



SOUTHERN HIGHLAND CRAFT GUILD MEMBERSHIP APPLICATION PART ONE-A: WRITTEN

PLEASE MAKE SURE YOU COMPLETE APPLICATION PART ONE-B IN ADDITION TO THIS FORM

It is very important that your application be as complete as possible. Leave no question unanswered.

APPLICANT INFORMATION

Full Name: _____

Street Address: _____

(P.O. Box must include a physical street address)

City, State, Zip Code: _____

County of Residence: _____

Phone: _____ Fax: _____

Email: _____

MEMBERSHIP STRUCTURE

Craft Classification, Membership Division and Media Designation are based on the type of work and business structure of the applicant(s). Please contact Laura Lanier with any questions. laura@craftguild.org.

CRAFT CLASSIFICATION

- **General Craft** includes all media designations. Most craftspeople fall into this classification.
- **Heritage Craft** includes all media designations and is limited to traditional craft work or folk art of historical significance to the Southern Highland region. The Heritage Craft Membership is based on a point system. Heritage Craft applicants apply in a traditional craft or a folk art and answer a series of questions that are graded by the jury. The results determine whether or not the applicant qualifies for Heritage Craft membership. Criteria include family tradition, residency, materials, function, etc. A complete description of the criteria and associated points can be found in the Heritage Craft Membership application available from Laura Lanier, laura@craftguild.org.

Craft Classification: (please select one)

General Craft

Heritage Craft

MEMBERSHIP CATEGORY

- An **Individual Membership** can be either General Craft or Heritage Craft classification, and:
 - Consists of an individual craftspeople. This craftspeople may have intermittent assistants, employees, or subcontractors, with the understanding that the Guild member has creative control over development and production and supervises all work being done.
 - Individual membership annual dues are \$100.00.
- A **Production Center Membership** can be either General Craft or Heritage Craft classification, and:
 - Consists of an individual craftspeople who has one or more full or part-time assistants, employees, or subcontractors on a continual basis.
 - The annual dues structure for this category is defined by the number of assistants, employees, or subcontractors within the organization, and is as follows:
 - Level 1 (1-3 people): \$125.00
 - Level 2 (4-20 people): \$250.00
 - Level 3 (More than 20 people): \$700.00
- A **Partnership Membership** can be either General Craft or Heritage Craft classification, and:
 - Consists of two (2) craftspeople, both being necessary to the design and production of all items, working on the same items.
 - Annual dues for the Partnership subcategory are \$100.00.

MEMBERSHIP CATEGORY (CONT'D)

- If you are accepted into the Southern Highland Craft Guild, you will be given the opportunity to choose the most appropriate membership category on an annual basis. Your membership category is determined by the type of business structure under which you operate.

Membership Category: (please select one)

Individual

Production Center

Partnership

MEDIA DESIGNATION

- All **Jewelry**, whether it is produced from metal, glass, clay, fiber, paper, plastic or other materials, **must** be applied for in this category. Only those artists accepted into the Guild under the **Jewelry** designation will be allowed to display or sell jewelry through the Guild.
- The **Paper** designation does **not** include painting or photography as acceptable media.
- The **Manmade Materials** designation includes items produced, formed, or made by humans and not resulting from a natural process.
- The **Natural Materials** designation does **not** include soap, lotion, or other related products.
- If you wish to apply to the SHCG under more than one media designation, you must fill out a separate application for each. For example, if you work in clay AND fiber, you will need to submit one full application for clay, and a second full application for fiber. There is a separate application fee for each media designation.
- If necessary, the Standards Committee reserves the right to adjust your media designation to fit SHCG guidelines.

Media Designation: Please select one (1) media designation for the pieces you're submitting with this application.

Clay

Leather

Mixed Media

Wood

Fiber

Manmade Materials

Glass

Metal

Natural Materials

Jewelry

Paper

Other: _____

SHCG MEMBERSHIP APPLICATION QUESTIONNAIRE

Please answer the following questions. If necessary, you may attach additional pages.

1. Describe your work using the following guidelines:

- a. Give a general description of your work in 300 words or less.
- b. Start your description with a tag line (a one-sentence summary of your description).
- c. Is there anything in creating your work that a casual observer might not know at first glance?

2. Describe your process using the following guidelines:

- a. Describe the techniques, processes, and materials you use in the production of your craft.
- b. Include parts of the process that may involve integrated technology like 3-D printers or CAD/CAM programs.

