



**BASIC
CREATING
IN IMVU**

BEFORE WE START



EVERYONE IS MUTED

I will have points where I unmute for audio questions.

You can type in questions anytime and I'll address them on the Q&A slides.



NO NEED TO GET HANDS ON

This presentation is being recorded and will live on Solinari's YouTube

I have packages of files for you all containing the following:

- Sample files in your chosen graphics program
- JPGs/PNGs of the layers
- PDF of this presentation

SAMPLE FILES: <https://www.imvutools.com/basic-creating>

GETTING STARTED

THINGS YOU WILL NEED TO BE A CREATOR

- Classic IMVU Client or IMVU Studio
- VIP Membership
- Enrollment in the IMVU Creator Program
- Credits to pay for putting items in the shop
- A graphics/photo editing program

SOFTWARE WE WILL BE USING



Photoshop



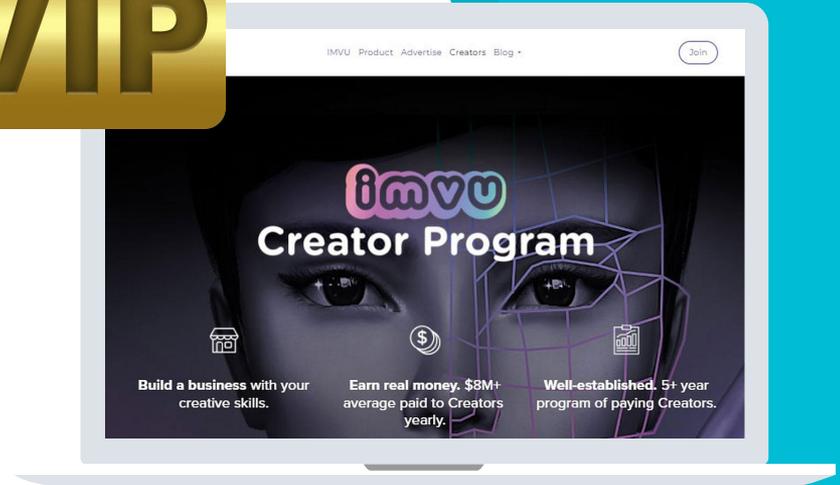
GIMP



Krita



Pixlr



WHY CAN'T I USE MY EDITING APP?

One word...

LAYERS



GETTING STARTED

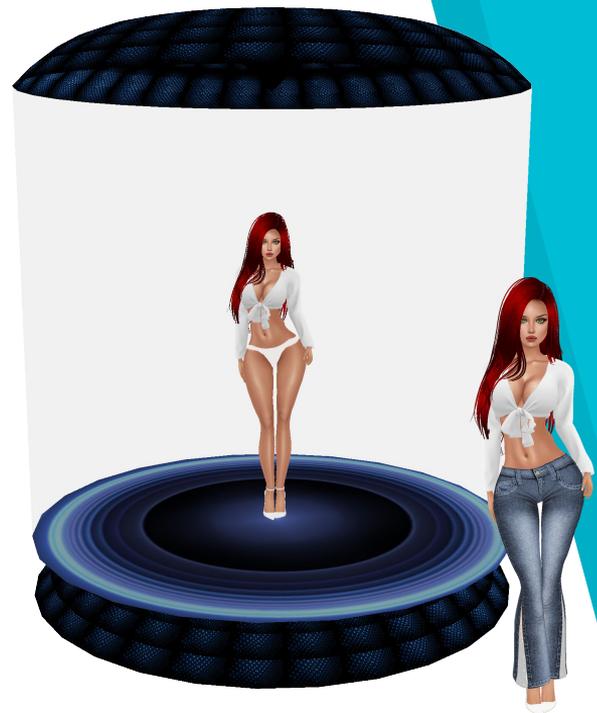
CREATE A SOLID WORKSPACE IN IMVU

- Use a shadowless room to see colors clearly
- Invest in an opacity tester
- Have at least one sitting spot in your work room

Default



Shadowless



**GETTING
STARTED**

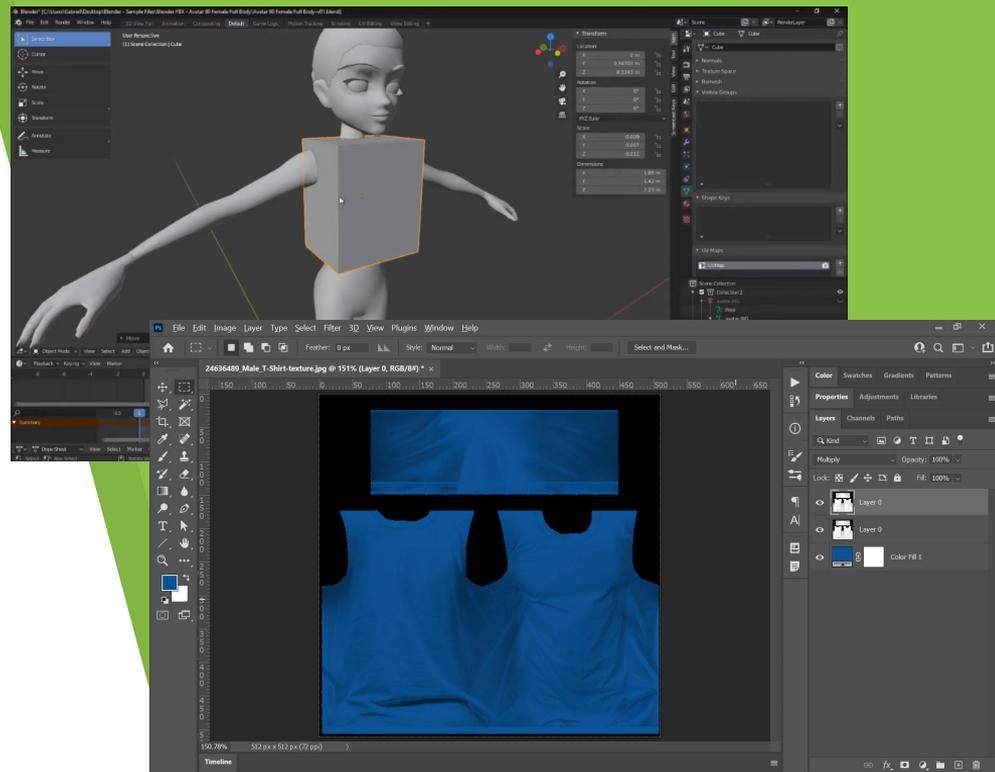
QUESTIONS?

EXPLORING

MESHING

VS

DERIVING



MESHING

CREATING NEW PRODUCTS FROM SCRATCH

- The original items that we work from
- 3D models become the derivables
- Meshers can make more revenue

POTENTIAL SOFTWARE USED

- Blender (Free)
- 3DS Studio Max
- Sketchup



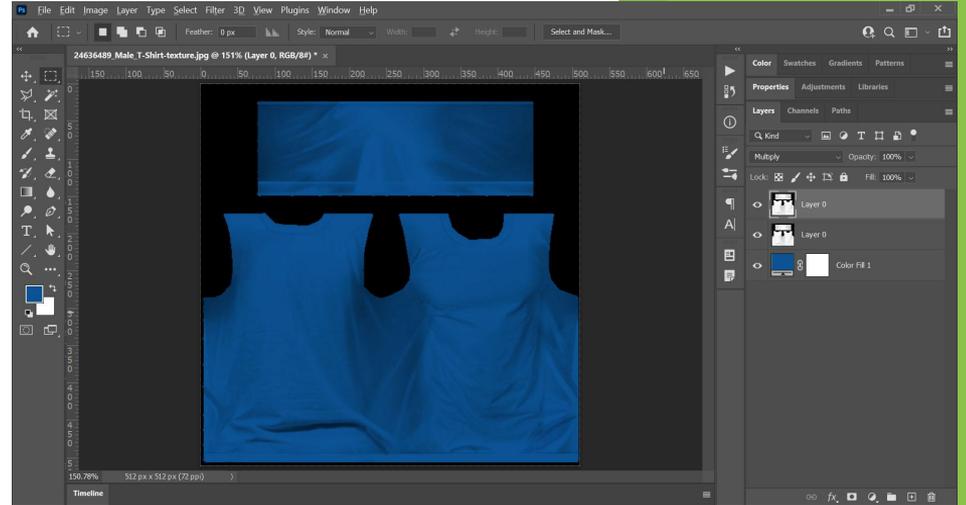
DERIVING

CREATING NEW PRODUCTS FROM EXISTING PRODUCTS

- Designing and integrating new “skins”

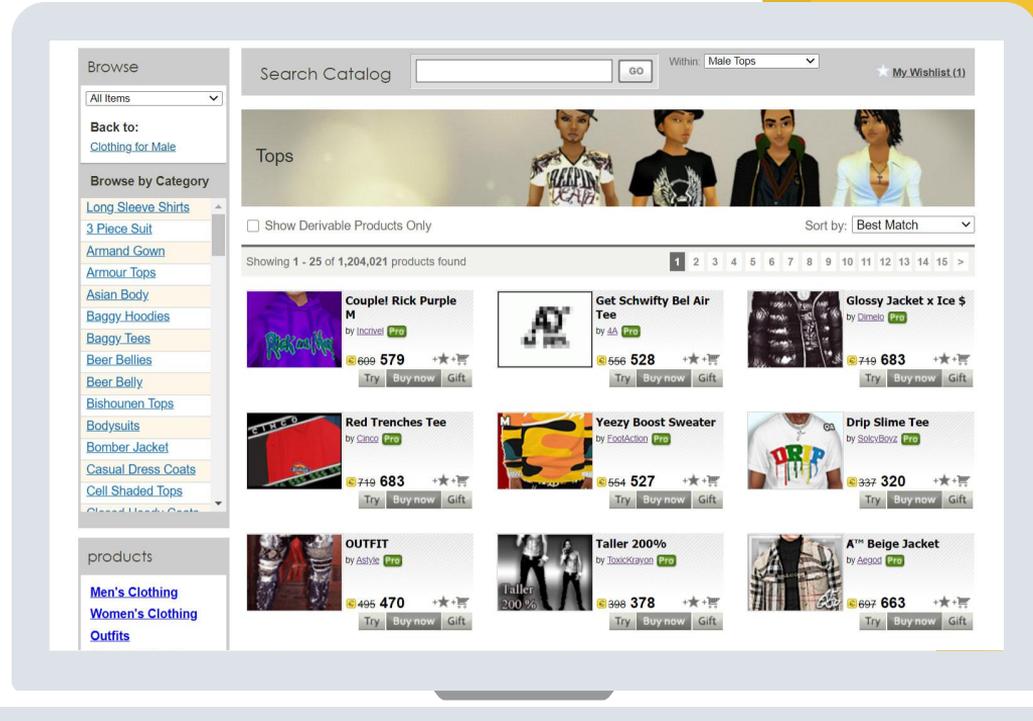
POTENTIAL SOFTWARE USED

- Photoshop
- GIMP
- Krita
- Pixlr
- Any professional-level photo editing program



