BASIC CREATING IN IMVU

606 CREATIONS

Silver Moon PRODUCTS

CandiBar

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

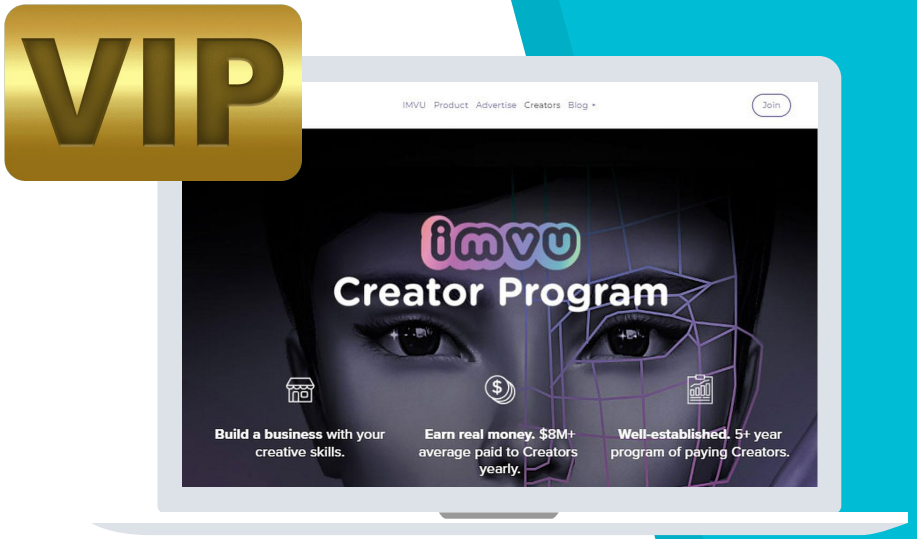
This presentation is being recorded and will live on Solinari's YouTube

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

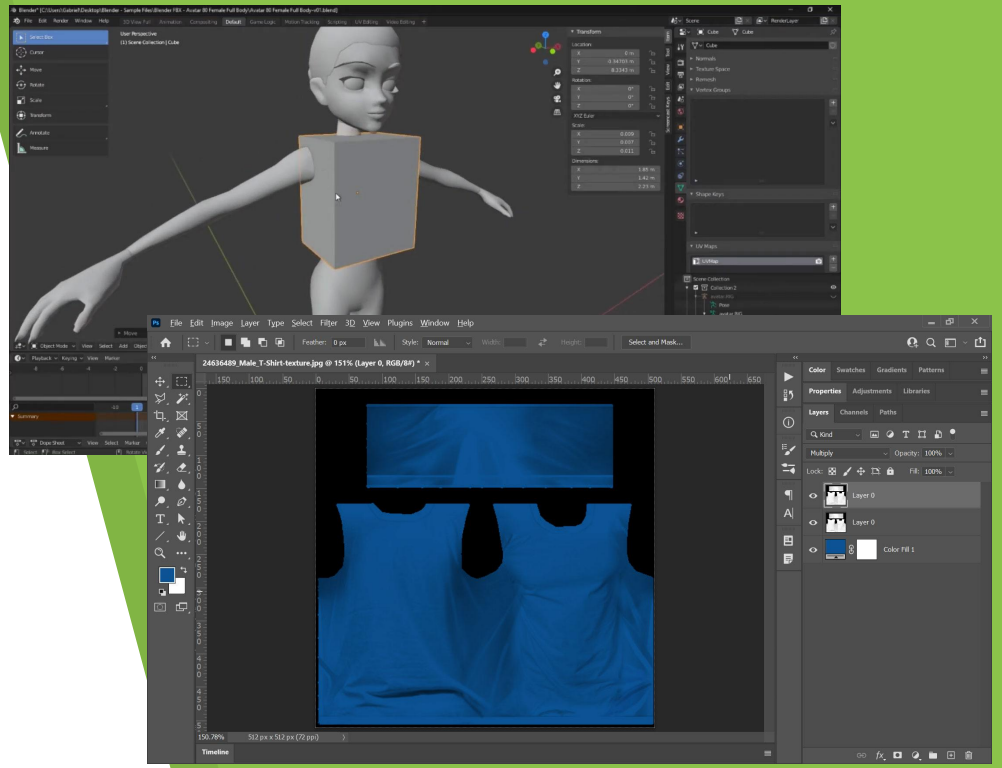
QUESTIONS?

EXPLORING

MESHING

VS

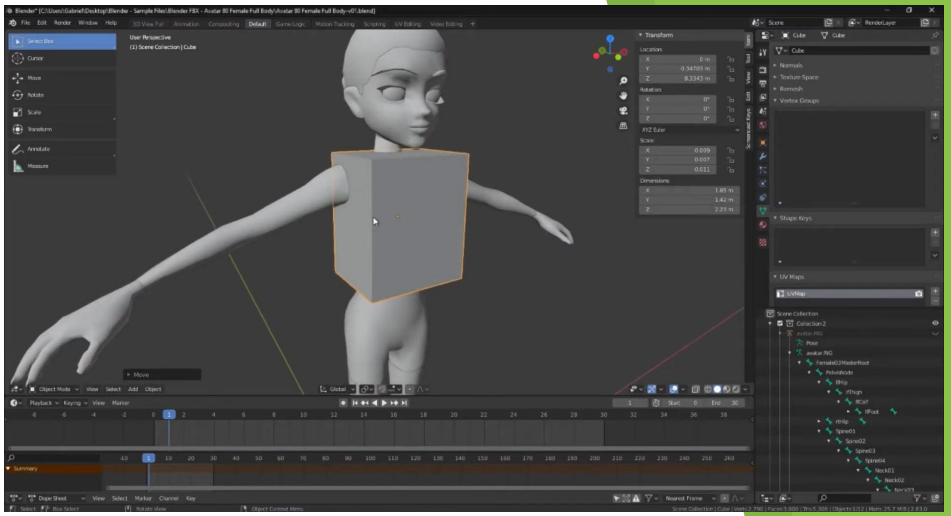
DERIVING



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

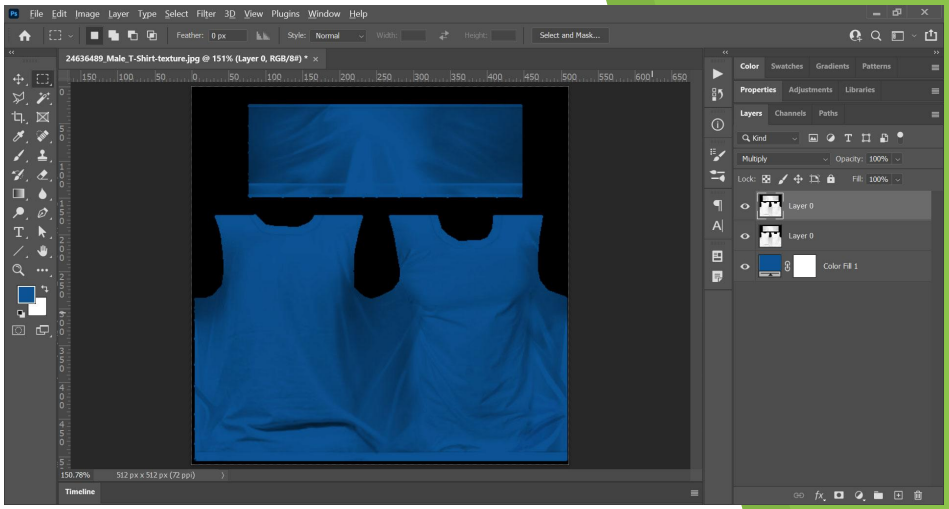
DERIVING

CREATING NEW PRODUCTS FROM EXISTING PRODUCTS

- Designing and integrating new “skins”

POTENTIAL SOFTWARE USED

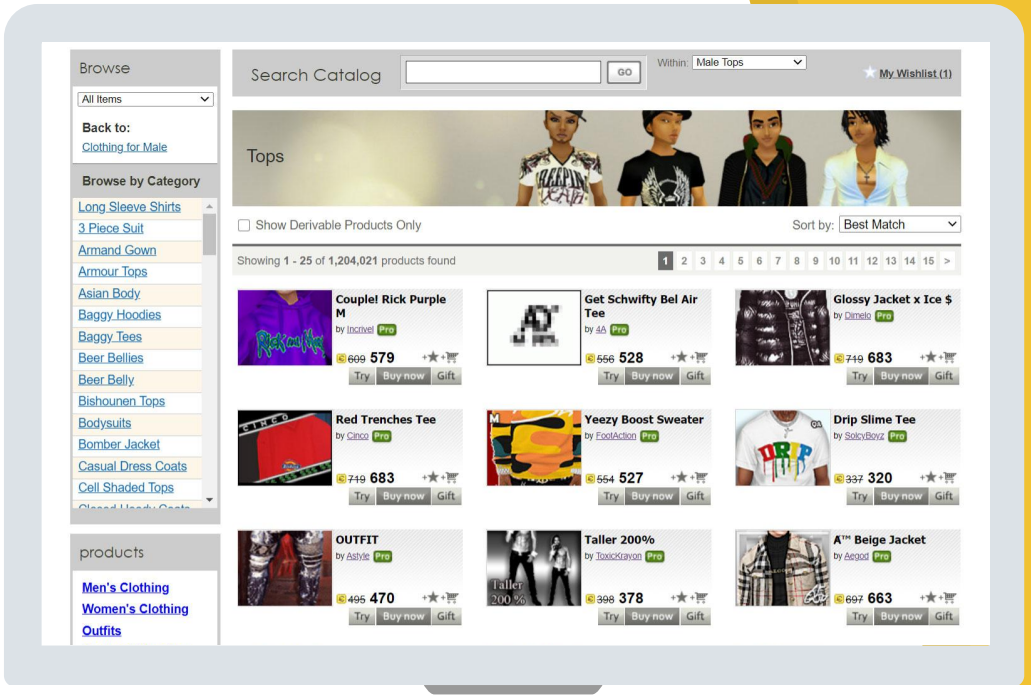
- Photoshop
- GIMP
- Krita
- Pixlr
- Any professional-level photo editing program



