

THE LITTLEFISH PODCAST

EPISODE 06 RESOURCE:

# 10 DIY DESIGN TOOLS FOR SMALL BUSINESSES



School OF Marketing

# 10 DIY DESIGN TOOLS FOR SMALL BUSINESSES

If you listened to the Little Fish Podcast Season 3, Episode 6, you already know the importance of compelling design and why it's better to hire a professional. Except, you don't always have an endless budget. We get it and we've got you covered.

Here are 10 DIY design tools that you can use to create beautiful graphics and compelling design on a budget.

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## STOCK PHOTOS & MOCKUPS

### Unsplash

Over 300,000 beautiful, high-resolution images from more than 50,000 contributors.  
<https://unsplash.com/>

### Pexels

Their vast, well-organized collection of free stock photos is one of the best curated on the internet. In addition, they have free stock videos!  
<https://www.pexels.com/>

### Adobe Stock

Millions of affordable, high-quality images, graphics, and videos. Curated by experts.  
<https://stock.adobe.com/>

### Placeit

Placeit allows you to showcase your visualizations in a realistic environment. It generates a high-quality mockup using your URL or screenshot.  
<https://placeit.net/>

## SOCIAL POSTS & EMAILS

### Adobe Spark

An easy alternative for designing images, as compared to other Adobe graphic design software such as Photoshop, Illustrator and InDesign.

<https://spark.adobe.com/>

### Canva

Canva is ideal for a person with minimal design expertise. Canva offers thousands of stock photos, design elements and templates for print media and web-based graphics and design.

<https://www.canva.com/>

### Crello

Crello is the easiest online design tool to create animations and graphics for social and web. Create like a pro. No design skills needed.

<https://crello.com/>

## ICONS & FONTS

### Free Icons

The largest database of free icons. Available in PNG, SVG, EPS, PSD formats.

<https://www.freeicons.io/>

### Noun Project

Free icons for everything. Over 2 Million curated icons, created by a global community.

<https://thenounproject.com/>

### Google Fonts

A huge collection of fonts that are available on all platforms.

<https://fonts.google.com/>