



GENESYS
FOUNDRY

TIPS & TRICKS

By Chris Markham

For creating your own
Foundry Content



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INTRODUCTION

This product is a supplement for the **GENESYS FOUNDRY** program on Drive-Thru RPG. The **GENESYS CORE RULEBOOK** (CRB), and either **GENESYS Dice** or the **GENESYS Dice App** are required to use this product. If your product is geared for either the **REALMS OF TERRINOTH** or **ANDROID** setting, the corresponding sourcebook is also required.

SYNOPSIS

This guide is designed as a quick and handy reference to be used by Foundry content creators to navigate functions within the process of creating content for the **GENESYS FOUNDRY** program. The Foundry is a great way to share your own game ideas with other Genesys players and GMs, and maybe even a bit of side money at the same time. The goal here is to put all of the resources out there in one location for reference.

ORGANIZATION

This product is organized into chapters, designed to take a new author step by step through the process. The main goal of the product is to share insight, resources, and just general notes from my own experience in authoring (to date of this product) eight products on the Foundry.

While I can't speak for my fellow Foundry authors, from previous statements and correspondence, it seems clear that we ALL love seeing new content on the Foundry, and while technically in competition with each other, we all strive to assist our fellow authors whenever we can, and often even team up on larger projects. At the end of the day, we ALL want to see more quality content on the Foundry for all Genesys fans to enjoy!

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CHAPTER 1: ABOUT THE PROGRAM

The **GENESYS FOUNDRY** program on Drive-Thru RPG is a great way for authors to bring their own content to other Genesys fans.

WHAT IS AND ISN'T ALLOWED?

Anything you create needs to use the **GENESYS** system rules. This is a key point. After all, this is why FFG launched the Foundry in the first place, generating more fan-created content using the system. The official information can be a bit tricky to find, so here is the link for Content Guidelines:

<https://support.drivethrurpg.com/hc/en-us/articles/360031042772-Genesys-Foundry-Content-Guidelines>

Be sure to read this link very carefully to include all of the legalese necessary for publications.

In essence, don't copy large sections of the books, (refer to book and page instead), and don't use things from other intellectual properties (IP's), or blatant rip-offs of them. The main maxim is "Create, don't copy".

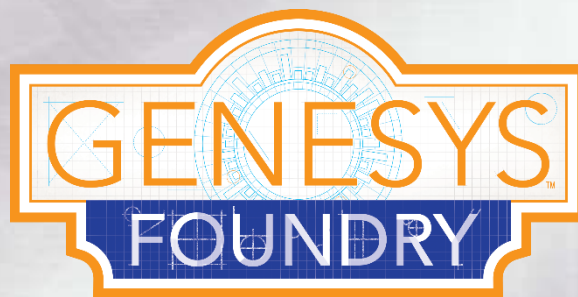
WHAT SETTINGS CAN I USE?

Of course, a key reason for the Foundry is to allow the fans to release their own settings. However, there are two, current, official settings authors can use: The Realms of Terrinoth, and Android: Shadow of the Beanstalk. Many of us hope to see others added, but currently, these are the only two official settings allowed.

Of course, your own setting, if you choose to create one, is yours to use, as are generic settings, or adventures, etc. set in such settings.

OWNERSHIP

When you publish on Drive Thru RPG, you retain ownership of any of your own creations, but the advantage is that you also have permission to integrate things from the existing settings allowed. So while NPCs, towns, items, etc. you create still belong to you, you also have the ability to include characters, towns, and other information from these official settings and with the **GENESYS** rules. This allows you to reach far more potential customers and fans than you would with your own custom RPG system.



CHAPTER 2: CREATING A PRODUCT

WHAT SHOULD I MAKE?

The simple answer to what you should make is “anything you want!” However, the more helpful answer is to make something you are genuinely passionate about! Make something YOU want to share with the **GENESYS** community. Here are some of the general categories for Foundry products:

NEW SETTING: Current examples include Inquisition, Something Strange, Starcana, Salvage, etc. These products are typically at least 40 pages or more, and are generally priced around \$10-\$20. These are often very large undertakings, and often involve the work of several people, or a couple over a longer period of time. They are big projects, but very rewarding, as you then create a setting where only YOU can offer supporting products such as adventures and supplements.

