

Everything you need to know about Submitting for The Flow Magazine

From the desk of Jennifer Menzies (TheFlow@TheFlowMagazine.com), current and founding editor of *The Flow*

The Flow is always on the lookout for innovative techniques and artwork to feature. We continually strive to make *The Flow* a magazine that lampworkers will turn to time and time again for the latest and best information regarding their lampworking and general glass needs, and we welcome your contribution to this process. You can find all of the guidelines on the following pages that you need to follow when preparing your article for submission to *The Flow*. Please examine them carefully. I look forward to reviewing your artwork for the pages of our upcoming issues!

As always . . . Keep your light shining and your torches lit!

Jennifer



EDITORIAL FORECAST

Spring 2011: Fantasy Art

Deadline: December 1, 2010

Release Date: March 18, 2011

Summer 2011: Marble and Paperweight

Deadline: March 1, 2011

Release Date: June 19, 2011

Fall 2011: Art with a Purpose

Deadline: June 1, 2011

Release Date: September 18, 2011

Winter 2011: 7th Annual Women in Glass

Deadline: September 1, 2011

Release Date: December 18, 2011

Detailed Editorial Forecast for 2010

Spring 2011: Fantasy Art

The word fantasy conjures up elements of magic, unknown mystical creatures and beings, and make-believe worlds. Fantasy is imagination unrestricted by reality. It is very freeing to make fantasy art, because you are not restricted by what is normal or expected. This imaginative issue of *The Flow* is sure to have supernatural, mythical, fairy-tale, bizarre, and even grotesque characters (fairies, elves, gnomes, ogres, leprechauns, unicorns, mermaids) and fantasy art scenes. General interest stories; Glasscraft Emerging Artist Awards; health, safety, or technical articles; and especially tutorials are encouraged. Any skill level (beginner, intermediate and advanced) submissions are accepted (beads, sculpture, marbles, paperweights, vessels, mixed media, etc.).

Deadline: December 1, 2010

Release Date: March 18, 2011

Summer 2011: Marbles and Paperweights

This issue of *The Flow* is dedicated to the orb, marbles, and paperweights. Any style of marble or paperweight is welcome, along with tips for attaining a perfectly shaped orb. General interest stories; Glasscraft Emerging Artist Awards; health, safety, or technical articles; and especially tutorials are encouraged. Any skill level (beginner, intermediate, and advanced) submissions are accepted.

Deadline: March 1, 2011

Release Date: June 19, 2011

Fall 2011: Art with a Purpose

This unique issue of *The Flow* will include art for political or environmental change; art for psychological, healing, or therapy purposes; or art with a function (serving a utilitarian purpose). Use of the creative process can help cope with stress, work through traumatic experiences, and allow us to view our experiences with renewed insight. Glass that also serves a purpose allows art to seep into our everyday lives. Any skill level (beginner, intermediate, and advanced) submissions are accepted (beads, sculpture, marbles, paperweights, vessels, mixed media, etc.).

Deadline: June 1, 2011

Release Date: September 18, 2011

Winter 2011: 7th Annual Women in Glass

This special issue of *The Flow* is dedicated to talented ladies who work with glass. This issue features our most extensive gallery section of the year showcasing the beautiful artwork of many ladies from around the world. Even the general interest stories; Glasscraft Emerging Artist Awards; and health, safety, or technical articles, as well as any tutorials are all by Women of Glass. Any skill level (beginner, intermediate, and advanced) submissions are accepted (beads, sculpture, marbles, paperweights, vessels, mixed media, etc.). You can submit for the Annual Women in Glass issue any time throughout the year. Please just note on your submission that you would like it to be considered for the next Women in Glass issue.

Deadline: September 1, 2011

Release Date: December 18, 2011

There are 5 types of Submissions

1 Gallery

In each issue we feature our readers' artwork in a special gallery section. It is very easy to submit for our gallery. **You should send 3-5 high-resolution digital photos of your glass art that are at least 300 dpi on a labeled CD along with a completed Submission Form by mail to *The Flow*.**

We are thrilled with the tremendous response that *The Flow* has had from our female glass artists who would like to be included in the gallery for our Annual Women in Glass issue. It has been so overwhelming, in fact, that the ladies' gallery will become juried beginning with our Winter 2009 issue. For consideration to be included in the annual Women in Glass gallery, any artwork and forms must be submitted no later than September 1 of the year in which the issue is printed.

