



GUIDELINES FOR ARTISTS

African Greetings Ltd is an innovative, dynamic & friendly design company at the forefront of inspirational and Christian art publishing & wholesaling in Africa. We are proud to combine African creative talent with international standards in printing and quality control.

We are seeking freelance African Artists/Designers who would like to supplement their incomes by selling or licensing their artworks to African Greetings for use on our wide (and ever-growing) range of products for the stationery and gift sector.

What are the Advantages of working as a freelance artist alongside African Greetings?

- > **Be your own boss: choose how much and when you work** – artists are not employed by African Greetings, so can work whenever and wherever they choose. Artists can even supplement their earnings from their “day job” by designing for African Greetings in their spare time.
- > **Sell the original artwork but keep making money from it** – Selling or licensing the copyright to an artwork to African Greetings does not prevent the artist from selling the original...so even if your artwork is sold in a gallery, you can continue earning money from licensing fees or sale of the copyright to that same artwork.
- > **Excellent Free Marketing Opportunities** – when an artist’s work appears on African Greetings products, their work will be marketed far and wide to a broad cross-section of people who might not otherwise come into contact with the artist’s work. The artist will be credited on the product and will also be promoted on our website, giving the artist excellent free publicity.

Selling or Licensing – it's your choice!

This table illustrates the difference between selling the copyright to your artwork outright, or licensing the artwork to African Greetings:

SELLING ARTWORKS	LICENSING ARTWORKS
Upfront payment of a pre-agreed purchase price.	No upfront payment but unlimited earning potential: the more popular a design is, the more it sells. The more it sells, the more the artist earns.
The artist receives a one-off payment for each piece of artwork. This money is paid upfront, upon delivery of the artwork as a high-resolution digital file.	The artist receives no payment up-front, but receives royalties (commission) on all products sold so that the artist may continue earning money from the same artwork for many years.
Upon payment, the copyright to the artwork passes to African Greetings, and African Greetings can use the same artwork on as many different products as they want, for as long as they want.	The artist owns the copyright to their artwork, which is licensed to African Greetings for a certain period of time and for a certain number of products. Upon expiry of this period, the copyright reverts to the artist.
Earn twice from the same artwork: The artist may sell their original artwork to a collector, but the copyright (the right to make copies of the artwork) belongs to African Greetings.	Earn twice from the same artwork: The artist may sell their original artwork to a collector, but the copyright (the right to make copies of the artwork) belongs to African Greetings during the licensing period, after which time the copyright reverts to the artist.

Artists may choose whether they want to receive a one-off payment upfront for their artworks, or wish to license their artworks to African Greetings and receive royalty payments for the duration of the licensing period.

What we are looking for:

African Greetings is currently seeking African artworks/designs, which will be used for our 2010 collections on a wide range of stationery products and gift products for both the urban and rural African market, including (but not limited to):

- Greeting Cards (for Christmas, Birthdays, Engagement, Weddings, Success, Graduation, Congratulations, Condolence, Get Well Soon, Sorry, Thank You, New Baby, and General.)
- Bookmarks
- Pass Around Cards
- Friendship Cards
- Note Books/Journals/Diaries
- Calendars
- Posters
- Stickers
- & More

Our products feature a wide range of different design styles for different markets and different age groups, but please bear in mind the following general rules:

- We want all of our products to be uplifting, cheerful and motivational so artworks/designs submitted to us should reflect this. We want our designs to “speak” directly to people – to create a positive emotional response. We want our designs to make people feel happy and inspired.
- We want to celebrate the rich culture of Africa but explore new ways of doing so – we are always be looking for originality and boldness in design.
- We favour artworks/designs which can work across a wide variety of different products (the same design may be featured on several different products).
- We prefer artworks to be in a portrait format but will also give consideration to artworks in a landscape format.
- Please do not include text/wording on the artwork (unless this is an integral part of the design) as we will need to adapt artworks for use on many different types of products and the text for one will not necessarily be appropriate for another (for example, the same artwork might be featured on a birthday card with the words HAPPY BIRTHDAY and on a note book with the words THINGS TO REMEMBER.)
- Artwork dimensions should be no smaller than A5 (148 x 210 mm), but preferably A4 (210 x 297mm).
- Once we receive an artwork, our art department will add text where appropriate and place it on our various products (in some cases, only taking a section/slice of the artwork to place on a small product). If the artist has particular ideas about how their artwork might be used on our products, we do welcome suggestions. However, African Greetings reserves the right at their sole discretion to decide on the final product design.

