

# **FDQ** Editors Book 2010

Guidelines and Submissions for Writing and Photography



Photograph by Alex Forbes

## Editor's Tips for Expediting Submission of Articles

Articles should be anywhere from 750-2500 words, depending on the subject and the articles place within the magazine (i.e. cover story, Column, Artist Q&A, etc.).

All articles should be sent in email as an attached document in Microsoft WORD or Apple WORKS. An additional PDF of the article will ensure that it can be read. If necessary, articles can be cut and pasted into email, but be aware this changes font and format of the article and mistakes are possible.

### Basics on Formatting Your Article



- Before sending your article, be sure to use Spellcheck and proof your article thoroughly. Be sure to read the FDQ Style Sheet to make sure the proper punctuation is used for doll names, outfits, companies, movies, television shows and books.
- Format your article in 10pt. size font. Use TIMES as default font. Use HELVETICA for credit listings to differentiate. These two fonts are universal to PC and MAC and will be most likely to transfer without changes.
- Identify your document with your last name and the title of the issue (i.e. HENRY.VINTAGE). Do not identify the article as FDQ, as there will be numerous other FDQ files.
- Save your document as a portable document file (PDF). This guarantees formatting will stay the way you intended. In current versions of WORD, this means going to the "PRINT" dialog box. Instead of selecting "PRINT", SAVE AS PDF and save to a folder for uploading.

### Tips for submitting ideas for articles



- Each issue of FDQ is **themed**, to give contributors a direction and inspiration in which to go. Use the theme as a motif for your article, whether it focuses on dolls, artists or companies that are providing content that fits within the issues' parameters. For example, FAME, will be a strong theme for celebrity dolls and famous character dolls, as well as interesting people in the toy and doll industry. Reference past issues like SCI-FI, ROCK, or COOL BRITANNIA for examples of strong themed issues that have been successful.
- Write what you know! Start with your favorite dolls, but don't be afraid to do some research and learn about new dolls and vintage alike that you may not know about. The Internet is filled with fascinating information about dolls and toys. Educate yourself and find something new to share! But be careful not to plagiarize. Use the research to create your own point of view on the subject. We like to see quotes and facts, not guesses. Call friends and don't be afraid to contact the experts; people love to share their love of dolls!

### Consider collaborating with fellow enthusiasts who can take the shots



- The best features are always those that have interesting information along with beautiful photography. At the top magazines, there are writers and photographers, but for a collectors magazine, you may be able to do both. Don't be afraid to try a few shots and see how it works with your article.
- If you can't take a photo, then look for a creative partner in your doll clubs, online forums and conventions. There are many people who can shoot but not write, and vice-versa.
- Consider asking a fellow collector whose work you admire to collaborate with you on ideas.
- If you have a great idea for an article but not the resources for the visuals to go along with it, let us know. We may be able to line up a photographer or take care of the visuals for you. Don't let the lack of a camera keep you from pitching a good story!

Please use this guide if you are considering contributing to FDQ. As a small collector magazine we do not pay for submissions. However, we do run your name in the masthead and send complimentary copies of the issue to you. Masthead listings are a great addition to your résumé and expand your experience in the work place!

## Pitching a Regular Column

- If you want to become a regular contributor, we need a one year commitment. This means making sure you can contribute four times per year in a consistent fashion.
- If you are pitching a regular column, the concept should be one that has longevity. Can this column sustain many different topics? Do you have the contacts and resources to interview talent in the industry? And do you have a strong and unique point of view that will attract readers to your piece of real estate in the magazine?
- If you are pitching a crafts column, send us a format of what you see as a regular column. Is it a "How-To?" or tips from the experts. Give us several examples to give us a sense of what a year's worth of articles would be like.
- Keep in mind that we have several regular columns in existence. We are looking for different points of view, so personal essays and online topics are already covered; sorry!



## How do I submit my photography to the magazine?

- For consideration in FDQ, your photography must be sharp, well composed and well styled. For print purposes your photography must be shot on the highest available settings. We cannot use files that are sized for web use.
- Photographs must be a minimum of 4x6" at 300dpi. If you reference dpi, a full page file would be 2700px x 3500px. Please be sure to check your resolution to make sure the shot is sharp enough for print production. If the file is too small, it cannot be enlarged and maintain its quality.
- Files should be submitted as full resolution CMYK tif files. Files should be saved as tifs in Photoshop or similar program. Files can be converted to CMYK from RGB easily in Photoshop under Image-Adjust-CMYK. The more you can do in advance to perfect your files, the better the print reproduction quality will be.



