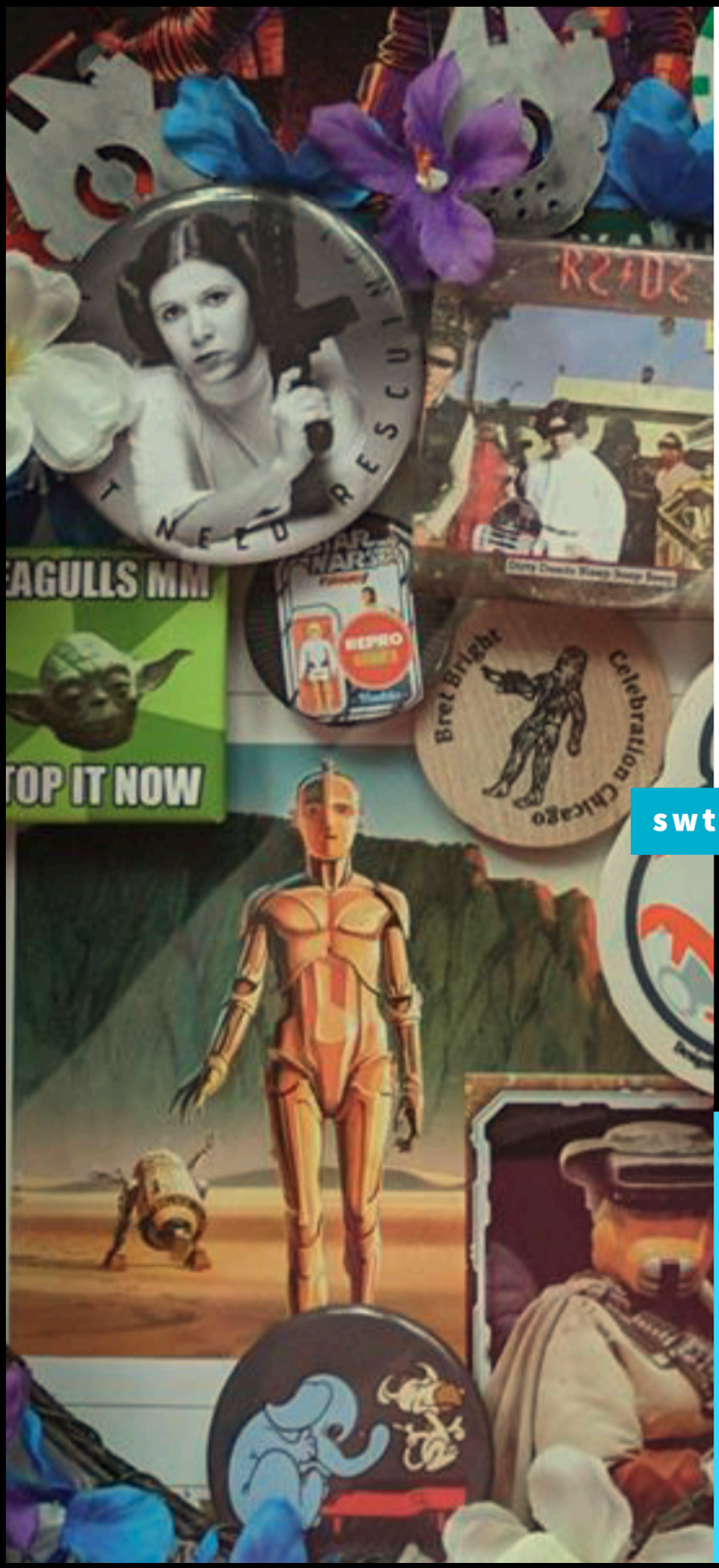


STAR WARS CELEBRATION

HOW TO MAKE BUTTONS

swtorista.com/swag/buttons

SWAG CREW

TIPS FOR DESIGNING PRICING AND MORE

How to Create Buttons Swag

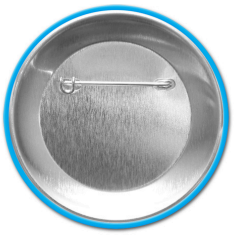
by Swtorista



Buttons are a great economical choice for swag creators who want to create collector's items on a budget. Buttons are great because they can display a wide variety of art styles and designs and require less design skills than enamel pins or coins.

