

# 2007 DESIGNER GUIDELINES

## *Creative Knitting*

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### **General Information**

*Creative Knitting* is a full-color, 100-page bimonthly magazine published by House of White Birches (DRG).

### **Submissions**

#### **1. Project submissions or manuscripts:**

- Send (1) proposal sketch with swatches; (2) your completed project; **or** (3) photo (digital photos or scans may be emailed). All designs must be original and not previously published.
- Be sure to label **everything** with your name and address. Keep a copy of all materials. Project review: Knitting reviews are held six times a year for the magazine. Check the editorial calendar for dates. These projects are seasonal. Design topics and suggestions are sent to knitters in our database. They can also be requested.

#### **2. Accepted projects or manuscripts:**

- **Be sure to label every page and tag every project with your name (as you would like it published) and e-mail and mailing address.** Also list the publication in which the project will appear.
- Send the completed model and paper copy of instructions and drawings to Bobbie Matela (see address below). Include a yarn label and 1-yard length of each yarn used.
- At the same time that you send the project and instructions, send us an electronic copy (either MAC or PC files are acceptable) either by email or on disk if you do not have email. If you have email, send a copy of instructions to [Kathy\\_Wesley@ASNpub.com](mailto:Kathy_Wesley@ASNpub.com).
  - Put the pattern name in the subject line.
  - In the message state *Creative Knitting* and the issue it will be in.
  - If the instructions are sent as an attachment, state in the message what format it's in (MacWord, Wordperfect, Microsoft Word, etc.)

#### **3. Writing guidelines:**

Once you are assigned a project, please follow these guidelines to ensure that your submission is complete. Use the following as a checklist before finalizing and sending your work to the editor. If you have questions or concerns call the editor or associate editor.

- Type and double-space all instructions in step-by-step form, **following a current magazine.** Use Times New Roman in 12-point font.
- Do not use any special formatting when typing—no underlining, no words in all caps or boldface, no italics. Turn off auto formatting on your computer. We will format for our style during editing. Type flush left, ragged right. Type only one space after the period at the end of a sentence, round or row.
- Let the text wrap; don't type hard returns at the end of every line. Use hard returns at the end of every paragraph or row, or to separate heads from the rest of the text.
- Do not insert page breaks. Let the pattern flow as it will.
- Turn off the "convert fraction" feature if your word processing program does that automatically.

- Do not use newspaper column formatting or any other column formatting. Do not use your word processing auto format feature.
  - **Include your name and complete address**, including phone number and email contact information, at the top of every manuscript page. Number pages consecutively.
  - Pay special attention to pattern stitch instructions, i.e. use k2, p2, not the upper case equivalent of K2, P2. Notice there is no space between the k or p and the stitch number.
  - **Do not use all caps for any part of the instructions.**
  - **Do not use lowercase L's in place of numeral 1's.**
  - Every garment needs to have a **size schematic** for each garment piece. Complete and label schematics, graphs, diagrams and color keys. Do not use blue graph paper or a pencil because they do not photocopy well. Be sure lines are dark enough to photocopy, using ink if possible. Include charts of stitch patterns whenever possible.
  - Use the abbreviations given in *Creative Knitting* magazine. Explain any non-standard abbreviations in your instructions.
  - Write a **descriptive sentence** describing your project.
  - State **skill level**, using the guidelines given in *Creative Knitting* magazine.
  - Give **sizes** (a minimum of three sizes, preferably four or five including up to 5X) and **finished measurements**.
  - Give the model size in the instructions and on the tag on the project. Women's garments should be made in a size small. Other garment sizes should be confirmed with the editor. Use the body measurements from YarnStandards.com when sizing your pattern.
  - Include in **the materials list** the types of materials, quantities used (for all sizes) and ordering information if unavailable at most craft stores. Include any extras such as cable needles, stitch holders, markers, and buttons.
  - State **needle size(s)**, including length of circular needles.
  - Give **yardage and weight per skein/ball**, fiber content, manufacturer and/or distributor (for imported yarns), color number and name (if given) and specify weight (baby/fingering, sport, DK, worsted, bulky).
  - Send a yarn band for each color and kind of yarn if at all possible.
  - Give **gauge** (including approximate gauge before felting for a felted project). Measure stitches and rows/rnds over 4 inches/10cm and specify pattern (St st, stitch pattern, color pattern, etc.) and needle size used.
  - Include **source references** for pattern stitches when available (such as Barbara Walker's books).
  - Provide **stitch counts** at the end of all increase and decrease rows.
  - When **increasing**, specify type of increase: Knit in front & back of stitch, Make 1 (M1), etc. When **decreasing**, specify ssk, k2tog, etc.
  - Write out any **reverse shaping** for all experience levels. This is required style for *Creative Knitting* patterns.
  - Explain any technique a knitter of that experience level may not know.
4. **Mailing address:** Send submissions and completed projects to  
**Bobbie Matela, Creative Knitting, 2420 Grand Avenue, Suite H, Vista, CA 92081.**
  5. **Return of published projects:** Projects accepted for publication will be returned to the designer (unless otherwise arranged) after the publication is printed. All manuscripts, diagrams, etc., remain the property of the publisher.

### **Return of Published Projects**

Your project will be returned to you approximately six weeks after publication along with a complimentary copy of the issue in which it appears.

**Contracts and payment**

Contract will be sent with a business-reply envelope. Sign the contract and return it in the postage-paid envelope. Keep the photocopy of the contract for your records and return the original to us.

Payment will be made within 45 days of the time we receive your signed contract. Amount will be determined by accuracy, creativity, workmanship, skill level, overall quality and instruction format. Average fees range from \$50 to \$550. Because all rights to designs are purchased, unless otherwise arranged, designers should not sell the purchased design or one very similar to it to another publisher.

If you have any questions, contact Bobbie Matela. If you have a question about the status of a design, contact Mary Ann Frits. If you have a question about pattern writing, contact Kathy Wesley.

We look forward to working with you in the coming months!

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