## How do I send these big files to you?

- As these files are large, they cannot be sent by email. They must be uploaded or mailed.
- You can send us your files on a CD-ROM disk. We cannot return materials, so make sure you have backed up your files and have a copy for your own reference.
- If you are on a MAC, you can easily drag whole files onto our iDisk. Inquire directly regarding our iDisk protocol.
- We recommend you download one of many free FTP programs, like Coffee Cup, Cute, Fetch or Transmit. These free programs allow you to easily upload your files to our domain space. This saves time and costs in shipping and copying disks. If you have an FTP program, let us know and we will give you the upload info.
- If you have your own website or domain, you can upload your files to your own domain, and simply send us the links to those files in an email, for us to download. You can delete them at your leisure.



## How Do I Know What My Shots Will Look Like?

Many enthusiasts have learned to take wonderful photographs of their dolls and collections. However, the concept of jpeg, tifs, dpi and file size is still a mystery. It is important to make sure your files are the best quality and the highest resolution to create the best possible photograph on the printed page. What may look wonderful on the Internet will not necessarily appear as sharp or bright on paper. Here are a few tips to make sure your shots look as good on the page as they do on your computer monitor.

### Choose A Camera

**Do Your Research  
Go for Prosumer!**



- Purchase the best camera you can buy. It will yield the best outcome over the long run.
- Read the manual! Learn as much as you can about your camera to use it at its' best.
- Do a test shoot using the different settings to experiment with different effects.
- Look at the different outcomes on your computer and not which settings work best for you.
- If you choose an SLR style camera, invest in a macro lens for close-ups and accessory shots.
- Try lens filters for additional effects.
- We recommend B&H Photo for cameras: BHPHoto

### Get A Tripod

**Stabilize Your Shot  
Better focus, better composition**



- Practice composing the best shots by taking the camera out of the equation.
- Shoot many different variations of the same shots using the tripod in a stationary spot. See how the shot looks in the viewfinder by moving the model and the props, not the camera.
- By keeping the shot stationary, this will give you the opportunity to look at the placement of your lighting and the model. Concentrate on getting the best lighting on the face and clothes.
- Keeping the camera in the same spot on the tripod, try on different lenses to see how the shots changes.

### Shoot High!

**Use Highest Setting  
RAW or Superfine is best**



- You can always make a shot smaller for email or the web, but you can't make it bigger.
- If you try to increase resolution of a small file, the computer has to guess what the missing dots would be, color-wise. This results in pixelation, and the shot comes out looking fuzzy and out of focus.
- Always save your original or RAW files and archive them on a disk or hard drive for future use.
- Even though the files are much bigger, your shots will be better in the long run if you save them as TIFs, which are uncompressed, vs. JPEGs, which are compressed.

### Compose Yourself

**Don't cut out too much  
Allow for negative space and copy**



- Your camera shot proportion is not the same as that of a magazine page.
- Give yourself extra room in the shot for cropping in production. If you crop too tight, you may find the shot looks odd on the page.
- Be sure not to crop off finger tips, the edge of the face, the shoes, or elbows. It looks odd and throws the balance off looking at the photo.
- Make sure your backgrounds are wide enough to encompass the full shot. It is difficult to fill in shots that are too narrow, or show tables, kitchens and pets in the backgrounds!

