

# RUNES OF GALLIDON

## Artisan Quick Reference Guide

### Part 1 - Getting started - Account/Submissions

Create an account on the website and learn more about the world by reading the Fact pages, looking at the Works on the website or downloading the Artisan's Handbook.

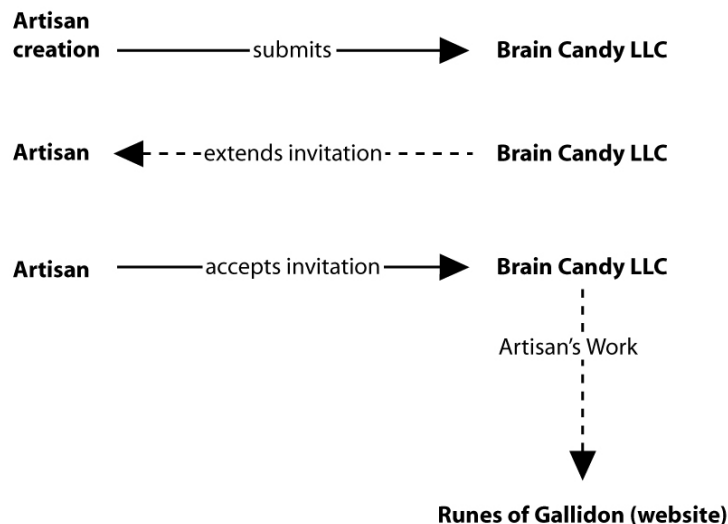
Review the Submission, Style and Attribution Guidelines (click on the "Submissions" link at the top of the home page).

Create your own story, illustration, music, game, etc. set in the Runes of Gallidon world.

Submit your creation to the website. You can review the status of your submission at any time by visiting your MY ACCOUNT page.

To maintain world continuity, Brain Candy, LLC (BCL) will review your submission. If accepted, BCL will send you an email invitation to the Artisan's Agreement (see part 3).

When you accept the invitation, your creation will become a Work and will be posted on the Runes of Gallidon website.



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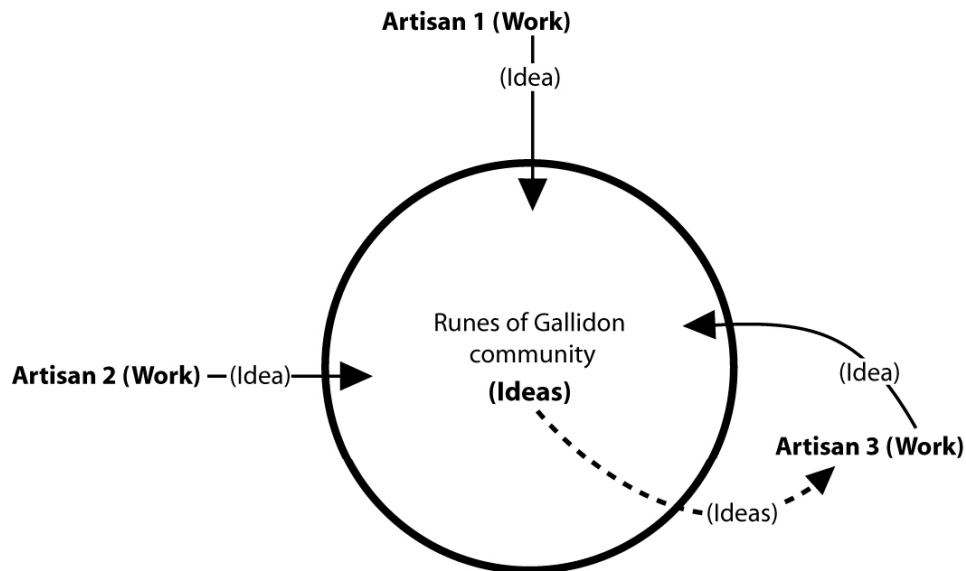
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### Part 2 - Work vs Idea

**Works** are complete projects: images, stories, etc.  
Your accepted submission is a Work. You own the Work you create.

**Ideas** are elements within a Work: a place, character, creature, sword, magic ring, ship, etc.

The Runes of Gallidon creative community shares Ideas.