FINDING A DERIVABLE

BEST PLACE TO LOOK IMVU SHOP WEBSITE

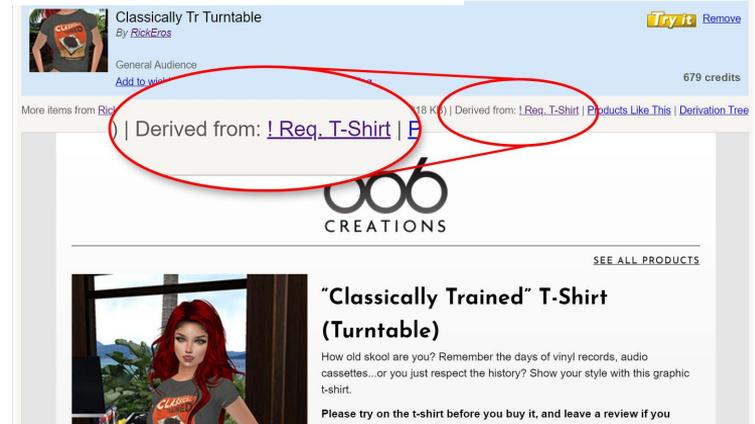


FINDING A DERIVABLE

TIPS FOR SUCCESS

- Check the “Show Derivable Products Only” box
- Always look at “Derived from”
- Look for shape more than color and visual
- Seek out good derivables that offer useful materials
- Use the “Try It” button
- Check how your chosen derivable looks in different situations:
 - Standing
 - Sitting
 - With sizers

Show Derivable Products Only



The screenshot shows a product listing for "Classically Tr Turntable" by RickEros. The product is a t-shirt with a graphic of a woman with red hair. The page includes a "Try it" button, a "Remove" button, and a "679 credits" indicator. Below the product image, there is a "Derived from" link that is circled in red. The link text is "Derived from: !Req. T-Shirt | F". Below the product image, there is a section for "oo CREATIONS" with a "SEE ALL PRODUCTS" link. The product description for "Classically Trained" T-Shirt (Turntable) is visible, including a paragraph about vinyl records and a note to "Please try on the t-shirt before you buy it, and leave a review if you".

FINDING A DERIVABLE

ALWAYS LOOK AT “DERIVED FROM”

BAD

Product Information

 **L' Combo T-Shirt +Tattoo**
By [lvaz](#) Try it Remove

General Audience
[Add to wishlist](#) | [Add to giftlist](#) | [Gift](#) | [My.Wishlist](#) | [Flag](#) 483 credits

More items from [lvaz](#) | [See homepage](#)
Audio: Limited | Size: 842 KB (394 KB + 448 KB) | Derived from: [M.T-Shirt.Combo](#) | [Products Like This](#) | [Derivation Tree](#) | [Derivations](#)

This product is provided by a third-party seller, [lvaz](#), who has warranted that they have all appropriate rights to any content involved. IMVU does not warrant the accuracy or completeness of any information, text, graphics, links or other information contained within this product. For more on the IMVU Creator program, which lets you create items for sale on IMVU, [please click here](#).

Creator Tools
Product: [40391210.cml](#) | [Derive from product](#) | Bundlable

GOOD

Product Information

 **M T-Shirt Combo**
By [Epp](#) Try it Remove

General Audience
[Add to wishlist](#) | [Add to giftlist](#) | [Gift](#) | [My.Wishlist](#) | [Flag](#) 378 credits

[Add to cart](#) [Buy now](#)

More items from [Epp](#) | [See homepage](#) | Audio: Limited | Size: 448 KB (419 KB + 29 KB) | Derived from: [Baggy.Hoody.Suns...](#) | [Derivation Tree](#) | [Derivations](#)



01 | TEXTURE 01 | WWW.WAP
02 | TEXTURE 02 | WWW.WAP

FINDING A DERIVABLE

PICK DERIVABLES THAT INCLUDE TEXTURES AND MAPS

Product Information



1' Combo T-Shirt +Tattoo
By *lyar*

General Audience
[Add to wishlist](#) | [Add to giftlist](#) | [Gift](#) | [My Wishlist](#) | [Flag](#)

More items from [lyar](#) | [See homepage](#)
Audio: Limited | Size: 842 KB (394 KB + 448 KB) | Derive

This product is provided by a third party seller: [lyar](#), who has warranted that they have all apps learn more about our policy, including takedown procedures, [please click here](#). For more on the [please click here](#).

Creator Tools

Product: [40391210.c4d](#) | [Desc](#)

Product Information



M T-Shirt Combo
By *Ege*

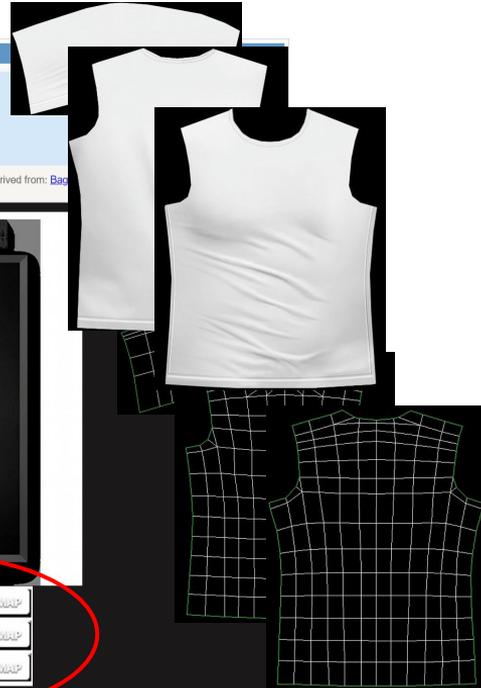
General Audience
[Add to wishlist](#) | [Add to giftlist](#) | [Gift](#) | [My Wishlist](#) | [Flag](#)

More items from [Ege](#) | [See homepage](#) Audio: Limited | Size: 448 KB (419 KB + 29 KB) | Derived from: [Bag](#)



01 TEXTURE	01 UVW MAP
02 TEXTURE	02 UVW MAP
03 TEXTURE	03 UVW MAP

EXTRA: Text: MPE.01 - For Tattoo: UV MAP.T01 - UV MAP.T02



FINDING A DERIVABLE

TEST YOUR OPTION
IN DIFFERENT SCENARIOS



**FINDING A
DERIVABLE**

QUESTIONS?

CREATE YOUR TEXTURES

TEXTURES AND UV MAPS

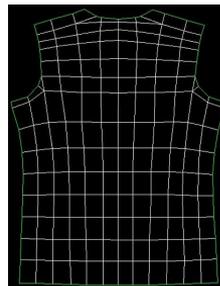
TEXTURES

- Provides the folds, bumps, shadows, and contours
- Gives depth and dimension to your clothing
- Not always a perfect white graphic given



UV MAPS

- Gives a graphic diagram of how the texture will cover the body.
- Shows how elements are laid into a texture.
- Wonderful for developing masks.



WHY YOU SHOULD USE THE TEXTURES



GRAPHIC TRICK:

MAKING A DARK TEXTURE LIGHT

1. Open your dark texture in your software of choice.
2. Turn the brightness up as much as you can
3. Turn the contrast as low as you can
4. Check your texture on Multiply with a color.
5. Repeat the process if it's not light enough.
 - a. Use less brightness if you see the tone hitting your ideal spot.



Original image



Pass 1

Black & White Filter added

Contrast: -50

Brightness: 150



Pass 2

Contrast: -50

Brightness: 60

LET'S TALK ABOUT THE DMCA

DIGITAL MILLENNIUM COPYRIGHT ACT

- Passed in 1998
- Put into law to satisfy the World Intellectual Property Organization (WIPO)
- Makes it illegal to produce, and share copyrighted works

IN TERMS OF IMVU

- Makes sure creators are not using logos, imagery, or other copyrighted materials.
- They have systems in place to check if creators steal meshes or textures
- Generally it ends up being implemented by complaint or “cease and desist”.



GUCCI



HOW TO BE AN ETHICAL CREATOR

DON'T USE NAME BRANDS IF POSSIBLE

- Gucci is the first name brand to hit IMVU with a Cease and Desist.
- More brands might soon be looking to see if people are using their brands illegally.
- Better to make your own brands.

EROS

VIXEN

LOTUS

ALLURE

halo

DON'T BLATANTLY STEAL TEXTURES, MESHES, OR IDEAS

- If you take a texture from a derivable and want to use it in another, try to alter it enough to make it original.
- Be cautious with audio usage when making voiceboxes.
- Don't "bite" and just copy people's work and pass it as your own.
- Don't make a "new derivable" from an old one, not change it in any way, and try to pass it as your own.

**CREATE YOUR
TEXTURES**

QUESTIONS?

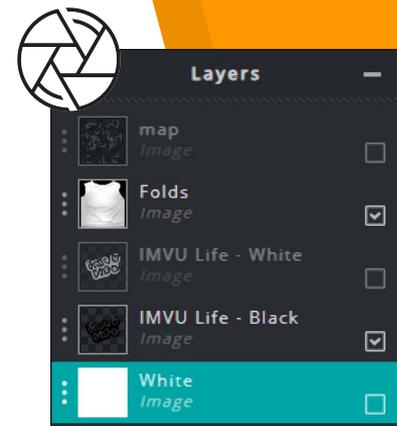
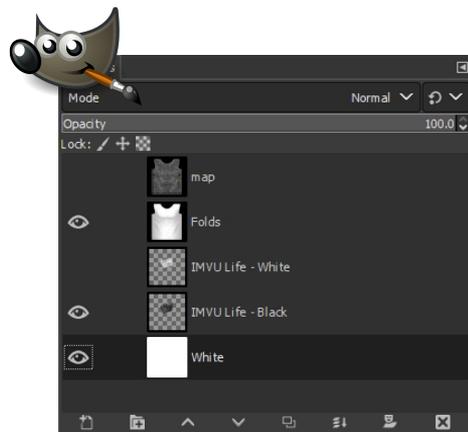
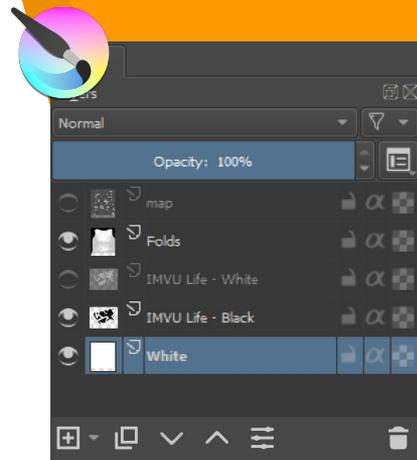
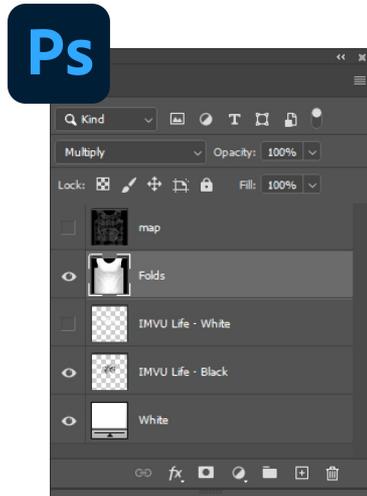
EXAMPLE 1
LET'S MAKE
A T-SHIRT



