

## Guidelines for Artists and Photographers

Version 1.2, 12-3-2009

### Document revisions

Version	Changes
1.0	initial draft
1.1	new "Submission process" section and modified "Legal stuff"
1.2	added new outright purchase, as well as a stronger urging to join the mailing list, and more description in the "visual distinctiveness" bullet item under Artistic Guidelines.

### Our plans

We hope to release two new decks toward the end of 2010, one general set consisting of art and photography that won't need to be child-friendly, and one special set done entirely by children's book illustrators. The actual selection process will probably occur over the summer, though we welcome inquiries and submissions any time.

### Submission process

You can submit specific pieces or point us to your portfolios. If you do the latter, we probably won't get back to you until some time over the summer, based on the timetable given above, and we might not get back to you at all if we don't find any pieces we're interested in. If you send us specific pieces, or proposals for or rough sketches of possible pieces, we'll try to get back to you within a week.

Submissions and inquiries should be sent to the email address given in the Contact Info section below.

We've also set up a mailing list for those who would like to receive notifications about changes in the process or new decks that are planned. You can subscribe to this list [here](#).

NOTE: simply entering into a direct correspondence with us won't put you on this list, nor will you automatically be told when policies or time tables change. You must be on the list to be sure of receiving any important notifications, and you must explicitly add yourself to the list to get on it.

## Artistic guidelines

The best way to get a feel for what we're looking for is to browse our existing images. (Keeping in mind that we were limited by the requirement that these initial decks use only public domain images.) You can see the images we especially like through [this link](#). They shouldn't *limit* what you decide to submit. Rather, they should show you *some* of the directions we'd like to see our card images go. Our hope is that, in the future sets we release, there'll be even more variety and artistry on display.

Beyond that, here are some other random considerations:

- Beautiful nature shots probably won't have much of a chance of being accepted.
- Nor will cute or charming images, even, to a large extent, in the children's illustrators deck, especially if cuteness or charm are all an image has going for it.
- Cleverness or visual distinctiveness, on the other hand, will improve your chances. The image should be more than simply representational; there must be, well, *art* involved. Poetry! (But again, not the poetry of cuteness or charm or straightforward beauty.)
- Images that can be used multiple ways in a story are also a plus. This can occur by having different things pictured in the image for a player to focus on, or by the possibility of metaphoric as well as literal usages, etc.
- Abstract images probably won't do well. Players need to be able to easily identify matter from the images to use in their stories. (This goes hand-in-hand with the previous item. Generally, we want to provide more in an image for a player to use, rather than less. We don't want to make it hard for a player to figure out what an image is even portraying.)
- Don't depend on small details carrying a lot of weight in an image. Remember that the image will not only be printed at roughly 1200x800 resolution on the cards, but will also appear in the online games at only 200x150 or so. Images have to work in both contexts.
- Finally, we strongly recommend that you play one of the [free online versions](#) of the game just to get a sense of the kinds of images that work well in terms of their gameplay potential.

## Technical guidelines

The maximum size for images on the cards is 1250x835 pixels for landscape oriented images and 875x1210 for portrait. (Note: we might try to squeeze in two lines of caption text for the children's illustrators set, to allow more of an illustrator's book credits to be cited. This will mean reducing the available vertical space by 30-40 pixels.) Versions of each image in higher resolutions will also be required for use on other types of products.

Images don't have to fill the entire available space, but be aware that the narrower your image is in either dimension, the more white space will surround it on the cards. And if an image is very narrow in width, that means there'll be less space to place a caption underneath it. Finally, if an image is extremely narrow in one dimension, it becomes increasingly likely that it depends on details that might not be easily visible, especially in the online games.

Images should be 24 bit color, 300 dpi, and in a non-lossy, non-vector format. (e.g. bmp or png, but not jpeg or ai)

Note: None of the above technical specifications applies to *submissions*, which we prefer to receive as low resolution jpegs. They only apply to the final art.

## Legal stuff

Though we're still working on the exact legal relationship we'll be establishing with our contributors, here are the general principles that we'll be aiming for. (Note: new outright purchase option as of 12/3/09, added to the bottom of this list.)

- We'll license your images for some finite period of time. This licensing will give us the right to use your images on the cards, on other possible products such as t-shirts or coffee mugs, on our website, and in promotional materials such as brochures or print and online ads.
- You'll retain your copyrights, and all rights will return to you after the expiration of the licensing term.
- We *think* that this will allow you to still license or sell your images to others, as long as nothing you do conflicts with the rights you grant us. We're still looking into this, but it's something we really, really want to make happen. As we hope you'll see by the royalty details below, we want to be as supportive as possible of the artists and photographers we partner with. (Note: if you have specific knowledge of whether this will be possible, and if so, how, please let us know.)
- We'll pay you a royalty of ten cents per image for every image you get into a deck, for every deck that is sold. (Note: These fifty card decks will sell for \$5 more than the current decks using public domain images. That means that the full increase in price, over 25% of the retail price, will go directly to the you and the other artists and photographers who make these decks possible.)
- We'll also pay you royalties on any other kinds of products we might spin off from the game, such as Pearl Cards t-shirts or coffee cups, etc., that use your images. In general, the artists and photographers whose images we use on a given item will earn roughly half the profit on those items.
- NEW OPTION: For those artists and photographers who would rather not take a chance on royalties, we'll offer the option of an outright purchase of your work. The price we've decided on (after consulting the Graphic Artists Guild Handbook

of Pricing and Ethical Guidelines and not finding a scenario remotely close to ours, and then extrapolating as best we could from the existing ones) is \$250 per image. We realize that this is on the low end of most of the spectrums in the book, but again, there just wasn't a case like ours, in which there are 50 images in a deck. We decided that the value of a single one of those images among the 50 was slightly less than the value of a single quarter page illustration in a magazine. We hope this price will be satisfactory to potential contributors, but remember, you can also opt to receive a percentage of the sales, and the percentage of total sales – not profits, but gross sales – from the decks going to all the contributors combined (assuming every contributor opts for royalties) will be 33%, based on our planned pricing for these new decks.

### **Contact info**

If you have any questions, or if, after reading this document, you'd like to go ahead and submit an image or inquire about a possible image you might create to submit, you can reach us at [artists@PearlCards.com](mailto:artists@PearlCards.com).

---

This document is proprietary and confidential, and is provided to the reader for the purpose of exploring a business relationship.

Copyright © 2009 by Pearl Cards and Freeman Ng.