FINDING A DERIVABLE

BEST PLACE TO LOOK

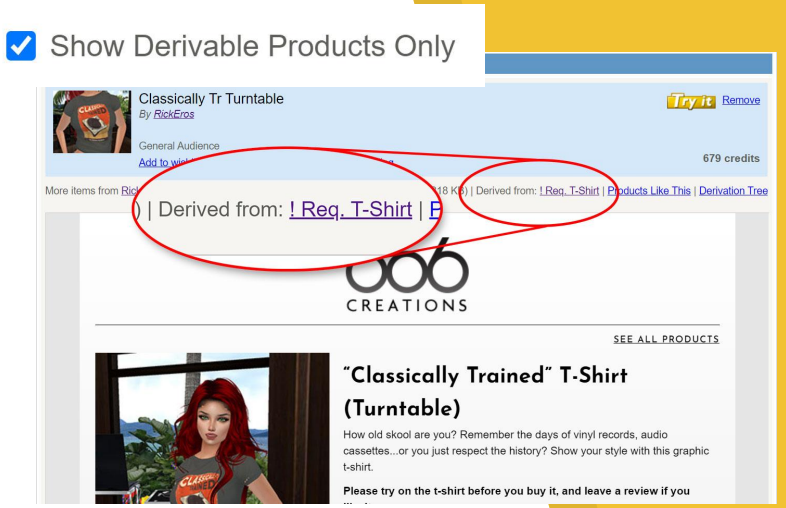
IMVU SHOP WEBSITE



FINDING A DERIVABLE

TIPS FOR SUCCESS

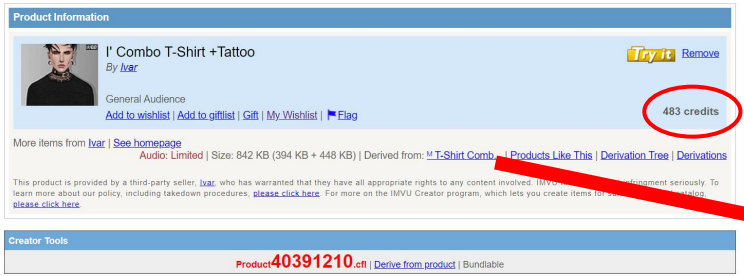
- Check the “*Show Derivable Products Only*” box
- Always look at “*Derived from*”
- Look for shape more than color and visual
- Seek out good derivables that offer useful materials
- Use the “*Try It*” button
- Check how your chosen derivable looks in different situations:
  - Standing
  - Sitting
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



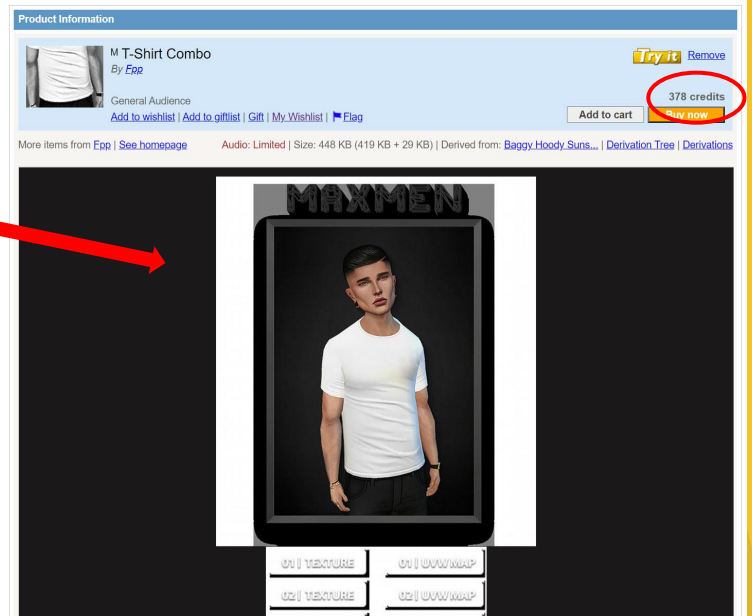
FINDING A DERIVABLE

ALWAYS LOOK AT "DERIVED FROM"

BAD

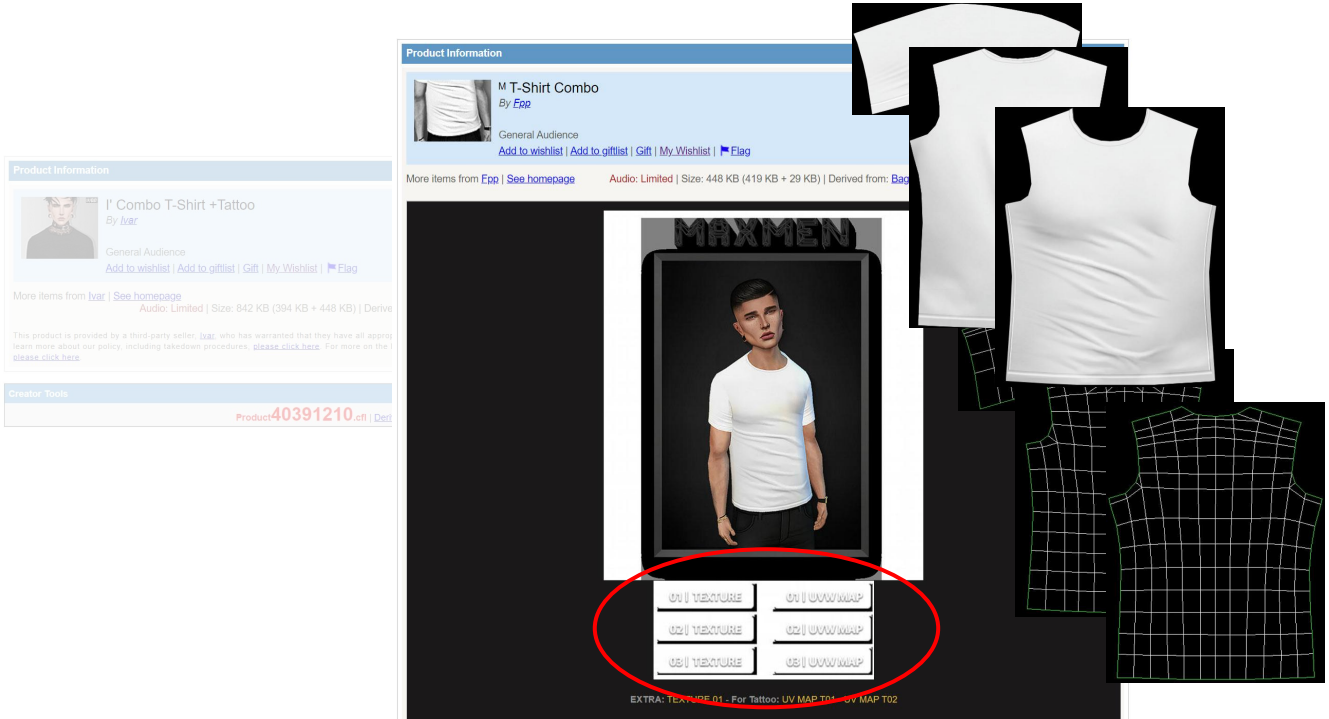


GOOD



FINDING A DERIVABLE

PICK DERIVABLES THAT INCLUDE TEXTURES AND MAPS



FINDING A DERIVABLE

TEST YOUR OPTION
IN DIFFERENT SCENARIOS

FINDING A DERIVABLE

QUESTIONS?

CREATE YOUR TEXTURES

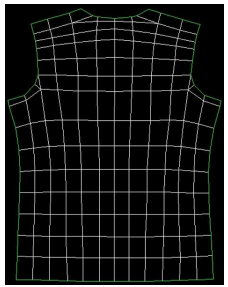
TEXTURES AND UV MAPS

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

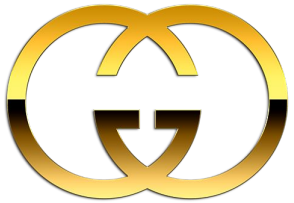
- Passed in 1998
- Put into law to satisfy the World Intellectual Property Organization (WIPO)
- Makes it illegal to produce, and share copyrighted works

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".

HOW TO BE AN ETHICAL CREATOR

GUCCI



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?