Buttons can come in a variety of shapes, and can be ordered or made at home. The image on buttons can be hand-drawn, photoshopped, or simply a scene from your favorite movie with some text slapped on top.

Buttons are one of the most common types of swag created by members of Swag Crew and a great entry point for beginners!



Button



Pin

Handmade vs Ordering Online



Hand-making buttons and ordering buttons can both create great results .

If you would like to choose handmade buttons over ordering buttons online due to the price, make sure to actually compare - button makers are quite expensive, and you will still need to buy the materials.

I was going to make my own buttons, but it is literally cheaper to order finished buttons than it is to buy the blanks for my button maker - plus now I don't have to cut out a few hundred circles. - David

The main reason you might want to hand-make buttons is to make sure they are a true labor of love!

For me, making buttons with my button machine is a lot of work. You need to cut everything by hand, prepare each button one by one by hand, and it's very time intensive. My button machine also hurts my arm if I make more than a dozen a day - so in the end I do believe that having them made by a company is the wiser option, and might actually be cheaper in the long run. - Jessie

Button Shape and Size

Buttons can be made in a wide variety of shapes and sizes. The most common types of buttons are round 1 inch to 2.25 inch buttons. Here are some examples of sizes that are available.



Creating Artwork

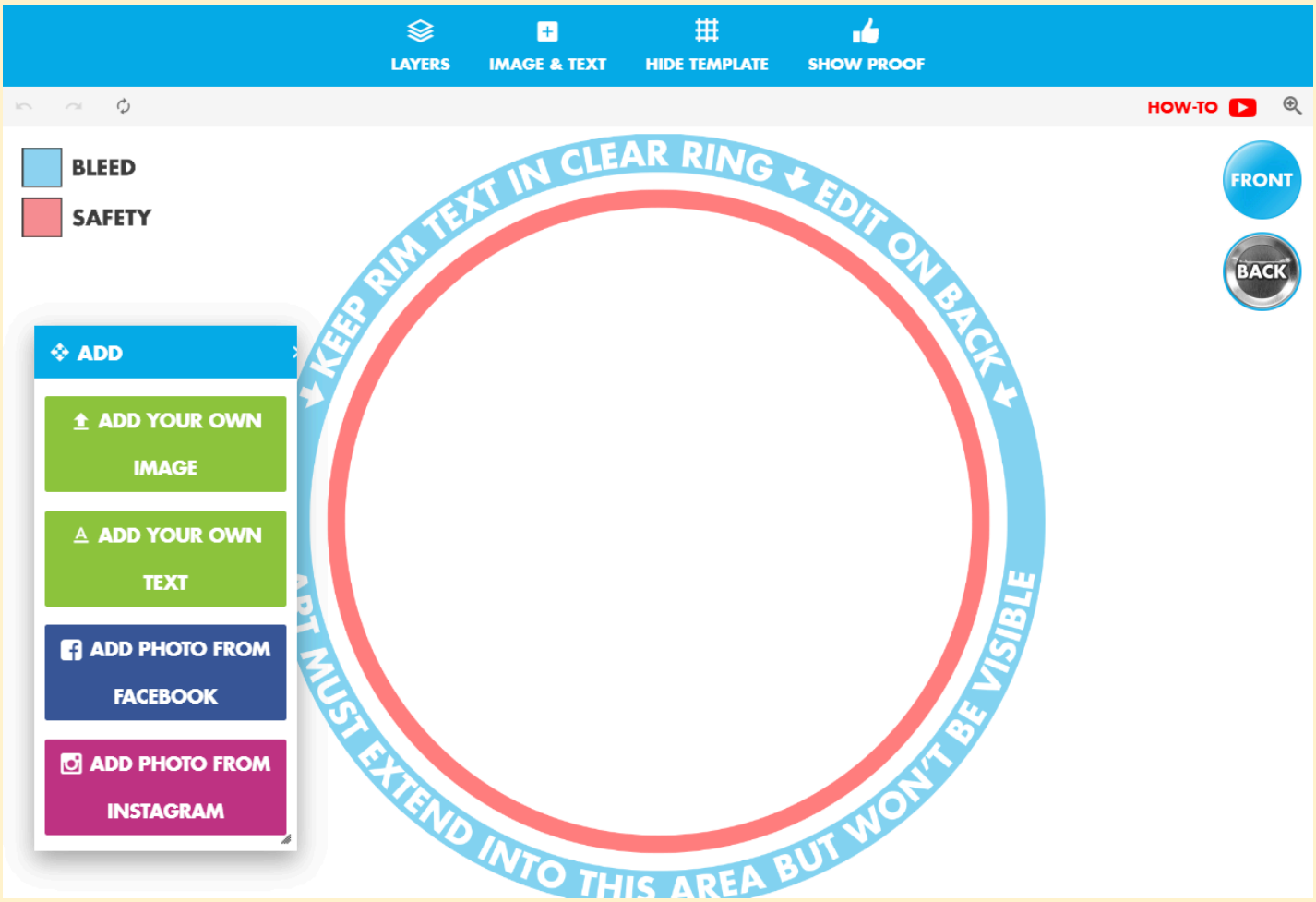
A wide variety of artwork can be placed on to a button. Exactly what format you create your button in will depend what size and shape it is, and whether or not you are hand-creating them or ordering them online.

