



Post to Piczo & Create a Page Documentation

About Post to Piczo & Create a Page

Piczo's members love to collect assets from around the web on their Piczo sites and share them with their friends. Piczo would like to enable our members to engage in this activity with as little work as possible. "one-click" post to their Piczo site functionality is a need requested from several of our members. Being able to post directly to their Piczo sites helps increase distribution of partner assets.

Piczo uses a process nicknamed URLx, which is short for URL Exchange.

Our partners may have some visitors who enjoy an asset or widget and want to, "do more," or, "share it with friends." The Piczo Create a Page functionality provides them with just that. Visitors will be able to post the asset to a new page with a collection of predetermined assets and using template functionality. These newly created pages have huge viral potential with our send to friends functionality that includes import friends list functionality for all major mail carriers, Facebook, and (soon to come) other sites participating in the OpenSocial community.

How to Implement Post to Piczo

The process for implementing the Post to Piczo URLx Functionality is simple, using the following steps:

The partner should render a link or form pointing to the following URL:

<http://www.piczo.com/go/redirect?url=addhtml&title=My+Content&thumb=THUMBNAILURL&code=URLENCODEDHTML>

Parameters

- url is always "addhtml"
- title is the title of the content being embedded. This will be visible to the Piczo member when they manage the assets on their site. It will not be displayed when the content is normally displayed on the user's page. The title is optional and can be left blank or the parameter can be omitted.
- thumb is the URL to the thumbnail image that represents this content. This thumbnail will be displayed in the Piczo member's My Stuff tab when the Piczo member is managing their assets. The thumbnail is optional and can be left blank or the parameter can be omitted.
- code is the HTML code to be embedded on the Piczo member's page. If the value is rendered as a query string parameter (as opposed to a form value) it must be URL encoded (and it can contain carriage returns, but it will be URL encoded so that even though it contains carriage returns, still it can be rendered on one line as a query string parameter).

Any values rendered as query string parameters should be properly URL encoded. Note that the call to www.piczo.com/go/redirect will return an HTTP 302 Redirect pointing to a specific Piczo entry point. This redirect will not be visible to the end user but knowledge of it is useful to the developer. Since the Location URL embedded in the 302 Redirect message is limited to approximately 2000 characters

in the Internet Explorer browser, the "code" value should be limited to no more than 1500-1800 characters in length (URL Encoded) so that the entire URL does not exceed 2000 characters in length.

When the user clicks on that link or submits the form (GET or POST requests will both work) the user will be served a page that begins a specialized flow on Piczo.

Please note all parameters are CASE SENSITIVE.

Flow

1. If the user is not currently logged into Piczo, the user will be shown a login page where they will need to enter their username and password. If the user submits an incorrect username/password, then the login page will refresh with a user friendly error messages, until the user successfully logs in.
2. The user will then be asked which of their Piczo pages they want to place the content on. Each Piczo site has multiple pages, and the user has control over which page the content should go on.
3. The user will then be shown the "long page chooser", on which the user can choose where on the page the content should go. Some member pages are quite long, and the long page chooser enables the member to control where their content is placed.
4. The user will then land in the Page Editor, loaded to the page they have chosen, and will see the content placed on the page. The user can then move the content around and make other edits to their page.

The content will be embedded on the Piczo member's page as a block of HTML located at a particular place on the page. Piczo will not have knowledge of the nature of the content rendered inside the HTML.

How to Implement Create a Page

This service enables a partner to render a link or form specifying content that a Piczo non-member can click on to instantly create a new Piczo page with the specified content placed on it. The user enters a "try before you buy" interface which enables them to try out the editing interface before deciding to signup for an account.

To enable a Piczo non-member to create a new Piczo page with specified content, the partner should render a link or form pointing to the following URL:

<http://www.piczo.com/go/reglitesignup?templateid=TEMPLATE&numitems=NUM&xN=XPOS&yN=YPOS&wN=WIDTH&hN=HEIGHT&itemtypeN=ITEMTYPE¶ms...>

Parameters

- templateid is the ID of the template to be used to create the page. This is an optional item that can be left blank or omitted. Normally partners omit this parameter. Contact Piczo Marketing Team for further information if want to use the template feature.
- numitems is the number of content items to be placed on the page. This can be zero, one, or more.

