

Appendix A: Standards of Content

Wizards of the Coast (WotC) has established this set of standards for creating excellence in all areas of its business—whether manufactured or licensed products, promotions, marketing, or other services. Taken as a whole, these standards represent a tool for directing the creation of WotC products, promotions, and services so as to provide consistency in quality and content.

RPGASA submissions must adhere to these standards. As guidelines, rather than a strict code, they allow for some interpretation. Some game world lines may have more restrictive standards that may apply; this set represents the minimum standards for any WotC product. Check with Network HQ if you plan to write something for a WotC published AD&D game world. In all matters, Network HQ shall be the final arbiter on whether a submission is acceptable.

Spirit of these Standards:

WotC's maintenance of product, promotion, and service quality, as well as its concern for their content, involves three areas:

- Provide guidance to writers, copywriters, artists, editors, graphic designers, managers, and marketing personnel on staff without needlessly constricting creativity.
- Provide employees and freelance workers/services with guidance in regards to WotC's standards for quality and content.
- Provide assurances that Content Standards are an important consideration in the development of any WotC product.

To achieve these ends WotC, first and foremost, relies on the talents and judgment of in-house writers, editors, copywriters, artists, graphic designers, marketing personnel, and managers to oversee and control the contents of WotC products.

1. Good versus Evil: Insofar as WotC products, marketing, promotions, and services portray the conflict between "good" and "evil", such portrayals should encourage the ultimate triumph of good over evil. Though dramatic purposes may require that evil prevail over good for a time, the ultimate victory of good over evil is a desirable goal. Game products should assume that player characters or heroes are good and should never support evil as a preferred lifestyle.

2. Profanity: The gratuitous use of profanity and symbols considered vulgar by the contemporary standards of a product's target market is not acceptable unless integral to a character or story.

3. Dramatic Horror, Violence and Gore: The use of dramatic horror is acceptable in product development. However, scenes depicting excessively graphic gore are not acceptable.

4. Sexual Themes: Sexual situations—including abuse and pornography—will not appear graphically in art or text for salacious purposes. (Note: RPGA does not accept scenarios with sexual relationships described between any characters. Romantic relationships are encouraged, but direct implication of current sexual activity is not allowed.)

5. Nudity: When depicting the human form—or creatures possessing humaniform features—gratuitous nudity, the depiction of genitalia, bare female nipples, and sexual or bathroom activity is not acceptable. WotC encourages the depiction of the full range of humaniforms from heroic fantasy heroes to variations of average men, women, and children. While human sensuality and sexuality may appear in WotC product, it should not be the focus—nor should it create disrespect for the human form. In short, WotC will not use sex to sell; WotC prefers to focus on marketing characters, moods and stories.

6. Prejudice: WotC celebrates diversity. Our products should not depict existing minorities, nationalities, social castes, religious groups, genders, lifestyle preferences, or people with disabilities as a group inferior to any other group.

7. Religion and Mythology: Current, real-world religions and religious groups and/or practices will not be portrayed in any way that promotes disrespect for these religions or their participants. All religions and religious

practices in WotC products are purely fictional. The company does not endorse or promote any specific religion or religious practice.

8. Addictions: Addictions of any kind should not appear as glamorous or entertaining pastimes. Addiction, or the encouragement of addiction, should be shown as a dangerous habit with harmful effects.