2 Tutorial

The *Flow*'s in-depth tutorials teach our readers techniques that will inspire and encourage them to develop their own ideas and style. Tutorials should feature a new glassworking technique, combinations of existing techniques used in original ways, or a new tool or process that produces exciting results. We include as many and as wide a variety of creative projects as space and editorial focus will allow in each issue. We accept a broad range of original projects ranging from beginner to advanced levels.

- 1. When you submit your article or tutorial, you should include the following information together in one text file saved as a rich text format (RTF) file:**
 - Introductory paragraph stating the theme or inspiration for your idea
 - Complete listing of glass, tools, and materials (Brand names and glass color numbers may be included where necessary.)
 - Clear instructions for each step & the name of the photo that corresponds with that step
 - Artist Biography (125-150 words or less)
- 2. One photo for each step** (2 photos may be sent only if necessary to clearly illustrate the step)
- 3. Finished photos of your project taken from different angles**
- 4. Photos of variations or tips to inspire our readers' imaginations** (optional)
- 5. Photo of yourself or your recent work** (optional)
- 6. The name of the person who should receive credit for the submitted photos**
- 7. Completed Submission Form that includes your signature to indicate that you have permission to use the submitted photos**

For photos, please clear your bench or table of any unnecessary tooling or materials. Clutter takes attention away from the process you are photographing. Please shoot instructional photos that have a clean, white background. White drywall board or Homasote board is excellent for this purpose, or you can use noncoated paper remnant rolls that you can obtain from a local printer. Remember to start with a fresh paper for each project. Caution: Do not use a glossy paper for the work area, as the reflection will likely show up in the photographs. It is important that the shots for each project have the same background tone or tint throughout that project, if possible. This principle also applies to the clothing that you are wearing while you are working with the glass, since whatever logos, pictures, or other designs that are on the clothing can blend in with the project details and make it difficult to see the process clearly.

For the best results when photographing how-tos, take the photo outside of the flame so that the detail of the progression of the piece can be seen more clearly. Do not include blurry photos. Make sure that there is a photo to accompany each step. Include as many views of the finished piece as possible from all sides as well as top and bottom.

Please indicate where the photos should ideally be placed in the text by inserting each photo number in parentheses within the document at the beginning of the text that accompanies that photo. Assign each image JPG a name that corresponds to the step where it should be placed in the how-to instructions (Photo 1 with Step 1, Photo 2 with Step 2, and so on).

3

Glasscraft Emerging Artist Award

Glasscraft Inc. (www.glasscraftinc.com) and *The Flow* are excited to announce the Glasscraft Emerging Artist Awards (GEAA). The GEAA will be awarded to up-and-coming flameworking artists who have demonstrated outstanding skill and who have contributed to the lampworking community through technical and artistic innovation. The award is given to twelve lampworking artists a year, one of whom will become the Glasscraft Emerging Artist of the Year. Nominations can be made by anyone, whether artists, collectors, or galleries.

Artist profiles with background information of the artist and pictures of their work are mailed directly to tool and material manufacturers, art agents, glass art galleries, museums, universities, current and prospective teaching facilities, media outlets, show promoters, and private collectors throughout the country. This small pamphlet will be a constant source of promotion for glass art and the process of lampworking to the world at large.

As an example, the editor of the *New York Times* art section will be given an opportunity every month to discover the mystifying art of lampworked objects. This mailer is a constant reminder that flameworking is an innovative contemporary art form, and it deserves support as a new chapter in American art history.

To be considered for the Glasscraft Emerging Artist Awards, **please send your artist profile or biography (150 to 200 words) and 5 to 10 high-quality digital photos of your artwork that are at least 300 dpi on a labeled CD along with a completed Submission Form by mail to *The Flow*.**

4

General Interest

General interest articles feature outstanding individual artists and their work, exciting industry events, or glass-related, informative articles.

- 1. Please send a 1,000- to 1,500-word text file saved as a Rich Text Format (RTF) file.**
- 2. Ten to 20 high-resolution digital photos of at least 300 dpi that are relevant to your text should accompany your submission.**
- 3. Include a completed submission form that contains your signature to indicate that you have permission to use the photos you have submitted for use with the article.**

5

Health, Safety, or Technical

1 Please send all items below in one text file saved as a Rich Text Format (RTF) file:

- 1,000- to 1,500-word text
- Artist Biography (125-150 words)
- Footnote or Bibliography citing your sources

2. Five to 10 high-resolution digital photos of at least 300 dpi that are relevant to your text should accompany your submission.