SETTING UP YOUR FILES

HOW I LIKE TO MAKE MY FILES

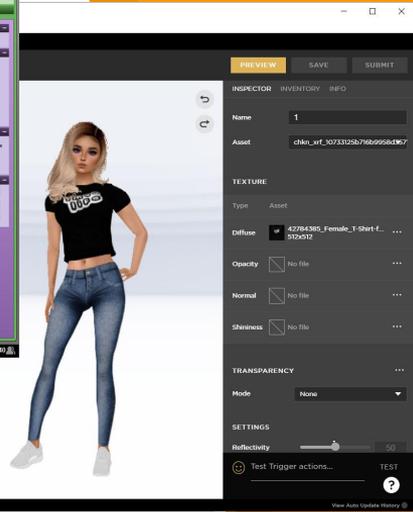
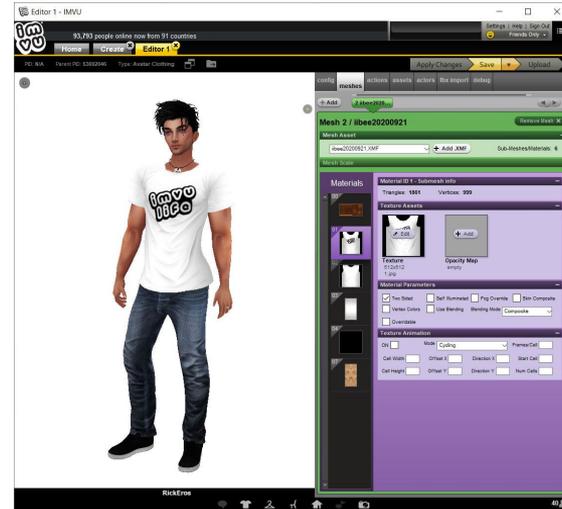
- Place the UV Map on the top at 50% opacity
- The “folds” or “shadows” layer with a blending mode on
 - Multiply and Screen most used
 - Don't be afraid to experiment
- Graphics you would want to place
- Color Layers on the bottom



BRINGING IT INTO IMVU

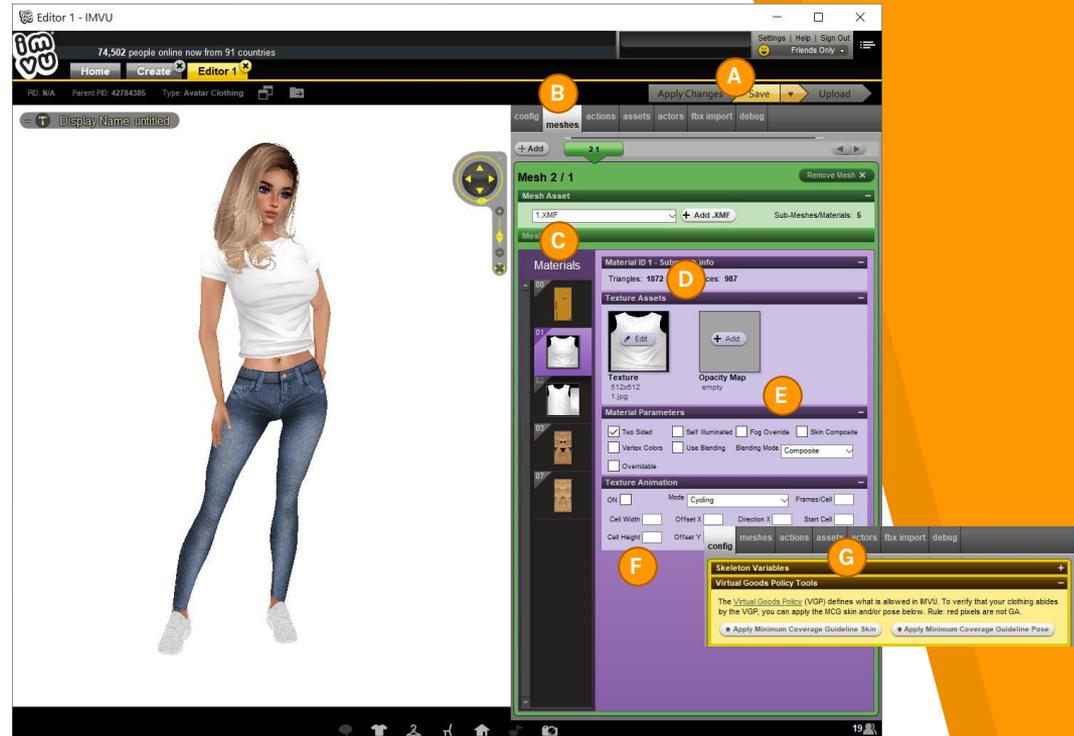
IMPLEMENTING YOUR DESIGN

1. Save all your textures as JPGs
 - a. Use web compression to make the files as small as possible, or check out [kraken.io](#)
2. Place your textures into the appropriate slots in the creation mode.
3. Click “Apply Changes” or “Preview” to see A render.
4. Check your item
 - a. Look at it in different poses
 - b. Apply any sizes/mods you would normally use
 - c. Look at it in different rooms with different lighting
5. Save and Upload when you’re happy



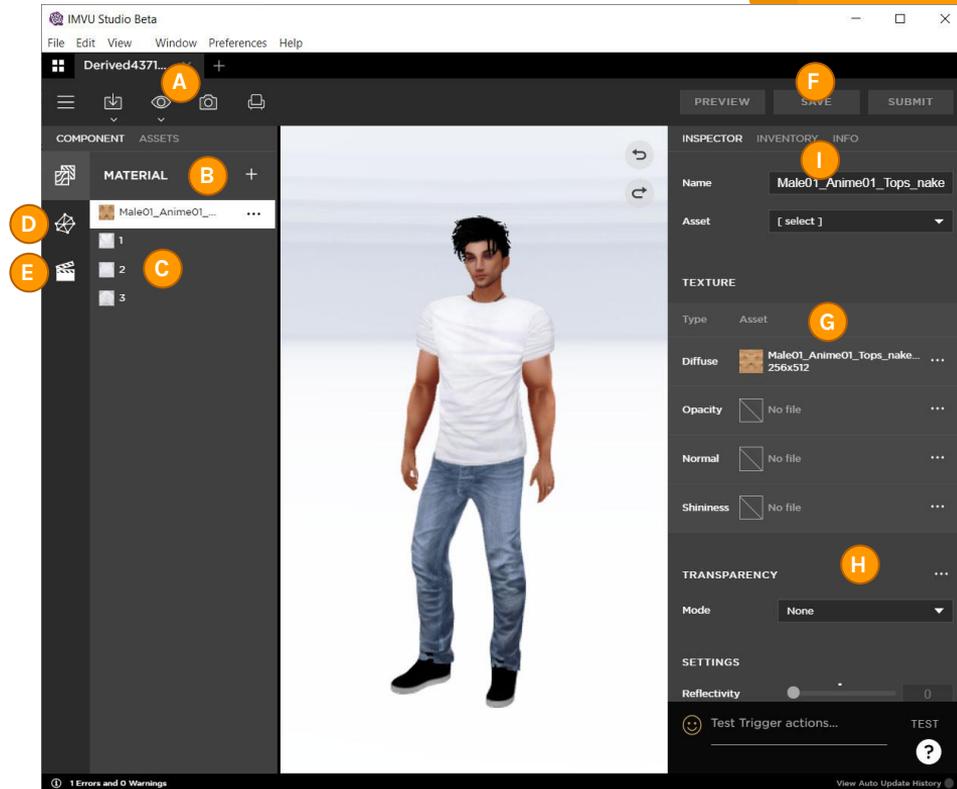
LOOKING AT IMVU CLASSIC

- A. Preview/Save/Submit
- B. Mesh Tab
- C. Materials Panel
- D. Texture Slots
 - a. Main Texture
 - b. Mask
- E. Material Parameters
 - a. Two Sided (textures will show on both sides of mesh or one side)
 - b. Self Illuminated (texture will be unaffected by lighting in room)
 - c. Fog Override
 - d. Skin Composite (use when texture is skintight but you want it on top of the skin layer)
 - e. Use Blending and Blending Mode (used in masking)
- F. Texture Animation (if you want to add animation)
- G. Minimum Coverage Guideline Tools



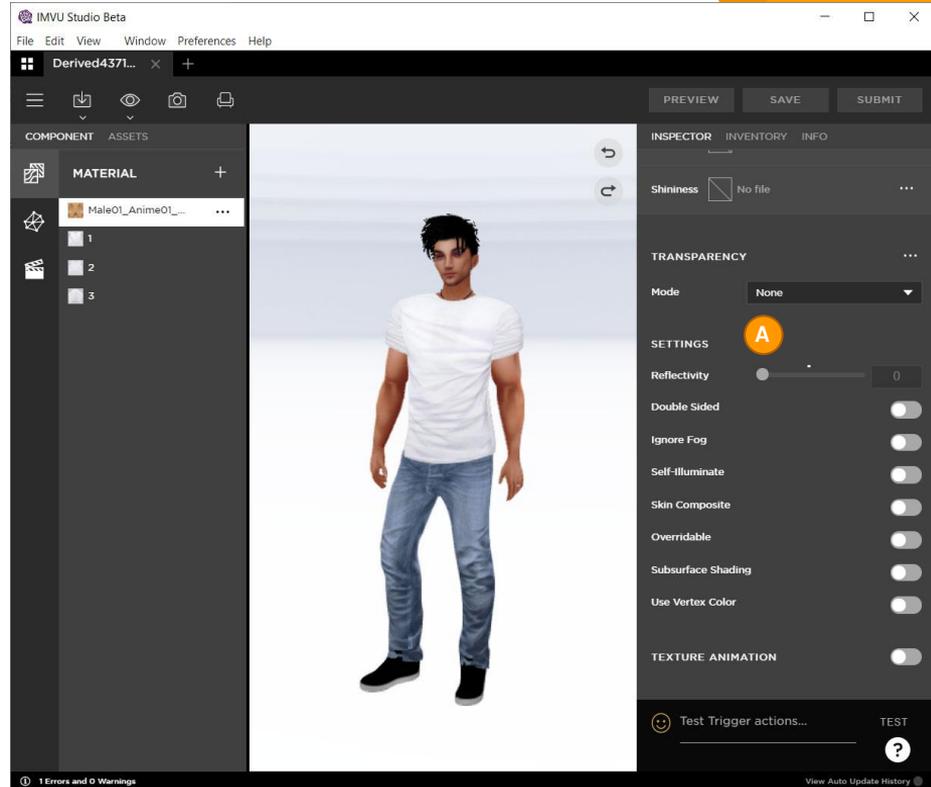
LOOKING AT IMVU STUDIO

- A. Top controls
 - a. Uploading meshes
 - b. Minimum Coverage
 - c. Take high-res pics
 - d. Decoration Mode
- B. Material Panel (where we mainly work)
- C. Texture Slots
- D. Mesh Panel
- E. Actions Panel
- F. Preview/Save/Submit
- G. Texture Details
 - a. Diffuse (our design)
 - b. Opacity (masks)
 - c. Normal (adding 3D depth)
 - d. Shininess (adding reflection)
- H. Transparency Mode (used in masking)
- I. Inventory Panel (dress your avatar or scene)