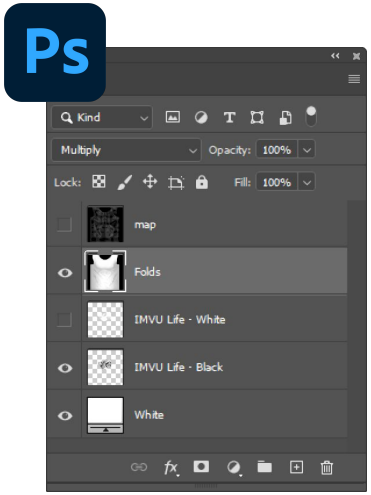
EXAMPLE 1

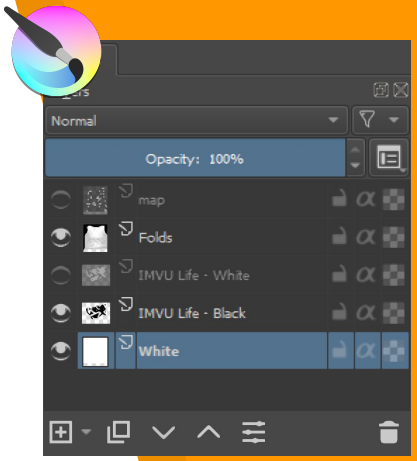
LET'S MAKE A T-SHIRT

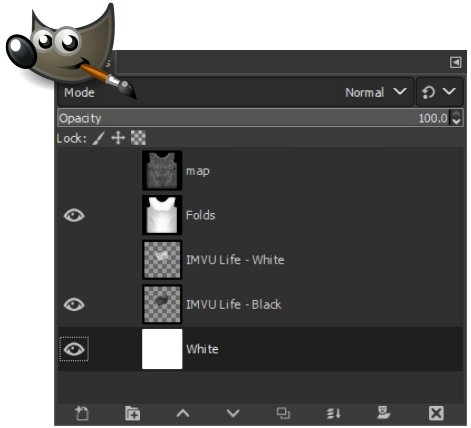
SETTING UP YOUR FILES

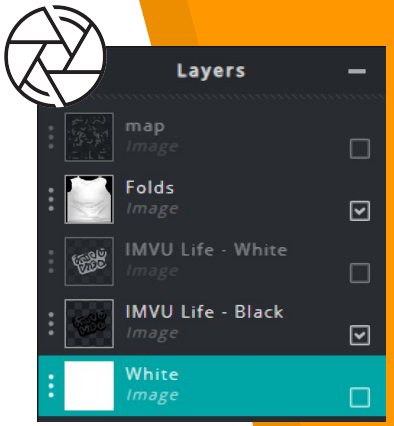
HOW I LIKE TO MAKE MY FILES

- 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









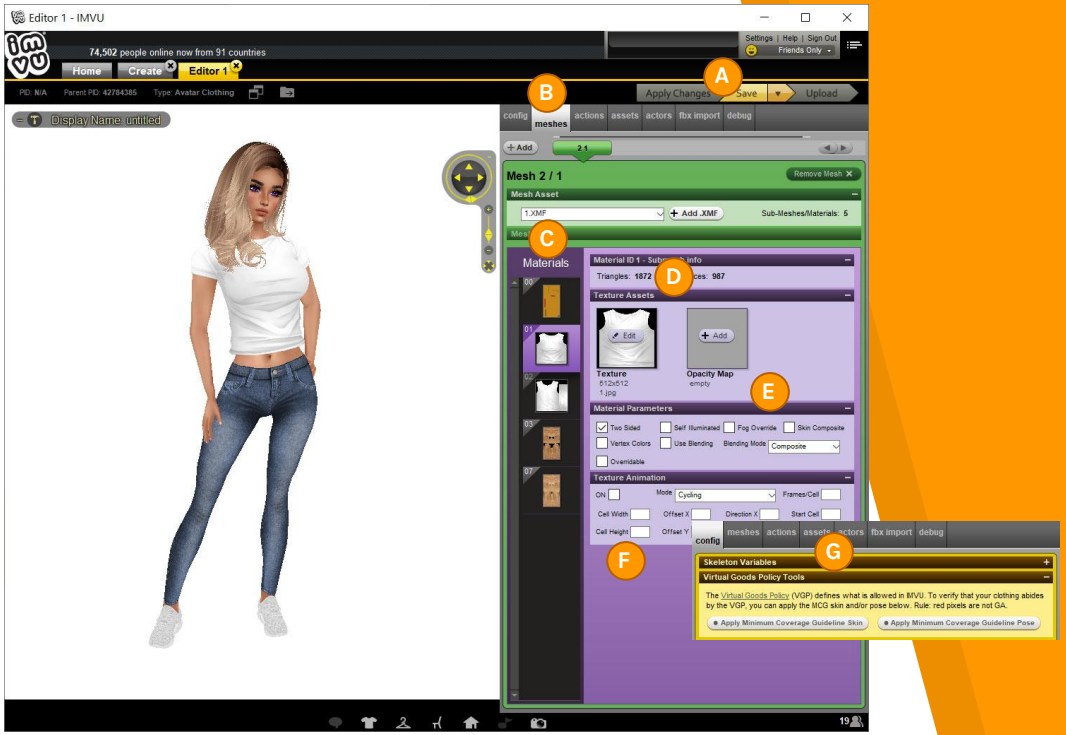
BRINGING IT INTO IMVU

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 sizers/mods you would normally use
    c. Look at it in different rooms with different lighting
5. Save and Upload when you’re happy

