

COMMERCIALIZATION GUIDELINES



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THUMBNAIL

Your Customer's First Impression

Besides the quality of your content, this is perhaps one of the most important things to focus on. It's difficult to get people to browse your content pack unless you grab their attention. Keep thumbnail designs clear and clean; eye catching and in good taste!

Specifications:

- Image Size: 512 x 650 Pixels
- File Size: Less than 100 KB
- File Types: PNG, JPEG, GIF, and BMP

Best Practices:

- Do not show everything in one thumbnail, choose the most attractive subject or items as the main focus of your thumbnail.
- Thumbnails should be of high visual quality.
- Do not write the product name or title on the thumbnail images. This information will be filled in by the store.



Adventure Figures



Fantasy Pack - ROME



Weapons and Armor Pack



Stunt Moves Combo



Family Collection Vol. 2



Gears and Warehouse

MAIN IMAGE

Compel Customers to Take Action

The main image banner can make substantial impressions to your audience. This image should encourage them to know more, desire the content and choose it over the competition.

Specification:

- Image Size: 1920 x 1080 Pixels
- File Size: Less than 200 KB
- File Types: PNG, JPEG, GIF, and BMP

Best Practices:

- A title name and a subtitle to describe your pack. Keep them short and precise.
- Should be of a good image quality, e.g. good lighting and rendering in 3D.
- Place the product name near the bottom (Left or center).
- Keep the layout as clean as possible. If you wish to emphasize certain features and items included, please use preview images and description to do so.



Short Jeans Outfit



Office Furniture

PREVIEW IMAGE

Exhibiting your Content in the Best Possible Way

Preview images are the visual eye-candy that can hold the customer's attention. It's often better to show than tell. Customers love to see images, and pictures can express meaning and value in ways that words cannot accomplish.

Specification:

- Image Size: 1920 x 1080 Pixels or 1000 x 1000 Pixels
- File Size: Less than 200 KB
- File Types: PNG, JPEG, GIF, and BMP
- Quantity: Maximum of 30 images per pack

Best Practices:

- Always keep it clean and simple.
- Should be of good image quality, e.g. good lighting and rendering in 3D view.
- Display the individual items with multiple viewing angles and close-up shots.
- Use preview images as a gallery to show your design ideas, features and a wide range of possible applications.



Beige Pull Woman Decoration Red Hat



Resident House



Business People Pack

PRODUCT DESCRIPTION

A Value Proposition

The product description has an impact on how customers perceive the value of your content pack. Tell them what is included, give some ideas on usage, plant the seeds of inspiration, and above all; tell them why your product is an indispensable must!

Best Practices:

- Good description contains several topics including brief introduction, design concept, usage instructions and special features.
- Add value by offering pre-designed varieties to your content pack.

PRODUCT DESCRIPTION

Casual People Pack Vol.1 and 2: Flat design character collection by Sapann Design.

This Pack contains 16 flat Characters for CTA3, 8 females and 8 males, which you can apply both the G3 front and side facing movements to them. Also Casual People Characters are designed to work with facial puppeteering.

Each Character contains :
- Front facing and side facing actors
- 30 hand sprites
- 6 pairs of eye sprites
- 15 mouth sprites

PRODUCT DESCRIPTION

The girl in jeans

_ Customize the colors and materials through ID maps very accurate.
You can even change the color of the seams of the jacket, skirt, shirt and shoes!
_ Many morphs for the jacket and the skirt.

Package contents :

_ Jacket (8 morphs _ weight map)

_ Skirt (7 morphs _ weight map)

_ Thick strap vest

_ Ankle Boots

+ included as gifts :

_ the haircut from the "K. Impossible" pack

_ the gun from the "Clara Colt" pack

If you want to add areas or details in the ID maps, you will find the layered files on my [Gumroad](#)

[Casual People Vol.1+2](#)

[The girl in jeans](#)

3D VISUAL TEMPLATES

Quick Starter for your Quality Display

You may take advantage of our Store Visual Standard templates and use them for your commercialization tasks. Feel free to download these iClone and Character Creator projects from the Developer Center. These projects are good references which you may fine-tune with lights or camera angles for the best rendering results.

