



# HANDMADE ARCADE Virtual Marketplace

## MAKER PAGE DELIVERABLE INFORMATION

QUESTIONS? email: [info@handmadedearcade.org](mailto:info@handmadedearcade.org)

### **IMPORTANT: NEW INFORMATION IN RED**

The Handmade Arcade Virtual Marketplace is currently in development. **Makers will NOT be able to populate their pages until EARLY NOVEMBER.** 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.

### **VIDEO: DUE DATE NOVEMBER 1 (Optional)**

**3 minutes (maximum length, can be shorter)**

#### **NEW INSTRUCTIONS:**

Make your video, keep it UNDER 3 minutes in length, and UPLOAD IT to the Handmade Arcade Video dropbox.

<https://www.dropbox.com/request/L7s4rDKI3fnZEW4qvJS7>

All videos will be tagged and added to our Handmade Arcade YouTube Channel. You will then be given the URL to add to your maker page when it is time to populate it.

SAVE YOUR VIDEO USING THIS NAMING CONVENTION "BusinessName.filetype"

You can save your video in the following file formats:

.MOV	.MPEG4	.MP4	.AVI	.WMV	.MPEGPS	.FLV
3GPP	WebM	DNxHR	ProRes	CineForm	HEVC (h265)	

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!**

### **IMAGES: MINIMUM WIDTH 800 pixels for all images**

**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 MINIMUM WIDTH 800 pixels (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. SEE BELOW.

### **PROFILE IMAGE: 240x240 pixels (Will be a circle like a social media profile) (Required)**

Your profile image on your maker page will work in the same way that a social media profile image works.

### **NARRATIVE: Limited to 300 words. (Required)**

If you have not turned this in yet, you need to do it ASAP. Here is the link to the form:

<https://handmadedearcade.wufoo.com/forms/handmade-arcade-virtual-marketplace-narrative/>