

The Decorative Painter

OFFICIAL PUBLICATION OF THE SOCIETY OF DECORATIVE PAINTERS

GUIDELINES FOR SUBMISSION AND PUBLICATION

The official publication of the Society of Decorative Painters and the industry's most acclaimed and best regarded magazine, *The Decorative Painter* serves not only to provide up-to-date Society information and news from throughout the world of decorative painting, but also as a regular source of intriguing, skillful, and always beautiful projects, in a variety of media, and for decorative painters of all skill levels. We are always searching for the very best in decorative painting to share with our readers, and, as such, we are happy to consider our members' submissions.

SUBMITTING WORK

Every project featured in *The Decorative Painter* is the work of an SDP member.

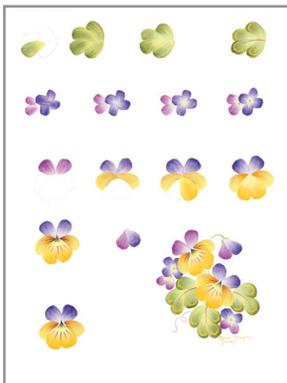
The majority of our projects are acquired from among readers' unsolicited submissions. We welcome the chance to consider original, unpublished artwork in acrylics, oil, heat-set oils, alkyd, watercolor, fabric paint, colored pencil, faux finish, pastels, etc.; and on such surfaces as wood, tin, porcelain, glass, paper, canvas, fabric, or any other paintable surface. Projects for beginning, intermediate, and advanced painters will be considered.

Any current member of the Society may submit pieces to be considered for publication. Photographs are the primary means by which the editorial staff chooses which pieces to acquire, but please be sure to include with your submission information about the surface and medium used, the skill level required, the dimensions of the finished work, and a brief explanation of the process used to create it. You may submit via traditional mail or via e-mail. *Do not send original works of art*, including line drawings or painted step-by-step worksheets, unless specifically instructed to do so by a member of the editorial staff. Submissions should be sent to the attention of the Sheryl Born.

Projects may not be published prior to their appearance in *The Decorative Painter* and we ask that you inform us if you are submitting similar designs or articles to other painting publications. Please do not submit the same project or article to *The Decorative Painter* that is being submitted concurrently to another publication. Projects may have been taught on a limited basis; please inform our editorial staff of your piece's classroom history upon submission if such is the case.

Here are some tips for first-time contributors:

- Check recent issues for examples of successful submissions.
- Strong consideration will be given to projects featuring unusual or interesting surfaces. Our readership is very much interested in surface variety and the imaginative use of everyday items.
- *The Decorative Painter* is interested in classic subject matter and technique, as well as art that incorporates the products, trends, and styles of today.
- Projects with a seasonal or holiday theme may be submitted throughout the year. There is no "right" or "wrong" time to submit.
- While editorial concerns may ultimately play a role in our decision, remember that what we look for above all in submissions is inventive, original, and well-executed painting.



Step-by-step instructions
by Maureen Calvert
McNaughton CDA, TDA



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NOTIFICATION

Potential contributors to *The Decorative Painter* are notified of our decision at our earliest opportunity—generally within four months. If you have submitted a piece and have not heard back from us after four months have passed, a follow-up email is both appropriate and welcome. Don't be discouraged if your project isn't chosen; keep in mind that we receive a high volume of submissions, and that many artists who now appear regularly in *The Decorative Painter* were accepted only after several tries.

UPON ACCEPTANCE

Artists of accepted works will receive a contract by mail assigning first-time rights to their artwork to *The Decorative Painter*. Also included will be crucial deadline information. Payment is generally made once the magazine in which your artwork is featured is published and mailed.

If your project has already been accepted, please read the following paragraphs very carefully.

- *The Decorative Painter* is an arts publication, and as such your artwork should be your first concern. Each project requires a detailed, color **Step-by-Step worksheet** painted on a sheet of Bristol board, canvas, or heavy paper; choose a size appropriate to the artwork. Because of the emphasis placed on it in layout, the attractiveness of the Step-by-Step is only slightly less important than that of the piece itself. Please take the time to ensure that your Step-by-Step is thoughtfully designed and carefully painted, and that references to it within your written project instructions are clear and consistent. **Do not write directly on this surface**; use an **overlay sheet** of clear plastic film or thin tissue paper to add any needed text to the artwork. *Note that we cannot accept electronic files in place of a painted Step-by-Step without the prior approval of the magazine's editor.*
- You must also include a clean **inked design** (sometimes called a pattern or line drawing) of your artwork at actual size. If the design size exceeds 11"x 17", you may reduce it by fifty percent. Again, do not write directly on this or any other illustration accompanying your project; use an **overlay sheet** of clear plastic film or thin tissue paper to add any needed text to the artwork.
- Where needed (usually with oil projects), artists should provide a **Value Placement Guide** and **Shading Map**. Examples of these can be found in past issues of *The Decorative Painter*.
- **Written instructions** should be limited, where possible, to 1,500 words. Text should include a **brief introduction**, perhaps revealing the inspiration for your work, tracing the history of the technique, or discussing any unusual aspects of the process; specific information about your **surface** and where readers can obtain one like it; a palette comprising a complete list of the exact **names of the paints** used in the project, including the manufacturer; a complete **list of brushes**, including *all the information written on the brushes themselves*, sizes and series numbers included; a list of **miscellaneous supplies** needed; and any tips you wish to offer the reader (on brush technique, ideas for framing, etc.). Be generous with tips to your readers. Remember, teaching is one of *The Decorative Painter's* major goals.
- All the graphics in the world won't suffice if your written instructions are unclear. Write in complete, grammatically correct sentences, and take care that your work is accurate, thorough, and easily understood. Avoid jargon that may be unfamiliar to a beginning painter. Check your text against recent issues for organization. We strongly recommend that you ask another painter to review your instructions to avoid including double meanings or confusing phrases that you might have overlooked. Remember to include **color mixes** where necessary and to include information about **finishing** the piece (length of time needed to dry, varnishing, etc.).
- Your text must be submitted in both print and electronic forms. A **hard copy** should accompany your project materials. An **electronic copy** (on CD or DVD) may also be included, or you may email the text to JAKE@DECORATIVEPAINTERS.ORG. Docu-