SUPPLEMENTS: There are basically two types of supplements: setting-based or rules-based. Setting-based supplements expand on existing setting such as new Realms of Terrinoth monsters, or new Android talents, etc. Rules-based supplements are those which introduce new information that isn't setting dependent, such as new careers, new talents, optional rules for magic, psionics, new gear, etc.

ADVENTURES: Many authors choose to make adventures either for existing settings, or generic fantasy or sci-fi settings. It's a popular choice, and can easily be a good-selling product.

ACCESSORIES: This is a pretty broad category encompassing products such as character sheets, other form-fillable sheets, and just about anything you can think of.

ART: While no current examples, it is certainly a type of product. I would personally only recommend using the Foundry if your art depicts characters, creatures, or other identifiable IP of a Genesys setting. Otherwise, you'd be better off publishing your art as a private Publisher on Drive Thru (and getting 70% instead of 50%). To sign up as your own publisher (but not for Genesys content), the link is:

<https://www.drivethrurpg.com/joinchoice.php>

THE PROCESS

There are of course many different processes to creating your work. Some authors start with outlining the project (myself included). Others just start writing. Still others may flesh out pieces and THEN put it all together in a way that makes sense. There is no right or wrong way, so do what works for you.

No matter what your creative process however, there are a few key steps that we all follow to bring a title to the Foundry.

ART: If your product is to include any art (whether from the Foundry, or from others), it has to be credited properly, and you must have permission to use it. (There is more on this in Chapter V).

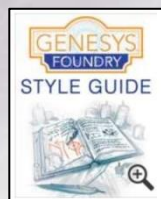
FINAL FILE/S: Most products in the Foundry are PDFs, but this isn't the only possibility. Still, the goal for any writer is to get to the point where the file/s are ready to add to a product listing. No matter what program you use to get there, this is the end goal.

SELLING IT: Once you have all of the above done, you now have to set a price, and come up with a good write-up to sell it. This is basically a pitch that answers the questions: “What is in this product, and why should I buy it?”

CHAPTER 3: ASSETS AVAILABLE TO YOU

GRAPHICS & TEMPLATES

In order to make your product fit in with the other Foundry products (and in the case of the Foundry logo, to fulfil legal requirements), there are several free products you should pick up on Drive Thru RPG when assembling your product. (click on product picture to go to the listing on Drive Thru RPG.com)



First and foremost is the **Style Guide**. It will give guidance on templates for Genesys entries in your product.



Next are the **Graphic Design Templates**. These are the graphic elements to help you make your stat blocks and sidebars, etc. look like other FFG publications.

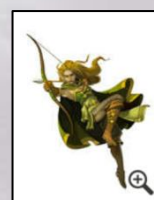


I personally would also highly recommend Scott Zumwalt's **Additional Foundry Graphics Assets**. It is a Pay What You Want title, and has some elements that were not included in the base templates. Please do him the favor of crediting him if you use any of these. Scott also has a lot of other graphics resources available via his dropbox, which he has often shared at this [LINK](#).

All of these products can help your work look and feel like part of the Genesys family. This includes the many fonts and symbols to add to your product. In addition, other authors can be a great resource for help!

ART

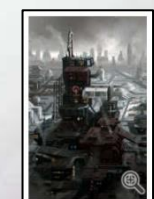
Chapter V goes into more detail about art you can use in your products. However the Foundry itself has 4 different portfolios of art which are free to use for Foundry authors. But, keep in mind, many may have already been used for covers, so you may want to check other Foundry products before deciding to use one of these. (click on product picture to go to the listing on Drive Thru RPG.com)



REALMS OF TERRINOTH: This art pack can be used for Foundry products using the Terrinoth setting.



GENERAL FANTASY: This art pack can be used for Foundry products using a general fantasy setting.



ANDROID: This art pack can be used for Foundry products using the Android setting.



GENERAL SCI-FI: This art pack can be used for Foundry products using a general sci-fi setting.