Template Projects:

- Templates for Hair Pack: Female_Hair_Main, Male_Hair_Main, Female_3 views, Male_3 views (Totally 8 ccProjects and 2 PSD files).
- Templates for Outfit Pack: Female_Main, Male_Main, Female_4 views, Male_4 views (Totally 2 iProjects, 2 ccProjects and 2 PSD files).

* Templates will be updated periodically. [Direct download link](#).



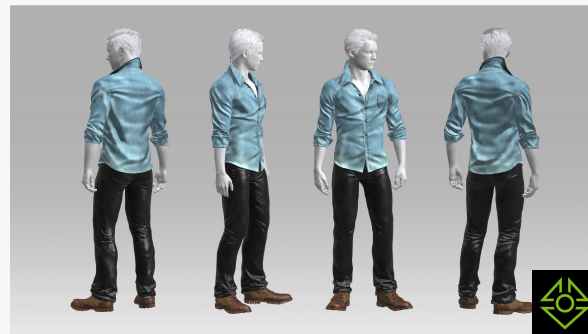
Female_Hair_Main.ccProject



Female_Hair_3 views.ccProject



Male_Main.ccProject



Male_4 views.iProject

PROMO VIDEO (OPTIONAL)

Advertising your Products & Best Use Scenario

People want to see animations in action and what your characters and props look like when they are in a scene. Of course, a preview image can do this, but a video can be a better way to guide customers over to your product.

Specification:

- Video Resolution: 1920 x 1080 Pixels
- Video Host Link: YouTube
- Quantity: Maximum of 60 videos or 3D viewers per pack

Best Practices:

- Offer a teaser to showcase the special features and the pack's flexibility.
- For product demo video, try to keep the length within 3 minutes.
- If necessary, make some tutorials to show customer how to use the product.



[Fantasy Pack - ROME](#)



[Adventure Figures Set](#)



[G3 Animated T-Rex](#)

3D VIEWER (OPTIONAL)

Dynamic Content Experience for your Customers

The Sketchfab 3D Viewer is one of the best ways for customers to experience 3D content for its ability to view model details and experience them in real-time.

Specification:

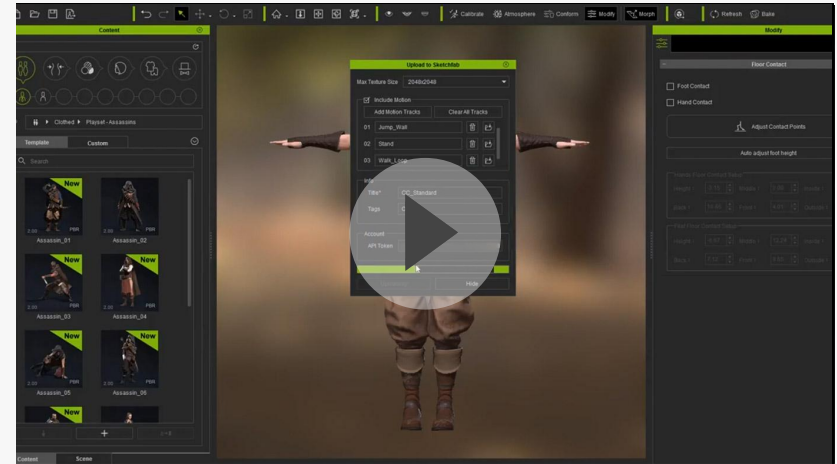
- 3D Viewer: Sketchfab
- Quantity: Maximum of 60 3D viewers or videos per pack

Best Practices:

- Export and publish the character along with its motion clips, facial morph expressions, and PBR textures directly from [Character Creator](#).
- Create a vivid showcase by uploading a background image and enrich the 3D scene by adding props in iClone.