SHCG MEMBERSHIP APPLICATION QUESTIONNAIRE

3. **Describe any outside components** using the following guidelines:
- List the components used in your work that are **not** produced by you, such as lamp parts, findings, basket reed, buttons, or hinges. *Note: No less than 80% of your work **must** be produced by you.*
 - Please include services you contract out, like sewing or casting.

4. **Describe your training** using the following guideline:
- Please list your education and/or other craft-related training experience.

5. **Other details:**
- Is there anything you would like the jury to know about your work that was not included in this questionnaire?

PLEASE NOTE

If you have questions about any of the information in this packet, please contact **Laura Lanier** at 828/298-7928 x301 or laura@craftguild.org. We look forward to receiving your application.



ACKNOWLEDGEMENTS

Please check the following points and sign at the bottom to acknowledge that you have read and agreed to them:

I certify that the objects I am submitting with my application are:

Crafted according to Southern Highland Craft Guild Standards of Quality for Handmade Craft.

(See Invitation to Apply for Membership, pages 4- 5)

Made within the last two (2) years of the date of this application.

Not a direct result of classroom instruction.

PLEASE NOTE

- If your application advances through SHCG Membership Application Parts One-A and One-B, there will be an additional processing fee of \$25 for Membership Application Part Two: Object Jury, or an applicable fee for a provisional booth at a Craft Fair of the Southern Highlands.
- If you do not include a self-addressed stamped envelope with your application, your images will not be returned to you.
- If you do not advance through SHCG Application Parts One-A and One-B, and you re-apply within one year of the date of this application, your re-application fee will be waived.

• Please send the following items:

__This form (SHCG Membership Application Part One-A: Written)

__SHCG Membership Application Part One-B: Images

__A CD-ROM or USB flash drive with your image selections

__Your \$20.00 SHCG Membership Application Part One fee to the following address:

Southern Highland Craft Guild

Attn: Laura Lanier

P.O. Box 9545

Asheville, NC, 28815

Please direct any questions or concerns regarding this application to:

Laura Lanier (828) 298-7928, ext 301 or laura@craftguild.org

Application Date: _____ **Signature:** _____



OFFICE USE ONLY:
Image Jury # _____

SOUTHERN HIGHLAND CRAFT GUILD MEMBERSHIP APPLICATION PART ONE-B: IMAGES

PLEASE MAKE SURE YOU COMPLETE APPLICATION PART ONE-A IN ADDITION TO THIS FORM

The jury is looking for a cohesive body of work that shows distinction in design and craftsmanship.

Please submit exactly five (5) color images (via CD-ROM or USB flash drive). In the filename for each image, include the number so it corresponds to its listing in the form below.

Please see detailed instructions on Page 2.

IMAGE SUBMISSION

For each item/image, list the item name or title, item size, and technique/materials used:

#01 _____

#02 _____

#03 _____

#04 _____

#05 _____

SHCG JURY APPLICATION PART 1B IMAGE REQUIREMENTS

Please follow these specifications to submit images with your application:

1. **Prepare exactly five (5) color images of your work** using the following guidelines:
 - Recommended Dimensions: 800 x 1240 pixels
 - Recommended Resolution: 72 DPI
 - File Format: Baseline Standard JPEG (NOT Progressive JPEG)
 - File Size: No more than 2.0 MB
 - File Name: Use your three initials followed by the image number
Suzie Q. Public's first image would be "SQP_image_01.jpg," and information about this item would be listed in "#01" in the form on page 1.
 - Booth Shot: If you do festivals, please include a booth shot in addition to your five images.
2. **Submit your images** by copying them on to a CD-ROM or USB Flash Drive.

SUGGESTIONS FOR IMAGES

If it is not possible to obtain the services of a professional photographer, the following recommendations will aid in producing images of high enough quality to apply for the Southern Highland Craft Guild.

- Objects should nearly fill the frame and be approximately the same proportion in each image.
- Use proper lighting to create shadows that will show depth and detail, but avoid harsh shadows.
- Use the same color background in each image. We suggest using seamless photography paper in neutral shades such as black, gray or white, or you may use a color that better compliments your work.
- Avoid busy backgrounds, outdoor scenery, household settings or wrinkled materials.
- Avoid using inappropriate props to show scale.
- Display garments in ways that best highlight their function.

NOTICE

When submitting your application and images, please enclose a self-addressed stamped envelope so we can return your digital images to you. Please use appropriate packaging for CD or flash drive. Images of accepted applicants will be retained by the Guild office for its membership files. Applicants will be notified by mail of acceptance or non-acceptance within 10-14 working days following the jury process.