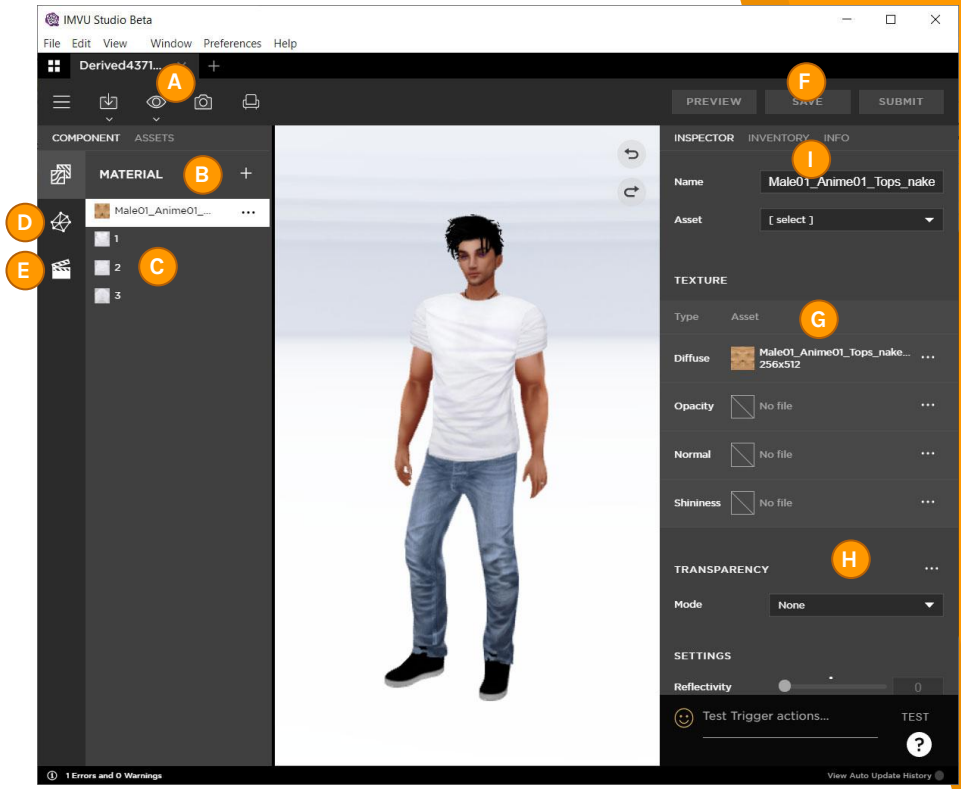
LOOKING AT IMVU CLASSIC

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



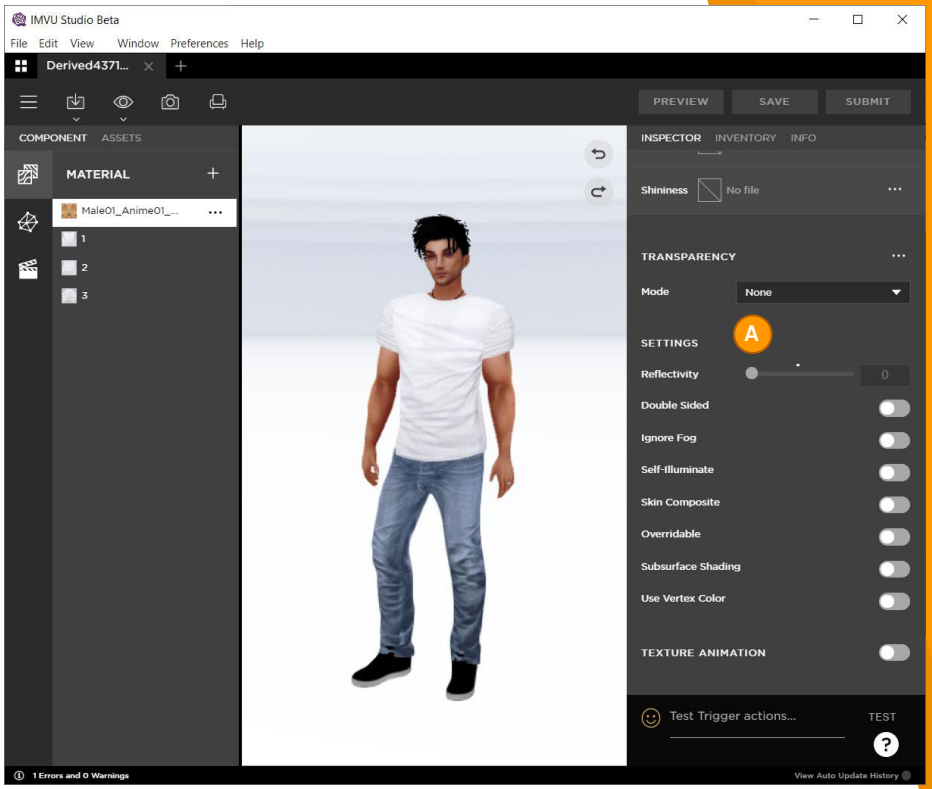
LOOKING AT IMVU STUDIO

A. Top controls
   a. Uploading meshes
   b. Minimum Coverage Guideline Tools
   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)



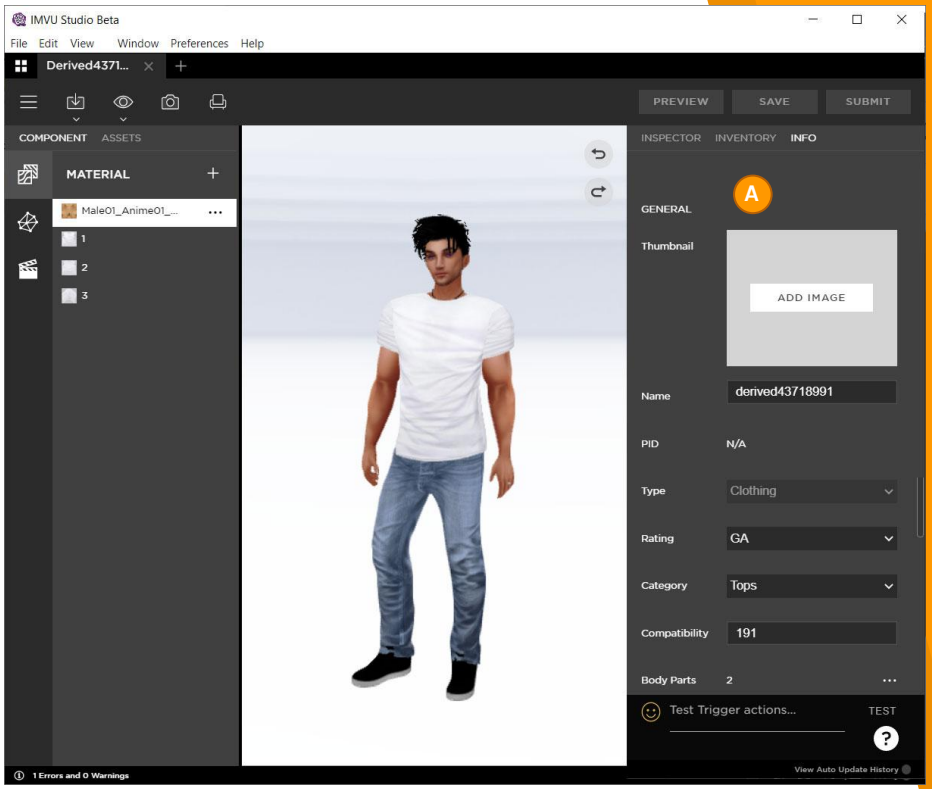
LOOKING AT IMVU STUDIO

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



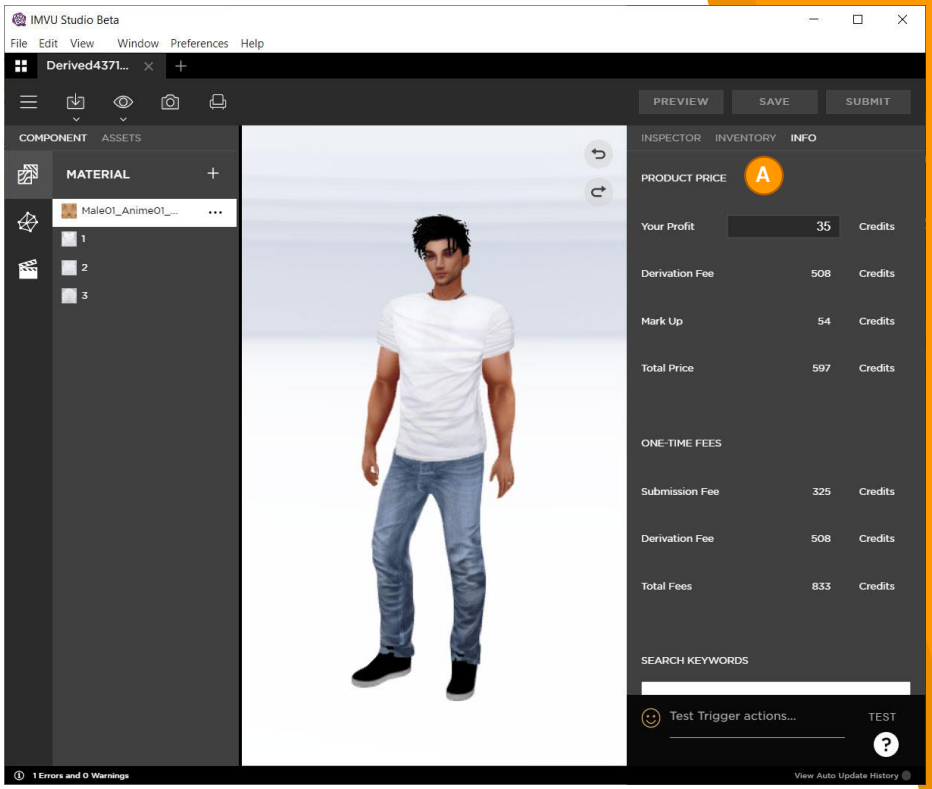
LOOKING AT IMVU STUDIO

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 though 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.

