

## Contributor Guidelines

# Lapidary Journal Jewelry Artist

***Lapidary Journal Jewelry Artist*** is the leading enthusiast magazine about jewelry making, with a particular emphasis on gemstones. Readers are primarily active amateurs ranging from beginner to advanced and include armchair enthusiasts as well as practicing professionals. We use many freelanced articles, primarily instructional projects or demos and feature stories.

Separate sections for instructional projects or demos and for feature stories follow general information applicable to both directly below.

## Formats

### **TEXT**

We work with Microsoft Word. Do not paste photographs into the manuscript unless you are also submitting separate files that contain text only and images only, and do not apply extensive formatting to the text.

### **PHOTO**

Photos must be at least 300DPI jpeg or tiff digital files measuring a minimum of 5x7 inches . It is preferable for shots to be consistent, and against a neutral background when possible. Please focus close to the piece and provide sharp, well-lit photos. All images should be labeled and captioned.

### **SUBMISSIONS**

Text and images may be emailed to [Karla.Rosenbusch@fwmedia.com](mailto:Karla.Rosenbusch@fwmedia.com) or sent via a file transfer system (such as Sendit). If you email hi-res images, please send only a few per email, and in your subject header let us know how many of the total images are in each one, e.g., images 1-3 of 17.

### **FEES**

*Lapidary Journal Jewelry Artist* pays a nominal fee to contributors upon acceptance and the completion and signing of a contract and a W-9 form.

## **Projects (completed pieces) and Demos (showing techniques)**

For projects and demos, writers must be able to substantiate that material submitted is accurate, and must make sure that all steps involved in the creation of the piece are feasible using the tools listed. For projects, nothing should be needed beyond the scope of what is contained in the article in order to complete the project.

The finished piece should be available for photography when requested. Please indicate the value of each piece(s) for return shipping insurance coverage, but don't send it until we request it.

### **SUBJECTS**

Topics include but are not limited to metalsmithing, including but not limited to fabrication, casting, wirework, forging, electroforming, soldering, engraving, enameling, stone setting, metal clay, mixed media with metal, and occasionally other media; and gem cutting, including but not limited to faceting, carving, cabbing, inlay, and intarsia.

### **STYLE**

Processes are presented as photographs, with descriptions of what is going on in the photo, and a few sentences describing what takes place between photographs. Photographs must accompany critical project steps, but it is not necessary to shoot each step, just important points in the process. Typically, 10-20 photos are sufficient for a project of intermediate level which includes, for example, fabrication and finishing.

Unless a project is intended for a complete beginner, it is not necessary to show or exhaustively explain the minute details of well-understood processes. Rather, it is enough to note that certain skills are expected of the maker. For example, if soldering is required, simply list soldering as one of the required skills, and at the appropriate point in the text write, for example, "Flux and sweat solder all parts. Pickle, rinse and dry." Projects are typically between 700 and 1,200 words, and may run serially at the editor's discretion.

All process photos should be labeled to correspond with the appropriate instruction. While all images submitted may or may not be used, we reserve the right to determine what will best illustrate the project so that it is clear to the reader. Our style for labeling photographs within project text is: PHOTO 1 Description ...

## **PROJECT/DEMO SUBMISSION CHECKLIST**

1. Author name, contact information (address, phone, e-mail, Web address, not published except by request, and then only one form), and one-sentence bio
2. Project description
3. Skills required, and about how long it took to make the piece. Optional: a breakdown of the time it took for each of the major processes.
4. A brief paragraph to preface the project
5. A complete list of tools and materials required (including any Trademark<sup>TM</sup> or Registered Trademark<sup>®</sup> symbols). We prefer generic product descriptions to brand names but will publish brand names provided the writer explains her or his preference for the brand (which may include the fact that it is the only one she or he has tried). Please offer resources for hard to find items.
6. Clearly numbered process photographs as detailed below
7. Clearly numbered instructional steps that correspond to the photographs labeled as PHOTO 1 and so on
8. Instructions for steps that take place between photographs
9. A thumbnail or contact sheet of all photos
10. Complete caption information for additional photography supplied of additional works, which may be used in the contributors' gallery section called Their Turn
11. The actual piece for us to photograph upon request, at which time we will send you the correct address.
12. Please list tips, tricks, suggested reading, sources or other anecdotal information at the end of the of the project instructions.
13. A brief description of "An Easier Way," that is, a modification of the design or equipment, such as the use of a butane or other micro torch or the elimination of stone setting, used to make the project more accessible, without creating an entire second project.

**Any projects involving the use of acids, abrasive chemicals, or machinery that could result in**

**injury must include appropriate precautions in the article.**

14. Optional: please include brief answers (a sentence or two) to some or all of these questions:

**Design Start**

- What was your starting point for this design?
- What's it supposed to accomplish?
- Who's it for?

**Design Features**

- Which design element is most significant in it? (e.g., color, value, texture or finish, form, line, space)
- Which design principle? (e.g., repetition, variation, contrast, balance, unity)

**Design Challenges**

- What was the major wearability/functionality challenge and its resolution?
- Major construction/fabrication challenge and resolution?
- Major budget challenge and resolution?

## Features

**Subjects**

Primarily jewelry and gems, approached from the standpoint of design, technique, tools, equipment, materials, trends, current events, history, commerce, profiles, exhibits, identification, and instruction (see Projects and Demos above).

**Style**

Concise but lively narratives; quotes and anecdotes as appropriate; boxes, sidebars, tables, and charts preferred for technical information and tips; Q&A's; interviews; informal technical discussions

**Length**

1000 - 2000 words preferred; under 3000 acceptable; longer works occasionally published serially or in part on our Website