UN Task Force - Jungle Camo - Female Sniper



Publishing Animated 3D Characters to Sketchfab

PRODUCT LINE

Making a Story & Bolstering Demand

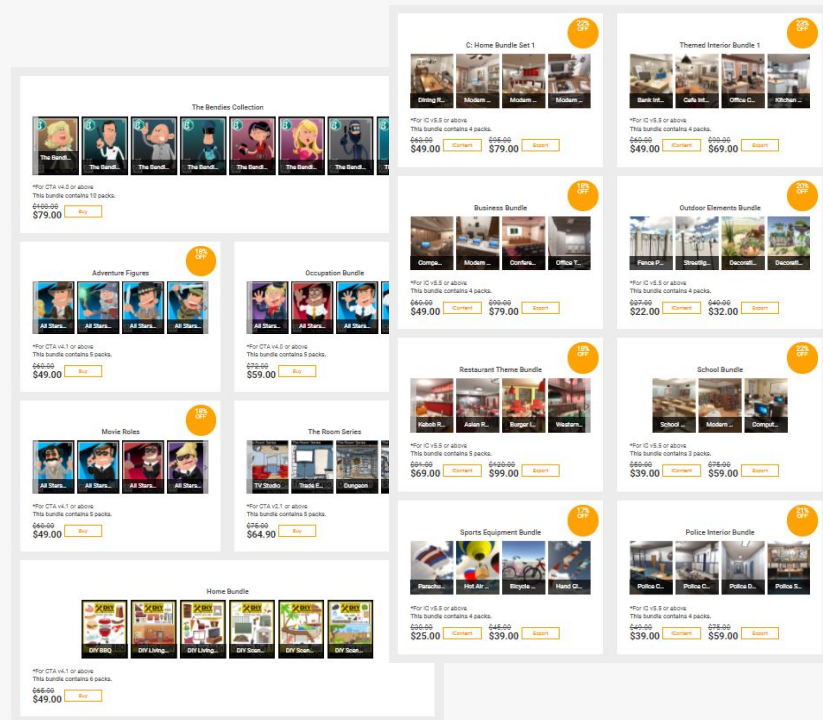
Take the time to envision an entire product line missing from the Reallusion Content Store & Marketplace. Then create volumes of work to fulfill the demand and needs of wanting customers. Keep the prospects informed and you will surely grow an anticipating customer base.

Two Approaches:

- Create content as your own product line.
- Create content to compliment Reallusion made products.

Best Practices:

- Create product lines by theme: A collection of character, motion, scene, props, etc.
- Create product lines for a purpose: Education, business, training, etc.



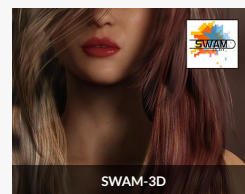
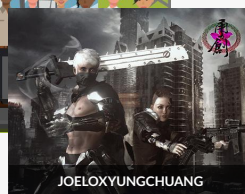
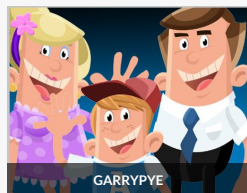
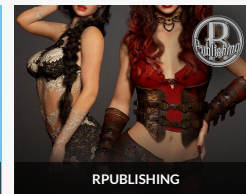
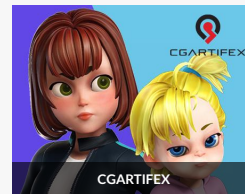
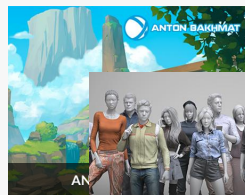
LOGOS

Building Up your Brand

Crafting a logo synonymous with your style is one way to generate recognition and prestige for your store. A logo is not required, but it can help to establish a presence that can be felt by your customers. If you are already using an alias, the natural move would be to create a logo next to it, then you are well on your way to creating a lasting and impressionable brand.

Best Practices:

- Please decide a proper size and keep it on the right upper corner when applying the logo to content banners, preview images, promotion video, etc.



CONTACT US



If you have any question, please send email to

developer@reallusion.com