



HANDMADE ARCADE Virtual Marketplace

MAKER PAGE DELIVERABLE INFORMATION

QUESTIONS? email: info@handmadedearcade.org

IMPORTANT:

The Handmade Arcade Virtual Marketplace is currently in development. **Makers will NOT be able to populate their pages until EARLY NOVEMBER (date to be determined).** For this process to go as smoothly as possible, makers are encouraged to begin planning for the NINE-DAY virtual marketplace NOW. Start gathering the deliverables required to populate your page on the marketplace. When the website is ready for you, it will be necessary to log in promptly and add your content to your page. Doing so allows for more time for troubleshooting, questions to be answered, and overall smoother experience as we embark on this new adventure together.

IMAGES:

Images should be CLEAR and CRISP. At this time exact sizing is TBD. We recommend saving product photography as LARGE RAW FILES that can be changed to correct specifications later. Incorrect sizing will look pixelated and fuzzy. **Future Panel Discussion:** Meet the Experts: Photography, Legal, and Website Q&A for Creative Businesses (90 Minutes) on Thursday, October 22. (Time TBD)

10 product images (Required)

These images should be REPRESENTATIVE of the work found on your e-commerce site. You are not going to be able to highlight all of your pieces. For this, we recommend you choose your best sellers, high inventory pieces, and even a high ticket item that would make a great gift!

6 images that highlight you and your business (Optional)

These can be studio, process, and/or production images. You can include yourself in these images so that our audience can get a sense of who you are. While these images are optional, we strongly recommend using this opportunity to reveal more about you and your business. If you choose to create a video, it counts as one of the six highlight images.

PROFILE IMAGE: (Required)

Your profile image on your maker page will work in the same way that a social media profile image works. You can upload your business logo (make sure the format will look good in a circle), your headshot, a favorite product, or a recognizable piece from your collection.

NARRATIVE: (Required) DUE VIA ONLINE FORM BY WEDNESDAY, OCTOBER 14

All makers are required to include a narrative on their maker page. Use this space to tell your story and engage the audience. Remember to spell check and even consider running your narrative through [grammarly.com](https://www.grammarly.com).

Descriptions will be limited to 300 words.

VIDEO: (Optional)

3 minutes (maximum length, can be shorter)

Upload to YouTube or Vimeo (URL to video will be embedded on your maker page)

Use the video as an opportunity to introduce yourself! This video is your chance for the audience to “Meet the Maker.” It can be an introductory video that mimics an elevator pitch that you might give to shoppers who walk up to your table at an in-person event. It can be a narrated tour of your workspace. **Make it yours, make it unique!**