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# ARTIST GUIDELINES FOR GENESIS OF LEGEND PUBLISHING

These are the official guidelines which govern freelance art contracts for Genesis of Legend Publishing. We respect our artists as professional contributors and partners on our various projects, and want to make our expectations clear. If you have any questions, please don't hesitate to contact me at [genesisoflegend@gmail.com](mailto:genesisoflegend@gmail.com).

## ADMINISTRATIVE OVERVIEW

### CONTRACTS

The majority of the time, the publisher will establish formal contracts with artists which explicitly provide art direction. There are two situations where work will be commissioned without a formal contract.

- 1) When this is a purchase of existing art assets, and the artist does not require a formal contract.
- 2) When the publisher waives the requirement for a contract by paying 100% of the contract value in advance, assuming any risk associated with the decision.

The second option may be used for very small commissions, test-pieces, or in the context of an established professional working relationship. For the majority of freelance art situations, a contract will be issued.

### COMMUNICATION

If there are unforeseen delays or other time pressures, we would like to discuss this at the earliest opportunity so that we can adjust our timelines accordingly. We understand that everyone has their own commitments and obligations, and just need to know about challenges for project management purposes.

All contracts include a statement that both parties agree to maintain open communications and respond to any inquiries within a span of one week, unless alternative arrangements are made.

### INTELLECTUAL PROPERTY & RIGHTS

The original purpose of copyright was to ensure that authors received some kind of remuneration for the few years after they published their works. The Statute of Anne for instance, gave the author a monopoly on publication of the works for a whole 14 years. While the modern laws have extended copyright to nearly perpetuity, we agree with the original purpose. All of our products are therefore released to the Public Domain 10 years after their publication. Each copy of our books will provide this explanation and list the date upon which it becomes public domain. Until that date, many of our works are being released under different varieties of the Creative Commons License.

You will retain all rights to use, reuse or sell your original work; this is not a "work for hire". In our contracts, we ask that you grant us a non-exclusive, perpetual, world-wide, sub-licensable, irrevocable license to use your art in any fashion. We want to continue to use it for our books, advertisements, or other products going into the future, but we won't limit your use of the work.

## FILE FORMAT

We would ask for high-quality lossless file-formats for our art. While we can manage **.jpg** format art, we would much prefer high-res **.png** or **.psd** format for raster work so that we can print commercially with high quality.

With regards to vector art, we accept open-source formats like **.svg** as well as proprietary ones such as **.ai**.

## PAYMENTS

Our process is to pay 50% up front, and 50% at the end of the project. For large contracts with multiple pieces, these payments may be further subdivided based on the project milestones.

Payments are typically made via Paypal. If this is not possible, please notify us as soon as possible so that we might adjust.

We value our artists and their professional expertise. While we are a small, independent publisher with limited means, we aim to pay our artists at well as we can. Our normal pay ranges are provided below, although there is room for future negotiation.

## STANDARD RATES FOR COVERS

All covers are full colour and have significant detail.

Type	Price
Letter-sized, wrap (both sides)	\$600-\$1000 USD
Letter-sized, front only	\$400-\$800 USD
Digest-sized, wrap (both sides)	\$300-\$500 USD
Digest-sized, front only	\$200-\$400 USD

## STANDARD RATES FOR INTERNAL ART

Page Size	Simple Piece <i>No Colour &amp; Minimal Detail</i>	Standard Piece <i>Limited Colour &amp; Moderate Detail</i>	Complex Piece <i>Full Colour &amp; Significant Detail</i>
8.5" X 11" (Letter Size)	\$150	\$225	\$300
6" X 9" (Digest Size)	\$100	\$150	\$200
6" X 4.5" (Half-Page)	\$50	\$75	\$100
6" X 3" (Third-Page)	\$40	\$60	\$80
3" X 3" or 6"X1.5" (Spot)	\$20	\$30	\$40

# CONTENT REQUIREMENTS

As a games publisher, we have a responsibility to produce products which are respectful of all of our potential customers. These guidelines exist so that our artists can assist us with those goals.

## CONSIDER AGENCY

In short, I am looking for images of people performing actions rather than static poses. One of the key principles that I hold as a game designer is that player characters are defined by their choices, their conflicts and their agency. I need the art to do the same. I would rather have an illustration of an old man peeling a potato than a carefully posed beautiful woman.

## CONSIDER WOMEN

Women are everywhere in the real world, and the same should hold true for our art. This means that we need do three things.

- Represent women in various professions, including STEM fields and the military.
- Represent women as individuals with agency, and not as objects or decoration.
- Represent women in positions of authority and power.
- Represent women without portraying them as victims of violence or intimidation.
- Represent women in realistic armour that protects vital organs.

## CONSIDER DIVERSITY

We want our customers to see themselves in our art, and your help is invaluable. Diverse and inclusive art is essential, in our eyes.

Approximately 70% of the world's population is non-Caucasian. Please respect them and include the diverse ethnic origins of our fans in our art. We want indigenous characters, African characters, and Asian characters in our worlds. Show various cultures with respect and appreciation, with care to avoid appropriation.

## CONSIDER DISABILITY

Characters in our worlds can have disabilities. A general sitting in her wheelchair, a father who lost his hand, or a woman in chronic pain could all be represented in our work. Adaptive devices may or may not be present, depending on the circumstances. Consider if any characters might not be able-bodied in our art.

## CONSIDER LGBTQ+ CONTENT

Gay, Lesbian, Bisexual, Transsexual, Queer, and many other identities should be represented in our art. A romance can just as easily be portrayed between two men, two women, or another combination.

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***Attribution for the Artist Guidelines***

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