Artisans are part of the Runes of Gallidon creative community.  
Artisans can use each other's Ideas as long as they provide Attribution to the original creator of the Idea and agree to the same Creative Commons License. (see part 3)

**Artisans own their Work but share their Ideas with the Runes of Gallidon community.**

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### Part 3 - Ownership & Licensing

**Anyone creating, remixing, distributing or using Works set in Runes of Gallidon must honor the following rights and responsibilities.**

#### **Contribute**

(What happens to your Work)

Allows both you and BCL to profit from your Work by giving each other permission to make money from the Work (see part 4).

**Attribution** - Anyone using Ideas in your Work must give you credit (through Attribution).

**Share-Alike** - Anyone altering, transforming, or building upon your Work may distribute their new work **only** under the same CC license.

**Non-Commercial** - No one may use your Work for commercial purposes without your permission.

You own your creation.

#### **Participate**

(How to play with other Works)

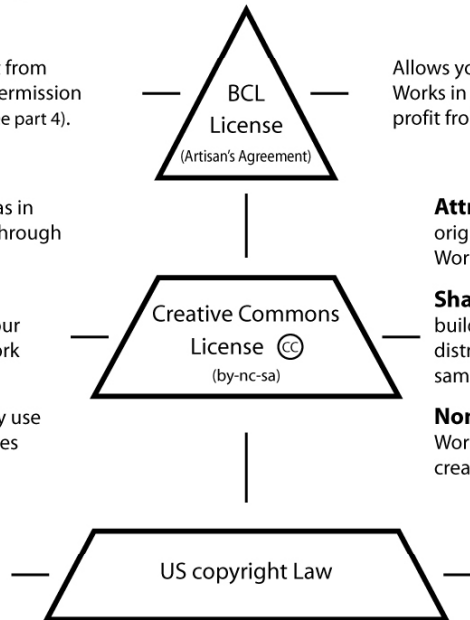
Allows you to use Ideas from other Artisans' Works in your new Work and still commercially profit from your new Work.

**Attribution** - You must give credit to the original creator of any Ideas you use in your Work.

**Share-Alike** - If you alter, transform, or build upon another's Work, you may distribute the new work **only** under the same CC license.

**Non-Commercial** - You may not use the Work for commercial purposes without the creator's permission.

The Artisan who created the Work still owns that Work.



**Any creation set in Runes of Gallidon automatically falls under the Creative Commons license shown above.**

# RUNES OF GALLIDON

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### Part 4 - Money

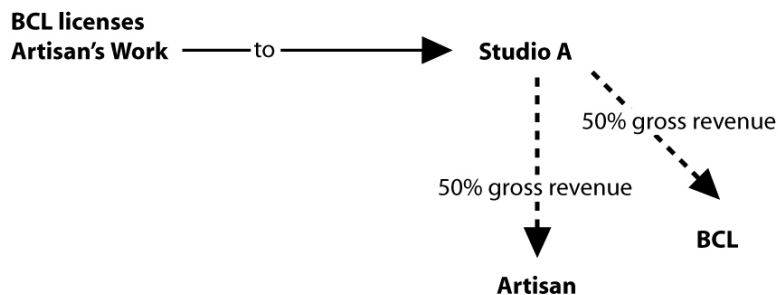
The Artisan's Agreement is a non-exclusive license that allows **both** the Artisan and BCL to make money from Works (not individual Ideas)..

Any money BCL receives from the direct material sale/license related to an Artisan's Work - a book, poster, etc. - is shared **50/50** with the Artisan (Example 1).

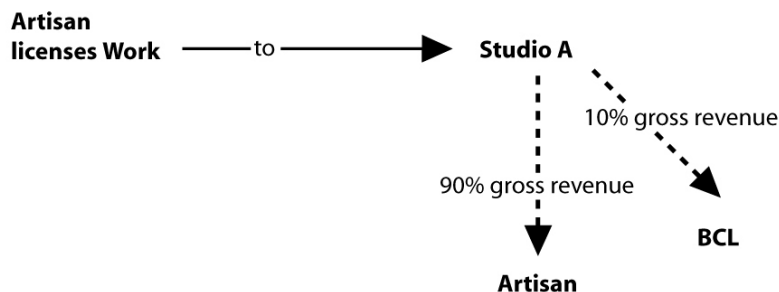
Artisans are free to sell/license their Work anywhere as long as they include proper attribution with their Work under the Creative Commons license (see part 3).

**10%** of any money an Artisan receives from the direct material sale/license of their Work is shared with BCL. The Artisan keeps **90%** (Example 2).

#### Example 1



#### Example 2



**Revenue is shared based on Works, not Ideas.**