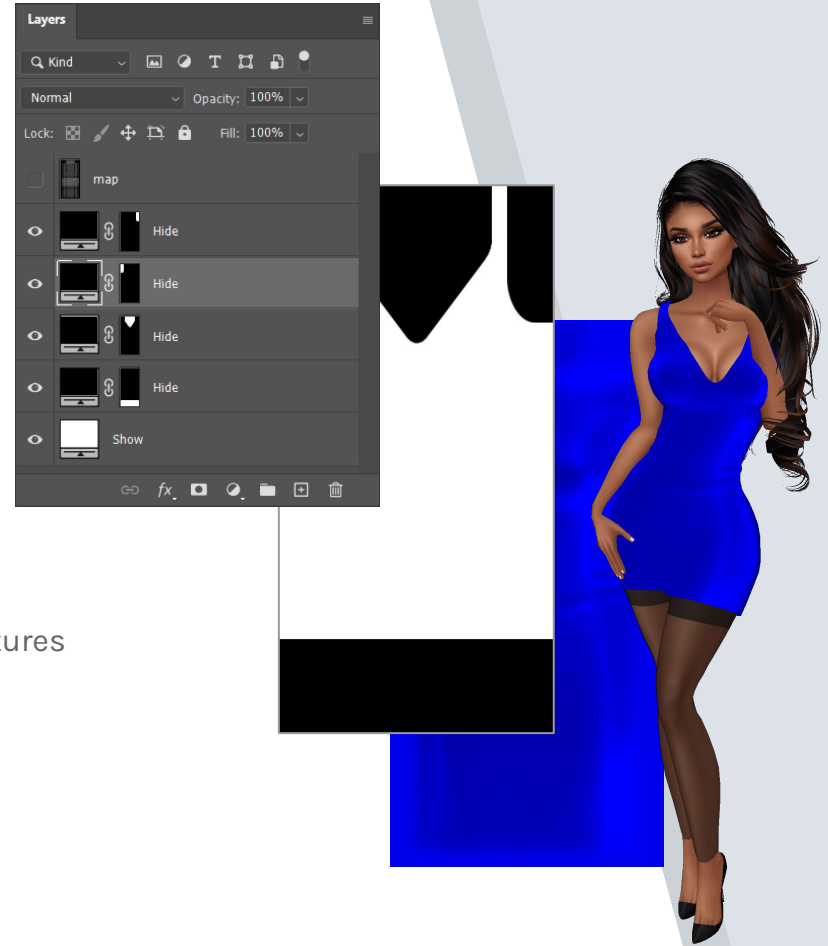
HOW WE USE MASKING

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

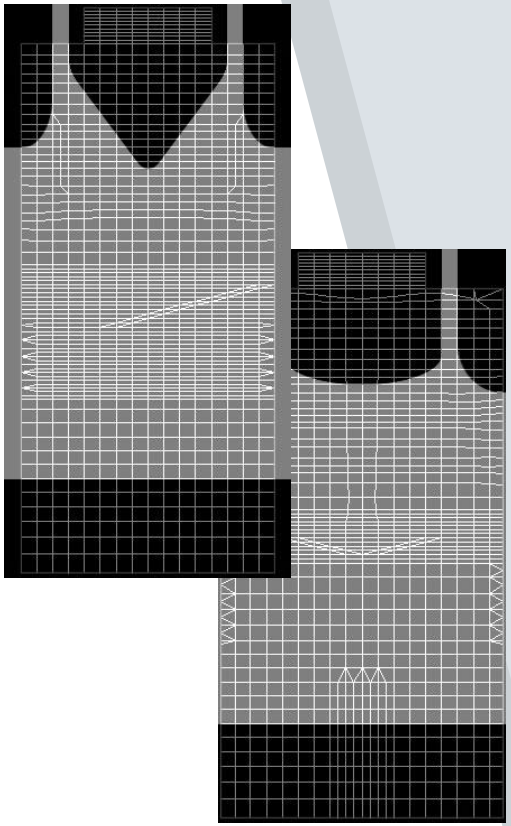
USING MASKING TO CREATE THE DRESS

- 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

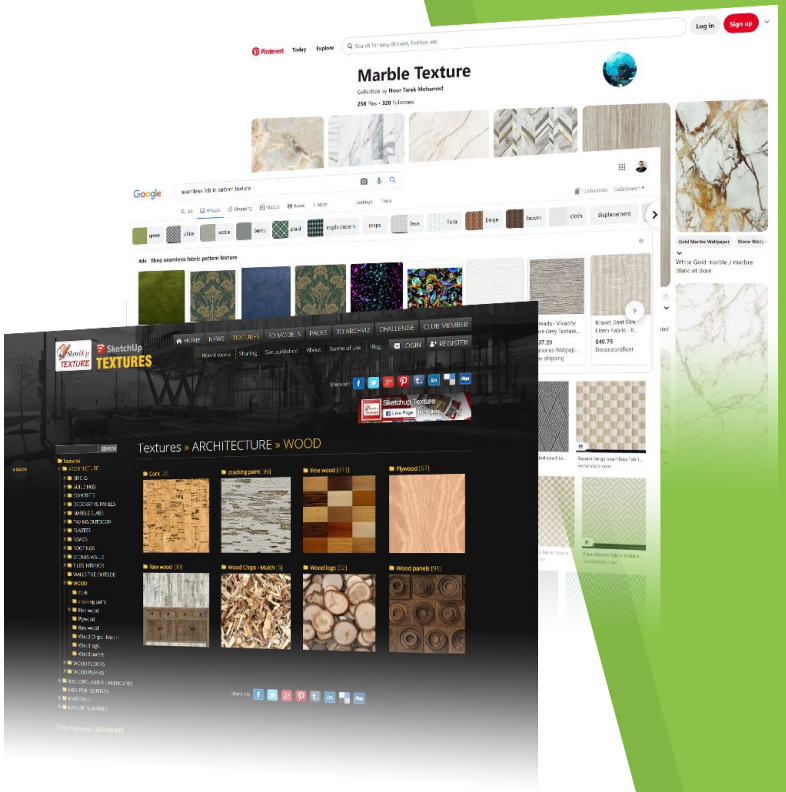
THE CHALLENGE WITH FURNITURE AND ROOMS

- 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?

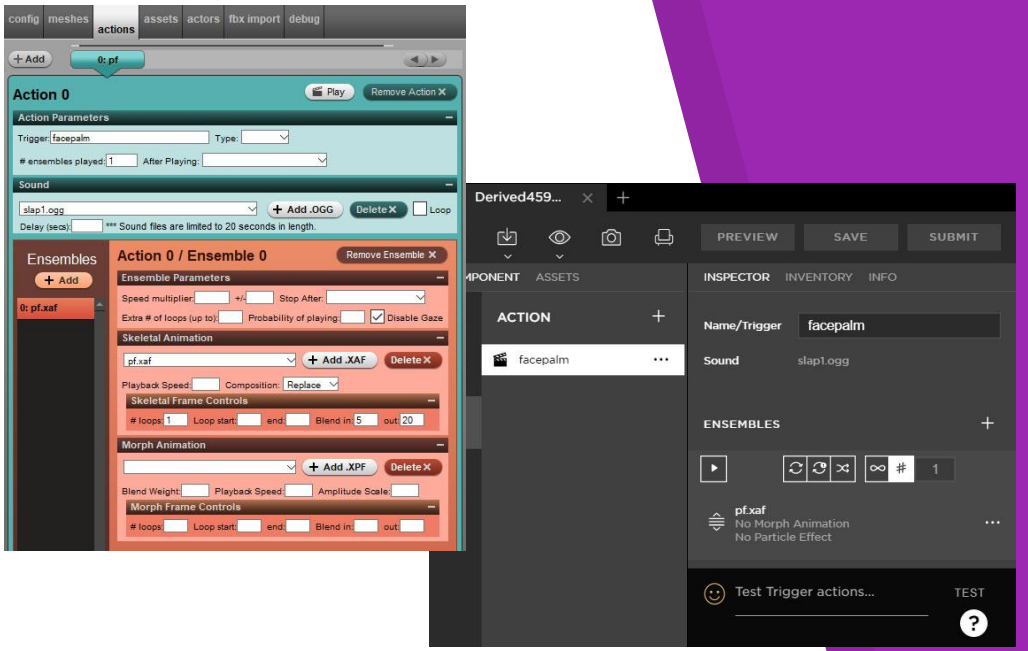
- An event or sound tied to a word of text
- Also called an action
- Can be tied to an avatar, furniture item, or even a room.

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.

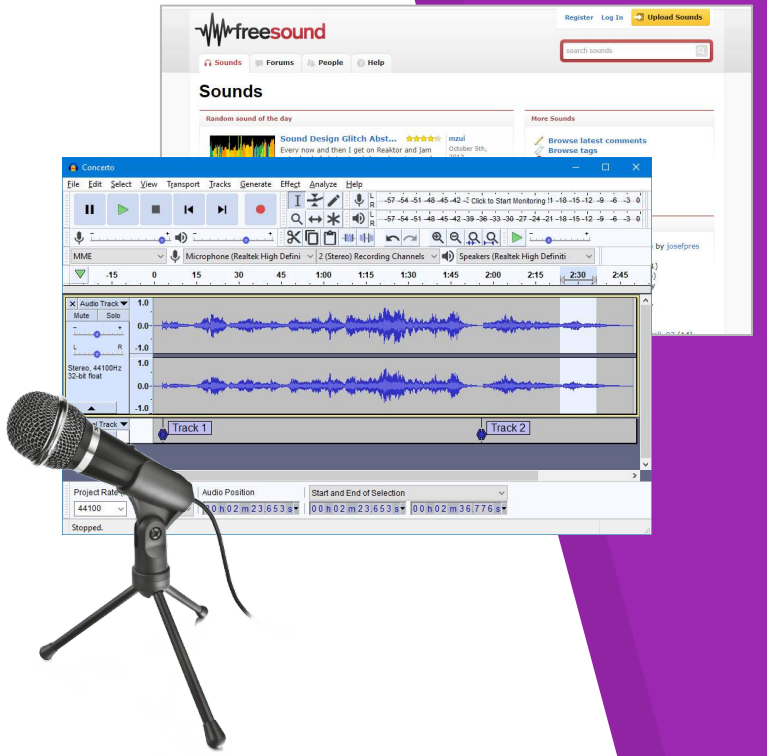
IMVU DJ CULTURE

- 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

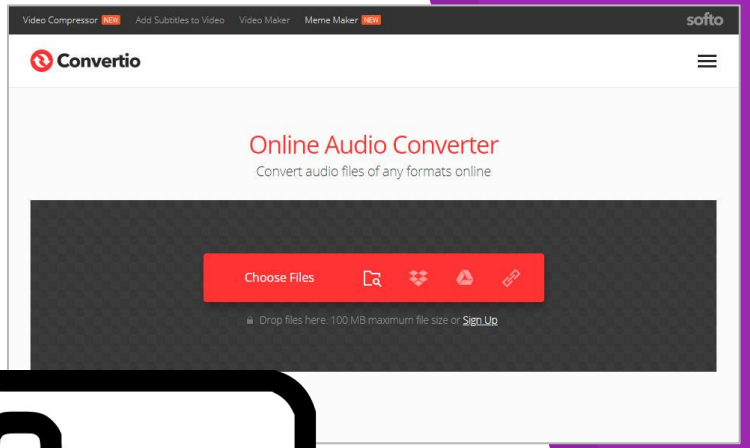
- Sound effects can be found online or created yourself.
  - Can't be any longer than 20 seconds
- Any audio recording setup can be used as long as you can end up with files.
  - Audacity is a free audio editing software.
- You can also find free sounds online to use.
  - https://freesound.org
  - https://www.zapsplat.com



