META-META Club

WORKBOOK · MODULE 1 OF 4

Heritage in the metaverse

African Culture in Immersive Space. The African Heritage – MVFW23 wearables, the story format, and the rules of respect.

Pro studios | 3 lessons | 85 min | 5-question practice quiz | Notes pages

IN THIS MODULE

Heritage in the metaverse

The African Heritage – MVFW23 wearables, the story format, and the rules of respect.

#	LESSON	TYPE	TIME	DONE
1.1	African Heritage – MVFW23	READ	25 min	☐
1.2	Credit, consent and respect	READ	30 min	☐
1.3	Compensation: paying for culture	READ	30 min	☐

How to use this workbook

- Work through each lesson on metametaclub.com/learn, or listen to its narration, then use the page here to take notes.
- Tick the steps as you go, and write your answers under **Check yourself** before you look anything up.
- Do the practice quiz at the end, then mark it with the answer key on the last pages.
- Keep every **Ship it** piece. Together they become what you show.

Before you start

What do you already know about this, and what do you want to be able to make by the end?

LESSON 1.1 · READ · 25 MIN

African Heritage – MVFW23

Study two real wearables made for Metaverse Fashion Week 2023, and learn how to read a culture-rooted design: what it borrows, what it says, and who it owes.

Key points

The wearables

The African Pride Suit and the African Heritage Suit were made by Virtual is Real for Metaverse Fashion Week 2023. They were approved on Decentraland in April 2023 and are still live there.

We use them as the course's case study because they're our own work. We can talk about the process openly, and we can be honest about what we'd do differently now.

What a wearable is

A wearable is a 3D garment or accessory made for an avatar. Technically, it's a mesh with textures, fitted to a standard body so it moves with it.

How to study one

Look at a wearable the way a curator looks at a garment. Take notes under four headings:

- **Silhouette.** The overall shape. Is it close to a real garment, or a new form?
- **Pattern.** Where does it come from? Is it a general style, or one linked to a specific people, place or occasion?
- **Colour.** What do the colours point to? Be careful here. Colour meanings vary between communities, and guesses spread fast online.
- **Story.** What would someone feel or say wearing it? Who is it for?

Then add a fifth heading: **open questions.** Write down what you don't know. If you aren't sure what a pattern means, write that.

Steps checklist

- [ ] Look at both suits and take notes under the five headings.
- [ ] Pick one design choice you think works, and say why in two sentences.
- [ ] Pick one thing you'd ask the designer before reusing anything from it.

SHIP IT

A one-page study sheet: five headings, your notes, and your one question for the designer.

- [ ] Shipped. Link or file: _____

Check yourself

1. Can you name both MVFW23 wearables and who made them?

2. Can you explain why colour meanings need care?

3. Did your notes include an honest "open questions" list?

LESSON 1.2 · READ · 30 MIN

Credit, consent and respect

Learn the rules of respect this course runs on. Name cultures and places accurately, credit every source, and ask before you tell anyone's story.

Key points

Name things accurately

"African" is a continent, not a culture. Wherever you can, name the specific people, language, town or region.

Who owns what

Cultural material isn't all the same. It helps to sort it into three kinds:

- **Individual work.** A painting, a photo, a song by a named person. They own it. Ask them, credit them, and pay them where there's money involved.
- **Communal knowledge.** A pattern, a dance or a story a whole community holds. No single person can sign it away. Talk to people the community trusts to speak for it, and be clear about what you'll make.
- **Sacred or restricted material.** Some objects, rituals and stories aren't meant for everyone. Some are only for certain people or certain times. If you're told no, the answer is no. Don't scan it, don't recreate it, and don't "reinterpret" your way around it.

Consent

Consent means the person understands what you'll make, where it will be shown, and how they'll be credited, and they agree. It should be specific: "shown online in a virtual exhibit, credited by full name" is consent.

Ask before you tell a person's story, before you capture a person's face or voice, and before you train or prompt an AI tool on someone's work.

Credit

Credit every source: the storyteller, the artist, the photographer, the maker of the object, the community. Credit tools too, including AI tools, and say what they did.