- xN and yN indicate the x and y position of the upper left corner of the content that is to be rendered on the page. The content will be placed at that position. The first item would use parameters x0 and y0, the second item would use parameters x1 and y1, etc.
- wN and hN indicate the width and height of the content in pixels.
- itemTypeN indicates the type of the item. See list below of item types and their respective parameters.
- Parameters are relative to the item type. Each item has its own specific parameters.

Example:

http://www.piczo.com/go/reglitesignup?numitems=2&x0=50&y0=100&w0=300&h0=200&itemtype0=glitter&fontcodename0=&fontsize0=&bannertext0=My+Cool+Page&fillcolor0=FF0000&itemtype1=remoteimg&url1=http://www.the-aps.org/education/sixstarscience/images/star_hg_clr.gif&isbackground1=y

Several different item types are available, and each has its own custom set of parameters.

Item types and their respective parameters

- **htmlcode** – this is a block of HTML to be embedded on the Piczo page
 - **code** – the HTML code (it may contain carriage returns, but if rendered as a query string parameter it must be URL encoded)
- **text** – this is a block of text, with formatting that applies to the entire block
 - **text** – the text (may contain carriage returns, but if rendered as a query string parameter it must be URL encoded). Note that when the text is rendered on the Piczo page, any carriage returns will be replaced by
 tags at render time
 - **fontid** – the numeric ID of the font to be used to render the text. See the table of fonts below. This is Piczo’s proprietary system of font IDs. This may be replaced by a font name parameter at some point in the future.
 - **fontsizeid** – the numeric ID of the font to be used to render the text. See the table of font sizes below. This is Piczo’s proprietary system of font sizes. This may be replaced by a font size parameter (in pixels or points) at some point in the future.
 - **color** – the six character hex RGB color of the text (example: “FFFF00” is yellow)
 - **bgcolor** – the six character hex RGB color of the background of the text. This is an optional parameter. No background color will be specified if this parameter is left blank or omitted.
 - **bold** – indicates whether the text is bold or not. Pass in y or n.
 - **italic** – indicates whether the text is italic or not. Pass in y or n.
 - **marquee** – indicates the marquee style of the text. See the table of marquee styles below. This is an optional parameter than may be left blank or omitted.
- **glitter** – this is an animated GIF of text rendered as an image
 - **fontcodename** – the code name of the font to be used to render the text. See table of glitter fonts below.
 - **fontsize** – the size in pixels of the font to be used to render the text

- bannertext – the text to be rendered. It will be rendered on a single line, without carriage returns
- strokecolor – the six character hex RGB color of the outline of the characters. This is an optional parameter that may be left blank or omitted, in which case the characters will be rendered without an outline.
- strokewidth – the width of the outline out of the characters. This is an optional parameter that may be left blank or omitted, in which case the characters will be rendered without an outline.
- fillcolor – the six character hex RGB color value of the fill of the characters. This is an optional parameter that may be left blank or omitted. Either the fill color or the fill graphic code name should be provided, but not both.
- fillgraphic – the code name of the fill graphic to be used to render the characters. See the table of glitter fill graphics below. This is an optional parameter that may be left blank or omitted. Either the fill color or the fill graphic should be provided, but not both.
- bghicolor – the six character hex RGB value of the high portion of the background color. This is an optional parameter that may be left blank or omitted. If bghicolor is the same value as bglocolor, then the graphic will have a solid background color. If the they are different values, then the background will have a transitioned background.
- bglocolor -- the six character hex RGB value of the low portion of the background color. This is an optional parameter that may be left blank or omitted. If bglocolor is the same value as bghicolor, then the graphic will have a solid background color. If the they are different values, then the background will have a transitioned background.
- dropshadowstyle – the style of the drop shadow to be used in rendering the text. See the table of glitter drop shadow styles below. This is an optional parameter that may be left blank or omitted.
- dropshadowcolor – the six character hex RGB color to be used in rendering the drop shadow, according to the drop shadow style. This is an optional parameter that may be left blank or omitted.
- blog – this is a Piczo blog
 - blogname – the name of the blog
 - comments – indicates who is allowed to write comments on the blog. Pass in W (stands for "world") to allow everybody to post comments, "C" (stands for "community") to allow only Piczo members to post comments, "F" (stands for "friends") to allow only friends of the blog owner to post comments, and "N" (stands for "nobody") to allow nobody besides the blog owner to make comments.
 - timezone – the timezone to be used in showing the times of the blog posts. Pass in the number of hours differential from Greenwich Mean Time (GMT).
 - scrolling – indicates whether or not scrolling is enabled on the blog. Pass in y or n. This is an optional parameter that may be left blank or omitted. The default value is y.
 - notify_friends – indicates whether the friends of the blog owner should be notified when posts are made to the blog. Pass in y or n. This is