CHAPTER 4: LAYOUT PROGRAMS

INDESIGN (ID)

Adobe InDesign is the program the pros themselves use to do layouts. It is extremely powerful and versatile, and the templates from FFG are designed to work with this program. Still, it has a high cost (about \$21 a month, so \$252/year), and a fairly steep learning curve for those not familiar with this type of software. If interested however, and you don't currently have access to it, you can find it here:

<https://www.adobe.com/products/indesign.html>

AFFINITY PUBLISHER (AP)

This is a pretty robust program, and much cheaper than ID. It too has a steep learning curve, but like ID, it isn't difficult to find online tutorials, and how-tos. Still, it is different than what many of us are used to with programs like Word, but at a one-time price of around \$50 (and on sale for \$30 at the time of this writing), it's a much more affordable program than ID. Scott Zumwalt (at the link on the previous page) has AP templates available for Genesys in his Dropbox. You can find the AP program here:

<https://affinity.serif.com/en-us/publisher/>

MICROSOFT WORD

First off, you have to do a LOT of work to get a document to look similar to the FFG docs in Word. But, it is possible. For someone like myself, who knows Word far better than those publishing software programs, it can be done. Of course, most already have this program on their computer, which is a big advantage.

Though docs are created with a .doc format, you do have the option to save it as a .pdf. This is the option you will need to use if preparing your product in Word.

The biggest hurdle in Word is getting a full page background image (as Word tends to tile such images). There is a trick for this however. It involves using an image in the header and expanding it, to get around the problem. Here is a link explaining how to use this workaround (Method 1): [LINK](#)

It will look lighter in Word, but you can always print to pdf to see what the final version will look like. You won't be able to do the left page/right page differences in Word. I am however including a full page Terrinoth background you can use, along with this product.

To do the two-column look in Word, simply make a table with 3 columns (the middle column is just a spacer between the two columns of text). Just be sure to get rid of the table border when it is time to print to pdf.

For the cover, I recommend simply using a large image of the fully done cover. (I personally use a combination of a friend using photoshop, and then adding text via Powerpoint and then saving that image in Paint). Hey, don't hate on me...I don't have Photoshop! Use whatever you are comfortable with.

OTHER PROGRAMS

Technically, you can use ANY program that will output a PDF to publish on the Foundry. However ID and AP have the most tools out there available for them. Anything else, and you may have to come up with some work-arounds, like those I mentioned for using Word.

CHAPTER 5: ART & IMAGES

FOUNDRY ART

As mentioned in Chapter 3, (and linked), there are four current portfolios available for use by Foundry authors for free. I highly recommend checking there first to see if one of those images will work for you, but remember the usage directions, as you can't mix and match these in different settings.

YOUR OWN ART

This is of course the simplest (and cheapest) means for adding art to your products. If you aren't an artist yourself, you can still likely include maps, or possibly get a friend or family member to assist.

Inkarnate and **Wonderdraft** are both great programs for creating outdoor and city maps. Inkarnate even has a free version (though without all the features).

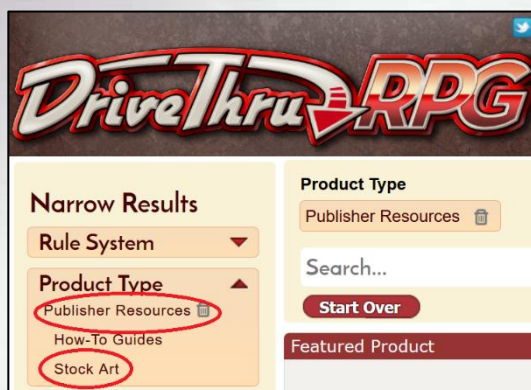
Inkarnate: (Basic = Free, Pro = \$25/year or \$5/month)
<https://inkarnate.com/>

Wonderdraft: (\$30 (one-time), and map packs available for additional fees)
<https://www.wonderdraft.net/>

Donjon is an easy to use dungeon map generator that is free to use. It has many different generators that can be helpful. The dungeon generator can be found here:
<https://donjon.bin.sh/fantasy/dungeon/>

PURCHASED ART

Drive Thru RPG has many low-priced art options you can use in your work. To find it, narrow search results by **Product Type** > **Publisher Resources** > **Stock Art**.



