

Digital Product Ideas

Presented by Nix Pendergast

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Introduction

My name is **Nix Pendergast**, and I am an **animator** and **graphic designer**.

The following are a few of my ideas for digital products.

Moo Deng-Themed Clip Art Bundle

The **problem** that this product solves is **expanding someone's clipart library, specifically with Moo Deng.**

This product will be a bundle of **Moo Deng-themed PNGs**, including illustrations of Moo Deng and imagery related to her, such as bitten knees, water hoses, and fruit.

Some **key features** of this product will be:

- Vectorized images to allow for **color changes.**
- PNGs so they can be brought into **any program.**
- Buy once, **use forever.**
- **Hand-drawn** illustrations.

The **target audience** of this product is **digital artists and fans of Moo Deng.**

Customers will select this clipart pack over its competition due to its **emphasis on Moo Deng.**

Success will be measured by whether there are **any buyers of this product.**

For **revenue**, the product will be sold through **Creative Market.**

Semiotics, Signification, & Personal Identity Digital Zine

The **problem** this work addresses is **informing the reader about semiotics, signification, and their relationship to personal identity.**

This product will be a **downloadable digital zine** that explains the concepts of **semiotics, signification, and how these concepts relate to the expression of personal identity.**

Some **key features** of this product will be:

- **An explanation** of the **semiotics** and **signification** in a way that is **easy to understand.**
- Downloadable **PDF.**
- Buy once, you have **access forever.**
- **Hand-drawn** illustrations

The **target audience** for this product is individuals who are part of **the LGBTQ+ community, allies, and those interested in learning about semiotics, signification, and their relationship to personal identity.**

Customers will choose this digital zine over its competitors because it is **informative and intriguing.**

Success will be measured by whether there are **any buyers of this product.**

For **revenue**, the product will be sold through **Gumroad.**

Fantasy Character Creator Bundle

The **problem** this product confronts is the need to create **a depiction of your fantasy character** with **limited artistic ability**.

This product will be a bundle of **different PNG parts** for the buyer to piece together and **create their own fantasy character**.

Some **key features** of this product will be:

- Vectorized images to allow the **colors to be changed**.
- PNGs so they can be brought into **any program**.
- Individual parts so you can **completely build your character**.
- Buy once, use **forever**.
- **Hand-drawn** illustrations.

The **target audience** for this product is **fantasy story writers** and **Dungeons & Dragons fans** with limited artistic ability or who want to expand their creative skills.

Customers will choose this over its competitors because it offers a more **diverse range of options** than similar products.

Success will be measured by whether there are **any buyers of this product**.

For **revenue**, the product will be sold through **Creative Market**.

Thank you!