We are currently sourcing designs/artworks with the following themes:

1. **Bible Scenes:** We are looking for both traditional and contemporary African styles. The traditional styles may appeal to an older generation, while the modern, contemporary styles will appeal to the youth.
2. **Artworks celebrating the Christian faith and Christian worship:** Again, we are looking for a mixture of traditional, conventional designs and more modern, unusual and contemporary ideas.
3. **African Artworks celebrating Life In General:** Joyful, happy images which could be used on greeting cards and other products to celebrate birthdays and other special occasions, or to say thank you or to celebrate friendship.

4. **African Artworks targeted at young people featuring the following themes:** “Urban Cool” / “Urban Chic”/ Dance / Party / Celebration / Friendship. We are looking for bold, modern, contemporary designs that will appeal to young people. (Please bear in mind that African Greetings wants to be a company with a positive influence on society and that a majority of our customers are Christians, so designs should be lively and vibrant but should not promote decadent behaviour including drunkenness/drugs/promiscuity).
5. **Love & Friendship:** Love themes for use on Engagement / Wedding / Valentine cards and other products; Friendship Themes for use on Condolence cards (showing support for friends in need).
6. **Florals:** Again, we are looking for a mixture of traditional floral images and images featuring a more unusual contemporary style. Floral designs can be used across a wide range of products for many different occasions.
7. **African Artworks celebrating Birth / Children** – for use on New Baby cards and other products.

Procedure for submitting artworks for review by African Greetings Ltd.

Artists who would like to submit artworks for review by African Greetings should initially send an email to African Greetings via our website, expressing an interest in licensing their work to us:

<http://www.african-greetings.com/email-art-department>

Then, artists should upload some small, low resolution images of their artwork (no larger than 500kB) into the “Dropbox” on our website:

<http://www.african-greetings.com/artwork-submissions>

The images should be either JPEG, GIF or PNG. These images will be too small and low resolution to print, but will allow our Creative Director to review the artworks and decide whether they are the kind of designs which African Greetings believes have commercial potential and would like to publish.

Our Creative Director will then contact any artists whose artwork meets our criteria and will offer these artists a licensing deal. In many cases, if the Creative Director likes the artist’s style, the artist will be asked to create a range of designs in the same style.

If African Greetings and the artist come to an agreement, a contract will be signed covering each artwork which is licensed by the artist to African Greetings.

Upon signing of the contract, the artist would submit their artwork(s) to African Greetings, in one of the following formats:

- If the artwork has been created/painted/drawn by hand, a high quality scan of the artwork must be submitted to African Greetings as a high resolution (minimum 300dpi) TIFF file, no smaller than 148 x 210 mm (A5). Colour settings should be CMYK, North American PrePress.
- If the artwork has been created on Adobe Illustrator, please note we are currently working on Adobe Illustrator CS2 and welcome artworks submissions on AI. Colour settings should be CMYK, North American PrePress.
- If the artwork has been created on any other graphics programme, please save it as a high resolution TIFF file (minimum 300dpi), no smaller than 148 x 210 mm (A5). Colour settings should be CMYK, North American PrePress.

When does the artist get paid?

IF THE ARTIST IS SELLING THE COPYRIGHT TO THEIR ARTWORK TO AFRICAN GREETINGS:

If an artist sells the copyright to their artwork to African Greetings, then the artist will get paid immediately the artwork has been delivered to African Greetings as a high resolution file. (The artist and African Greetings will first pre-agree the price and African Greetings will issue a Purchase Order, confirming their intention to pay for the artwork upon receipt of the same.)

IF THE ARTIST IS LICENSING THEIR ARTWORK TO AFRICAN GREETINGS:

At the end of each quarter of the calendar year (31 March, 30 June, 30 September and 31 December), African Greetings calculates the amount of royalties/commission due to each artist, which will depend on the number of products sold featuring the artist's designs. No later than 15 days after the end of each quarter, AGL will issue the artist with a statement showing the total amount of royalties/commission they have earned. Payment to the artist will be made by cheque if in Kenya (or by bank transfer if elsewhere) within 30 days of the end of each quarter.

PAYE and Withholding Tax:

IMPORTANT NOTE FOR ARTISTS LICENSING THEIR ARTWORKS TO AFRICAN GREETINGS

If the artist is a company, then payment can only be made upon receipt of an invoice from the Artist Company. The Artist Company would issue this invoice upon receipt of the statement of the royalties/commission due from African Greetings. Withholding tax at the current rate as required by law will be deducted by African Greetings from the total due to the Artist Company.

If the artist is an individual, then PAYE at the current rate as required by law will be deducted by African Greetings from the total due to the artist.