POCKET QUEST
NOT OF THIS WORLD
DriveThruRPG
2023

THE BRIEF

PocketQuest 2023 is DriveThruRPG's second summer game jam. It is a two-month, space-themed promotion and community event, where both seasoned and new game developers can digitally publish their original, rules lite, 20 page or less tabletop RPGs. As titles earn scout-like badges for various achievements, publishers can self-promote on social media or promote their peers and their favorite games from the PQ23 community. Layout and illustration produced with Adobe CC graphic design applications.

Logo Design and Project Management—Meredith Gerber

Visual Design and Layout—Sandra Lefever

THE ASSETS

1 THE STARTER KIT — THE CHALLENGE

2 THE ROAD MAP

3 THE MERIT BADGE LIST

4 THE BADGES
(ACHIEVEMENT PROMOS FOR SOCIAL MEDIA)

5 EVENT LAUNCH ANNOUNCEMENTS AND WEB BANNERS

6 PROJECT PALETTE
(INTERNAL USE ONLY)

JOIN US THIS SUMMER FOR ANOTHER POCKETQUEST!

ANNOUNCING DriveThruRPG 'S SECOND-EVER GAME DESIGN JAM!

PocketQuest challenges you to design a themed, pocket-size TTRPG in two months — the perfect opportunity for aspiring designers to get their feet wet and for seasoned designers to join the community fun.

WHY SHOULD I ACCEPT THIS QUEST?

- **First-Timer Support.**
  Our PocketQuest starter kit includes templates, guides, and graphics to help you get started creating and marketing your game. It's a great time to become a new publisher!
- **Step into the Spotlight.**
  We're celebrating all things PocketQuest in August, including featuring submissions on the DriveThruRPG front page, newsletters, and social media pages.
- **Earn Badges.**
  Earn and share badges for your PocketQuest submission and for supporting other publishers in the community. More information about badges can be found in the PocketQuest starter kit.

WHAT ARE THE POCKETQUEST DESIGN JAM'S RULES?

- **Rules Lite.**
  PocketQuest 2023 submissions should be no longer than 20 pages. Ideal submissions are concise and easy-to-learn.
- **Themed.**
  PocketQuest 2023's theme is SPACE. Anything goes as long as it's inspired by the theme.
- **Deadline.**
  PocketQuest 2023 submissions must be uploaded by August 1, 2023 @ 10am ET. Read on for more instruction!
- **#PocketQuest.**
  Want us to see your ideas and discussions? Use hashtag #PocketQuest during the challenge, so we can boost your creativity!
- **Optional Template.**
  The templates in the PocketQuest starter kit are optional. If you already have the design and layout chops, go ahead and do what you like!

HOW DO I UPLOAD MY COMPLETED POCKETQUEST SUBMISSION?

- If you are new to DriveThruRPG, find detailed information about creating a publisher account and uploading your title to our marketplace in the PocketQuest starter kit.
- After uploading your title, email publisherservice@roll20.net with #PocketQuest included in the email title, and your Publisher and submission names in the email body. Your title will receive a special filter on the backend so that it can be included in front-page site promotions in August.

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YOUR TTRPG PDF IS READY!
HOW DO YOU PUBLISH IT ON DriveThruRPG ?

FIRST:

- Register an account at drivethrurpg.com or use your customer account
- Upgrade your account to a Publisher account at drivethrurpg.com/joinchoice.php
- Visit the Publish tab (top navigation bar)
  This takes you to your Publisher Hub!

NEXT:

Select "Set up a new title" under Title Management to enter your title's details

- Tip! Treat the product description like the back cover of a book
  Write some good "sell text"!
- Tip! Include graphics or art in your product description
- Tip! Figure out what portion of your book makes a good preview

THEN:

- Use "Upload digital download files" to add the product to your new listing
- On the Manage Digital Files Tool, click the "Request to Make Public" button once you are ready
- For new publishers, your request to activate goes into an approval queue
- Use "Manage preview of my titles" to upload a custom preview PDF or troubleshoot preview errors. If you've uploaded supporting files (e.g. image files for maps), make sure your TTRPG PDF is the file selected for your previews
- Your title will be approved in 1-3 business days, or a representative will contact you

JOIN ROLL20 | DRIVETHRU DISCORD!

After you have at least 2 paid public products that are at least one month old, you can request to become a Verified Publisher. (Contact <publisherservice@roll20.net> to make that happen.) When you are Verified, your titles no longer require approval, and you receive access to advanced tools on your Publisher Hub!

