



Reasons Your Design Might Be Declined

Use the following guidelines to avoid the most common mistakes made. This could mean the difference between an approved or declined design.

Design Not Submitted On Templates

We have created a great Artist Submission Kit for you to download that walks you through the steps to submit your design on our templates. A submission will be declined if the submitted designs were not created with our templates.

Artwork Provided Incorrectly

When providing art on our print templates, please make sure to follow these guidelines:

1. Artwork is at least 300 DPI in a psd, file ONLY
2. The artwork must fill the entire template
3. Merge artwork layers only (do not merge into 1 single layer) we need to be able to use the action we have in the template (the mask and cutlines)
4. You may mask your artwork using the layer label "Mask". DO NOT CUT OUT YOUR ART.

Resized/ Modified Templates

Templates must not be resized or tampered with. Specifically, layers that are locked must remain untouched. This includes the small RockaSkin logo found on each device's print template.

NOT ALL Devices Included

You must include a version of your design for each device found in the Artist Submission Kit. Every mobile device has different sized surface area and screen size, thus giving your design a slightly different look on each. This is your opportunity to bring your own design to life on the individual devices.

To begin, we only require you to submit for three devices: *the iPhone 4, iPhone 3G/3GS & iPod Touch*. We didn't think it too much trouble for each artist to adapt their designs for each, especially since the three are VERY similar.

TIP: In fact, they are so similar, you can pretty much use the same artwork for one and apply it to the other.

Poor Image Quality

If the quality of your image is grainy, pixilated or blurry it will be declined. Your design template should be at a resolution of 300 dpi (device preview should be 72 dpi).

Design Uses Copyrighted Material

A submission will be declined if it contains copyrighted material for obvious legal reasons. This includes misuse of stock images and/or models.

Inappropriate or Offensive Design

By all means push the limits of your designs to be original and innovative, but keep in mind that a submission can be declined if it contains an element that people may find inappropriate or offensive.

Contains Too Much Text

Feel free to use text as part of your design, but a design dominated by text or if it includes only text will likely be declined.

Missing Pieces

You must make sure **all** of the following elements are include with your submission:

- Skin Print Templates (*Provided as .PSD*)
- Device Web Previews (*Provided as .JPG*)
- Device Wallpapers (*Provided as .JPG*)

Devices Include:

- iPhone 4
- iPhone 3G/ 3Gs
- iPod Touch

The design submission section will walk you through the submission process and make sure you have included all the elements. Once you are ready to submit your design, log-in to www.RockaSkin.com and click "Submit a Design" from the Artist menu (<http://www.rockaskin.com/artists>).

What If My Design Gets Declined?

To have the best possible chance at having your design accepted, look at the comments other designs are receiving and see if you can use some of that feedback to bring your design up to the standards of the RockaSkin community. The community can be tough love!