LET'S MAKE A VOICEBOX

PREPARING YOUR FILES FOR IMVU

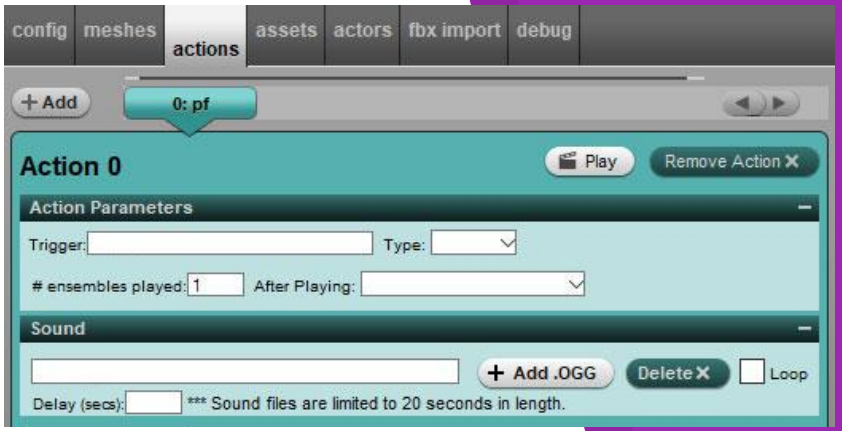
- Final files must be in .ogg format.
  - Open source audio format
  - MP3 is NOT open source
- Plenty of free encoders online
  - https://convertio.co/audio-converter
  - https://cloudconvert.com/ogg-converter
- Keep your final file sizes small
  - Small sound clips: 10-30 kb
  - Pieces of a song for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

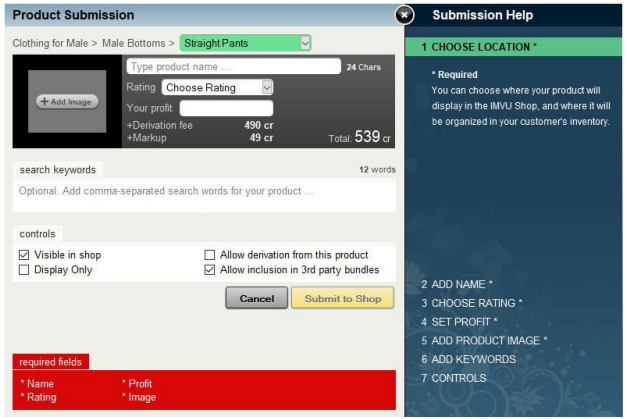
QUESTIONS?