- an optional parameter that may be left blank or omitted. The default value is y.
 - notify_me – indicates whether the blog owner should be notified when posts are made to the blog. Pass in y or n. This is an optional parameter that may be left blank or omitted. The default value is y.
 - fontcolor – the six character hex RGB color of the text
 - postbgcolor – the six character hex RGB color of the background color of the post. This is an optional parameter that may be left blank or omitted.
 - bordercolor – the six character hex RGB color of the border of the post. This is an optional parameter that may be left blank or omitted.
 - headerfontcolor – the six character hex RGB color of the blog header.
 - headerbgcolor – the six character hex RGB color of the background of the blog header
- shoutbox – this is a Piczo Shoutbox
 - autoapprove – indicates whether posts will be approved automatically. Pass in y or n. A value of y indicates that posts should be immediately approved and visible to all viewers as soon as they are posted. A value of n means that posts should be initially unapproved, and won't be shown to viewers until the shoutbox owner has approved them. This is an optional value that may be left blank or omitted. The default value is y.
 - refreshingenabled – indicates whether the shoutbox will be refreshed automatically to show new posts and new visitors. Pass in y or n. This is an optional value that may be left blank or omitted. The default value is y.
 - addpostlabel – the label to be displayed at the top of the shoutbox that is the call to action for visitors to sign the shoutbox.
 - firstpost – the text of the first post that is created when the shoutbox is initially created
- remoteimg – this is a URL to an image hosted remotely from Piczo
 - url – the URL to the image
 - isbackground – indicates whether this image should be the background of the page. Pass in y or n. This is an optional parameter that may be left blank or omitted. The default value is n.

When the user clicks on the link or submits the form (GET or POST requests will both work) the user will be served a page that begins a specialized flow on Piczo. If the request is a POST request, there is no limit on the length of the parameters.

Flow

1. User makes choices on partner site, if any. For example, the partner could present several glitter examples for the user to choose from, and in choosing one would cause the partner's client-side code to set form elements with javascript so that the proper glitter parameters are passed in.
2. User clicks on the link or submits the form.
3. User lands in the Piczo Page Editor with their content prearranged on their page, ready to be edited.
4. User saves the page by signing up, which creates a page-only account.

Please note all parameters are CASE SENSITIVE.

Appendix:

Table of Fonts

fontid	Font Name
1	Arial
2	Arial Black
3	Arial Narrow
4	Book Antiqua
5	Bookman Old Style
6	Century Gothic
7	Comic Sans MS
8	Courier New
9	Garamond
10	Impact
11	Lucida Console
12	Lucida Sans Unicode
13	Monotype Corsiva
14	QuickType
15	QuickType Condensed
16	QuickType Mono
17	Tahoma
18	Times New Roman
19	Trebuchet MS
20	Verdana
21	Georgia
22	Small Fonts

Table of Font Sizes

fontsizeid	Description
1	Smaller
2	Small
3	Normal
4	Bigger
5	Large
6	Larger
7	Largest

Table of Marquee Styles

marquee	Description
N	None
Y	Normal
S	Slow
F	Fast
B	Bounce
L	Bounce Slow
A	Bounce Fast

Table of Glitter Fonts

Fontcodename	Font Name
candice	Candice
cartoonBold	Cartoon Bold
casperComicsSolid	Casper Comics Solid
fiorexGirls	Fiolex Girls
generic	Generic
goodCityModernPlain	Good City Modern Plain
goreFontII	Gore Font II
johnHancockRegular	John Hancock Regular
juggernaut	Juggernaut
lokiCola	Loki Colo
lombardicRegular	Lombardic Regular
usuzi	Usuzi
velvendaMegablack	Velvenda Megablack
luftwaffeRegular	Luftwaffe Regular
allUsedUp	All Used Up
ambulanceShotgun	Ambulance Shotgun
anthology	Anthology
barberShop	Barber Shop
birthOfAHero	Birth of a Hero
bleedingCowboys	Bleeding Cowboys
brandNewBurn	Brand New Burn
brokenGhost	Broken Ghost
brownBearFunk	Brown Bear Funk
chicDecay	Chic Decay
epoxyHistory	Epoxy History
extravaganza	Extravaganza
hardRock	Hard Rock
kinkee	Kinkee
laundromat1967	Laundromat 1967
mohawk	Mohawk
mudshake83	Mudshake 83
olympiques	Olympiques
retroRockPoster	Retro Rock Poster
rockShowWhiplash	Rock Show Whiplash
sidewalk	Sidewalk
steak	Steak
stonedWash6	Stoned Wash 6
supafly36	Supafly 36
superDanger	Super Danger
theLastSoundtrack	The Last Soundtrack
theMapleOrigins	The Maple Origins
thePoison	The Poison
theQuietScream	The quiet Scream
trashed	Trashed
turboRipped	Turbo Ripped
undecappedVinyl	Undecapped Vinyl
vinylGeorge	Vinyl George
yukonGold	Yukon Gold
adamWarren	Adam Warren