ments created in Microsoft Word (.doc) are preferred; otherwise save the document in rich text format (.rtf) before sending it, or simply paste the text into the body of an email. If the text has been translated into English, you must include a copy of the text as it appeared in its original language, as well as the name of and detailed contact information for the translator. We prefer that instructions originating in another alphabet *not* be transliterated.

- A brief biography will be published in the Artist's Sketch at the end of your project. Information should include a way in which readers can contact you, the year in which you joined SDP, and the name of your local chapter; but remember too that this space can be used to promote your own publications, website, and so on.
- For the Artist's Sketch we will need a **color photo of the artist** as well. A 35mm print of a recent, simple headshot against a plain background is preferred. If you wish to use a digital image, please email the file at a high resolution rather than printing it. In some cases we may need to ask that a second photo be sent.
- Don't forget to include your **signed contract** and completed **Project and Materials Checklist**. Both of these documents must be returned before your artwork can be published.
- Finally, please be sure to wrap the finished piece securely for shipping. Where at all practical, we suggest "double-boxing," or packing the artwork in a box within a second, larger box; in some cases shipping services will otherwise deny breakage claims. When using bubble wrap, place the smooth side of the wrap against your artwork, with the bubbles facing outward. You may wish to insure the piece; please understand that SDP cannot be responsible for artwork damaged in the mail. After the magazine is printed, your piece will be returned in the same shipping materials in which it was received. We ask that you consider sending your piece unvarnished or finished with a matte varnish: such finishes are the most flattering when your artwork is photographed. We likewise ask that you shrink-wrap watercolor or colored pencil pieces in plastic rather than ship them under glass.

When you're confident that you've assembled all the necessary materials, check them against the attached **Project and Materials Checklist** and ship to:

The Decorative Painter
attn. Sheryl Born
393 N. McLean Blvd.
Wichita, KS 67203-5968

We'll email or call you upon the safe receipt of your submission.

THE EDITING PROCESS

Once your project materials have been received and assembled at our Wichita office, a member of *The Decorative Painter's* editorial staff will check your written text for accuracy, style, length, clarity, and organization, and return a proof to you by email for your approval. Please check this artist's proof carefully to guard against errors or misinterpretations and to answer any questions we may have included for you within the text. It's important that the proof be returned to us just as soon as you've had a chance to examine it: we cannot lay out your project until it is received.

Note that *The Decorative Painter* reserves the right to edit, change, or omit any written or graphic material provided by the artist. Copyright and trademark symbols are not used in the magazine's text; a statement of copyright appears in every issue of the magazine, and this serves as adequate protection for artwork appearing in our pages, as well as any copyrighted techniques therein described. Headline, layout, photography, placement, and design decisions are based on available space and determined solely by our editorial staff. A small percentage of accepted submissions are published as part of *The Decorative Painter* online (WWW.DECORATIVEPAINTERS.ORG) rather than, or in addition to, being published in print. Note too that although every effort is made to maintain consistent, accurate color in the printed magazine, including hourly press checks, *The Decorative Painter* cannot be liable for color shifts occurring within the printing process.

COMPLETE THIS FORM AND RETURN IT WITH YOUR PROJECT MATERIALS.

This form is our primary source of information on your project. Please take a few moments to fill it out thoroughly.
Your questions are welcome; contact Sheryl Born at (316) 269-9300 ext. 119 or SHERYL@DECORATIVEPAINTERS.ORG.

PROJECT AND MATERIALS CHECKLIST

Artist name as it should appear in print: _____

Complete mailing address: _____

This address will be used to return your original artwork.

Are you a CDA MDA TDA ?
Please circle all that apply.

Medium: _____ Paint manufacturer(s): _____

Brush manufacturer(s): _____

Have you included ... ?

- Finished artwork
- Signed contract

Skill level:

beginner intermediate advanced
Please circle one.

Does your project text include ... ?

- Surface
- Palette
- Brushes
- Miscellaneous supplies
- Let's Paint (instructions)
- Biography

Electronic instructions: CD/DVD email

Headshot: CD/DVD email photograph

Please circle all that apply. Address emailed instructions and photography to SHERYL@DECORATIVEPAINTERS.ORG.

Color Step-by-Step: no. of pages: _____

Note that we cannot accept electronic files as a substitute for a painted Step by Step.

Line drawing: no. of pages: _____

Where can the surface be purchased?

If the surface is unusual, contact info and item numbers are appreciated.

How many pieces of *completed* artwork are included in this package? _____

Don't include worksheets or line art.

What's the best way to contact you?

Email: _____

Telephone: _____ cell home work

Telephone: _____ cell home work

Please circle one.

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