

# Sign up for the author's mailing list and get a free copy of her newest knitting pattern!

Click here to get started: <a href="www.knitting.today">www.knitting.today</a>

Copyright © 2016 Dr. Julia Riede All rights reserved

First edition, August 2016

### **ABOUT THE AUTHOR**

Julia (<u>iriede on Ravelry</u>) is a knitwear designer and nuclear physicist. Her website and blog can be found on <u>www.knitting.today</u>



Twitter: @jriedeknits
Instagram: @jriedeknits

Facebook: <a href="mailto:facebook.com/JriedeKnittingToday">facebook: facebook.com/JriedeKnittingToday</a>

CONTENTS

# **CONTENTS**

ABOUT THIS BOOK		7
INTRODUCTION	11	

THEY SAY EVERYBODY CAN CREATE A KNITTING PAT-TERN 12

STEP ONE: IMPROVE YOUR KNITTING SKILLS 12

STEP TWO: LET'S START 13

#### **ABOUT PROCESSES** 15

WHAT IS A GOOD KNITTING PATTERN? 16
PROCESSES IN KNITTING PATTERN CREATION 16

#### **TOOLS** 19

WHICH TOOLS DO YOU REALLY NEED? 20

# **PART 1: DESIGN**

THE DESIGN PROCESS 27

#### YARN & PATTERN CATEGORY 31

HOW TO CHOOSE A PATTERN CATEGORY 32
HOW TO SELECT YARN FOR YOUR NEW KNITTING PAT-

TERN 32

RULE #1: FORM FOLLOWS FUNCTION 33

RULE #2: AVAILABILITY 33

RULE #3: PRICE 34

LET'S SUM UP34

#### **INSPIRATION 37**

PERSONAL NEEDS 38

YARN 38

STITCH PATTERNS 39

TREND SCOUTING 39

#### **SWATCHES** 41

THE ART OF SWATCHING42

DOCUMENTATION 42

SWATCHES ARE YOUR FRIEND 43

HOW TO WORK SWATCHES 44

ALWAYS KNIT SWATCHES LARGER THAN NECESSARY 44

#### CALCULATIONS 45

WHAT IS KNITTING GAUGE? 46

PARAMETERS AFFECTING GAUGE 46

CONTENTS 3

KNITTING GAUGE IN PATTERNS 47

ADJUSTING GAUGE48

MEASURING KNITTING GAUGE 49

HOW MANY STITCHES TO CAST ON? 51

## **PART 2: PATTERN WRITING**

# THE PATTERN WRITING PROCESS 55

#### YOUR FIRST PATTERN DRAFT 59

WRITING YOUR PATTERN DRAFT 60

THE ANATOMY OF KNITTING PATTERNS 60

COMMON ELEMENTS IN KNITTING PATTERNS 60

WHAT ALL KNITTING PATTERNS HAVE IN COMMON 61

PRESENTING YOUR PATTERN 64

PATTERN TEMPLATES 65

#### **SAMPLE KNITTING** 67

KNITTING YOUR SAMPLE 68

#### PHOTOGRAPHY 69

WHY IS GOOD PHOTOGRAPHY SO IMPORTANT? 70
PICTURE EDITING 74

TOOLS FOR PICTURE EDITING 75

#### **TEST KNITTING** 77

THE IMPORTANCE OF TEST KNITTING 78

**HOW TO FIND TEST KNITTERS78** 

SHALL I PAY TESTERS? 80

TEST, CORRECT, REPEAT 80

#### THE FINAL VERSION 81

CREATING YOUR FINAL VERSION 82

### **PART 3: PUBLISHING & SELLING**

#### THE PUBLISHING PROCESS 85

#### **DISTRIBUTION CHANNELS 89**

DISTRIBUTION CHANNELS FOR KNITTING PATTERN PUBLISHING 90

ETSY 90

**WE LOVE RAVELRY 92** 

CRAFTSY 93

YOUR OWN WEBSITE 93

THE RIGHT PLATFORM FOR ME 94

#### FILE FORMATS 97

#### **SELLING 101**

SELLING STARTS WITH FREE PATTERNS 102

PRICING 102

#### **MARKETING 105**

WHY PEOPLE BUY KNITTING PATTERNS 106

WHY NOBODY BUYS YOUR KNITTING PATTERNS 107

MARKETING KNITTING PATTERNS 107

MARKETING KNITTING PATTERNS STARTS WITH MARKET-ING YOURSELF 108

**RECIPROCITY 108**