There are lots of different ways to design a button. You can use a graphics program, or if you are ordering online many manufacturers have an online designing tool.

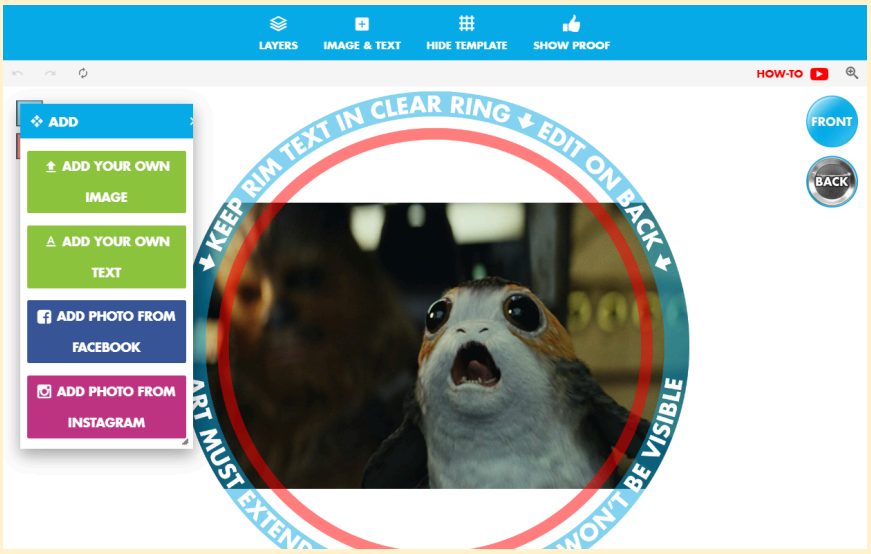


Beginner's Guide to Designing a Button

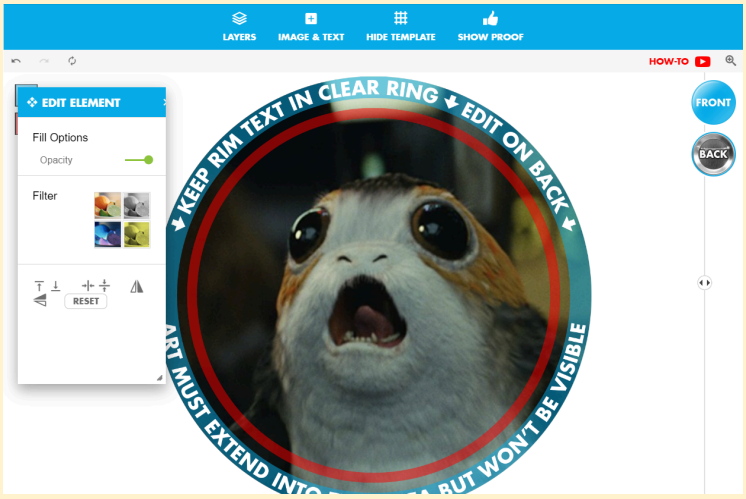
Using an online designer tool is the easiest way to create your first button. You can import images, add text, and change the color of your button very easily.