artBrushMedium	Art Brush Medium
badonkADonk	Badonk A Donk
degrassi	Degrassi
graffonti3dDrop	Graffiti 3D Drop
graffontiAtomicBomb	Graffiti Atomic Bomb
kryloTagBack	Krylo Tag Back
militaryDocument	Military Document
politicalGraftFill	Political Graft Fill
politicalGraftOutline	Political Graft Outline
postHuman	Post Human
reticulum3	Reticulum 3
ruthless	Ruthless
searfont	Searfont
shellhead	Shell Head
shonenPunkV2	Shonon Punk V2
tasteOfSteel	Taste of Steel
webcomic	Webcomic
westSidePlain	West Side Plain
writers2	Writers 2
zeroGene	Zero Gene

Table of Glitter Fill Graphics

fillgraphic	Fill Graphic Name
animatedChrome	Animated Chrome
blueGlitter	Blue Glitter
goldGlitter	Gold Glitter
greenGlitter	Green Glitter
pinkGlitter	Pink Glitter
redGlitter	Red Glitter
blueWeb	Blue Web
burlwood	Burlwood
crinklePaper	Crinkle Paper
leather	Leather
leopard	Leopard
pinkMarble	Pink Marble
pool	Pool
sky	Sky
slate	Slate
wood1	Wood
warning	Warning
10k	10K
babyBlues	Baby Blues
bling	Bling
blueGust	Blue Gust
blueHypnotic	Blue Hypnotic
blueMauveStripes	Blue Mauve Stripes
blueSwirly	Blue Swirly
blueTwirlingStars	Blue Twirling Stars
charcoal	Charcoal
colorfulMutation	Colorful Mutation
creamsicle	Creamsicle

crystalization	Crystalization
diamondSquares	Diamond Squares
discoParty	Disco Party
duskStripes	Dusk Stripes
emerald	Emerald
fallingHearts	Falling Hearts
fireworksDisplay	Fireworks Display
fuschiaBliss	Fuschia Bliss
galacticGreen	Galactic Green
glitteringCoral	Glittering Coral
goldStars	Gold Stars
greenGlow	Green Glow
greenHypnotize	Green Hypnotize
mauveWave	Mauve Wave
mesmerizing	Mesmerizing
morphColors	Morph Colors
oceanStripes	Ocean Stripes
oilSlickPebbles	Oil Slick Pebbles
orangeGreenPlaid	Orange Green Plaid
orangeTwirlingStars	Orange Twirling Stars
pastelSquares	Pastel Squares
pinkDigital	Pink Digital
pinkGlamour	Pink Glamour
pinkGrid	Pink Grid
pinkishSparkles	Pinkish Sparkles
pinkOrange	Pink Orange
pinkOrangeBlue	Pink Orange Blue
pinkTornado	Pink Tornado
pinky	Pinky
purpleFirecracker	Purple Firecracker
purpleHaze	Purple Haze
purpleRetro	Purple Retro
purpleRocks	Purple Rocks
purpleStars	Purple Stars
quasar	Quasar
redBlueStars	Red Blue Stars
redPink	Red Pink
retroPlaid	Retro Plaid
roundSapphire	Round Sapphire
sand	Sand
shards	Shards
silverHupnotize	Silver Hypnotize
silverishGradient	Silverish Gradient
sunset	Sunset
tealCrackle	Teal Crackle
tealPlaid	Teal Plaid
watercolors	Watercolors

Table of Glitter Drop Shadow Styles

dropshadowstyle	Description
N	No Shadow

A	Alien Glow
H	Hard Shadow
S	Soft Shadow
T	Stencil