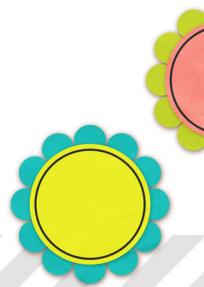
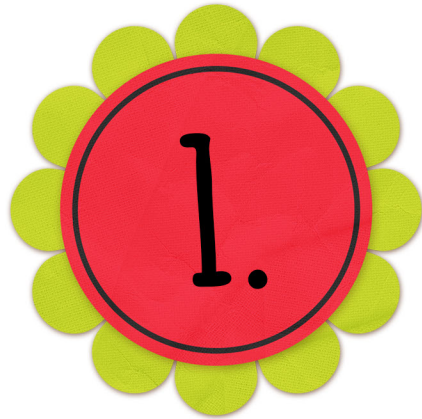


THE PIXEL SCRAPPER MANIFESTO

A call to generous creativity for digital artists and creators

www.pixelscrapper.com





WE BELIEVE IN THE VALUE OF CREATIVE WORK

*Our real illiteracy is our inability to create.
—Hundertwasser*



We are scrapbookers, digital designers, and artists, and we believe in the inherent value of creative work. We believe that art inspires, challenges, and changes us. We believe that creative ability is a large part of what makes us human, and we believe that there is more to life than meets the eye. We believe that creative works should be valued and protected, built upon, archived, and made accessible to all.



WE BELIEVE IN FOSTERING A SPIRIT OF ABUNDANCE, AND GENEROUS CREATIVITY.

If we begin our day with any notion of scarcity, not-enoughness, victimhood, or "I deserve," I promise you the day will not be good--for you or for those around you.

--Richard Rohr



We believe that creativity wants to breathe, and spread, and stretch its wings. We believe that inspiration is a gift to be shared. We believe that we do our best work together, and that a legacy is something for others to build on, not something to be fenced off and protected in a miserly way.

We choose to believe that there is enough to go around. That generosity breeds generosity, that a helping hand is better than a slap in the face, and that people will treat you better if you treat them better.

We choose to believe that people are basically good, and that everyone should be given the benefit of the doubt, regardless. We choose to believe that an atmosphere of abundance, optimism and generosity is always better than an atmosphere of scarcity, defensiveness, and suspicion, no matter how much or how little we have in hand.



WE BELIEVE IN STRAIGHTFORWARD AND GENEROUS LICENSING FOR DIGITAL PRODUCTS.

In a sense, nothing the artist produces is his in any exclusive way. An inventor takes inventory of that which is already there. A discoverer uncovers that which is.

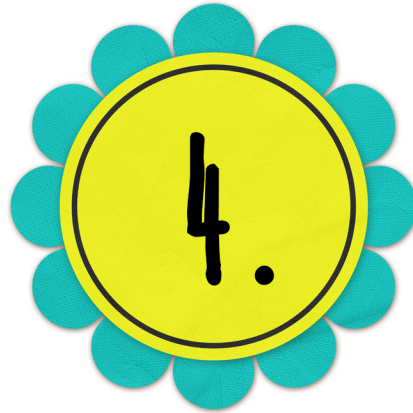
—Madeleine L'Engle



We believe in straightforward licensing that is easy to access, easy to understand, generous in intent, and—wherever possible—consistent between designers.

We rebel against the tradition of making people feel like criminals for wanting to download and build upon our creations. The internet is filled with terms of use which are too negative, too restrictive, too eclectic, and ultimately impossible to enforce. We don't want our creations to go to waste in an unused corner of someone's hard drive because that person can't remember exactly how they are allowed to use our designs.

We rebel against the tradition of requiring attribution for every paper and ribbon before we will give our blessing to someone's layout. Everything we do in life requires us to build upon the work of others, and some of it will always go unattributed. There is a place to talk about inspiration, a place to thank mentors and point to teachers, but we do not want a world of scrapbook layouts filled with attribution citations any more than we want a world of paintings covered over by small text detailing where each artist got their paints. Ultimately, we are honored when people use and build upon our creations, and we believe that gratitude should not be required, but given freely when it is given at all.



WE BELIEVE IN SUPPORTING CREATORS.

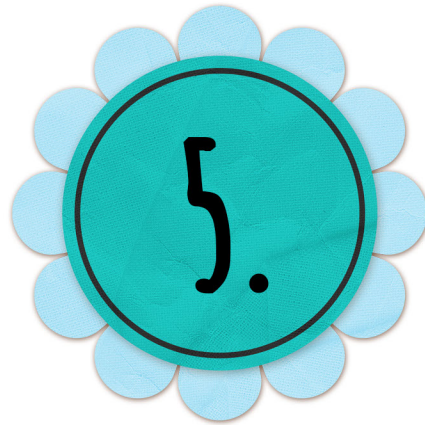
As human beings, our job in life is to help people realize how rare and valuable each one of us really is, that each of us has something that no one else has—or ever will have—something inside that is unique to all time. It's our job to encourage each other to discover that uniqueness and to provide ways of developing its expression.

—Fred Rogers

We are artists, and because we believe in the inherent value of creative work, we care passionately about supporting ourselves and other creators in what we do.

We know the demanding nature of creative work, and we know the struggle of working long hours to try and achieve elusive financial independence. We believe in the right of full-time artists to make a living at what they do. As such, we respect other digital artists and their terms of use, and realize that none of us wants our work to be stolen, or abused.

We simply believe that expecting more of our users, and making our terms of use more consistent and generous will better help all of us in the long run. We reach out to our users with the belief that they will reach back to us.



WE ARE OPTIMISTIC ABOUT THE FUTURE.

No one can possibly do more than decide what to believe.
—Charles Williams



Throughout history we've seen that life is not a zero-sum game: working together, we can actually do better for everyone—or we can do worse. More people are being more creative right now than ever before, and while the internet has brought challenges for the digital artist, it has also brought amazing opportunities.

Unlike physical goods, digital goods can be distributed relatively cheaply and easily to a great many people. As such, we want to distribute our creations to as many people as possible—to inspire as many as possible. If we can reach more people we can give more generously to everyone, while still feeding ourselves and our families. Thus the cost of access can go down even while the amount of creative energy goes up. This is not a zero sum game, and we refuse to fear the future. Creativity doesn't just want to be generous: it needs to be generous. We invite you to join the revolution.