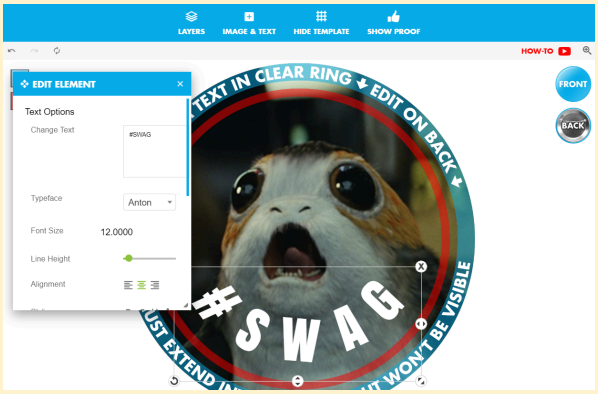


The easiest type of button to create is a button of your favorite scene from your favorite Star Wars movie or show. Save a screenshot or google image of the scene to your computer, and you will be able to upload it to your button. When adding images, be courteous and do not add artist's personal art without their permission.



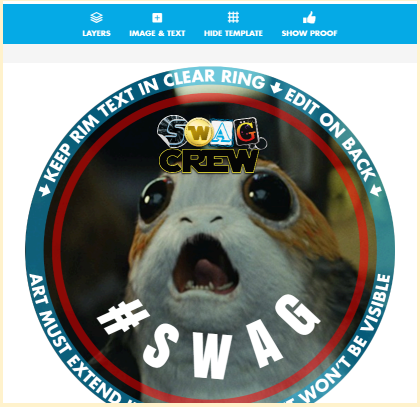
If your image does not cover the entire button, you can re-size it. When re-sizing, make sure your image covers the entire circle - in this example, that includes the red and blue rings. If your image is very small, it will appear pixelated when stretched to fit - so always start with the biggest image you can find.





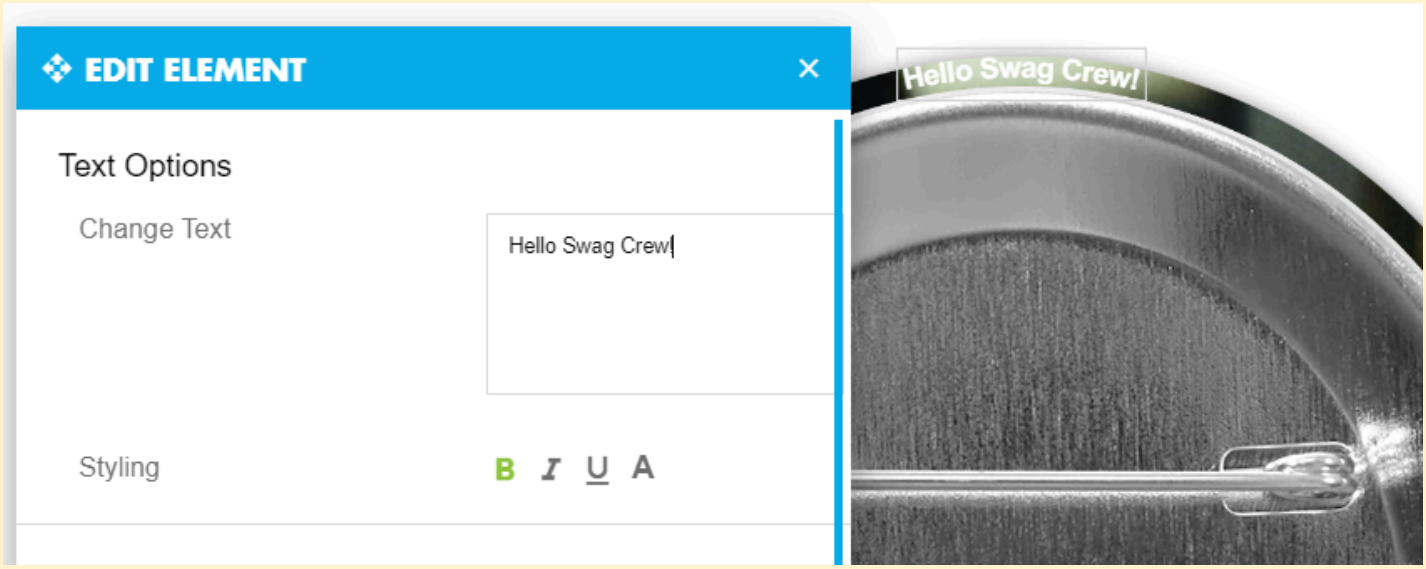
You can also add text. Make sure text is easy to read.