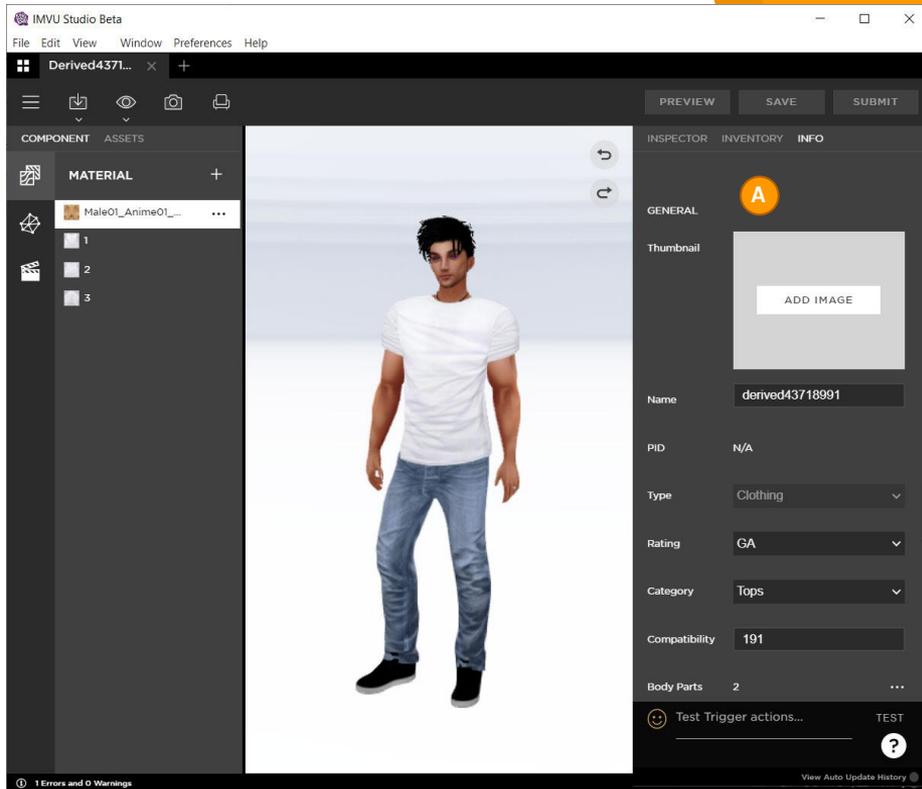
LOOKING AT IMVU STUDIO

- A. Settings
- Reflectivity (how intense the light reflection will be)
 - Double-sided (textures will show on both sides of mesh or one side)
 - Ignore Fog
 - Self Illumination (texture will be unaffected by lighting in room)
 - Skin Composite (use when texture is skintight but you want it on top of the skin layer)
 - Texture Animation (if you want to add animation)



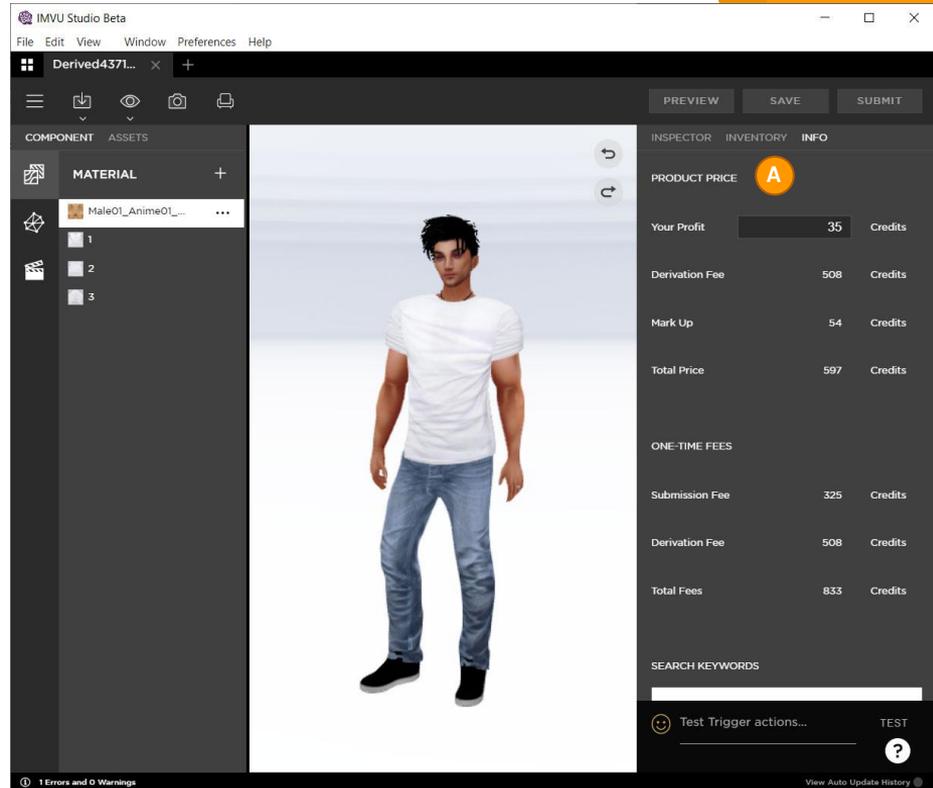
LOOKING AT IMVU STUDIO

- A. Info Panel
 - a. Thumbnail image to show in shop
 - b. Name to display (24 character max)
 - c. Product ID (generated)
 - d. Rating
 - e. Category



LOOKING AT IMVU STUDIO

- A. Info Panel showing the costs of putting this item into the shop and how much everyone gets from your sales.



EXAMPLE 1

LET'S MAKE

A T-SHIRT

QUESTIONS?

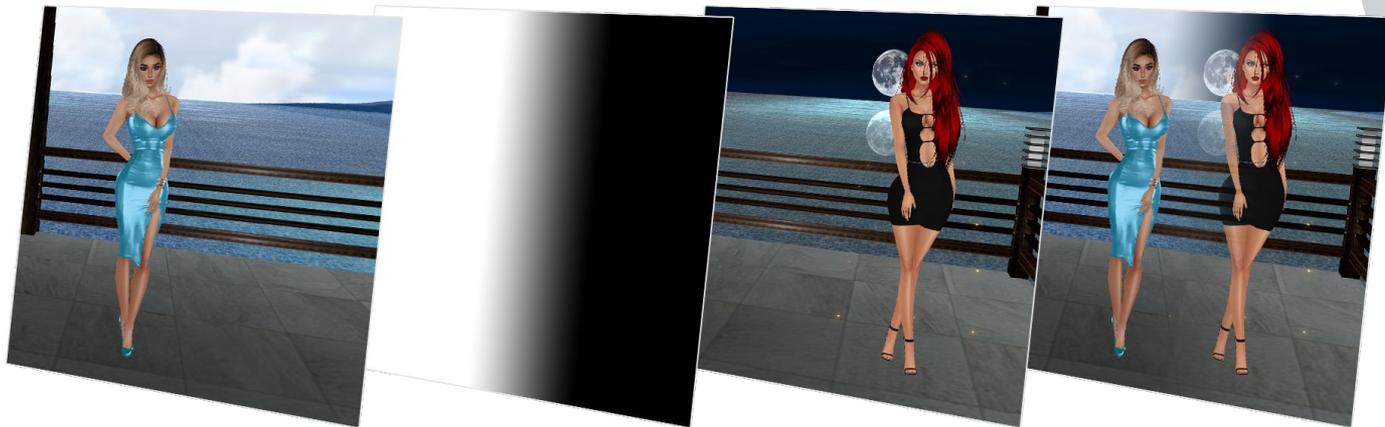
EXAMPLE 2
SHORT DRESS
WITH NYLONS



INTRODUCTION TO MASKING

WHAT IS A MASK?

- Grayscale image used to represent what is shown and what is hidden on an image.
 - Dark areas are hidden
 - Light areas are shown
- Used to overlay one image to another or to cut out parts of images.



A LITTLE HISTORY

Before computer design and graphic programs, most masking came about through studio trickery with film.

Companies like Lucasfilm/ILM mastered the art.

- Shooting an object on a blue screen, and shooting the backdrop.
- Processing the blue screen film with light treatments to make a silhouette film
- Placing all the different films in a machine to play and film the images into one final shot.



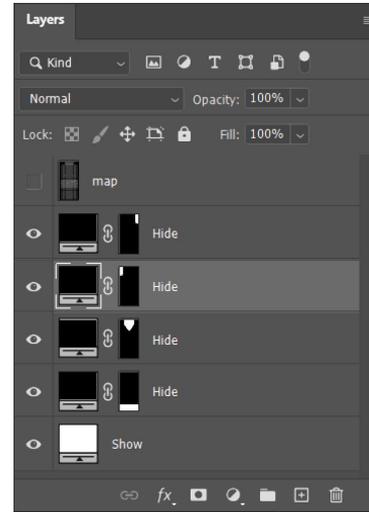
HOW WE USE MASKING

IN YOUR GRAPHICS PROGRAM

- Masking is a handy tool to cut openings in imagery or to manipulate shapes.

