



The PMC Guild invites all members to submit work for the third edition of the Guild Annual, a pictorial collection of the finest work being made in PMC around the world. Artists are invited to submit images of their work for consideration in this important, archival publication. Each year, more than 4,000 copies are sent out to Guild members, with additional copies sold through bookstores and supply companies. Details, timetable, and photo guidelines appear below and will probably answer all your questions, but if not, send an email to [Director@PMCGuild.com](mailto:Director@PMCGuild.com).

***Who is eligible to submit work?***

Members of the PMC Guild are eligible to submit work.

***What kind of work are you looking for?***

All work must be original. The work can include jewelry but can also be other items like housewares, toys, sculpture, flatware, etc.

***Can I use other materials?***

PMC should make up a significant portion of the piece, but you can include glass, polymer clay, wood, ceramic, gems, enamels, plastic, and other materials.

***Who will select the work for this book?***

This jury for Annual 4 consists of these talented professionals:

Lisa Cain  
Lora Hart  
Bruce Baker  
Barbara Becker Simon

***What is the schedule?***

May 21, 2010 Images must be received by the Communications Office  
October, 2010 A copy of the book will be sent to all Guild members.

***The legal stuff***

By submitting work, you are authorizing the PMC Guild, Inc. to include your work in a book entitled "PMC Guild Annual" and to use the images in related promotions. You understand that you will receive no remuneration other than the professional exposure, and that the Guild is under no obligation to include your work.



## Guide to Photo Submissions

**Photo Quality** Photos come in only two categories—Great, and Don't Bother. Modern standards and expectations have risen to the point where second-best is not good enough. Some artists can take high quality photos, but most people are better off using a professional photographer. A good quality photo will have these qualities:

- rich and varied lighting that positions the piece in space, shows depth, and still manages to convey the shape, textures, and materials of the work.
- shows no hot spots or distracting shadows.
- has a neutral background with no props.
- positions the work so it is instantly recognizable for what it is. Rings stand up, earrings hang side by side, etc. Props like wax, pins, or fishing line must not show.
- piece should be comfortably framed in the rectangle, neither too close to the edge nor minimized in the center.
- focus must be razor sharp.

**Digital Info** Resolution cannot be added after a photo has been taken, so always set the camera to its best resolution. Some cameras default to a resolution of 72 dpi, then make up the resolution by creating a very large format, like 20 inches wide. Use Photoshop or a similar program to adjust the image size to these specifications:

- 300 dots per inch (dpi)
- the longer side of the photo is at least five inches, longer if possible
- color mode is set at CMYK
- save as TIFF

Change the resolution to 300, then adjust the dimensions until the file size is about the same. For instance,

Original	72 dpi	21" x 31"	13.1 megabytes
Adjusted	300 dpi	5" x 7"	13 megabytes

**Shipping** If sending slides, fit them into a plastic sleeve, brace with cardboard, and mail flat with a self-addressed return envelope. We will scan the images and return the slides to you promptly. If digital, burn the images onto a CD, and mail it to the address below. We will keep the disk in our files. Include a cover sheet that provides your name, address, phone, and email address. For each piece, list the materials, title (if there is one), size, and the name of the photographer. If you took the photo, mark it "photo by the artist."

> > Send slides or CDs to  
PMC Guild Annual  
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