

CAST BLOG

Submission Guidelines

Thank you for your interest in contributing to the CAST Blog. A variety of voices and more perspectives will make the CAST Blog a more interesting destination – we welcome your submission.

Blogging is a fun, low-pressure way to write - it's an achievement you can add to your resumé, it's a nice way to promote your work, and it can galvanize your thoughts about a topic.

We hope you'll link to your CAST Blog post from your own website and share your piece on social media.

Writing for the CAST Blog is strictly a volunteer effort. We do not compensate or charge for posting articles.

Here are some general topics that would be a good fit for the CAST Blog. This is not an exhaustive list, rather it will give you an idea of our vision and approaches you could take. If your idea falls outside of this list, run it by us – we want to hear from you.

Do Write About:

- Your own work (this should be work that uses casting as a primary process and the narrative should touch on how/why you use casting)
- Artists/makers who use casting as a primary process
- Casting in the field of art/craft/design/industry/science/technology
- The casting process itself –a how-to, a demo video, a series of process photos with captions, etc.
- Wax carving, modeling, lifecasting, using found objects, moldmaking
- Places that specialize in casting
- The history of casting or a historical craftspeople/artist/technology
- The future of casting, casting used with 3D printing, people who are pushing the boundaries of casting
- Extreme casting!
- A curated group of photos that exhibit something important about casting
- A review of a show about casting or that features a critical mass of works that are cast
- How industry/designers/artists/craftspeople/scientists use casting
- The environmental impact of casting
- Cast stuff.

Here are some things to avoid:

- Articles that aren't about casting or cast work
- An article that relies on photos you don't have the rights to use
- Generalized artists' statements, especially those that don't directly relate to casting
- Articles that are overly negative or critical of another artist/maker/exhibition
- Poorly written articles – spellcheck and grammar checks are a must.
- Anything plagiarized. Quotes require attribution and should not make up more than 1/4 of the article.

How to Proceed:

Please put together a couple of paragraphs (150-200 words) and two sample images for review. We will get back to you with feedback as soon as we are able. If we feel like the proposed article will be a good fit for the CAST Blog, we will discuss a timeline and you can proceed with writing the actual article.

Writing:

- 1) The length of your blog post is up to you. It can be a paragraph or two or a few pages – this is at your discretion and based on your assessment of your topic. You are also welcome to write in a series format if your topic lends itself to serial installments.
- 2) We reserve the right to edit text for spelling and grammar.
- 3) We reserve the right to share your blog in the CAST Newsletter and on social media.
- 4) You will be given an author's byline and bio profile on the website. We will always credit your work if we share it on social media and in our newsletter.

Images/Video:

- 1) We can post .jpg or .png files.
- 2) Naming convention: If your name is John Smith and the piece in the photo is titled "The Wall" and was made by the artist Jane Doe, your file name should be: CAST.Blog.Image.1.Smith.John.The.Wall.Doe.Jane.jpg. Please help us with our file management and name your files using this naming convention. We have thousands of image files and searchability is key. Thank you!
- 3) Image 1 is the image you will see associated with your blog post as its thumbnail, so choose a dynamic image that will draw people in. This image will post above your title, not within your text. (See our blog posts to familiarize yourself with the format.)
- 4) You will need at least two photos for any blog post, but the number can be ten, twenty, or fifty if that's what you think the topic requires. Four is an ideal minimum but we can post with less if that's the only option.
- 5) You need permission to use photos you did not shoot and that are not of your work. Image permissions for artwork have two-parts: permission from the artist and permission

from the photographer. If you have questions about this, please ask us – writing CAST taught us more than we ever wanted to know about image licensing and permissions. We're happy to advise you to the best of our ability.

If necessary, we will send you an image release that stipulates you have the necessary permissions to use the proposed photos.

- 6) You will need to submit caption information for all photos.
- 7) Images need to be of high quality. This means good focus, color balance, nice composition, and reasonable resolution (at least 800 x 800 pixels.) We understand that process photos are rarely of the same quality as professional images of a finished piece, but please don't submit any images you know are bad; if you know they're bad, readers will too.
- 8) If you want to include video, please upload it to Youtube and send us the url link.
- 9) We reserve the right to reject photos that don't meet the standards outlined above.

Submission Format:

Take a look at the CAST Blog and format your submission following the format we use as closely as you can. Please submit your writing in a Word document or share with us as a Google doc. Below are the types of content we need and the way our posts are put together.

Submission Sample:

Title Image: <<Insert CAST.Blog.Image.1.Townsend.Jen.Untitled.Doe.Jane.jpg >>

Title: "Jane Doe's Amazing Use of Rubber Molds" by Jen Townsend

Text:

Casting is an incredible artform that allows makers to work in a wide range of materials for a variety of applications. Jane Doe creates incredibly complex bronze forms with magnificent surfaces blah blah blah

<<Insert CAST.Blog.Image.2.Townsend.Jen.Moldmaking.Doe.Jane.jpg >>

Jane Doe's use of molds allow her to cast blah blah blah

<< Insert <http://youtube.com/bronze-casting/> >>

* The above structure (image, title, text, image, text, video, etc..) can go on for as long as you deem appropriate. *

Images and Captions:

- 1) CAST.Blog.Image.1.Townsend.Jen.Untitled.Doe.Jane.jpg

Caption: *Untitled*, Jane Doe, Bronze, 8" x 16" x 4", 2016. Photo by Richard Smith, courtesy of the artist.

- 2) CAST.Blog.Image.2.Townsend.Jen.Moldmaking.Doe.Jane.jpg

Caption: Jane Doe uses silicone rubber molds with fiberglass mother molds to achieve her complex forms. Moldmaking, 2016. Photo by Jane Doe, courtesy of the artist.

- 3) <http://youtube.com/bronze-casting/>

Caption: Notice the clever approach to moldmaking shown in the video and how Jane Doe demolds her work.

We realize that these guidelines are probably longer than your blog post will be, but clarity, parameters, and expectations are better communicated up front. We want writing for the CAST Blog to be fun, which means no surprises.

Have fun with your writing - if you're passionate about your topic, your readers will be too.

We are excited to see what you write and we look forward to working with you!

Jen and Renée