IN IMVU

- Masking allows us to cut openings in textures
- Masking also allows us to introduce opacity to textures



CREATING THE DRESS

USING MASKING TO CREATE THE DRESS

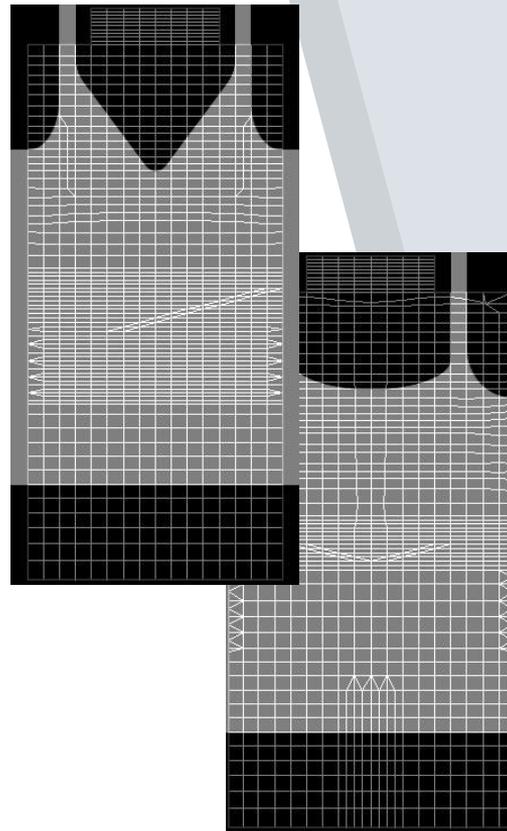
- Masking allows us to make a plunging neckline, shorten the skirt, and make the sleeve connections into straps.
- Masking allows us to bring opacity into our creation.
 - The nylons use shades of gray to create transparency, as opposed to a firm “on/off” with black/white.
- Masking also allows us to remove unused layers in IMVU.
 - **TIP:** Try to use the 4x4 graphics when removing unused layers. It keeps your final file size smaller.



CREATING THE DRESS

SOME TIPS WITH YOUR GRAPHIC PROGRAM

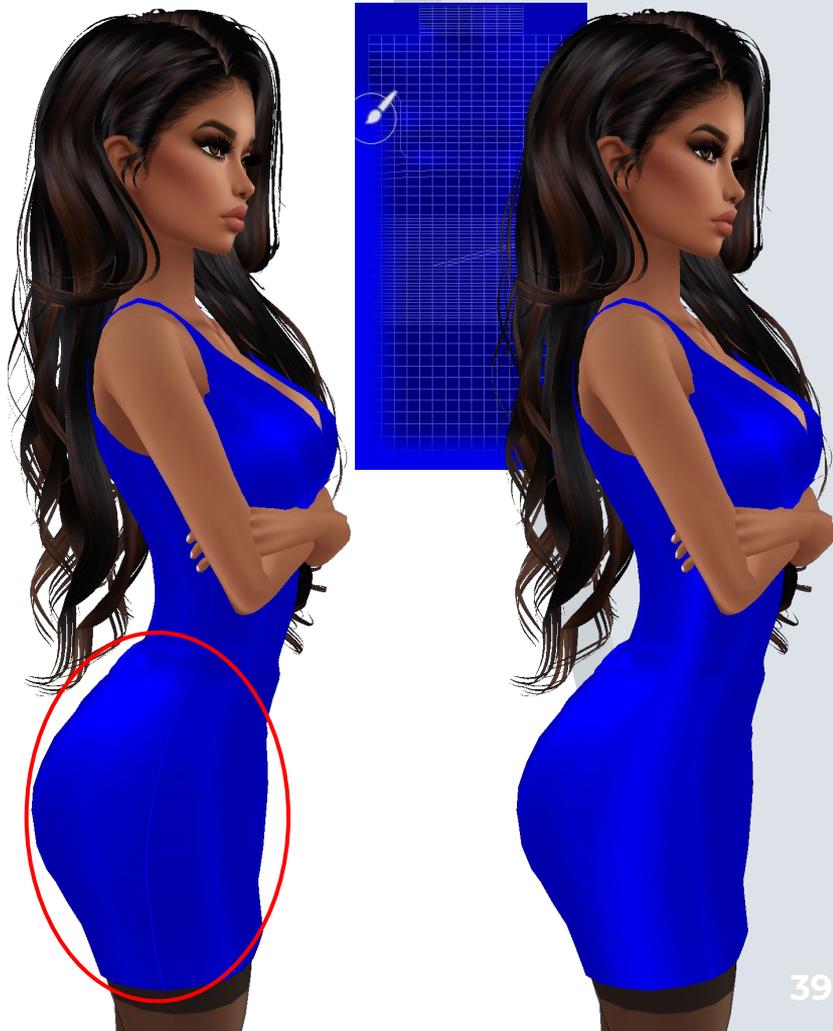
- Try to create different elements in different layers.
 - Allows you to duplicate successful designs.
 - Gives you flexibility to move/manipulate parts without affecting others.
- The UV Map is very useful in laying out a mask.
 - The lines always connect between different textures.
- Test, test, and test some more.
 - Go back and forth between IMVU and your graphics program to make sure you're happy with the final layout.



CREATING THE DRESS

CREATING THE DRESS TEXTURE

- The “folds” texture was altered to create the shiny look for the final product.
 - The graphic was inverted in color
 - Instead of using Multiply as a blending mode, we use Color Dodge to create the final effect.
- To make the front and back seamless, we paint blue around the edges of the texture (follow the UV Map) with a soft paintbrush.
 - It’s like creating a small gradient going in.
 - This is done on a layer on top of the folds.



CREATING THE DRESS

PUTTING IT ALL TOGETHER

- We use the bottom layer to just do minimum coverage, not full underwear.
 - We don't want a bra strap showing up in some oddball angle.
 - I make the "underwear" the same color as the dress in case it shows up in some angle
- The skintight layer I use to make the nylons.
 - Masking out the top, but using the legs.
- Jeans are masked out
 - They have bumps and 3D features. Not needed for our final product.
- All the sleeves are masked out.
- The dress contains textures and masks to make the final shape.



TWO LAST TIPS ON MASKS

CHECK ON MOBILE, BETA, OR IMVU STUDIO

- Sometimes you'll see strange artifacting on mobile, beta, and IMVU Studio, but not on Classic.
- If you see strange artifacting, try turning off "Two Sided"

USE BLENDING SPARINGLY

- Blending will add a little file size to your item.
 - Might not be much, but too much will add up.
- Use it only when you need opacity, or you want to smooth an edge of a mask.



EXAMPLE 2
SHORT DRESS
WITH NYLONS

QUESTIONS?

EXAMPLE 3
EASY CHAIR



THE CHALLENGE WITH FURNITURE AND ROOMS

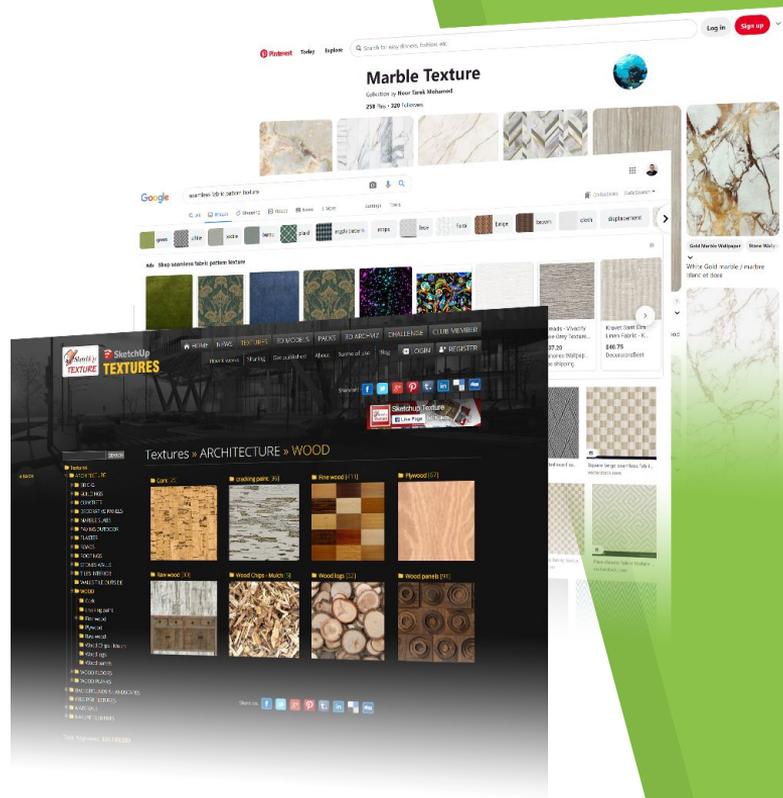
- Creators barely ever include textures
 - More often they cover their derivables with numbered textures purely for reference.
- Many times there's no UV Maps
- Furniture and rooms will need a lot of textures
- Not much room to manipulate the shape of furniture through masking and other tricks.



HOW TO FIND TEXTURES

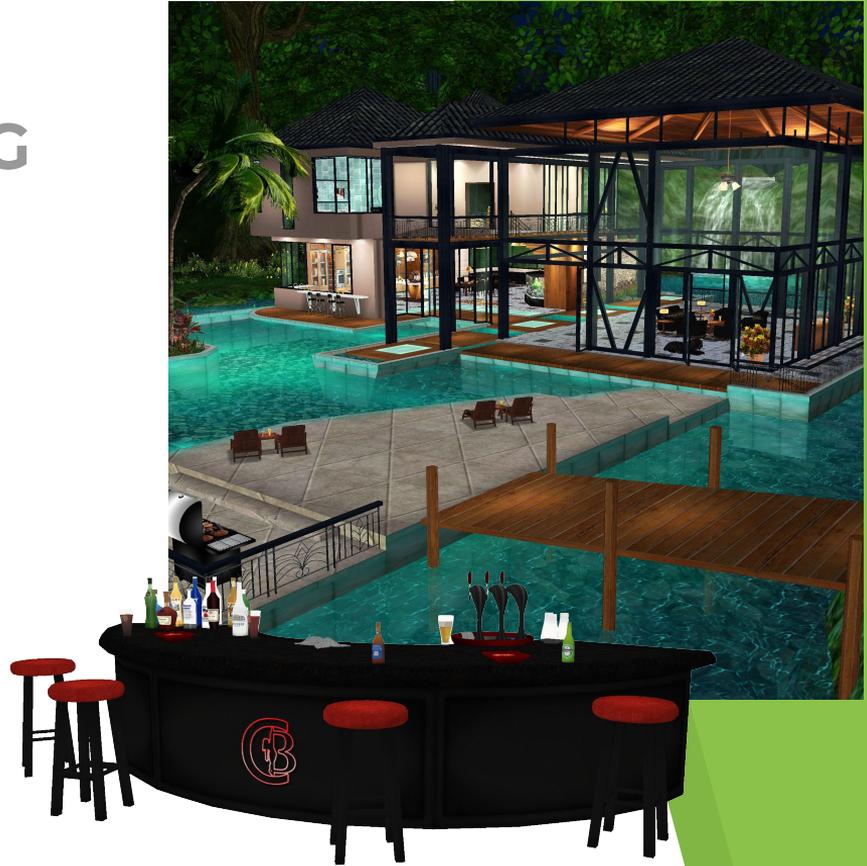
GO ONLINE

- Google
 - Search for patterns or textures
- Pinterest
- Online shops specifically selling IMVU textures
- Sites for textures used in architecture or interior design
 - <https://www.sketchuptextureclub.com/>



SOME TIPS WHEN DOING FURNITURE & ROOMS

- Catalog and plan your work when undertaking a room or furniture item
 - When you have a large number of textures to make
 - Consider numbering your files to align with the slots in creator
- Mind the size of your final textures.
 - Try not to use a pattern so big that it looks unnatural.
- Try to add some basic shadowing to give your furniture some depth



EXAMPLE 3

EASY CHAIR

QUESTIONS?