If you upload an image with a transparent background, you can have it overlap other images. Most .PNG files have a transparent background.





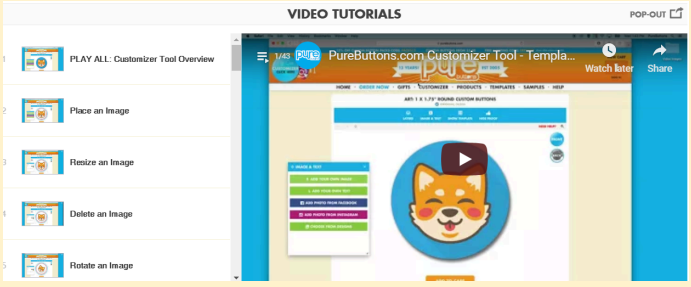
You can edit the text around the rim of the button (on the back side) to add a secret message for anyone who looks close.



I use all caps, Impact font and 5.5-6pt font, which is thick and easy to read. I also try to use a black background with white font. - Brett

If you are using a graphics program to design your button, relax the kern 20-30% on tiny print. It will help the readability a lot. - JoEllen

If you are using Purebuttons.com, there are a lot of [videos to teach you how to use the online designer if you need more help.]



Creating Artwork from Scratch



I drew my image on paper, then scanned it onto my computer. and then used a free art program called Gimp, to trace and color in the drawing. this is very easy to do, once you get a handle on the program - Nicole

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I used friggin MS Paint to do mine. - Jeff



For mine I used photos from my collection and then would add stuff using custom Snapchat stickers - Warren

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I'm not an artist but I drew/painted this to make into buttons. I'm not very Photoshop savvy so drawing it out by hand was the best I could do lol. - Natali

Artwork Permission

When creating artwork for your button, please do not use an artist's personal artwork without their permission. The artist may want to reserve their art for sale, or may simply not want it on a button. However, other artists may be flattered you want to share their art - always contact an artist and ask if they'd be willing to share their art before making your buttons! This includes images you "found on google" - most of these artworks on google belong to a real artist.



It happened that I used some art on a button and realized after the fact it wasn't a generic meme. The owner reached out to me after I posted it and we resolved the issue respectfully. Not everyone is going to be so fortunate. Be mindful of what you pull from the internet. - Vincent



From an artist's point of view, I spend hours and hours on my work, and I sell it. I recently found quite a bit of my work replicated on items for sale. As an artist I like to control the message my art sends. So I like to make sure if the person is

giving it away for free, that they are a decent human and aren't going to be saying weird racist jokes or harassing cosplayers while handing out my art. - Stina

Buttons Pricing (Ordering Online)

Buttons are some of the most economical types of swag.