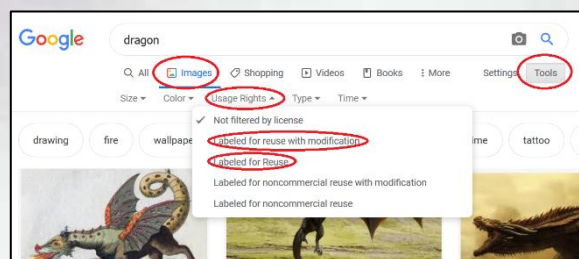
There are many other additional sources as well for inexpensive art, but they are too numerous to list here. Deviant Art can be another good source however, so providing that link here:
<https://www.deviantart.com/>

FREE ART

Free art can be rather limited, but there are two different resources I can suggest for Foundry Authors.

Pixabay: You can't always be sure art here is truly free content, but for the most part it is. I'll just add the caution here to look into a desired image a bit before use. Still, it is free.
<https://pixabay.com/>

Google: The trick to finding free use images on Google is to first search for an image. Then, go to **Images** > **Tools** > **Usage Rights** > **Labeled for reuse (or for reuse with modification)**. Again, I'll add a caution, but in general, the results should be free use images.



INSERTING IMAGES

In most cases, you may want images with a transparent background. If you do, and don't have photoshop or the skills to do this, there is a free website that can do this fairly easily: [Lunapics](https://lunapics.com/). It is fairly intuitive and easy to use. Just Upload a pic and then choose Transparent.

CHAPTER 6: PUBLISHING

WHAT PRICE SHOULD I CHARGE?

The best advice for pricing is to look at similar products in the Foundry, and see what their authors are asking. After all, these are competing products, though let's face it, many of the same customers will purchase numerous Foundry products. But in the end, only YOU can put a price on your work. I simply recommend also considering that you may make substantially more by selling more copies at a lower price. In any case, you should start out with the highest price you feel you can charge. It's far easier to lower prices and expect good results than raise them and expect the same.

HOW DO I PUBLISH?

Okay, so you have your finished product, know what price to charge, and you are ready to publish! Now what?

Assuming you already have a Drive Thru RPG account, go to your **Account** tool (link in the top menu).

Under **My Content**, go to **Enter New Community Created Title**. Under **Select Program**, choose **Genesys Foundry**. Then enter the other fields.

Under **Product page text**, enter the write-up you want to appear in your product listing. This is where you are selling your title, so tell folks why they need to pick it up!

Once you complete the other needed fields, choose **I Agree, set-up my new title**, but you're not done yet!

You'll then be able to upload files in the next part of the process. Be sure to choose **Make Public** when you are ready to publish!

If you need help, there are a lot of helpful items in the Knowledge Base at the bottom of the page.

SPLITTING WITH OTHER AUTHORS

If you are splitting the proceed with one or more authors (keep in mind you are already only getting 50% of the sale price), you'll need to know their Drive Thru RPG account emails, and of course how much they are getting.

To split it, go to **My Money** and **Manage My Royalties** (again, under **Account**). Choose the title, and then click on **Split**. Enter the **email address** of who is getting the split, and then the **percentage**. If you are splitting it equally, then enter 25 for percent. (this means Drive Thru gets 50%, you get 25%, and your co-author gets 50%). Other examples are also given on this page. Note, there is NO way to change this once done. If you do make a mistake, and do need to change it, you will have to contact Customer Service. christang@onebookshelf.com

CHAPTER 7: BUNDLES & PROMOTIONS

BUNDLES

Bundles can be a great way to increase sales and how many of your titles you've sold. To create a bundle of your existing products, go to **Promotion Tools** (under **Account > My Content**), then **Create/Manage Bundles**. When you add products to a bundle, you can either give them a new, bundle price, or you can split it out evenly at the end. I recommend having a new cover image to use for this listing. Do NOT create the bundle as you would a normal product. If you do, then any sales will be bundle sales, NOT the title, so you'll be cheating yourself. Always go here to create a bundle.

If someone already has one or more titles in the bundle, then they will automatically receive a discount (equal to the bundle price of the titles they already have) when they buy the bundle, so keep this in mind when pricing. But it's also a cool way to reward loyal customers too!

SALES (DISCOUNTS)

Also under **Promotion Tools**, go to **Create/Edit Special Discounts**.

