Embroiderers' Association of Canada, Inc.
Association canadienne de broderie, Inc.

Guidelines for Writing Project Instructions

Formatting project instructions with care can help readers follow the steps correctly and complete the project successfully.

Body Text

In writing the text, choose a type style and size that may be easily read. A 12-point font size as used in this document is recommended. Text is easier to read if the lines of the copy are 1½ spaces apart.

Adequate white space (between paragraphs and sections, around headings and diagrams, etc.) is critical to the text presentation. Paragraphs may be indented or flush with the left margin.

Section Headings

Headings are a great way to help organize the text. In instructions, there are usually three or four levels of headings.

Headings are usually emphasized by centring the word(s) or using a larger type size; they may be further emphasized by using boldface or a different font, capitalizing all letters, underlining, etc. The most important thing is to be consistent; emphasize all similar headings in the same way throughout the text.

Emphasizing Portions of the Text

Avoid the overuse of CAPITALIZATION. For text which needs emphasis, boldface, italics, a different font or font size are all options. Changing the colour of the text for emphasis is not recommended as it adds to the printing cost.

Using different emphasis styles can also be helpful: e.g., using italics for "notes," boldface for critical information, a different font for "hints," etc.. Text can also be emphasized with fills and paragraph borders.

Regardless of the method chosen, consistency is important for easy-to-read text. For example, if the first "hint" in the text is presented in a different font, then all subsequent

"hints" should be presented in that same font. *Notes: Use emphasis consistently and sparingly to get the embroiderer's attention for important information.*

Tip: Using the same font but in bold type also catches the eye and alerts the embroiderer that this contains important information.

Hint: Using a different font will immediately grab the embroiderer's attention. Use these "odd" fonts sparingly and make sure that they are still easily readable. Some of them work well only if you enlarge the type size.

In reference to the organization, please use the correct name, i.e., "Embroiderers' Association of Canada, Inc./Association canadienne de broderie, Inc." for the first use and subsequently the abbreviation "EAC/ACB."

Items to be Included in the Instructions

Title Page

The title page should include the following:

1. The title of the project should be the most prominent item on the title page
2. The designer's name
3. A 4- x 6-inch (minimum) colour photo of the project
4. The words "A project written exclusively for the use by the Embroiderers' Association of Canada, Inc./Association canadienne de broderie, Inc."
5. A statement about the technique(s) and stitching level is always appreciated by readers

The main photo on the title page should be a close-up of the completed needlework. The stitching should fill the photograph. A mat or frame does not need to be included.

Interior Pages

The best practice is to include a copyright notation in the footer on all pages. For example, "©20*XX, author's name*. All rights reserved. May not be reproduced by any means without written permission of the author."

Materials List

The materials list needs to include:

1. All items needed to duplicate the designer's model
2. Doodle cloth or canvas for recommended practice, if required

3. Frames, needles, tools

4. All finishing materials

Use of Trademark Symbols

Use the appropriate symbol (either ™ or ®) to indicate a brand item on the materials list. For example, Miyuki™ and Watercolors™ are brand names. Note that "Watercolors" is capitalized and spelled without the "u" as it appears on the label.

General Stitching Information

The following topics should be included in the general stitching information.

1. Threads, yarns and fibres

2. Stretcher bars, scroll frames, hoops

   a. Instructions on the appropriate method of stretching the ground fabric, if stretching is needed, should be provided. If it is best to work the piece "in hand," that should be stated as well

3. Tools

   a. Instruction on the use of tools, as specified on the materials list, should be included

4. Techniques for transferring the design to the fabric
   a. Instructions should note which technique is preferred by the instructor

Stitching Instructions

The text should provide all the information necessary for the embroiderer to reproduce the project as stitched by the designer. Do not refer the embroiderer to outside sources; if the information is needed to complete the project, it must be included in the text.

If appropriate, ideas for changes (colour, thread, ground fabric, design) should be included with guidelines on how the embroiderer may successfully implement the changes.

Tips, Hints and Notes

Special tips, hints and notes on how to achieve an effect should be placed at the point of first use. These tips, hints and notes should be labelled appropriately and are often emphasized in some way.

Diagrams, Charts and Photographs

Diagrams, charts and photographs should be placed at the point of first use or reference on the same page with any text relating to them. Sometimes this is impossible due to the size of the diagram or chart. Consider then how to make it easy for the embroiderer to refer to both the text and the diagram or chart with minimal page flipping.

Diagrams and charts should be large enough to be read or seen easily. Insert your diagram/chart in a text box in your text. It will be easier to edit the text or make corrections later. When planning photography of a project, make sure that there is high contrast between the background or work surface, the ground fabric and the fibres or threads.

Diagrams, charts and photographs should be labelled numerically and in a consistent manner. They may be sequentially numbered as they appear in the text. If this method is used, the page number must be provided when the stitcher is directed to the diagram/chart from another page.

If instructions to complete a series of stitches to complete a single stitch is required, they may be shown on the same diagram/chart with appropriate labelling.

It is essential to be consistent with whichever system is used to label and place stitch diagrams, charts and photographs within the text. The stitcher will then understand how to read the information to complete the work as intended.

Finishing Instructions

If washing, blocking, etc. are needed, provide instructions.

If the project is to be framed, "frame as desired" is sufficient instruction.

If the project is to be made into a pillow, purse, ornament, or another format to be completed by the embroiderer, provide the necessary instructions. If this finishing is an option only, complete instructions are not necessary.

Biography

A biography allows the embroiderer to know a bit about you, your needlework credentials, and your interests. This biography is informal and is not to be a résumé. It is also an excellent place to include your email address and, optionally, telephone number, including your time zone and the best time to reach you.