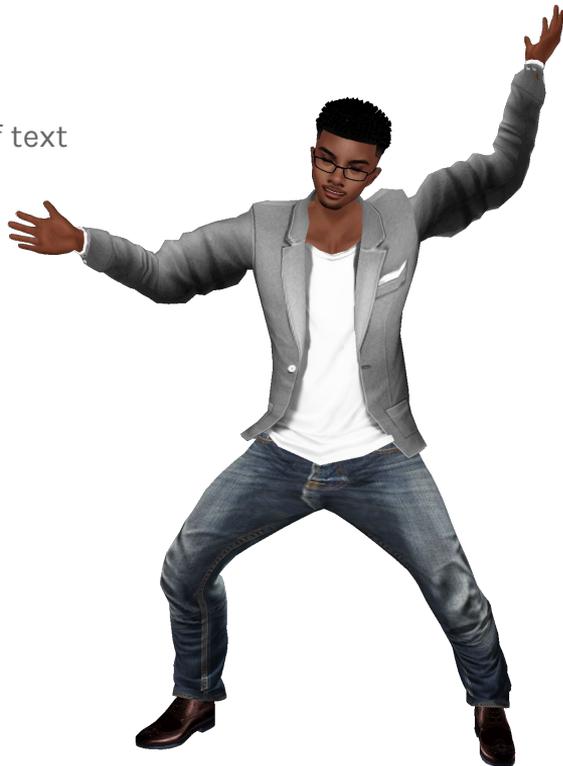
EXAMPLE 4

VOICEBOX

INTRODUCTION TO TRIGGERS

WHAT IS A TRIGGER?

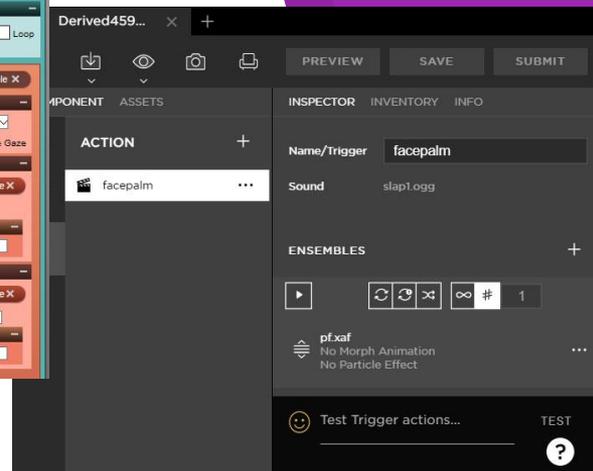
- An event or sound tied to a word of text
- Also called an action
- Can be tied to an avatar, furniture item, or even a room.



INTRODUCTION TO TRIGGERS

HOW IS A TRIGGER MADE?

- A. An animation exported from a 3D modeling file and uploaded into IMVU.
 - a. .xaf file
- B. A sound uploaded into IMVU.
 - a. .ogg file



LET'S MAKE A VOICEBOX

WHAT IS A VOICEBOX?

- An invisible accessory you can put on an avatar.
- Contains a selection of sound files linked to triggers.
- No 3D modeling skill needed.
- Unfortunately not available YET on IMVU Studio.

IMVU DJ CULTURE

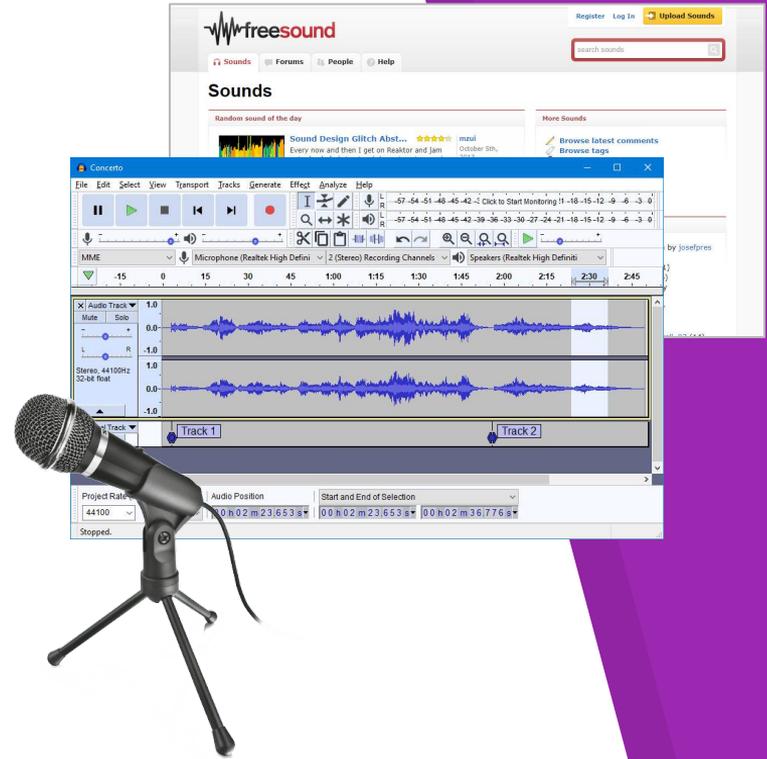
- Creating a set of voiceboxes containing short pieces of a full song.
- Usually takes up 2-3 items to cover all the clips.
- Performed with visual triggers and/or costume.



LET'S MAKE A VOICEBOX

CREATING YOUR SOUND CLIPS

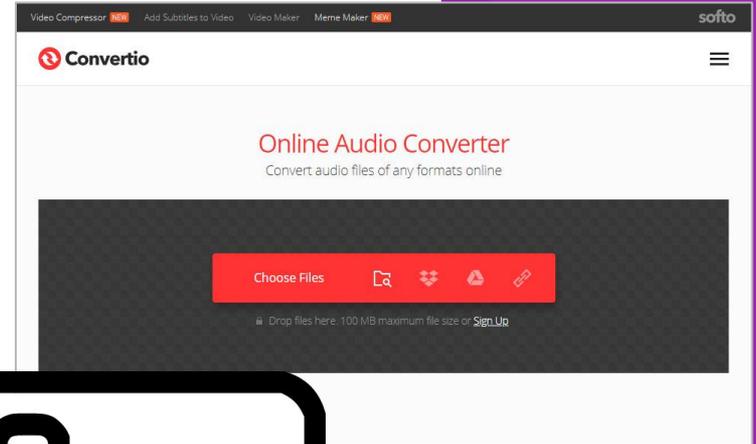
- Sound effects can be found online or created yourself.
 - Can't be any longer than 20 seconds
- Any audio recording setup can be used as long as you can end up with files.
 - Audacity is a free audio editing software.
- You can also find free sounds online to use.
 - <https://freesound.org>
 - <https://www.zapsplat.com>



LET'S MAKE A VOICEBOX

PREPARING YOUR FILES FOR IMVU

- Final files must be in .ogg format.
 - Open source audio format
 - MP3 is NOT open source
- Plenty of free encoders online
 - <https://convertio.co/audio-converter>
 - <https://cloudconvert.com/ogg-converter>
- Keep your final file sizes small
 - Small sound clips: 10-30 kb
 - Pieces of a song for DJing: 140-165 kb



LET'S MAKE A VOICEBOX

SETTING UP YOUR VOICEBOX IN IMVU

- Use one of the recommended empty derivables to have a clean voicebox
 - URLs are in with the downloadable files
- Keep your trigger words short and easy
 - Many will type them out in chat
 - Don't use dashes or underscores
 - Don't use spaces
 - Try not to use triggers already being used for default IMVU actions



EXAMPLE 4
VOICEBOX

QUESTIONS?

SUBMITTING **YOUR CREATION**

SUBMITTING YOUR CREATION

REQUIRED ITEMS WHEN SUBMITTING

- Select a category
- Enter in a product name
- Choose a rating
- Set your profit
- Upload a thumbnail
- Enter keywords for search
- Set your product controls

The screenshot shows the 'Product Submission' interface. At the top, the breadcrumb path is 'Clothing for Male > Male Bottoms > Straight Pants'. The main form includes a 'Type product name' field (24 Chars), a 'Choose Rating' dropdown, and a 'Your profit' section with a profit field, a '+Derivation fee' of 490 cr, a '+Markup' of 49 cr, and a 'Total' of 539 cr. There is an '+Add Image' button for the thumbnail. Below this is a 'search keywords' field (12 words) with a note: 'Optional. Add comma-separated search words for your product...'. A 'controls' section contains checkboxes for 'Visible in shop' (checked), 'Display Only', 'Allow derivation from this product', and 'Allow inclusion in 3rd party bundles'. At the bottom are 'Cancel' and 'Submit to Shop' buttons. A red 'required fields' box lists: * Name, * Rating, * Profit, and * Image. To the right is a 'Submission Help' sidebar with a '1 CHOOSE LOCATION *' section explaining that the location affects where the product is displayed and organized in the customer's inventory. A numbered list of steps is also visible: 2 ADD NAME *, 3 CHOOSE RATING *, 4 SET PROFIT *, 5 ADD PRODUCT IMAGE *, 6 ADD KEYWORDS, and 7 CONTROLS.

The screenshot shows the product details page for 'Straight Pants'. At the top are tabs for 'INSPECTOR', 'INVENTORY', and 'INFO'. The 'GENERAL' section includes a 'Thumbnail' area with an 'ADD IMAGE' button. Below are fields for 'Name', 'PID' (N/A), 'Type' (Clothing), 'Rating' (GA), 'Category' (Bottoms), 'Compatibility' (191), and 'Body Parts' (5,6,7). The 'Body Parts' field has a three-dot menu icon to its right.