MORE QUESTIONS AS A PUBLISHER?

Visit the Publisher Knowledge Base linked on the Publisher Hub.

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EARN POCKETQUEST BADGES!

Earn badges as your PocketQuest game reaches exciting milestones, and add them to your PDF, product description, and even social media pages!

HOW MANY WILL YOU EARN?

Find badge graphics in the PocketQuest Starter Kit.

I DID IT!	Completed the game jam
Outer Wilds	Made my first sale
Cygnus	Sold 10 copies
Shooting Star	Earned my first review
Spacing Out	Someone else tweeted or shared my game
Meteor Shower	Earned a best-seller medal
Pluto	Designed my PocketQuest game solo
Lunar Eclipse	Collaborated on my PocketQuest game
Curiosity on Mars	Created art for my PocketQuest game
Connecting Constellations	Shared someone else's PocketQuest game
Black Hole	Collected 5+ badges
Star Gazing	Someone streamed my PocketQuest game

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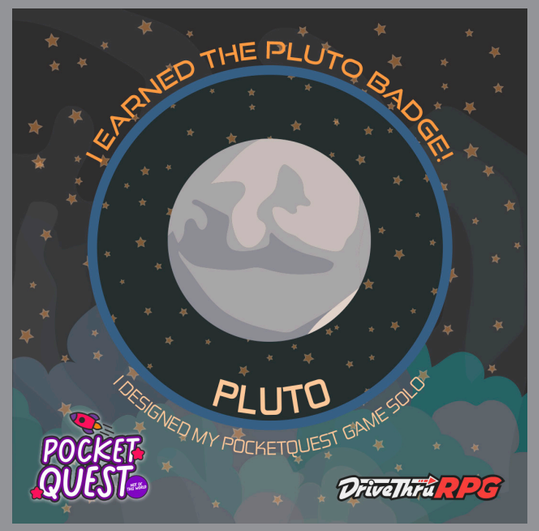
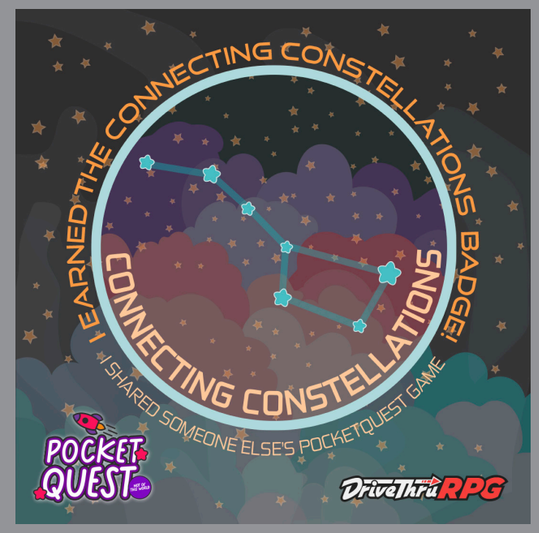
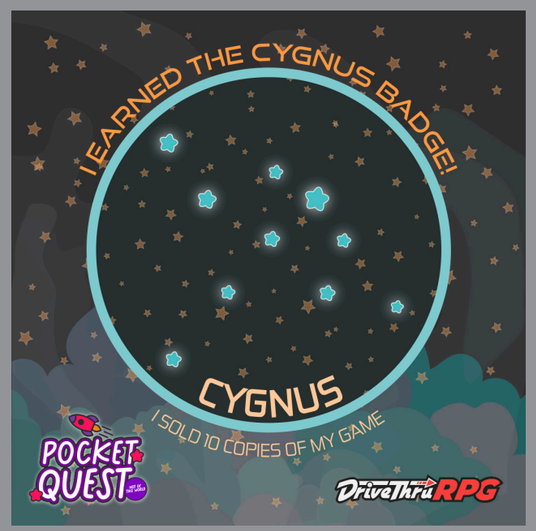
SOCIAL MEDIA PROMOS: MERIT BADGE ACHIEVEMENTS







WEB BANNERS AND SOCIAL MEDIA PROMOS: EVENT ANNOUNCEMENTS

◀ SHARE PROMO TEMPLATE

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Color Palette

Hex and RGB

100%	80%	60%	40%	20%
#DA1B60 R218•G27•B96				
#6C3F99 R108•G63•B153				
#E18727 R225•G135•B39				
#53B2B6 R83•G178•B182				
#1B3A66 R27•G58•B102				
#333333 R51•G51•B51				

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