled options if you have the time.



Ok, here's a thought. Say you have an emergency request, so you don't have time to do a full design and make two revisions, etc. What is the one design-related step you should always take the time to do? For instance, sometimes if I'm doing a portrait on the fly I just make extra sure I know where the shoes all go and stitch them first. That way, my spacing is very unlikely to go awry. Any other must-do tips?

-Coley Salas

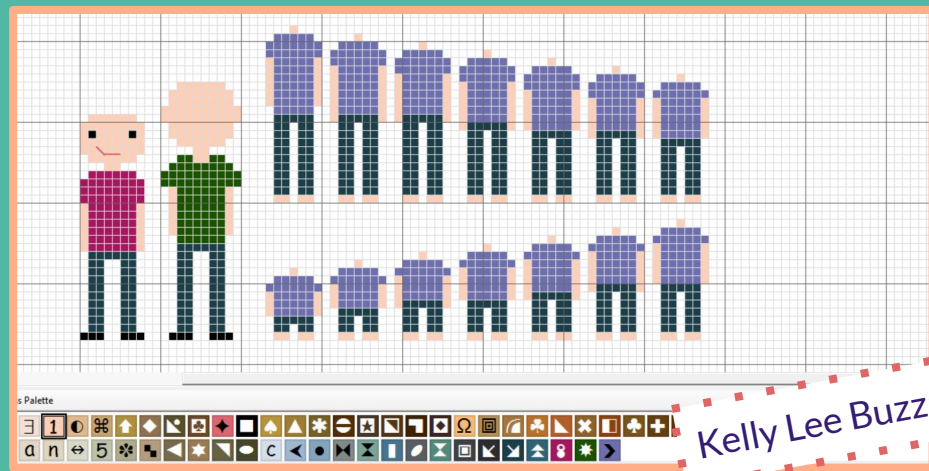
EMERGENCY COMMISSION

Spacing and centering are CRUCIAL

Start by drawing the center dot and/or outlining where all characters will go

Some people then stitch the feet first or the hair first to confirm spacing

Other helpful tips...make a design Stitch People template with characters in your software of choice or use the acrylic templates of all ages to speed up the process



Kelly Lee Buzzard




Stitch At Nite 2020

Design Help

Use an order form to get some answers without having to deep dive into someone's Facebook photos

Use Google Forms!

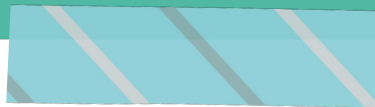
Ask the WH questions!

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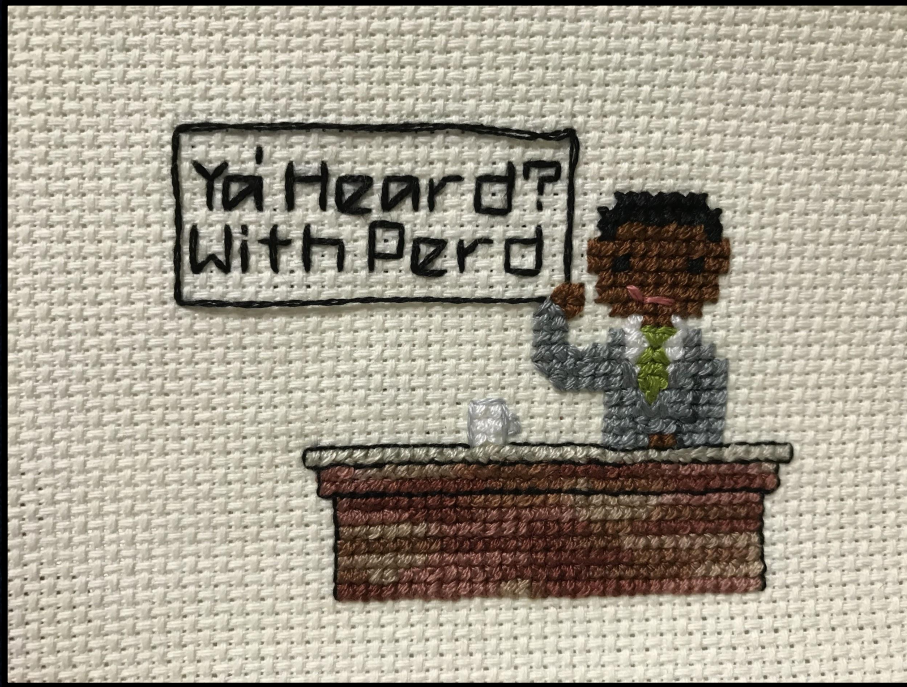
- **Can I sell my Stitch People pattern?** Nope! They are under Stitch People's copyright.
- **Where are the Disney Princess patterns?**
Disney and other companies own their characters under Intellectual Property Law so you cannot sell patterns or finished pieces with any copyright infringement. You will get sued.
- **How much do you charge for portraits?**
Oh golly that question is so complicated and varies based on so many factors!

FAQs about Stitch People Design



- **Am I good enough to design and stitch a pattern for XYZ?**
Definitely! You got this! Just take it 10 seconds aaaat a tiiiime

Just because you can't SELL them...



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Any questions?

Melissa Vono

IG: @StitchAtNite

FB: Stitch At Nite

URL: bit.ly/StitchAtNite



Stitch At Nite 2020



David S. Pumpkins

Anh Quach Crandall