3. Include a completed submission form that contains your signature to indicate that you have permission to use the photos you have submitted for use with the article.

Frequently Asked Questions (FAQ)

What size digital photograph should I submit?

When taking photos for *The Flow*, keep in mind that they must be very high quality. We can adjust digital files to make them smaller, but we cannot make them larger. Therefore, please do not edit your photos. It is best to send us the original photo file from the camera. If any modifications or adjustments need to be done, we will perform those adjustments.

To take high-resolution digital photos you should use the highest possible setting on your camera. The bigger, the better. Choose "Best," "Highest," or "Fine" for optimum resolution and quality. First, under "Resolution," pick "Best" or "Highest." This means you'll capture the maximum number of pixels possible with your camera. More resolution means more detail in your photo. If your camera has a "Quality" setting, pick "Fine" or "Best," or whatever other word is used to denote the top quality. When in doubt, spend a few minutes with the instruction manual that came with your camera.

By using the best settings in these two areas, you'll limit the number of pictures your camera can capture. If your memory card fills up before you are finished shooting, simply transfer them to your computer and then take some more.

If we receive small, low-resolution photos, we will not be able to publish them.

Also, please turn off the autodate stamp on your camera. Shoot all photographs using a landscape (horizontal) format and do not alternate the position of the camera, if possible. We will crop the photo as we lay out the article. Therefore, it is always better to have more background than less.

If you are submitting photos taken by someone else, please provide the name of the person who should receive photo credits for your article or tutorial and include your signature on your submission form indicating that you have permission to use these photos.

In what format should the photos be when I submit them?

Please make sure the photo formats are JPG or TIFF.

Should I manipulate the photo or send it in its original form?

Please submit the image as it came off of your digital camera. Please note that your camera should be set to its highest resolution and quality. Please do not change the original photo by color correcting, cropping, layering graphics, or combining photos into one. Please do not put text on the photo.

What is a rich text format (RTF) file?

We prefer that the text you submit be saved as a Rich Text Format (RTF) file, as it preserves the style of the font. Rich Text Format Files are an alternative format to the DOC file type supported by Microsoft Word, WordPad, and other text programs. RTF files are ASCII text files and include embedded formatting commands that translate well from computer to computer.

To change your text's file type, open your text document. Open the Save As dialog box and in the Save as type/File type box open the drop-down menu and select the file type – RTF.

QUESTIONS?

Should I format the text within my document?

Text formatting is selected by the magazine and applied at the time of layout to each article for consistency throughout the issue. Therefore, we request that you type the instructions using straight text in Times font, if you have it, or Times New Roman. Use only one space rather than two following each sentence. Please do not attempt to lay out the pages, use any type of page formatting (such as page numbers, double-line spacing, auto spacing before or after paragraphs, or section and page breaks), or add any text formatting (such as special or colored fonts, bolding, italics, or tabs). The only exception to this would be words in the text that require special emphasis. (Example: **Be sure to wear eye protection when performing this step.**) Also avoid the use of headers and footers, since the space used by the text boxes created for headers and footers cannot be deleted even after the text itself has been deleted.

Following these suggestions is important, since all of the formatting must be added after the article is placed into our page-building program and must be removed from the text before we can place the article if it is present when we receive the document from you.

I am a lampworker, not a professional writer. Will someone be editing my text?

We encourage lampworkers who may not be professional writers to contribute to *The Flow*. A professional text editor will edit your material for grammar, length, and clarity to fit the requirements or format of the magazine. Our copy editor is a highly trained writer and proofreader for various book publishing companies, including *The Flow*. She works to assure continuity and accuracy and also serves as one of the contributing writers for the magazine.

Any tips for writing an artist biography?

An updated biography of approximately 125 to 150 words along with a current, four-color head shot is requested each time you submit a tutorial. You may prefer to send a few images of your most recent work in a folder marked "Bio," and we will attempt to highlight them in this area. We suggest updating your bio at least twice a year.

When composing your bio, please avoid the use of terms or phrases that will require continual updating. (For example, say, "Since 1977," not "26 years ago.") Also remember that the bio needs to be written in third-person style (someone else talking about you) rather than first-person style (you telling about yourself). In other words, the bio should say something like, "John Doe has been working in glass for a long time," not "I have been working in glass for a long time." If you let us know you need help with your bio, our writers will contact you for an update. In the event that we can't reach you for the update, we will repeat the last-run bio and photo.

An artist biography is not needed for a gallery submission.