There are a lot of different options here, but most are well explained here. Of course, you can also simply manually reduce the price in the title, but applying a discount here lets the customer SEE that they are saving money off the normal price.

FREE COPIES

There may be occasions you want to send someone a free copy of your product. It may be to reward a loyal customer, or to promote your product on a podcast and supply them with a copy so they can look at it before their next podcast etc. (I do this).

Whatever the reason, to do this, under **Account**, go to **My Content > Promotion Tools**, and then **Send Complimentary Copy**. You will need to know the **Drive Thru RPG account email address** of the person you are sending it to. (then it will appear as a notification for them to add to their **Library**).

CHAPTER 8: USING ACCOUNT TOOLS

HOW MANY DID I SELL?

This is certainly not the most obvious tool to find. To see it, go to **Account > My Content > Royalty Report**. Put in a date prior to the publish date of your first product to see all. The report will show the quantities sold, royalties earned, etc.

HOW DO I GET PAID?

Much easier to find, under **Account > My Money > Get Paid**. However, you can only cash out sales prior to the last 30 days, so this amount will be different than the amount showing in your account. (this ensures all the purchases cleared, etc.) You'll also be assessed a \$2 processing fee, so if you had \$204.00 to get paid, you'd get \$202.00.

HOW DOES THE METAL SYSTEM WORK?

You may have noticed different badges on products such as Copper Best Seller or Silver Best Seller, etc. This is a way to see how popular a title is, so you can tell many others liked and bought the product.



Note: When you reach a metal tier, it does NOT automatically put the medal on your cover. You have to add it yourself and then update the cover if you want it to reflect this.

Here's the link to see what the different metals mean:
<https://www.drivethrurpg.com/metal.php>

APPENDIX: LINKS

Drive Thru RPG - <https://www.drivethrurpg.com/index.php>

Foundry Content Guidelines - <https://support.drivethrurpg.com/hc/en-us/articles/360031042772-Genesys-Foundry-Content-Guidelines>

Join as a Publisher - <https://www.drivethrurpg.com/joinchoice.php>

Foundry Style Guide - <https://www.drivethrurpg.com/product/286600/Genesys-Foundry-Style-Guide>

Foundry Graphic Design Templates - <https://www.drivethrurpg.com/product/284422/Genesys-Foundry-Graphic-Design-Templates>

Additional Foundry Assets - <https://www.drivethrurpg.com/product/295861/Additional-Genesys-Foundry-Graphic-Assets>

Drainsmith's Dropbox - https://www.dropbox.com/sh/raqr7usuzwizglm/AACsYe6LVU_-f372tRG6vxtya?dl=0

Foundry Terrinoth Art Pack - <https://www.drivethrurpg.com/product/284421/Genesys-Foundry-Terrinoth-Art-Pack>

Foundry Fantasy Art Pack - <https://www.drivethrurpg.com/product/284419/Genesys-Foundry-Fantasy-Art-Pack>

Foundry Android Art Pack - <https://www.drivethrurpg.com/product/284420/Genesys-Foundry-Android-Art-Pack>

Foundry Sci-Fi Pack - <https://www.drivethrurpg.com/product/284417/Genesys-Foundry-SciFi-Art-Pack>

InDesign - <https://www.adobe.com/products/indesign.html>

Affinity Publisher - <https://affinity.serif.com/en-us/publisher/>

Background image in Word - <https://affinity.serif.com/en-us/publisher/>

Inkarnate - <https://inkarnate.com/>

Wonderdraft - <https://www.wonderdraft.net/>

Donjon - <https://donjon.bin.sh/fantasy/dungeon/>

Deviant Art - <https://www.deviantart.com/>

Pixabay - <https://pixabay.com/>

Lunapics - <https://www2.lunapic.com/editor/>

Customer Service - christang@onebookshelf.com

Metal Tiers - <https://www.drivethrurpg.com/metal.php>

INEXPENSIVE ARTISTS ON DTRPG

Dean Spencer - <https://www.drivethrurpg.com/browse.php?keywords=dean+spencer>

Wren Hunter - <https://www.drivethrurpg.com/browse.php?keywords=wren+hunter>

Eric Pommer - <https://www.drivethrurpg.com/browse.php?keywords=eric+pommer>