



## 500 Traditional Quilts

Lark Needlearts seeks excellent images of wonderful traditional quilts to feature in a collection scheduled to publish in fall 2013. The juror is Karey Bresenhan, president of Quilts, Inc. The book is intended as the traditional quilt correlate to Karey's popular *500 Art Quilts*, published in early 2010.

**A note about photography:** We want to emphasize the importance of photographs with excellent focus, contrast, color, and minimized backgrounds. Quilts are notoriously difficult to photograph well, and because this is a book of photographs, the image quality is just as important in jurying as the excellence and quality of the quilts the photographs capture and celebrate—we ask jurors to select good work in a great photograph over great work in a poor photograph. We often advise artists that it can be worth having professional photography done even if your pieces end up not being juried into the book, because you then have professional images available for various uses—for websites, brochures, submissions in competitions, business cards, etc.

\*We understand that getting professional quality photography of your quilts is an investment. For this reason, we are pre-accepting quilts for inclusion in this book on the condition that if accepted, the artist will then supply professional photography. If your quilt is chosen but you have not supplied professional photography, we will contact you, provide you with some information, and give you time (approximately 2 months) to get professional photography taken. Please indicate your willingness to participate on the entry form.

*Here are some tips for good photography borrowed from a recent International Quilt Festival call for entries:*

- *Make sure the **entire** quilt is visible in the full shot.*
- *There should be no objects, people (including fingers holding a quilt), pets, or scenery in the picture. Do not try to take a “pretty” picture with gardens, trees, mountains, etc. in the background. The background will distract from your quilt and be a liability, not an asset.*
- *Do not drape your quilt over furniture or lay it flat on a bed or on the floor.*
- *Take photographs on a light neutral wall or background.*
- *To take the photo, position yourself directly in front of the quilt so that you have a straight-on angle.*
- *Lighting should be as even as possible across the front of the quilt. Sometimes your best lighting is outdoors, but be careful about the time of day. Direct sunlight on the quilt can cause shadows or a glare that obscures details in the photo and can bleach out the color of your quilt.*
- *Make sure your camera is focused. Use a tripod or a solid surface for the camera.*
- *Quilting stitches and design should be visible in the detail shot.*

*You will also find useful tips for photographing quilts at these websites:*

*Holly Knott and Andy Baird: <http://www.hollyknott.com/stq/index.htm>*

*Maria Elkins: <http://mariaelkins.com/index.php/2011/12/tutorial-photographing-quilts/>*

We accept high-quality transparencies, slides, and digital images. There is no entry fee. Artists will receive full acknowledgment within the book, one complimentary copy, and discounts on the purchase of additional books. Artists retain copyright of their work. The photo license agreement you complete should include your own information and your signature.

**Entries must be postmarked by May 15, 2012.**

**Mail materials to:** Dawn Dillingham/Lark Crafts, *500 Traditional Quilts*, 67 Broadway, Asheville, NC 28801

Important: Lark Crafts will only publish photos of entries containing text and images that are free of copyright or for which the artist (or approved institution) holds copyright.

Please choose work that reflects the book's concept. A maximum of five entries per artist is allowed. An entry may consist of no more than two visuals: an overall shot and one detail view showing quilting stitches and design. All entries must be mailed in the same packet. We do not accept e-mailed submissions.

Clearly label each visual with your name and the number corresponding with the entry form (1, 2, 3, 4, 5). If the image is a detail, please mark the image (or name the file) with the letter "a" and the number that corresponds with the entry: 1a, 2a, 3a, 4a, 5a. Mark the front of each film entry with a dot in the lower left corner, indicating the front of the slide and the correct position of the image.

An **Entry Form** and a completed and signed copy of the **Photo License Agreement** must accompany your submission.

For the return of slides or transparencies, you must enclose a self-addressed stamped envelope. We do not return CDs or DVDs. Artists outside the U.S. may purchase international postage vouchers, but if these are unavailable, we must at least receive a self-addressed envelope. Visuals not accompanied by this envelope will not be returned to you.

