WELCOME TO THE WORLD OF CARD ATTRIBUTES

AND THE CATEGORY IS... CARD REALNESS!
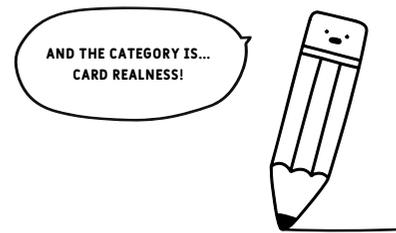
This Guide covers Searchability, Categories and Tags for the card upload process.

scribbler

UPLOAD NEW DESIGNS

AHHH, SO MANY OPTIONS! WHAT DOES IT ALL MEAN?!
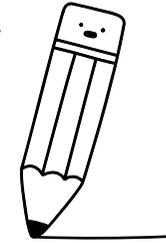
| 1. Upload design | 2. Design info | 3. Searchability | 4. Submit design |

Select all categories that apply * ?

| What's the occasion? * | Who's it for? * |
| Choose a style? | Choose a theme? |

Would you like to add some tags? ?

Is this card rude? * ?

◯ Yes   ◯ No

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OCCASIONS

To give a quick explanation, attributes are what help customer navigate the Scribbler website. If your card is a birthday card and is marked with the "Birthday" attribute the card will appear in the birthday category. Pretty easy, right? We'll see...

What happens if your card is a little more generic?? Your card might be suitable for multiple occasions which is great, but it makes categorising it a little tricky! We like to see cards appropriate to an occasion in the correct category, so try to be mindful of your attribute selections and try not to tick every occasion if the card doesn't really fit. Remember we're trying to get the customer to a card they're really looking for and a sympathy card with "hoes before bros" is not appropriate!

RECIPIENTS

Similar to occasions, we want to see cards being labelled with the correct attribute. If your card isn't specifically targeted at a specific recipient, we suggest you select "adults" (or "teenagers" or "kids" if the card is appropriate for a teenager or child) and "all cards for him" or "all cards for her" depending on the type of person it is aimed at.

Generally speaking, unless your card is clearly just for a child only select "kids", this applies to any card you deem appropriate for ages 0-13. Cards with ages 16 and 18 should appear in Adults and teenagers.

STYLE

The style of the card might describe the general tone of a card, whether it be romantic or rude (or possibly both!) and the design style/look of the card, whether that may be photography or cartoon, for example. Please check all that apply, we would usually expect more than one attribute to apply in this instance.

This is arguably one of the most important attributes as many of our customers search for "funny" or "rude" cards. However, as a lot of our cards could be described as both of these things, to keep these categories from looking too similar, as a general rule we would attribute a card as either funny or rude and not both e.g. A silly pun or inoffensive joke would be funny but a design of sexual nature or including a swear word would fall under rude. This is also important to do correctly as we use a rude filter on our site. If a card is not rude in nature, you can usually attribute it as being "family friendly".

We understand that "art", "cartoon" and "illustration" can be rather subjective. Please choose whichever one you think most describes your design style (unless it's photography of course), with "art" tending to refer to more generic cards without text or a caption included.

THEME

Your card might feature a theme that features in our trending categories i.e. food & drink, politics or popular culture. For this set of attributes, not every card would fall into this trending category but as always more that one attribute can apply in this instance.

We currently have quite a broad set of attributes like "food & drink" or "politics" and others that a more niche like "wine" or "brexit". If your card is inspired by a TV show for example you can select the broader "TV & Film" attribute but you can also select the TV show if it's featured in our available choices.

If you have an attribute in mind that you cannot find at all. Feel free to let us know your suggestion, we're always open to ideas!

ANY ISSUES EMAIL

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