### Take lots of shots

**Give yourself a chance!  
Vary angles and POV**



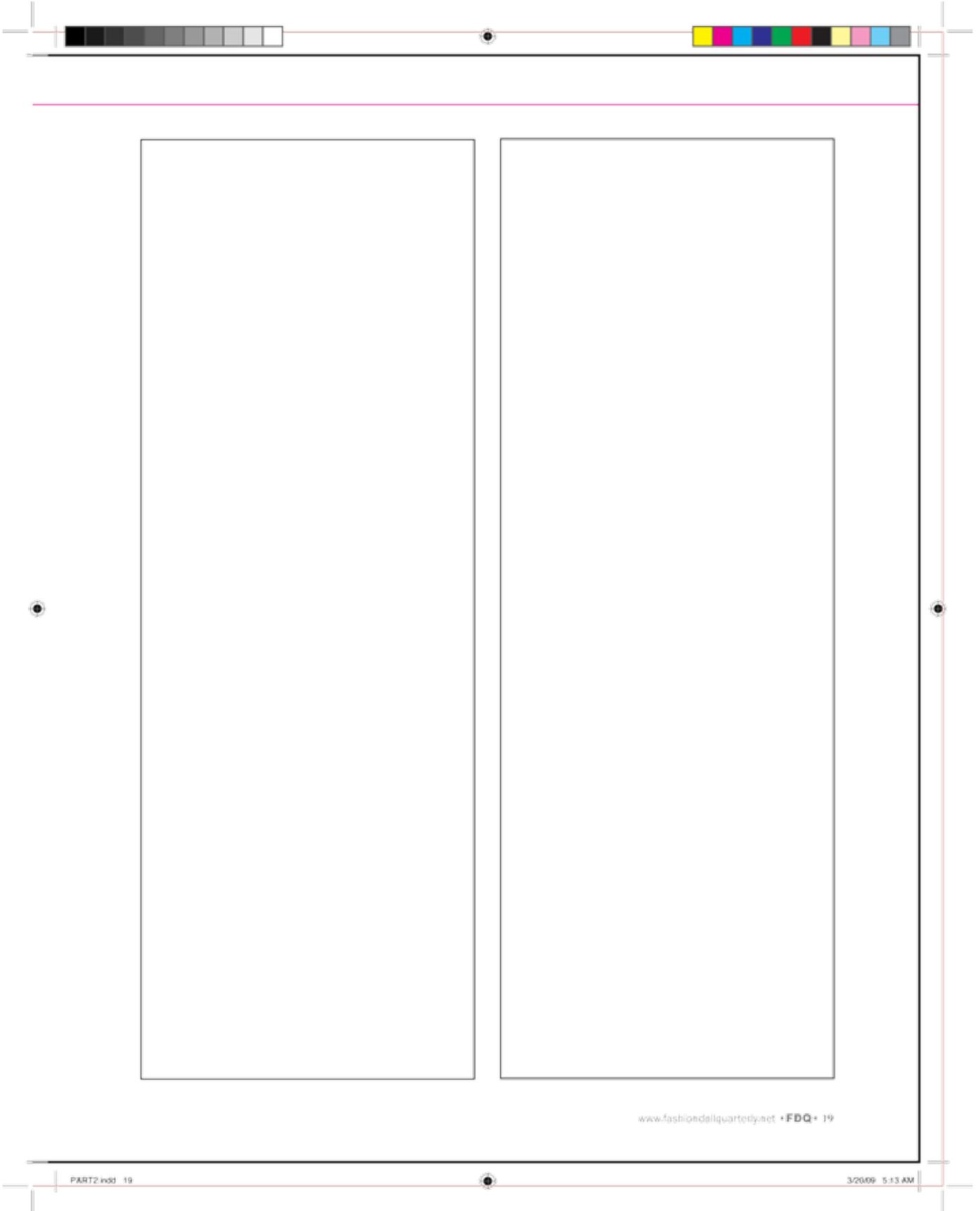
- Sometimes it is hard to imagine what the final shot will look like. Be sure to cover your bases, particularly if you are on vacation, or somewhere you can't easily return to!
- Move your angles on your shots to get different perspective. Happy surprises may be in store when you experiment.
- If you are on location, make note of the time of day and the direction of the light. You don't want to come home and find out all your shots are too dark or overexposed.
- Bring a reflector and a scrim. You can buy these at Photo stores, or make your own, using aluminum foil as a reflector, or a nylon curtain to diffuse light.

The page below shows you the size and rules of a full page in FDQ. It delineates columns, folios and bleed lines for production. Use the template below to check your resolution and compare the size of your file to a full page print production standard.

**Download this template:**

[www.fdqmedia.com/templateleftpage.psd](http://www.fdqmedia.com/templateleftpage.psd)

[www.fdqmedia.com/templatepageright.psd](http://www.fdqmedia.com/templatepageright.psd)



## Styling Your Photography: The Finishing Touches

### Prepare Your Shot

**NO DOLL STANDS.** A professional shot has been prepped and rigged to make the model look as realistic as possible. Use wire armature or furniture to prop the doll upright in a natural manner. Order different gauges of wire at:

Pearl Paint.com

If possible, have a friend help style while you shoot. It's more fun and the shoot goes faster!