To avoid delaying the receipt of your letter of notification or complimentary copy of the book, **contact us immediately if your address changes** ([ddillingham@sterlingpublishing.com](mailto:ddillingham@sterlingpublishing.com)). Complimentary copies will be mailed after the book appears in stores. Decisions made by Lark Crafts on the selection of pieces are final, and notifications will be mailed shortly before the book's publication. Lark Crafts will only use the selected images in the book and in promotion of the book (in any and all editions and/or languages); see Agreement for details.

## Photography Tips

Submit only the highest-quality images. Original slides are always preferable to duplicate slides. Transparencies (i.e., larger format film) are preferred over slides for best reproduction quality. If sending digital images, you must carefully follow the guidelines below. All visuals must be clean, sharp images with good contrast. Avoid sending visuals shot at **awkward angles**, with **distracting backgrounds or glare**, or **unusual colorcasts**. A **detail** is a close-up or an alternate view.

## Digital Submission Guidelines - Please Read Carefully

- Digital photographs should be taken at the camera's highest resolution, at its best quality setting. Do not compress files. Important information may be lost.
- Digital images must have an effective resolution of 300 DPI or higher at the size they will be printed. Digital images must be a minimum of 4 x 6 inches at 300 DPI.
- We inspect all digital submissions to be sure that resolution has not been altered or enhanced in programs such as Photoshop.
- We inspect all digital submissions for photographic and reprint quality.
- Do not scan and submit printed images. Do not submit images scanned from film.

## Data Format Requirements

### TIF or JPG Format

TIF files are preferred. JPG files are sometimes acceptable. JPGs are less desirable because data is lost each time a JPG file is saved or resaved. To reduce the amount of data that is lost, select the highest quality setting when saving for the first time, then refrain from resaving file as a JPG. Saving files in TIF format is the best way to completely prevent data loss.

## **RGB vs CMYK**

Submit digital files in the camera's original RGB format. Do not convert to CMYK: key data will be lost. However, if all you have are CMYK images, do not reconvert them to RGB. Simply note on your submission form that files are CMYK.

## **RAW Conversion by Professional Photographers**

While unaltered images are preferable, if it is necessary to develop digital negatives (raw files), use Adobe RGB 1998 color space. Save files in TIF format.

## **Altering Images**

- Adjusting images (color, levels, curves, etc) can cause data loss. Adjustments should only be made by professional photographers that specialize in digital images.
- Do not manipulate the images: Do not "Photoshop."
- Do not silhouette. Do not remove backgrounds or create backgrounds. Do not create shadows.
- Do not rubber stamp or erase any part of image.

## **Naming and Submitting Images**

- Name files using the first three letters of your last name, followed by the entry number and extension. For example, "Mary Thomas" would name her files: Tho1.TIF; Tho1a.TIF; Tho2.TIF; Tho2a. TIF; etc.
- Do not open files on a computer to rename using the "save" or "save as" commands. Rename files from your desktop.
- Submit files on a DVD or CD readable by Apple computers. No other storage media will be accepted. Do not use small "mini" DVDs or CDs.
- Write your name and the book title in permanent marker directly on the DVD or CD.
- Include an accurate color printout (at least 4 x 6 inches) of each digital entry you submit, labeled with the file name, title of piece, and entry number.
- When submitting work to be considered for inclusion in a Lark book, a completed entry form must accompany each DVD or CD.

Please understand that digital images must meet these specifications to be considered for submission. If you have any questions about digital submissions, please e-mail [digitalquestions@larkbooks.com](mailto:digitalquestions@larkbooks.com).

## Gallery Entry Form

### 500 Traditional Quilts

Please read the guidelines carefully before completing these forms. Write or type clearly, distinguishing uppercase from lowercase letters. Be sure to complete and sign the Photo License Agreement at the end of this form.

**Submissions must be postmarked by May 15, 2012.**

(Please tell us your name exactly as you wish it to appear in the book.)