Pricing is based on:

- **Size** (bigger costs more)
- **Shape** (non-round sizes cost more)
- The **number of buttons** you want (you often get discounts the more you order)
- **How many designs** - more than one design costs more
- **How fast** you went them made (some manufacturers give you a discount if you order early)
- **Shipping** (how fast you want it shipped)
- **Discounts/Coupons** (keep your eyes open for coupons and deals!)

For average pricing on PureButtons.com, you can get 100 buttons in the 1.25 inch size for 24 cents each, for a total of $24.00. The larger common size, 2.25, costs 0.30 cents for a batch of 100.

I ordered 1,800 buttons for our fan booth. They cost 0.29 cents each, plus shipping. Because I had chosen 6 different designs, it cost more than order the same amount of buttons with a single design to get a bulk discount. - Swtorista

I also saw a deal on PureButtons.com that allowed me to order about 50 buttons for free, so all I had to pay was the cost of shipping! - Swtorista

Button Manufacturers

There are quite a few button manufacturers online.



http://cheapestbuttons.net/

I've been using Kyle from cheapestbuttons exclusively for a while now and many of the swag crew have transitioned too. He's now our top preferred button vendor. does same as everyone else. beats the costs. better shipping rates. faster. and if you mention swag crew you also get an additional discount. neither I nor SC get a discount. he just likes our group 🙂 - baldylox from Swag crew



I've had good luck with Purebuttons. I like that they have the builder online so you don't need photoshop. - Swtorista
https://www.purebuttons.com

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easterseals
HarrysButtons
taking on disability together

harrysbuttons.com
they will print and make the buttons them and all the proceeds go to an Adult autism program - Miles

Give Swag, Trade Swag?

Swag Crew encourages all members to give with generosity. Traditionally, buttons are given away with no expectations in return, though some members may expect some type of swag in exchange.

Other attendees may have created swag that is purely for trading. The types of items cost more to create, and are often made in much smaller quantities than buttons. These can include enamel pins, patches, coins or other types of more expensive swag.

If another attendee declines to trade with you, do not be offended! Trading has actually been a tradition at conventions and within fan groups long before it became popular for fans to give out their own swag. Other attendees may also only be looking for a certain type of swag for their collection - for example, a coin collector may have no need for a button.

Mailing Buttons



If you are mailing buttons after the event is over…

DO NOT SEND BUTTONS IN NORMAL ENVELOPES!

Any swag that is not flat (postcards, stickers, bookmarks) should not be placed in a normal envelope! Normal envelopes go through a an automatic mail-sorter and have a high chance of being **smashed, mangled, or go missing entirely!**



Always send non-flat swag like buttons, pins, or more expensive swag in a padded mailer and send it as a package. Sending an inexpensive item this way will cost between $2.50-$5.00 in the USA. The size of the envelope does not matter much, just the weight and the distance.

Padded mailers can be bought cheaply from dollar stores at $1 or 2 packages, or you can buy bundles on Amazon.

It's also recommended that you make the padded envelope "not floppy" - the easiest way is to place a thin piece of cardboard about the size of the envelope in with the swag.

♻️ **RE-USE, REDUCE, RECYCLE!** If you have any leftover bubble mailers from Amazon or other mail orders you can easily re-use those - if they are too big, just cut off the top with scissors and tape up the top afterwards

I have had good success for 50+ packages with buttons by using 6x9 padded envelopes and putting a postcard in with my buttons. Postcards can be ordered very cheaply and can be a fun bonus swag to include with your button - plus you can write a message to your recipient on the back! - Swtorista

Inspiration - 2019 Swag Crew Buttons

Collage by Kara Sommer

[View hundreds of buttons designs in this PDF]



Want to add some tips, advice or suggest a manufacturer? Contact Swtorista!

- Facebook - https://www.facebook.com/swtorista.swtorista.3
- Discord - Swtorista#0153 / Swag Crew Discord https://discord.gg/zEFj6DJ
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- Email - swtorista@gmail.com
- Reddit - /u/swtorista



More Guides:

How to Create Enamel Pins

How to Create Postcards & Printed Swag

How to Commission an Artist for Art

How to Create Patches