



KNITCRATE

DESIGNER GUIDELINES

Thank you for joining us as a designer for KnitCrate! We are honored that you will be lending us your talent and imagination for a shop, crate, or special feature. We've put together this little guideline to give you all the details about our process and collaboration.

KnitCrate Pattern Cycle

THEME & DEVELOPMENT

After we've coordinated with you on which month we'll be featuring your work, the design coordinator will send you the following information and documents:

- Work Order (this also serves as our Contract)
- Theme Board
- Yarn Information & Details

You should download and familiarize yourself with the following documents, available at the links below:

- KnitCrate Pattern Format knitnow.co/desformat
- KnitCrate Pattern Sizing Guide knitnow.co/dessize

When yarn samples arrive to us from the mill or dyer, your design coordinator will send you your yarn support. If your pattern is for a subscription crate you will at minimum receive the same amount a customer will receive in their crate. Occasionally the design coordinator will send you extra skeins in alternate colors from the same month. You can use these extra skeins in giveaways during your feature month, test knitting (we do not cover test knitting), or for making additional samples as you wish.

If your pattern is for a subscription crate, please ensure your pattern is designed to use the number of skeins that will be included in the crate for our customers. This info will be included on your work order, or ask your design coordinator if you have any questions.

Within one week of your yarn support arriving, please submit a Design Review to your design coordinator. All designs are required to be reviewed with the design

coordinator (the person in contact with you about your pattern). This is not meant to be further restricting to you as a designer, but to make sure that your patterns stand out to our membership and are not too similar to anything we have previously commissioned or released. Your Design Review should include a description of your design, stitch references or swatch(es) and shapes/fit notations. **Please wait for approval from your design coordinator before you begin any other work on your pattern.**

After your design coordinator approves your Design Review (we aim to do so within 24–48 hours), you can begin the making process. We will essentially leave you alone during this time, but if you ever have any questions feel free to reach out to the design coordinator for assistance. Do not be afraid to reach out to us if your design is taking a little extra time: we are able to build in some accommodations for extensions in most cases.

WRITING YOUR PATTERN DRAFT

Please be sure to follow the KnitCrate pattern format when writing your pattern. **ALL information is required.** Replace the placeholder text in the pattern with your pattern text (for example, replace the text "Suggested Pattern Title" with your actual pattern title), without changing the styles or style names in the document. Please remove all formatting tips/notes from the document—the final submitted pattern draft should read like a complete pattern, with none of our notes remaining. If you have any questions about how to use the document to write your pattern, email your pattern coordinator.

Please download a copy of the pattern format document for your use here: knitnow.co/desformat

Patterns that are not correctly formatted will result in you being asked to re-write within format. **Designers who neglect to comply to requests to reformat will be charged a \$50 layout fee against their contracted payment** to cover the time of the person doing the additional work to prepare your pattern for publishing.

DELIVERABLES

When you have completed your design, please send us the following by email:

- PDF or Word Document of the finished pattern (no images, fancy text, headers or logos--just simple black text on a white page.
- Diagrams, charts, schematics as separate JPEG, PNG, EPS, or AI files. EPS or AI files are preferred, when possible. If you use Stitch Mastery to make your knitting charts, please send us your working files so we can easily apply our publication style to them.
- Snapshots of your garments laid flat from needed angles (back, side, top, etc.) for the tech editors to use as reference.
- Snapshots if the garment has a specific fit, where a photo will help the garment stylist.
- Fill out a Designer Questionnaire, at this link: knitnow.co/desques
- Ship your finished sample to:
KnitCrate
c/o ARTISAN MEDIA
7119 NW 6 Ave
Miami FL 33150

Please indicate at this time if you would like your sample returned to you post-photography. Samples unclaimed or not requested for return are eligible to be taken to KnitCrate events or sold in an annual sample sale (proceeds are donated to a charity of KnitCrate's choice). **Note: designers are responsible for the shipping on returned samples.**

RELEASE

Pre-Release, your design coordinator will send you the following:

- Photos featuring your pattern from our photoshoot.
- PDF layout in KnitCrate formatting for release.
- Digital version of the printed book included with that month's crates.

Additionally, the warehouse coordinator will have been

provided with your on-file mailing address to send you a crate (for membership crate features only—quarterly crates are dependent on availability.) If you move during the design cycle, please notify your design coordinator of any address changes as soon as possible. **We are not responsible for lost samples due to address changes.**

PATTERN DISTRIBUTION PROCESS

Patterns are put up on Ravelry the first day of the month, or, if the first falls on the weekend or holiday, the first non-holiday or non-weekend day of the month. Your design coordinator will let you know the specific date for your feature. After and on release date, you may begin to share with your audience about release and involvement.

RIGHTS

KnitCrate owns full rights to your pattern, unless otherwise agreed to on your Work Order.

PATTERN TRANSLATIONS

At KnitCrate, we are constantly seeking new ways to make our crates, patterns and projects more accessible to crafters worldwide. Your pattern may be translated into one or more additional languages as an extra digital PDF option for members to download. We use professional tech editors and translators to provide this service. This is a bonus service from KnitCrate, and does not affect your compensation or rights agreement in any way.

Building Buzz

We encourage you to help generate excitement for the crate you're featured in. You can generate more excitement by:

- Posting on social media and web presences, sending newsletters to your email list
- Visiting our Ravelry Group at www.ravelry.com/groups/knitcrate and commenting in threads relevant to your feature, and introducing yourself to our audience.
- Letting the product coordinator know if you'd like to host a giveaway so we can provide you an affiliate link and extra product if needed.

If you have additional ideas, we're all ears—suggest them to your design coordinator!