First name and middle name (if desired):

Last name:

Complete mailing address:

City, State, Zip, Country:

Daytime phone:

E-mail address:

Website address:

Photography: If my quilt is selected, I *am/am not* willing to get professional photographs taken of it. (circle or underline one)

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Entry #

Detail #

Circle One: 35mm 2-1/4" 4x5" Other film Digital (CD & printout)

**Title of Piece** (exactly as you wish it to appear in the book; use Untitled if none but we strongly prefer titled pieces):

**Year Created:**

**Dimensions:** Height in inches:

Width in inches:

**Caption** (in this order: type of materials; fabrication methods in the past tense).

*Example: Cotton fabric, cotton thread, cotton batting; hand quilted, appliquéd, pieced*

**Quilted by (if other than the designer):**

**Photographer:**

**Other Credits** (name of sponsoring gallery or of public or private collection):

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**PHOTO LICENSE AGREEMENT**

THIS AGREEMENT ("Agreement"), effective as of \_\_\_\_\_ **[INSERT DATE]** (the "Effective Date"),  
is entered into between \_\_\_\_\_ **[INSERT FULL NAME]** ("Licensor")  
located at **[INSERT ADDRESS]** \_\_\_\_\_

\_\_\_\_\_ and Lark Crafts, an Imprint of Sterling Publishing Co., Inc. (the "Publisher") located at 67 Broadway, Asheville, NC 28801.

Grant of Rights: Licensor hereby grants Publisher the non-exclusive, royalty free, world-wide in perpetuity right to use, publicly display, publish, and republish reproductions of Licensor's photograph/s listed below (the "Photograph/s"), as such Photograph/s is owned and controlled by Licensor, for initial inclusion in a book tentatively entitled "**500 Traditional Quilts (9688-9)**" (the "Book"). Publisher agrees to include the appropriate credit line together with the Photograph/s. Licensor agrees that Publisher may make alterations to the Photograph/s for purposes of sizing and digitization only. Licensor hereby acknowledges and agrees that Publisher shall have the right to use the Photograph/s, in all formats of the Book now known or hereafter developed, including electronic versions, together with all ancillary and additional rights pertaining to the Book including but not limited to merchandising rights, electronic display, and digital rights, and to utilize the artwork in any manner to promote the Book, including usage in gift sets and kits that include the Book. It is further understood that the Photograph/s may also be used on the cover of the Book, as end papers, or as promotional material for the Book.

Representations and Warranties: Licensor represents and warrants that: (i) it has all requisite authority to enter into this Agreement; and (ii) its execution and performance of this Agreement will not (with or without the giving of notice or the passage of time) conflict with, violate or breach any law, statute, rule or regulation, governing instruments or any agreement or contract to which it is a party or by which it or its assets are bound. In addition, Licensor hereby represents and warrants that neither the Photograph/s nor any element thereof will infringe any intellectual property rights (including without limitation, copyrights, trademarks, patents, trade secrets, moral rights, contract and licensing rights), publicity rights or privacy rights of any third party. Licensor agrees to indemnify and hold Publisher and its respective officers, employees, distributors, agents, licensees and assigns, harmless from any damage, loss or expense (including attorney's fees) occasioned by any claims, actions, suits or proceedings arising from any breach or alleged breach of the foregoing representations and warranties or the settlement or avoidance thereof. The foregoing representations and warranties shall survive termination of this Agreement.

Governing Law: This Agreement shall be interpreted according to the substantive laws of the State of New York without giving effect to the principles of conflicts of laws thereof. Each Party shall comply with all laws and regulations governing its performance obligations hereunder.

Entire Agreement: This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof. This Agreement may not be amended or modified in any respect except by written instruments signed by both parties.

**LIST PHOTOGRAPH/S TITLES (attach list on another document, if more space needed):**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**IN WITNESS WHEREOF**, the Parties hereto have caused this Agreement to be executed by their duly authorized representatives effective as of the Effective Date.

By: \_\_\_\_\_  
(to be signed by Jeff Serena)

By: \_\_\_\_\_  
(licensor's signature)

Name: Jeff Serena

Name: \_\_\_\_\_  
(licensor's printed name)

Title: Editorial Director

Date: \_\_\_\_\_

Date: \_\_\_\_\_