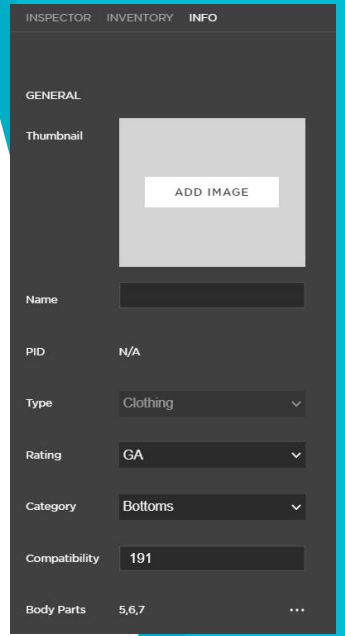
SUBMITTING YOUR CREATION

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

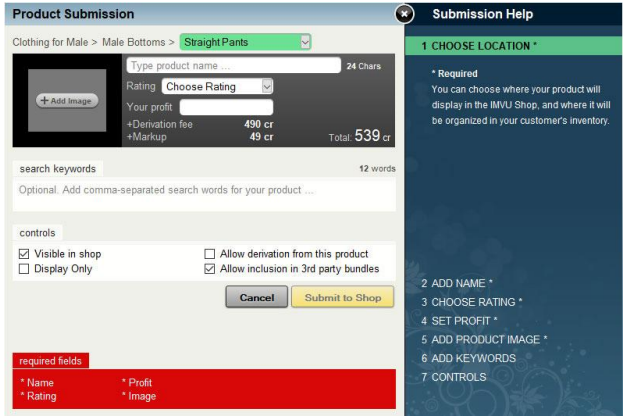


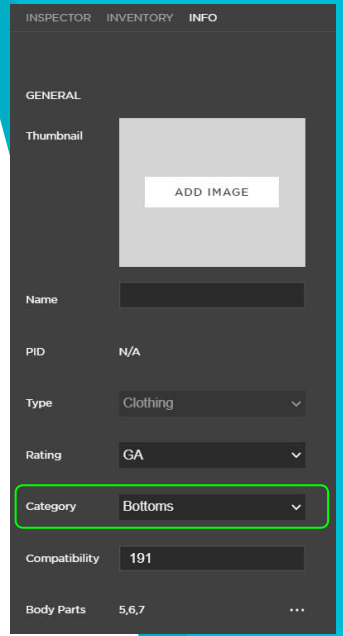


SUBMITTING YOUR CREATION

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

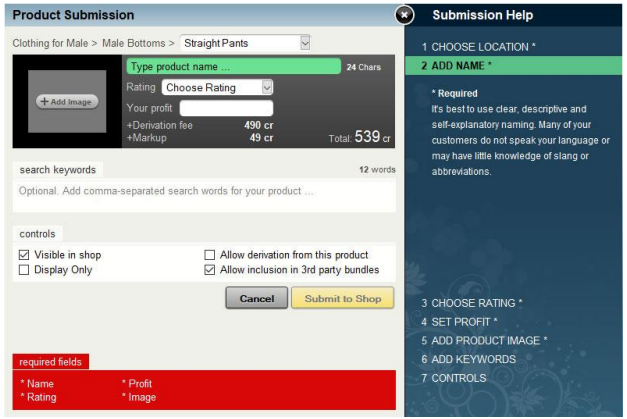


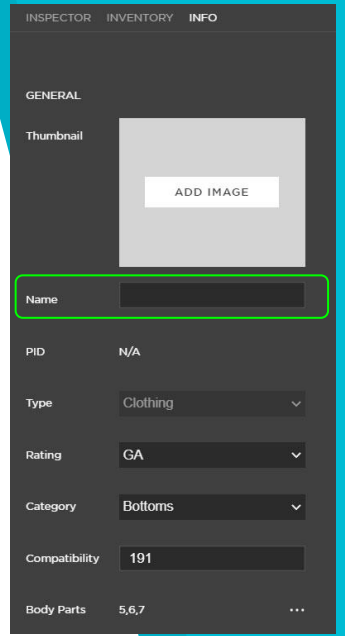


SUBMITTING YOUR CREATION

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

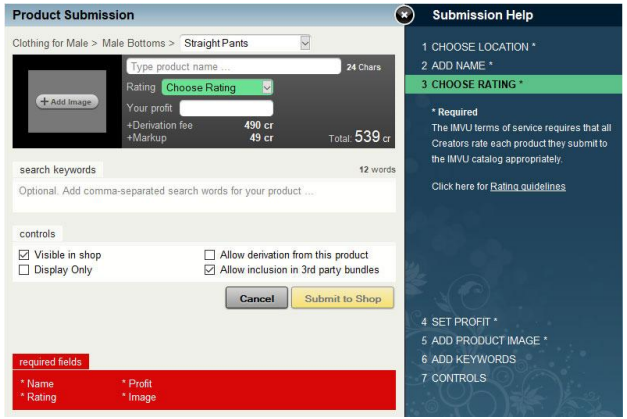


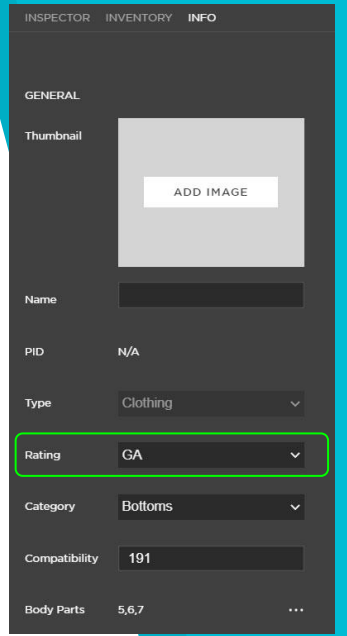


SUBMITTING YOUR CREATION

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

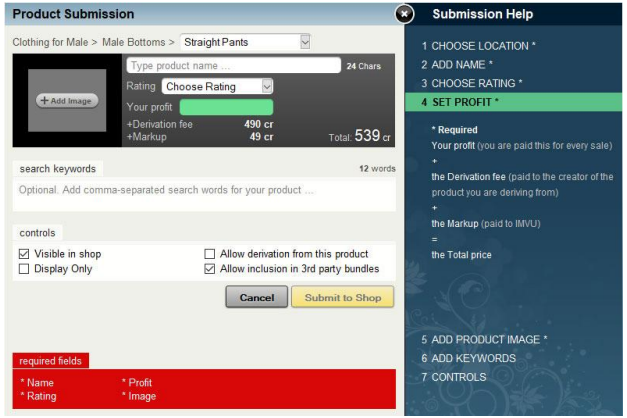


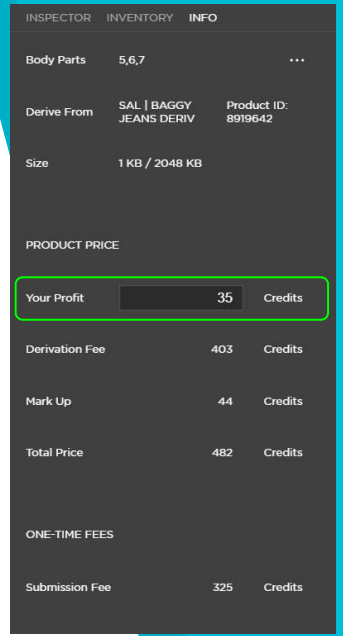


SUBMITTING YOUR CREATION

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

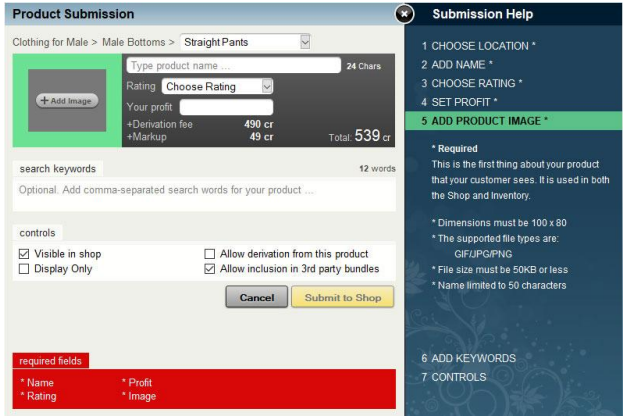


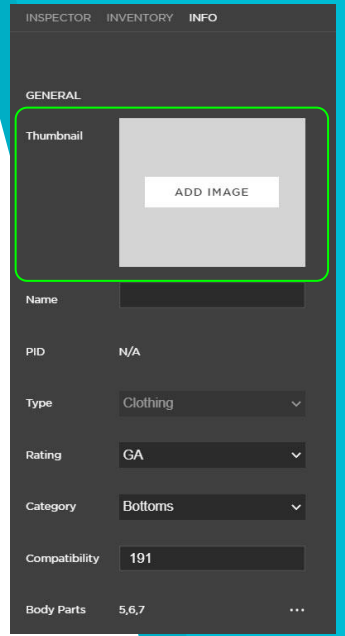


SUBMITTING YOUR CREATION

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

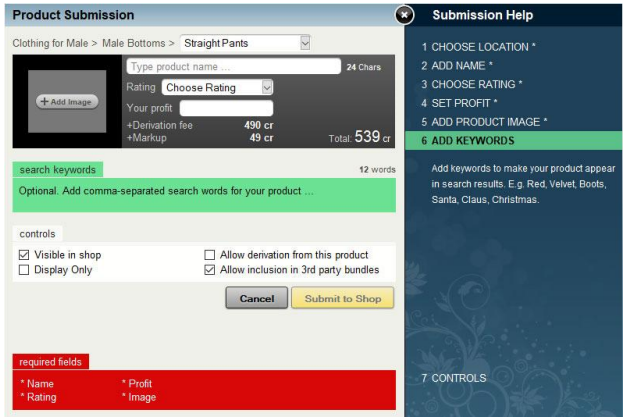


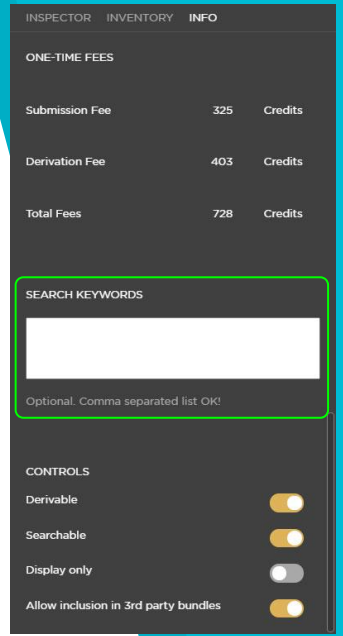


SUBMITTING YOUR CREATION

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

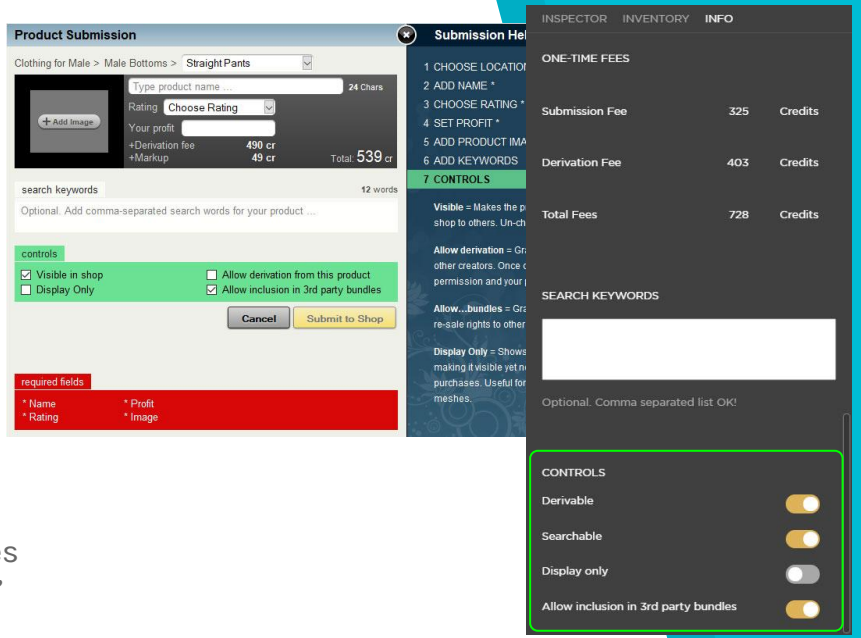




SUBMITTING YOUR CREATION

SET YOUR PRODUCT CONTROLS

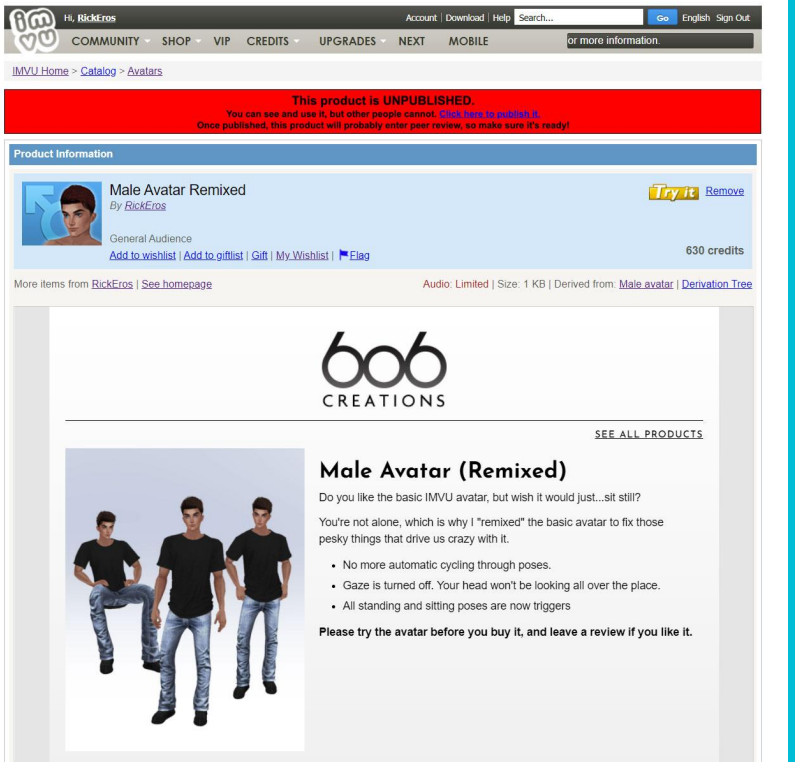
- Visible in shop
  - Turning on will make it appear in your shop and in searches
- Display Only
  - Item will be set so no one can purchase it by any means
  - Ideal when you make custom items for select clients
- Allow derivation from this product
  - Best to turn off so one can't copy/steal your work
- 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



ONE MORE STEP!

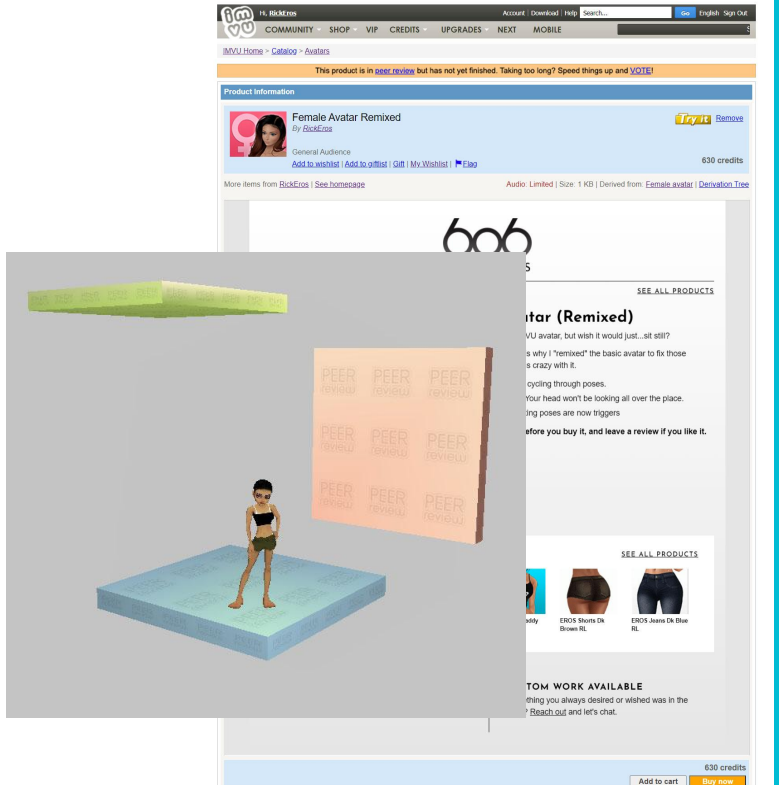
AFTER YOU SUBMIT

- 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.