### Fashion Styling

Make sure you shoot away from the inner lining. In other words, don't shoot looking into the lining of a jacket.

Make sure hair is combed and there are no fly-aways that you have to fix later. Bad hair is a telltale sign of an amateur.

Make sure all clothing is steamed and smooth without wrinkles, stains or threads showing.

### Edit Responsibly

Don't send us ALL of your shots.

Look at the best files that are well lit, well styled and properly composed.

**Do not** crop shots into unusual shapes. Look carefully at the proportions of a magazine page and how your shot will fit, whether it is a full page, half page or cropped shot. (See template).

We do not run repetitive variations of the same shot. Chose the best—lose the rest!

Build a styling kit of tools.



Pay attention to the hair!



Invest in wire armature to rig your dolls.



Invest in good lighting & equipment.



Rotate your props for more variation.

## Style Sheet for *FDQ* Contributors

In order to maintain consistency throughout *FDQ*, please follow the following guidelines when referring to doll manufacturers, collections, characters, and titles of dressed dolls or outfits:

<u>Reference to:</u>	<u>Style:</u>	<u>Example:</u>
Doll manufacturer	Plain text	Robert Tonner Doll Co.
Doll collection	Plain text <sup>1</sup>	Tyler Wentworth line
Doll character	Italics	<i>Sydney Chase</i>
Doll title (dressed)	"Plain text"	"Sheer Glamour"
Doll title (outfit)	"Plain text"	"Feminine Charm"

The titles of movies, books, and magazines should be italicized. For example, *Pirates of the Caribbean* (movie), *Alice's Adventures in Wonderland* (book), and *Fashion Doll Quarterly* (magazine). Likewise, any abbreviations of movie, book, or magazine titles should also be italicized (e.g., *POTC* and *FDQ*).

The titles of television shows and song titles should use plain text inside quotation marks. For example, "Desperate Housewives" (TV) or "Sweet Home Alabama" (song title).

The names of conventions and of doll shops should be left in plain text. For example, Grant-a-Wish convention, Dolls in Oz convention, or Mary T's Dollhouse.

Insert only one space after punctuation and words in italics. (This is contrary to what many of us may have learned in typing class before the widespread use of typesetting fonts.)

Use italics, not capital letters, for emphasis. (We tend to use caps for emphasis on the web, but not in print formats.)

Put quotation marks (preferably smart-quotes) outside commas and periods. For example, Jenny said, "Eat your peas." *not* Jenny said, "Eat your peas".

Do not use apostrophes to indicate plurals! For example, the plural of BJD is *not* BJD's but BJDs.

Do not italicize Latin abbreviations in common usage (e.g., etc., i.e., and so forth). Do italicize foreign words and phrases like *c'est la vie* or *déjà vu* or *carpe diem*.

Unless the number appears as part of a measurement, write out all numbers between one and one hundred and any other numbers of two words or less (for example, one million). If the number is part of a measurement, use Arabic numerals (for example, 18-inch dolls).

If your article has sub-headings, the first sub-heading should be in bold. The second-level sub-heading should be put into small caps (in Microsoft Word, go to the Format menu, select Font, and click Small Caps). If necessary, a third-level sub-heading should be italicized. For example, in an article about American doll manufacturers, one might have the following text arrangement:

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**American doll manufacturers, 1900-1950**

EFFANBEE DOLL COMPANY

*History of the company*

*Favorite dolls*

MADAME ALEXANDER DOLL COMPANY

*History of the company*

*Favorite dolls*

**American doll manufacturers, 1950-2000**

**American doll manufacturers, 2001-present**

If your article contains information from books, articles, web sites, etc., you should include a bibliography at the end of your article. Proper citations for bibliographic entries can be acquired electronically at <http://webapps.calvin.edu/knightcite/>. Click on MLA style and select the type of resource (print or electronic) and then select from the submenus. Appropriate entries will be created for you; copy and past into the end of your article.

NOTE: There is an exception to the plain text rule for doll collections: if the doll collection contains the title of a book, movie, television show, etc., the part of the collection name that falls into these categories should be treated as a book, movie, television show, etc. demands. See Style Sheet nos. 2-3. Examples: *Dreamgirls* collection; *Gone With the Wind* collection; “Desperate Housewives” collection.

Make sure to proof your information by logging on to the websites of the doll manufacturers. If you are not sure about the name, title or spelling of a doll, outfit, company or other information, please make a notation at the end of your submission regarding missing or unconfirmed information. Any information or notations we cannot confirm will be sent back to the contributor for further follow through.

