# CASTING EDUCATION

## Blog Posts for Students:

Thank you for your interest in contributing to the Casting Education Blog. We appreciate your help in making this a robust online resource for all things casting education.

Whether you'd like to write about your class experience or just send us pictures of your work (in progress and/or finished) to post with some basic info about your class, an inside look at workshops will inspire more people to take classes and cast. Writing can also help you to galvanize your creative experience and reflect on what you learned.

You're welcome to send us updates during your workshop or write a wrap-up post afterwards. Send us photos of your inspirations, works in progress, molds, and of course, finished work.

## Please provide:

- A link to the page online listing your class
- A link to your own website if you have one
- A link to the teacher's website if they have one
- A description of your class (if different than what's in the link to the class.) It can be helpful to add information to what's on websites hosted by institutions that often have a maximum word-count. Add in whatever you want here to sell the class!
- At least two high-res images (four images work best for posts about classes but more images are always better. Maximum of ten.)
- We reserve the right to edit text for spelling and grammar.
- We reserve the right to share your blog in the CAST Newsletter and on social media.

## Do Write About:
- **Who** taught the class
- **What** the class covered
- **When** and **where** the class was held
- **Why** you took the class /what your goals were
- **Favorite parts of the class**
- **Breakthroughs and highlights in the class**

## Here are some things to avoid:
- Posts that aren't about casting classes
- A post that relies on photos you don't have the rights to use
- Pieces that are overly negative or critical of another artist/maker/teacher -the purpose of this platform is to spread enthusiasm for learning
- Poorly written articles – spellcheck and grammar checks are a must

## About Images/Video:

1)  We can post .jpg or .png files.

2)  Include images of your work, student work, works in progress, demos, photos from the classroom, and if the facility is a draw, show that too.

3)  Include caption information: *Title*, Artist name, Date. Medium, Photographer's name.

4)  Indicate which image you would like to see associated with your blog post as its thumbnail. Choose a dynamic image that will draw people in and make them want to read your piece.

5)  You need permission to use these photos. If you want to use photos you didn't take and are not of your work, we will send you an image release form. 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 – we're happy to advise you to the best of our ability.

6)  Images need to be of high quality - good focus, color balance, nice composition, and reasonable resolution (800 x 800 pixels minimum.) Obviously, process photos are rarely of the same quality as professional images of a finished piece – we're fine with that, but please don't submit images you know are of bad quality or are super tiny - if you know they're bad, readers will too.

7)  If you want to include video, please upload it to Youtube and send us the url link.

## A few bits of business:

- Please get your teacher's permission if you want to share anything that could be their proprietary workshop content.
- We can share images of your work on the blog but if you want to share images of classmates' work, you'll need to get their permission and the same goes for demo pieces.
- We do not charge or compensate for posting content on the Casting Education Blog.
- We reserve the right to omit photos that don't meet the standards outlined above.
- We reserve the right to edit text for spelling and grammar.

**Have fun with your writing – if you're passionate about your topic, your readers will be too. We are excited to see your submission and we look forward to working with you!**

## We can't wait to see what you're learning.