

MODULE 03 WORKBOOK

Designing the Monthly Drop

Never face a blank page in week one

What you finish with

A full year of themes sketched, with three months designed and print-ready.

How to use this workbook

Print it, keep it beside your cutting mat, and fill one section in after each lesson. Nothing here needs to be neat — it needs to be decided.

03.1 The twelve-month theme calendar

Seasonal anchors, evergreen fillers and one wildcard month for fun.

Your notes

The one decision from this lesson

03.2 Sheet anatomy

How many stickers, what sizes, and the mix of hero pieces to tiny fillers.

Your notes

The one decision from this lesson

03.3 Designing in batches

Work a quarter at a time so illustration never collides with packing week.

Your notes

The one decision from this lesson

03.4 Colour palettes that print true

Building palettes that survive your printer and still look like your brand.

Your notes

The one decision from this lesson

03.5 Reusing art without repeating yourself

Motif libraries, recolours and variants that feel fresh to subscribers.

Your notes

The one decision from this lesson

Module review

Write your outcome in your own words. If you can't, go back one lesson.

Resources used: Theme calendar, Sheet layout templates