Do you have any tips for backgrounds?

Reduce clutter in the background. Clutter takes attention away from the artwork or process you are photographing. When taking photographs of finished pieces, use sloped, seamless paper for the background. Experiment with dark, white, or gradient photography background papers. If you use a cloth, make sure it covers the entire background and is not patterned or wrinkled. Do not send photos of people holding your artwork. Clean your workstation before shooting a tutorial.

Clean your workstation before shooting a tutorial.

1 keep getting glare or hot spots on my glass in photos. What can I do?

As you probably know, glass can be difficult to capture in a photograph! The correct lighting depends on the color and size of your pieces, which is why we can't give you specific advice. Use your digital camera to take pictures, review them, erase the results if they don't meet expectations, and then shoot again. We encourage you to experiment until you reach your desired results. You can take as many photos as necessary until you find the correct lighting.

If possible, experiment with diffusing your lighting. Cover your lights with fire-retardant cloth or tracing paper, or use a photo booth. You can even take your photos outdoors on a slightly overcast day. Experiment with turning off or disabling the camera flash.

Why are my photos blurry?

To shoot a sharp picture, you must have a steady camera. When you're holding something at arm's length, steadiness can be a problem. With any camera, camera shake can be a big problem and ruin pictures. Try holding the camera with both hands or use a tripod. When you're ready to take the picture, press the shutter release gently; don't punch it. Many photographers either let their breath out or take a breath in, steadying themselves before pressing the shutter.

You can even turn on or off the Macro Mode on your camera. In order to have a better focus on different objects, this feature will increase the camera's ability to focus at a short distance on the items. Try it ON or OFF and see the one that works better for you. This feature is especially helpful for close-ups.

Don't overlook the obvious. Start by cleaning your lens and cleaning it properly. You can get a good-quality lens cleaning cloth or paper—which is a good idea to keep handy—at virtually any camera shop.

The artwork I want to submit is fitting for a particular season. Can I send it early?

Absolutely! We prefer that you send in your submission early. Often our issues are completely filled before we reach our editorial deadline date.

Please keep in mind that we plan content for our issues up to a year in advance. All types of submissions are accepted year-round for all issues and are scheduled as space permits. Consideration of your submission for publication in *The Flow* is as much a matter of editorial and seasonal circumstance as the quality of your artwork and digital photographs. For a detailed forecast on our upcoming themed issues and deadlines for submissions, please see the beginning of this document. If you plan to submit an article, please refer to past issues of *The Flow* for guidance in selecting subject matter or writing style plus editorial and photographic quality. We encourage you to familiarize yourself with the content, style, and tone of our previous issues before beginning your submission.

The Flow only publishes original work. We cannot publish a design that you saw on the Internet, learned in a class, or copied from an existing piece. Also, please do not submit work that has already been published or is currently under consideration at another magazine or publisher. *The Flow* reserves the right to edit your material for grammar, length, and clarity to fit the requirements and format of the magazine.

What is a submission form?

The Flow's Submission Form is a printable PDF form to aid in our submission process. Please fill out and print this document to include with your mailed submission. This form can be found on our website. You can also request our submission form by e-mailing TheFlow@TheFlowMagazine.com.

How will I know if my submission has been accepted?

Upon receipt of your submission, *The Flow's* staff will contact you to confirm receipt. Often our issue is filled before our editorial deadline date, and we hold any articles received for future issues. We regularly use articles that we do not have room for in the printed issue in our online newsletter. Any articles used in our online newsletter are archived on our website for a lasting impact with our readers.

Frequently we have more submissions than we can print with our Glasscraft Emerging Artist category as well. In this case, we will feature those artist not chosen in our gallery section.

If at all possible, please send in your submission before the deadline to ensure our editing and layout processes are not rushed. We look forward to reviewing your submission!

I have a question about submissions that is not listed in your FAQs. What should I do?

Please e-mail any additional questions you may have to Jennifer Menzies at TheFlow@TheFlowMagazine.com.

Where should I send my submission?

We prefer that you send your submission on disk by mail.

Please include in your package a labeled disk with your text file plus a completed submission form that includes your signature indicating that you have permission

to use the photos that have been submitted with your article of tutorial. Including a printed laser proof is optional.



Please mail your submission.

For U.S. Postal Service deliveries:

**The Flow
PO Box 69
Westport, KY 40077**

For FedEx or UPS deliveries:

**The Flow
8300 Hidden Valley Rd.
Westport, KY 40077**

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