Steps checklist

- [ ] List every source your project might use.
- [ ] Sort each into individual, communal or restricted.
- [ ] For each, write who you need to ask.

SHIP IT

A source list with three columns: source, kind (individual, communal, restricted), and who you'll ask.

- [ ] Shipped. Link or file: _____

Check yourself

1. Can you explain why nobody can sign away communal knowledge alone?

2. What do you do if you're told material is restricted?

3. What makes consent specific enough?

LESSON 1.3 · READ · 30 MIN

Compensation: paying for culture

Learn the ways people get paid or benefit when their culture, stories or work end up in your project, and how to agree that up front.

Key points

Why credit isn't enough

Credit tells people where something came from. It doesn't pay rent.

The main options

There's no single right model. Pick what fits the people involved, and ask them what they'd prefer.

- **A fee.** A one-off payment for a story, a recording, a design or a session of their time. Clear and simple.
- **A revenue share.** A percentage of sales or licensing income, for as long as the piece earns. Fair when the future is uncertain. It needs honest reporting.
- **In kind.** Equipment, training, a copy of the finished work, or help with their own project. Only when they genuinely want it.
- **Community benefit.** Where knowledge is communal, a benefit to the community: a workshop, a copy of the archive, support to a cultural group. Agree this with people the community trusts.
- **Paid roles.** Hire the storyteller as a consultant, the artist as a collaborator, the local guide as a producer. Often the best option.

Put it in writing

A short written agreement protects everyone. It should cover:

1. What you're using, and what you'll make.
2. Where it will be shown, for how long, and whether it can be sold.
3. How they'll be credited.
4. How they'll be paid or benefit, and when.
5. What happens if they want it taken down.

Plain language is fine. A message thread that both sides confirm is better than nothing.

When there's no money

Student pieces and Metameta Night exhibits often earn nothing. Say so honestly.

Steps checklist

- [ ] For each source on your list, pick the compensation option you'd propose.
- [ ] Draft a five-point agreement for your main source.
- [ ] Note what changes if the piece is ever sold.

SHIP IT

A draft agreement for one source, covering the five points above.

☐ Shipped. Link or file: _____

Check yourself

1. Can you name three ways to compensate someone besides credit?

2. Who should you talk to about communal knowledge?

3. What should your agreement say about takedowns?

PRACTICE QUIZ

Check your module

Circle one answer for each question. The answer key is on the next page.

1. Who made the African Pride Suit and African Heritage Suit for Metaverse Fashion Week 2023?

(A) A global fashion house
(B) Virtual is Real
(C) An anonymous artist collective
(D) A game studio

2. A pattern is held by a whole community. Who can give you permission to use it?

(A) Any one member of the community
(B) Nobody, so just credit it
(C) People the community trusts to speak for it, after you explain what you'll make
(D) Whoever posted it online first

3. You're told an object is sacred and not for public display. What do you do?

(A) Scan it but blur it
(B) Reinterpret it loosely instead
(C) Leave it out entirely
(D) Show it with a warning label

4. Which is NOT enough on its own when a project earns money from someone's culture?

(A) A written agreement
(B) Credit
(C) A revenue share
(D) A paid role

5. Your Metameta Night exhibit earns nothing. What should your agreement say?

(A) Nothing about money
(B) That if it's ever sold or used commercially, you'll agree payment first
(C) That it can be sold freely later
(D) That credit replaces payment forever

ANSWER KEY

Answers and why

1 · B Virtual is Real

They're Virtual is Real's own work, which is why the course uses them as an honest case study.

2 · C People the community trusts to speak for it, after you explain what you'll make

Communal knowledge can't be signed away by one person. Go through people the community trusts.

3 · C Leave it out entirely

If the answer is no, it's no. Don't recreate or work around restricted material.

4 · B Credit

Credit is the minimum. When money or reputation flows, compensation should too.

5 · B That if it's ever sold or used commercially, you'll agree payment first

Be honest that it earns nothing now, and commit to agreeing payment before any commercial use.

NOTES

Build log and notes

SESSION	WHAT I MADE OR LEARNED	NEXT STEP