## Photoshop: A Photographer's Best Friend

Adobe's Photoshop is one of the most powerful and successful computer programs ever invented. With the new upgrades in CS4, photographers can do more than ever to perfect their photography, add filters and effects, or even design an art piece from scratch. However, Adobe's ELEMENTS, also has many of the tools of Photoshop, and these quick tips will help you if you want to experiment with creating Photoillustrations, like this shot below, created by Alex Forbes.



Above: The original photo from Madame Alexander's catalog files.



After: Alex has removed the plain gray background and has built layers of a room and added filters and used brushes to create effects.

Before you begin to play with a shot, make a DUPLICATE of the original for future use.

Learn your TOOLS palette. One of the best tools is the magic wand. If your doll is on a solid background, it is easy to select the background and delete the color.

Another tool to try is the magic eraser. Just clicking on the background can make the background disappear and allow for the doll to be moved on another pre-existing background, or for background layers to be added behind the doll as needed.

If you need to color correct your shot, try CURVES (Control-D or Option-D on mac). The auto button can vastly improve the lighting and color of a bad photo. You can manipulate the curves to heighten and subdue colors and tone as well. You can also use AUTO COLOR, AUTO TONE and HISTOGRAMS to manually alter the color and light quality of your photo.

If you want to create a more interesting or colorful background, use the GRADIENT tool to add a color gradient that will simulate a light-to-dark effect.

If you are in Photoshop, try the EXTRACT tool to select your subject and remove backgrounds. For more advanced users, you can create a MASK to select the more difficult objects, like feathered hats and allow them to transition cleanly to a different background.

Be careful using the crop tool. Make sure the resolution is set to 300dpi so that you do not crop a shot in a low resolution. You can preset the crop size so that all of your photos are consistent for web pages or magazine spreads.

We use RGB color settings for web or screen use, but when sending files for printing, go to IMAGE-ADJUST-CMYK, to convert your files to four color process for best print quality.

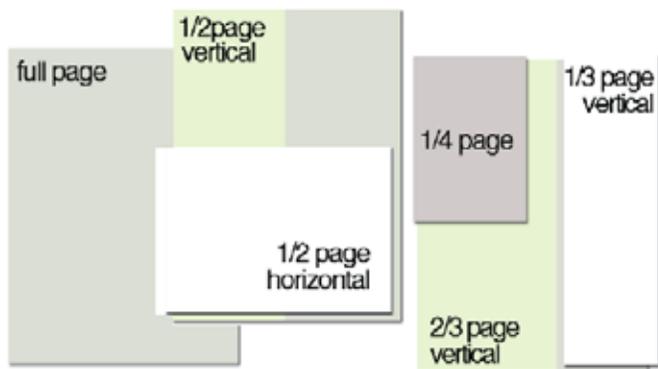
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HTTP://WWW.FDQMEDIA.COM



EDITION	CLOSING	SHIP DATE
CRAFTS	10/18/11	1/15/12
FAIRY TALES	1/10/12	4/15/12
AMERICANA	5/10/12	7/15/12
RIVALS	8/10/12	10/15/12
TECH	10/10/12	1/15/13
LITERATURE	1/8/13	4/15/13

Full Page-8 1/2"x 11"  
Full page with bleed- 9"x11.5"  
Half Page Vertical- 3.75"x11"  
1/2 page full bleed vertical- 5.25"x8.5"  
Half Page Horizontal- 7.5"x 5"  
1/2 page full bleed horizontal- 8.5"x5.25"  
2/3 Page- 5 7/8"x10 15/16"  
1/3 Page Vertical- 3"x 11"  
1/4 Page- 3.75"x 5"  
Business card- 2"x3.5"

### WEB BANNER ADS

Web banner ads: Large \$400 for three months. swf or gif, 550x70. Small, \$100 for three months. swf or gif, 140x70 dpi.

### VIRTUAL ADS- NEW!

For only \$600, you can have a full color page in any of our virtual issues, with live links that launch right to your web site that bring the customer right to your door!

Look for us in Barnes & Noble and Borders across the US! Find us in doll and specialty stores around the world, and make sure our readers see you, too! Make sure your ads are booked to guarantee that you will be seen by the manufacturers, press and consumers who look to your store for their doll business in 2009!

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