

# **Guidelines for Submitting General Articles and Images to NPA Magazine.**

These guidelines are here to help your efforts look professional when published in the magazine. Please remember the Magazine Editor is a volunteer so your assistance in submitting your article and images in formats which aid the editing process will be greatly appreciated. I am here to help so please email before sending lots of images if you are unsure of anything – my NPA inbox is very small so please don't send content unnecessarily.

Getting these things right will save me emailing you many times with questions during editing.

If your article is to be published in a particular issue of the magazine please send your content within the agreed deadline to allow time for editing. In any case please keep in touch to let me know how it is coming along.

## **Complying with the General Data Protection Regulations (GDPR)**

Unless you have written permission of the creator, all content (text and images) must be your own. Make sure you have permission to publish any images you take of other people or their work and whether it is ok to use their names if appropriate to do so. Please do include images or content downloaded, or otherwise copied, from the internet.

## **Key Image Guidelines**

### **Taking photos:**

**Images can make or break an article so just bear the following points in mind, but don't get too hung up on perfection:**

- Check the settings on your phone/camera before you start - set to something like 3:4 ratio and the highest number of pixels you can
- Use neutral backgrounds wherever possible - nothing odd or distracting that is out of context such as a stray arm or leg, kettle or lunchbox - though please leave in if this does happen to an otherwise good image and I will try to crop accordingly
- Leave plenty of neutral space around the subject (whether pots or people) as this allows me to crop to the space I have available and overlay text in the neutral parts of the image such as I do on the front cover, although sometimes a background can be good if it is contextual - such as a green man against a stone wall or leafy background. So try isolating the things you want to photograph against a plain surface with no distracting noticeboards, doorways or windows, or in the centre of a table from which other items have been removed so the table becomes the background
- Try some shots from a low perspective
- Action shots are great - opening the kiln, sculpting and decorating etc. Ask someone to take pictures of **you** in action as I will use these rather than pics of other people - though group pics are good too if you are in them (I am unlikely to use a group image if you're not in it.)
- Check your images as you take them to see if they make the grade and, if necessary, take again in case you can't go back and redo them another day – don't miss the moment!

## Preparing and sending your images:

- Images should be saved as .jpg files
- Images which will appear as a full page in the print version of the magazine (such as a cover image or large spread) need to be **at least** 2400pixels x 3000 pixels. Any fewer pixels will need to be reproduced at a smaller size to maintain quality. 300dpi is the minimum for printing
- **Don't crop your photos** before you send them to me – leave background to allow for cropping at the editing stage  
**I get masses of content from lots of contributors emailed to me for each issue, often just labelled "npa article" or "image" and/or a meaningless string of digits with no name or description so please help by labelling/re-titling each image informatively** with at least your name and a helpful number, but it often helps if you add a short description - e.g. Smith01 preparing clay; Smith06 opening kiln; Smith09 blue teapot lid... etc.
- **Email your high resolution images attached as a zip file** (alternatively send via WeTransfer/Dropbox)

### To create a zip file in Windows:

- **Place all the images you wish to send in a new folder with an informative title such as Smith Slip Casting**
- **Right click on the folder and select SEND TO from the drop down, then select ZIP FOLDER**
- **This will create a new zip folder in the same location as the folder you created**
- **Attach this zip folder to an email and send it to me (along with your bursary article as a Word document (see below))**

### PLEASE DO NOT PASTE IMAGES INTO THE BODY OF YOUR EMAIL

- it takes much longer for me to rename, save and organise them for use by the editing software
- your message will take up too much space in my limited-size NPA inbox!

## Writing and submitting your Report or Article

- Don't worry too much about your writing style, grammar, spelling etc. or even about writing in whole paragraphs if you are not confident. You can send your content as notes or bullet points - everything will be edited into shape
- Email your report, preferably as a text document e.g. Word document (rather than a pdf or in the body of your email)

It is always best to contact the Editor with a brief outline of your idea before going to great lengths to write an article – there are four issues of the magazine each year and each issue has a limited number of pages. Priority is given to topics which fit an advertised theme for any particular issue and/or members or topics who/which have not been previously, or recently, featured.

Chrissie Hunter, Editor, NPA Magazine  
[magazine@northern-potters.co.uk](mailto:magazine@northern-potters.co.uk)

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