SUBMITTING YOUR CREATION

SELECTING A CATEGORY

- It can be a mess
- Your item might not fit into any of them, so pick the best choice you can think of
- Sometimes a product will not even be in an ideal category
 - Think about your derivable, and see if there's a copycat in an ideal category

The screenshot shows the 'Product Submission' form. The breadcrumb trail is 'Clothing for Male > Male Bottoms > Straight Pants'. The 'Type product name' field is empty with a 24-character limit. The 'Rating' is set to 'Choose Rating'. The pricing section shows 'Your profit' as 490 cr, '+Derivation fee' as 490 cr, '+Markup' as 49 cr, and a 'Total' of 539 cr. The 'search keywords' field is empty with a 12-word limit. The 'controls' section has checkboxes for 'Visible in shop' (checked), 'Display Only' (unchecked), 'Allow derivation from this product' (unchecked), and 'Allow inclusion in 3rd party bundles' (checked). A 'required fields' section at the bottom lists '* Name', '* Rating', '* Profit', and '* Image'. A 'Submission Help' sidebar on the right lists steps: 1 CHOOSE LOCATION *, 2 ADD NAME *, 3 CHOOSE RATING *, 4 SET PROFIT *, 5 ADD PRODUCT IMAGE *, 6 ADD KEYWORDS, and 7 CONTROLS.

The screenshot shows the 'INSPECTOR' view of a product. The 'GENERAL' section includes a 'Thumbnail' with an 'ADD IMAGE' button, a 'Name' field, a 'PID' of 'N/A', a 'Type' of 'Clothing', a 'Rating' of 'GA', a 'Category' of 'Bottoms' (highlighted with a green box), a 'Compatibility' of '191', and 'Body Parts' of '5,6,7'.

SUBMITTING YOUR CREATION

ENTER IN A PRODUCT NAME

- 24 character maximum
- Avoid special characters and funky text fonts, like yaytext
 - Title is part of the search parameters
- Consider some small levels of branding
 - Helps “fans” find your stuff more easily

Product Submission

Clothing for Male > Male Bottoms > Straight Pants

Type product name ... 24 Chars

Choose Rating

Your profit

+Derivation fee 490 cr

+Markup 49 cr

Total: 539 cr

search keywords 12 words

Optional. Add comma-separated search words for your product ...

controls

Visible in shop Allow derivation from this product

Display Only Allow inclusion in 3rd party bundles

Cancel Submit to Shop

required fields

* Name * Profit

* Rating * Image

Submission Help

- 1 CHOOSE LOCATION *
- 2 ADD NAME *
- 3 CHOOSE RATING *
- 4 SET PROFIT *
- 5 ADD PRODUCT IMAGE *
- 6 ADD KEYWORDS
- 7 CONTROLS

* Required
It's best to use clear, descriptive and self-explanatory naming. Many of your customers do not speak your language or may have little knowledge of slang or abbreviations.

INSPECTOR INVENTORY INFO

GENERAL

Thumbnail

ADD IMAGE

Name

PID N/A

Type Clothing

Rating GA

Category Bottoms

Compatibility 191

Body Parts 5,6,7

SUBMITTING YOUR CREATION

CHOOSE A RATING

- GA or AP
- Things that make your item AP:
 - Excessive and realistic depiction of blood/violence/gore
 - Mature Humor
 - Nudity
 - Even on an opacity tester
 - Strong profanity
 - Sexual Themes
 - Consumption of tobacco, alcohol, and marijuana

Product Submission

Clothing for Male > Male Bottoms > Straight Pants

Type product name ... 24 Chars

Rating: Choose Rating

Your profit: [input]

+Derivation fee 490 cr

+Markup 49 cr

Total 539 cr

search keywords 12 words

Optional. Add comma-separated search words for your product ...

controls

Visible in shop Allow derivation from this product

Display Only Allow inclusion in 3rd party bundles

Cancel Submit to Shop

required fields

* Name * Profit

* Rating * Image

Submission Help

- 1 CHOOSE LOCATION *
- 2 ADD NAME *
- 3 CHOOSE RATING *
- 4 SET PROFIT *
- 5 ADD PRODUCT IMAGE *
- 6 ADD KEYWORDS
- 7 CONTROLS

* Required

The IMVU terms of service requires that all Creators rate each product they submit to the IMVU catalog appropriately.

[Click here for Rating guidelines](#)

INSPECTOR INVENTORY INFO

GENERAL

Thumbnail

ADD IMAGE

Name

PID N/A

Type Clothing

Rating GA

Category Bottoms

Compatibility 191

Body Parts 5,6,7

SUBMITTING YOUR CREATION

SET YOUR PROFIT

- Think about it carefully
- When you sell an item, here's how things are cut:
 - Derivation fee to the creator who made your derivable
 - 10% markup to IMVU
 - Your profit
- Set a price that makes it worth your while, but won't scare off potential customers
 - I believe most customers are impulse spenders

Product Submission

Clothing for Male > Male Bottoms > Straight Pants

Type product name ... 24 Chars

Rating Choose Rating

Your profit: 35 cr

+Derivation fee 490 cr

+Markup 49 cr

Total: 539 cr

search keywords 12 words

Optional. Add comma-separated search words for your product ...

controls

Visible in shop Allow derivation from this product

Display Only Allow inclusion in 3rd party bundles

Cancel Submit to Shop

required fields

* Name * Profit

* Rating * Image

Submission Help

- 1 CHOOSE LOCATION *
- 2 ADD NAME *
- 3 CHOOSE RATING *
- 4 SET PROFIT *
- 5 ADD PRODUCT IMAGE *
- 6 ADD KEYWORDS
- 7 CONTROLS

* Required

Your profit (you are paid this for every sale)

+ the Derivation fee (paid to the creator of the product you are deriving from)

+ the Markup (paid to IMVU)

= the Total price

INSPECTOR	INVENTORY	INFO
Body Parts	5,6,7	...
Derive From	SAL BAGGY JEANS DERIV	Product ID: 8919642
Size	1 KB / 2048 KB	
PRODUCT PRICE		
Your Profit	35	Credits
Derivation Fee	403	Credits
Mark Up	44	Credits
Total Price	482	Credits
ONE-TIME FEES		
Submission Fee	325	Credits

SUBMITTING YOUR CREATION

UPLOAD A THUMBNAIL

- Strictly 100x80 pixels in dimension
- File cannot be bigger than 50 kb
- File name cannot be more than 50 characters
- GIF, JPG, or PNG
 - Animated GIFs are allowed

Product Submission

Clothing for Male > Male Bottoms > Straight Pants

Type product name ... 24 Chars

Rating Choose Rating

Your profit: 490 cr

+Derivation fee 49 cr

Total: 539 cr

search keywords 12 words

Optional. Add comma-separated search words for your product ...

controls

Visible in shop Allow derivation from this product

Display Only Allow inclusion in 3rd party bundles

Cancel Submit to Shop

required fields

* Name * Profit

* Rating * Image

Submission Help

- 1 CHOOSE LOCATION *
- 2 ADD NAME *
- 3 CHOOSE RATING *
- 4 SET PROFIT *
- 5 ADD PRODUCT IMAGE ***
- 6 ADD KEYWORDS
- 7 CONTROLS

*** Required**

This is the first thing about your product that your customer sees. It is used in both the Shop and Inventory.

* Dimensions must be 100 x 80

* The supported file types are: GIF/JPG/PNG

* File size must be 50KB or less

* Name limited to 50 characters

INSPECTOR INVENTORY INFO

GENERAL

Thumbnail

ADD IMAGE

Name

PID N/A

Type Clothing

Rating GA

Category Bottoms

Compatibility 191

Body Parts 5,6,7

SUBMITTING YOUR CREATION

ENTER KEYWORDS FOR SEARCH

- Use simple words that you would hope would bring your items up in a search
 - Type of item (jeans, dress, bracelet, etc)
 - Gender (male, female, boys, girls, men, women)
 - Main colors
 - Your brand (if it makes sense)
 - Any words or content on your item
- Separate all keywords with commas

The screenshot shows the 'Product Submission' interface for 'Straight Pants'. The 'ADD KEYWORDS' step is highlighted in green. The form includes a 'search keywords' field with a 12-word limit and a 'Submission Help' sidebar with a list of steps: 1 CHOOSE LOCATION *, 2 ADD NAME *, 3 CHOOSE RATING *, 4 SET PROFIT *, 5 ADD PRODUCT IMAGE *, and 6 ADD KEYWORDS (highlighted). Below the keywords field, there are 'controls' for visibility and derivation, and a 'required fields' section at the bottom.

This screenshot shows the 'ONE-TIME FEES' table and the 'SEARCH KEYWORDS' section. The fees table lists Submission Fee (325 Credits), Derivation Fee (403 Credits), and Total Fees (728 Credits). The 'SEARCH KEYWORDS' section has a text input field and a note: 'Optional. Comma separated list OK!'. Below this are 'CONTROLS' with toggle switches for Derivable, Searchable, Display only, and Allow inclusion in 3rd party bundles.

ONE-TIME FEES		
Submission Fee	325	Credits
Derivation Fee	403	Credits
Total Fees	728	Credits

SUBMITTING YOUR CREATION

SET YOUR PRODUCT CONTROLS

- Visible in shop
 - Turning on will make it appear in your shop and in searches
- Display Only
 - Item will be set so no one can purchase it by any means
 - Ideal when you make custom items for select clients
- Allow derivation from this product
 - Best to turn off so one can't copy/steal your work
- Allow inclusion into 3rd party bundles
 - Allows your product to be included in bundles made by others, or when one "sells an outfit"
 - You get your cut of someone else's sale

The screenshot displays the 'Product Submission' form for 'StraightPants'. The 'controls' section is highlighted in green and includes the following options:

- Visible in shop
- Allow derivation from this product
- Display Only
- Allow inclusion in 3rd party bundles

Below the controls is a 'required fields' section with a red background, listing: * Name, * Rating, * Profit, and * Image.

To the right, a 'Submission Help' sidebar lists steps: 1 CHOOSE LOCATION, 2 ADD NAME, 3 CHOOSE RATING, 4 SET PROFIT, 5 ADD PRODUCT IMAGE, 6 ADD KEYWORDS, and 7 CONTROLS (highlighted). It also provides definitions for 'Visible', 'Allow...bundles', and 'Display Only'.

On the far right, an 'INSPECTOR' panel shows a table of 'ONE-TIME FEES':

Fee Type	Amount	Unit
Submission Fee	325	Credits
Derivation Fee	403	Credits
Total Fees	728	Credits

Below the fees table is a 'SEARCH KEYWORDS' section with a text input field and the instruction: 'Optional, Comma separated list OK!'.

At the bottom right, a 'CONTROLS' summary panel shows the status of the selected options with toggle switches:

- Derivable:
- Searchable:
- Display only:
- Allow inclusion in 3rd party bundles:

ONE MORE STEP!

AFTER YOU SUBMIT

- You will be sent to the web page created for your product on imvu's classic website.
- You must click the link within the red bar up top to fully submit your product and put it in peer review.
- You might want to consider getting your HTML in before you fully submit to avoid a second run in peer review.

