The AntiCraft Project Submission Guidelines

Send your submissions to ***submit@theanticraft.com*** and be sure to include the following information in a .txt, .rtf, .doc, or .docx file:

1. Title of Project

2. Description of Project - Get creative! Who says heroic couplets are passé? *Please remember to cite any quoted passages.*

3. Designer's Name - Give us your name as you would like it to appear on your project. If you would like to publish under a *nom de craft*, that's fine. We'll get your legal name later, in #12.

4. Suggested Reading/Listening/Watching - Suggest a book, album, song, movie, YouTube clip, or theatre piece to get in the mood. If you can't think of anything, we're usually pretty good at helping out here. Sometimes we get the same mood suggestion for two projects, so there's a small chance we might have to change your suggestion. It's not personal, really.

5. Difficulty Level - If you're familiar with our whacked-out system of difficulty, feel free to suggest a specific level. If not, you can give a generic *easy*, *intermediate*, or *difficult* rating, or list the skills needed for the project to help us rate it.

6. Finished Measurements - Final size of project. This gets a little tricky.
- Basically, give the width x height (x depth, if needed) of the item in inches or centimeters.
- If the item is knit or crochet and then felted, give an approximate before and after felting measurement. We understand felting has sizing wiggle-room built in, but crafters like to know if they're hitting the same ballpark.
- If it's a garment, please don't using your country's standard sizing, but send measurements in inches or centimeters instead. For tops, include at least a chest circumference. For bottoms, at least include a waist circumference. *More measurements are very welcome!* If there is a range of sizes, please define each (such as Small, Medium, and Large).
- If it's a recipe, tell us how many servings it will make.

7. Download - Do you have any charts or templates to include? Please mention that here so that we know we've got all the files we need. Attach charts and templates to your email. We accept .gif, .png, .jpg (.jpeg), .tif (.tiff), .eps, .ai, .xls, .xlsx, .doc, .docx, and .pdf files. If you're sending a recipe, we'll generate 3x5 card and full-page PDFs for you.

8. Materials List - List all necessary materials/notions/tools/ingredients. Please be specific! (Brand names, amounts, etc.) Obviously readers are going to substitute materials, but it's only fair to let them know exactly what you used so they can figure out if their substitutions are good. If you're submitting a recipe, we'll handle conversions for you, so send it to us as you would normally write it out.

9. Gauge - If relevant, the gauge should be given over 4x4" (or 10x10cm) and what stitch pattern used should be mentioned. For example: *16 sts and 20 rows per 4"/10cm in stockinette stitch or 16 sts and 20 rows per 4"/10cm in 2x2 ribbing, unstretched.* **If your project doesn't use gauge, just tell us it's Not Applicable.**

10. Design Notes - Many things can go here.
- Any special techniques or stitches you use can be put here.
- For crochet, always specify if the pattern uses English or North American stitch names.
- Or just anything you want the crafter to know about the construction of the project can go here (and not in your Description).
- Recipes get Chef's Notes, and this is a good place to discuss special ingredients and substitutions as well as variations on your recipe.

11. Directions - Subdivide your instructions into logical sequences such as front, back, arms, finishing; or step 1, step 2, step 3, etc. If you have photos that need to go next to certain directions, see the end of this document for a note about photos, and put a marker in the text for us like this: [SEE DC108.JPG] or [SEE curtains_step1.jpg]

12. Designer Info - Please be sure to give us your legal name and mailing address for our records, your *nom de craft* (if you are using one), an email address where crafters can contact you with questions, and a URL where you can be found (if you wish). While you're thinking about it, double check #3 above to make sure there are no typos.

Photo Tips:
- The ***submit@theanticraft.com*** inbox can accept up to 20 MB of attachments to an email. Feel free to email us twice or three times if you have more photos, just make sure your subject line is logical so we can keep them together easily.
- **Acceptable file types:** .jpg (100% or "highest/maximum" quality if you have control over that), .psd, .tif (.tiff)
- **Minimum size:** 72dpi 300x350px. If you are in doubt, send the largest file size picture you can, as we can always make it smaller, but making it bigger never looks good.
- **The main photo for your project should be portrait-oriented** (turn your camera 90º). We can often crop landscape-oriented photos, but it takes some finagling to get them to fit the 300x350 pixel size. If you want us to like you, send a few portrait shots along.
- Send at least one full-frontal shot of the object. If wearable, send at least one full body shot.
- Next, get creative and send a few shots that vary in setting, pose, and angle.
- Get close ups of any details that are not apparent from a full-object shot, such as embroidery, edging, beading, etc. Remember that many point-and-shoot cameras have about a 18-24" focal point and to get a clear detail shot it's often better to step back several paces and zoom in.
- **A sunny day gives much better light than any light indoors.** Also, portable photo studios are fairly easy to put together from bits and bobs, and surprisingly cheap to buy if you think you're really going to get into this sort of thing. *http://www.thinkgeek.com/electronics/cameras-photography/a205/*
- Sending more photos is better than sending fewer.
- Do not "photoshop" your image into oblivion. We will do that for you if we deem it necessary.
- If your photos correspond to steps in your instructions, please name the photo files in a logical way such as [projectname]_step[#].[extention] - for example, *badjuju_step1.jpg, badjuju_step2.jpg, etc.*
- Don't forget to let us know the names of the photographer and/or model if you want them to be credited.