PEER REVIEW

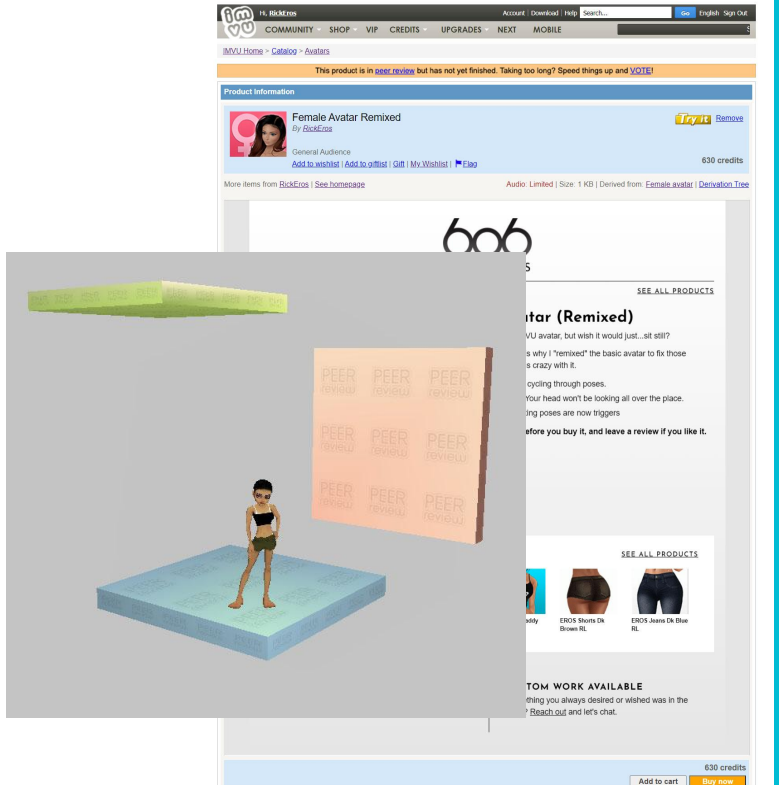
- After full submission, your product will be put in a queue called Peer Review
- Another creator will randomly be shown your product and will approve it, or reject it if it violates any of IMVU's Terms and Conditions
- You as a creator can also perform peer reviews
    - You earn 5 promotional credits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



PEER REVIEW

BE CAREFUL

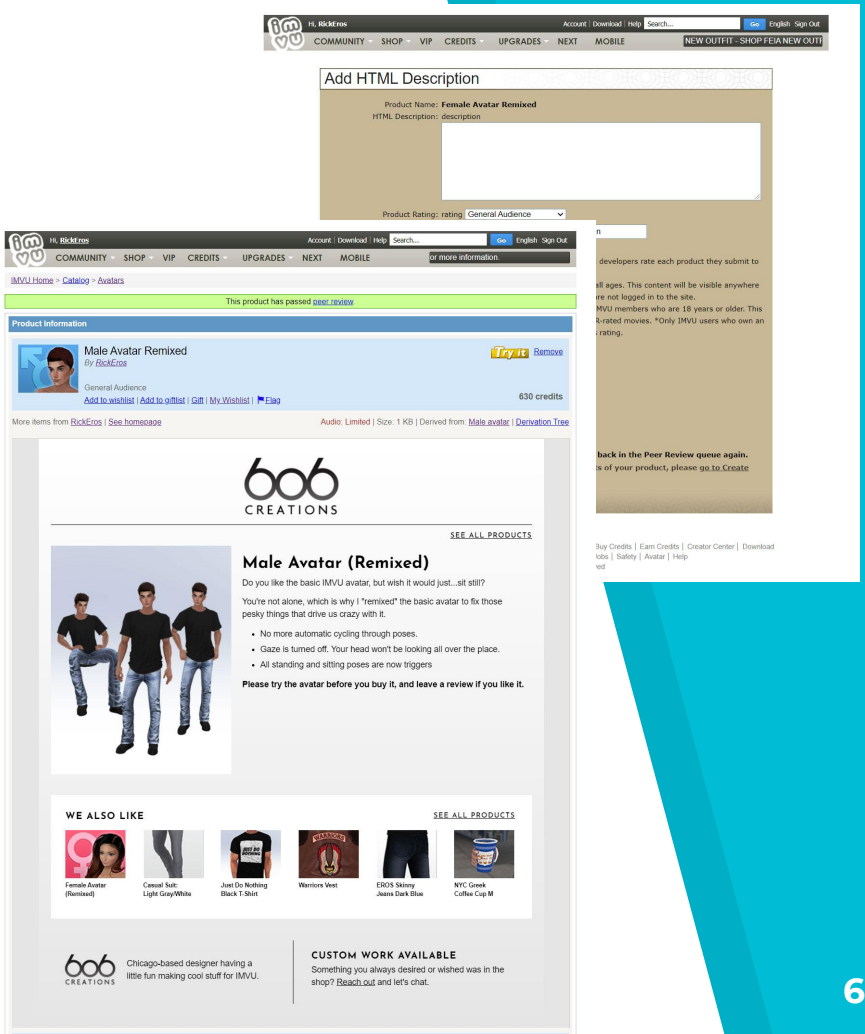
- When you edit and re-submit a product, it goes into peer review
  - Won't be visible in the shop until it passes
- Changing the settings (name, category, etc.) or adding HTML later will also put it into peer, but it will be visible.
  - Visible items in peer will be treated as AP products in rooms.



ADDING HTML

IT HELPS

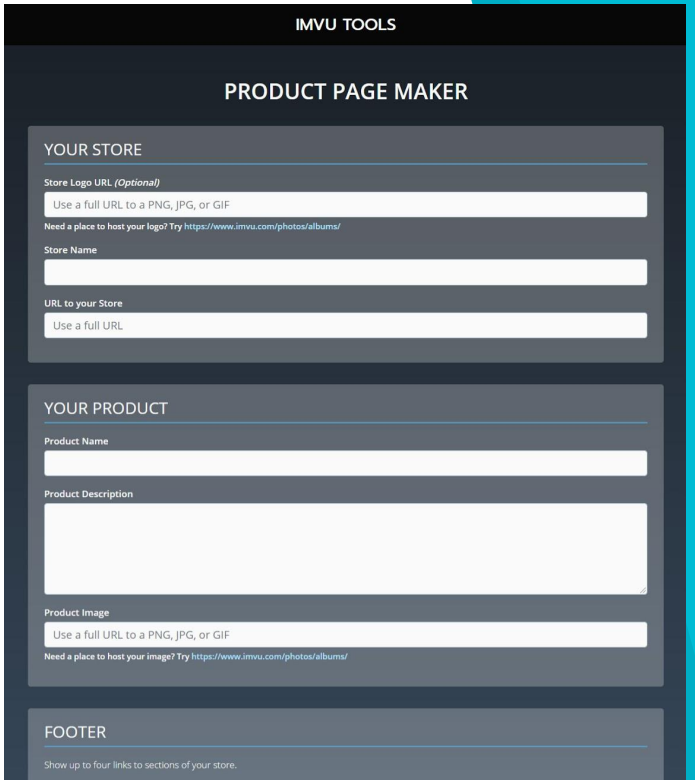
- On your product webpage within imvu.com, click “Add HTML Description” to add in a block of HTML
  - Show details on your product
  - Add more images
  - Link to your shop or other products
- The search within the website and apps do look at the copy in the HTML, so it helps your products get found



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



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

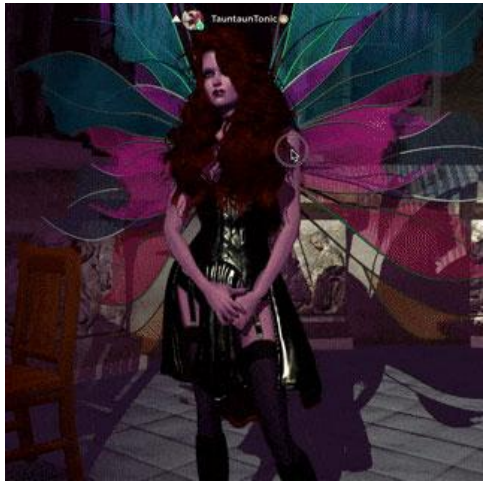
MAKE YOUR TEXTURE MORE 3D

- 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!