IMVU Home > Catalog > Avatars

This product is UNPUBLISHED.
You can see and use it, but other people cannot. [Click here to publish it.](#)
Once published, this product will probably enter peer review, so make sure it's ready!

Product Information

 **Male Avatar Remixed**
By [RickEros](#) [Try it](#) [Remove](#)

General Audience
[Add to wishlist](#) | [Add to giftlist](#) | [Gift](#) | [My Wishlist](#) | [Flag](#) 630 credits

More items from [RickEros](#) | [See homepage](#) Audio: Limited | Size: 1 KB | Derived from: [Male avatar](#) | [Derivation Tree](#)

bob
CREATIONS

[SEE ALL PRODUCTS](#)

Male Avatar (Remixed)

Do you like the basic IMVU avatar, but wish it would just...sit still?
You're not alone, which is why I "remixed" the basic avatar to fix those pesky things that drive us crazy with it.

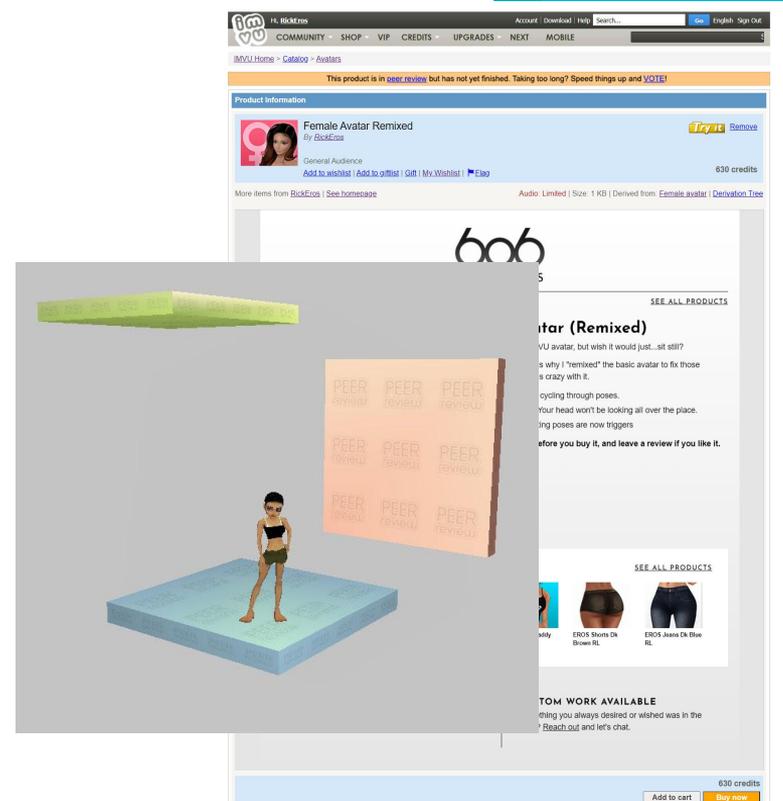
- No more automatic cycling through poses.
- Gaze is turned off. Your head won't be looking all over the place.
- All standing and sitting poses are now triggers

Please try the avatar before you buy it, and leave a review if you like it.



PEER REVIEW

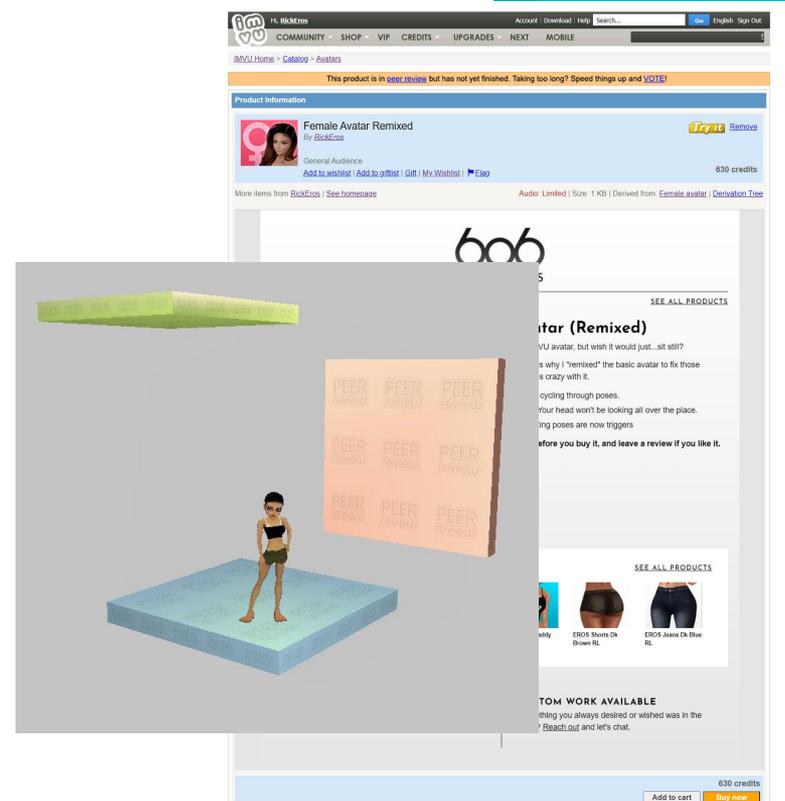
- After full submission, your product will be put in a queue called Peer Review
- Another creator will randomly be shown your product and will approve it, or reject it if it violates any of IMVU's Terms and Conditions
- You as a creator can also perform peer reviews
 - You earn 5 promotional credits per review
 - It works the queue down and speeds up the time for your item to get a review



PEER REVIEW

BE CAREFUL

- When you edit and re-submit a product, it goes into peer review
 - Won't be visible in the shop until it passes
- Changing the settings (name, category, etc.) or adding HTML later will also put it into peer, but it will be visible.
 - Visible items in peer will be treated as AP products in rooms.



ADDING HTML

IT HELPS

- On your product webpage within imvu.com, click “Add HTML Description” to add in a block of HTML
 - Show details on your product
 - Add more images
 - Link to your shop or other products
- The search within the website and apps do look at the copy in the HTML, so it helps your products get found

The image shows two screenshots of the IMVU website. The top screenshot is the 'Add HTML Description' form for a product named 'Female Avatar Remixed'. The form includes fields for 'Product Name', 'HTML Description', and 'Product Rating' (set to 'General Audience'). The bottom screenshot is the product page for 'Male Avatar Remixed' by RickEos. The page features a product image, a description, and a list of 'WE ALSO LIKE' products. The description for 'Male Avatar Remixed' reads: 'Do you like the basic IMVU avatar, but wish it would just...sit still? You're not alone, which is why I "remixed" the basic avatar to fix those pesky things that drive us crazy with it. • No more automatic cycling through poses. • Gaze is turned off. Your head won't be looking all over the place. • All standing and sitting poses are now triggers. Please try the avatar before you buy it, and leave a review if you like it.'

ADDING HTML

SOME TIPS

- Use simple HTML and inline styles to avoid potential issues
- No outside scripts or enhancements that would get blocked by IMVU
- Store product photos in your IMVU photos page and hot link to the files
 - <https://www.imvu.com/photos/albums/>
- Make your life easier...use my builder
 - <https://www.imvutools.com>

IMVU TOOLS

PRODUCT PAGE MAKER

YOUR STORE

Store Logo URL (Optional)
Use a full URL to a PNG, JPG, or GIF
Need a place to host your logo? Try <https://www.imvu.com/photos/albums/>

Store Name

URL to your Store
Use a full URL

YOUR PRODUCT

Product Name

Product Description

Product Image
Use a full URL to a PNG, JPG, or GIF
Need a place to host your image? Try <https://www.imvu.com/photos/albums/>

FOOTER

Show up to four links to sections of your store.

**SUBMITTING
YOUR CREATION**

QUESTIONS?

A LOOK AT
THINGS
TO COME

SHININESS MAPS

LIGHT REFLECTION

- Add light reflection to your product
- Works like a mask
 - Light-colored areas: Show light
 - Dark-colored areas: Don't show light
- Reflectivity slider sets intensity
- You can go simple with just a white texture upload
- Only available in IMVU Studio and Beta



NORMAL MAPS

MAKE YOUR TEXTURE MORE 3D

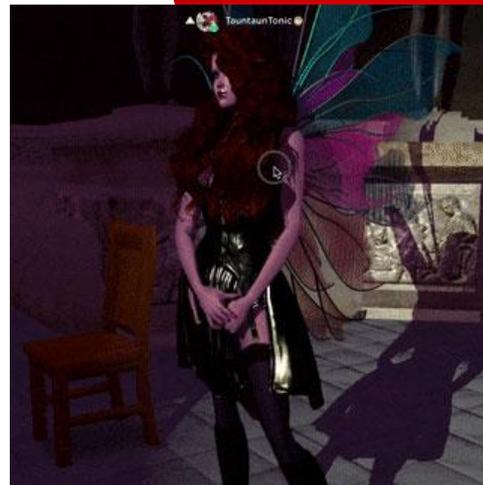
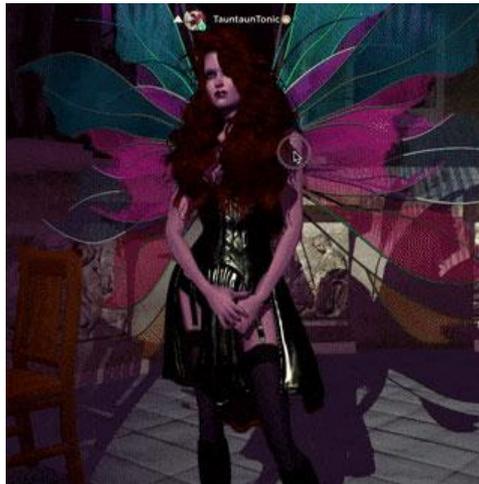
- Brings out bumps and folds more realistically
- Usually made with 3D modeling programs
- You can make it yourself
 - <https://cpetry.github.io/NormalMap-Online/>
 - Your initial image would look more like the shininess map or a grayscale of the texture
- Not ideal in all situations
- Only available in IMVU Studio and Beta



CASTING SHADOWS

COMING SOON

- You will be able to define shadowing and especially how your creation casts a shadow
- Only available in IMVU Studio and Beta
- IMVU has not brought this in yet



BEFORE WE END

A FEW LAST TIPS

- Start small and grow from there
- Challenge yourself
- Build quality over quantity
- You can always go back and edit
- Strive to keep your file sizes small
- Be proud of your work

THE ONLY RULE:

IT HAS TO LOOK
GOOD TO YOU!



BEFORE WE END

QUESTIONS?

THANK YOU!

bob
CREATIONS

Silver Moon
PRODUCTS

C
CandiBar