**American Miniaturist and Dollhouse Miniatures Style Guide**

**Last updated 11/2014**

800-900 words - $25 per article

Write out steps to be sentences

Past tenses

Italics on project titles
(popsicle is trademarked, so we usually just say craft stick)
No Double spaces
Inches or in. make “
dollhouse (one word)
|room box (two words), shadow box (two words)
IGMA (no periods)
NAME (no periods)
people are referred to as artists, not artisan, unless Artisan is referring to IGMA status. (this is to avoid confusion.)

**TOOLS & MATERIALS**

Plexiglas

Super Glue

card stock

paperclay (one word, lowercase)

polymer clay (lowercase; is not a brand)

Fimo (brand; capitalize, but not all letters)

decorators varnish (no apostrophe)

hand rotary tool (no hyphen)

needle-nosed pliers (hyphenate)

stickpin, straight pin, hatpin

air-drying clay

Fray Check (brand)

bunka (not a brand, not capitalized)

foam core (and the foam-core piece)

X-Acto knife

table saw (two words)

blue painter’s tape

Blu Tack

Tacky Glue

mat board

rickrack

foam board

**COLORS**

Never capitalized

gray (not grey)

ochre (not ocher)

**RANDOM WORDS**

windowsill (one word)

handmade

handcrafted

hand-sculpted

hand-painted

teapot

nature (lowercase)

spring, summer, etc. –lowercase seasons

realistic-looking fruits (use hyphen) BUT Pat's flowers and produce are incredibly

realistic looking with a color and texture that is absolutely authentic.

fairy (not faery, or faeries)

one-of-a-kind 1:12-scale dolls

lifelike

doll maker, doll making, making dolls, doll-making career

My full line is 100-plus different flowers

lightweight

teddy bear (two words, lowercase)

90-plus percent of the time

Dry fit

scrapbooking

right-side up

wainscoting (one t)

hangers are my best sellers

mold (not mould)

iBook vs ebook: Follow Apple Guidelines

former (a type of dowel or something to help shape a creation, i.e. to form it; OK to use but rephrase if possible or if it trips you up)

topcoat (i.e. the top coat of something to seal it)

“texturizing” is not a word but we can use it for lack of a better one

**SCALES**

Use colon: 1:12, 1:24, 1:48, NEVER in fractions: ½ scale (NO)

Do NOT use “th”: The item is in 1:12 scale; all miniatures are in 1:12 scale unless otherwise stated.

Use hyphen only when compound adjective: it is a 1:12-scale item; she has gradually widened her 1:12-scale range to include 1:24 and 1:48 scales.

For text, also use hyphen only when compound adjective: or one-inch scale, half-inch scale, quarter-inch scale. The scale is quarter inch [no hyphen]. The tables and benches for the Great Hall were created in half scale. The half-scale items…

OK to switch between numerals and text: I ventured into 1:12-scale miniatures in 1995 and am currently introducing half-scale toys.

“Fantasy scale” does not have a standard and should be shown minimally.

**PUNCTUATION**

Follows a general AP style, but with some major exceptions.

Use serial comma for clarity (this, this, and that)

Fractions are numeral, space, fraction: 1½ (NOT 1 1/2, 1-1/2, etc) -for measurements!

Inches and feet are marked in straight quotation marks (primarily in tutorials) for clarity: The circle is about 1" in diameter (to avoid “1in in diameter”), but also can be spelled out: The box is four inches across.

Numbers should be numerals (“been making minis for 35 years”) but in features or galleries, keep it in text form (“been making minis for thirty-five years”)

Percent sign is OK to use as long as it’s with numeral (33%)

Money always uses numerals unless slang ($0.99, which was 10 cents, were a dollar each)

in February 2009 (do not need “of”)

as shown in Figure 3 (cap figure, use numeral)

Use comma if sentence starts with “if” (“If the beads are too small, you can…”)

Use comma when next phrase starts with a word ending with “ing”: “Bend the wires over, trapping the last line of string tightly”

Use comma after introductory phrase: “To finish, pile some of the blackberries into the basket”

Spell out centuries only up to ninth after that 10th, 11th —-Abbreviation 10th c.

Titles and headlines are headline-style (First word capitalized, the rest lowercase)

no : or .

Keep the Tools & Materials in the order they appear within the article

In projects (T&M and also text) it is OK to put the number of items in text format to avoid confusion with its measurements: “Four 1"-diameter dowels” instead of “4 1"-diameter dowels”)

Issues are referred to by month and year with issue number in parentheses: “January 2012 issue (AM105)” or “January issue (AM105)”

DHM issue 41 (Sept-Oct 2014)

Use full sentences as much as possible in instructions: instead of “Step 6: Cut up front of coat including a hole for the neck,” use, “Step 6: Cut up the front of the coat, including a hole for the neck.” Otherwise it sounds choppy.

**COMMON WEBSITES**

Within text, do not use “.com” unless it’s an obscure site (“She sells on Etsy,” but in a contact box, it would be listed as www.Etsy.com)

In Contact Boxes, use full site ([www.Etsy.com](http://www.Etsy.com/))

Etsy

eBay

Amazon

We mainly use **AP** Stylebook, but this is what was given to me when I started here. Just to give you some background, I am a graphic designer, mixed media artist, and a miniaturist. I write from the heart, but am not trained as a writer. It is wonderful to have professional writers on board and I think together we make a great team to get the most out of this publication. I work as a contractor based out of Maryland and used to be a regular contributor to DHM and AM about 10 years ago with mini tutorials. I left miniatures and my design business and started my art business for five years and wrote three books, sold everything at art festivals and galleries, and had my work in Somerset Studio magazine several times (so proud of that one! Haha)

Then a few years ago Kelly got in touch and asked if I would be the editor for AM. I was excited to get my graphics business up and running again because the art festivals were starting to suffer. Then a year later they gave me DHM as well.

It has been my mission to get the publications back to their glory again with my passion for miniatures as well as giving great exposure to talented artists. So that’s my story and some background.

If you ever have any questions just reach out and ask. I am happy to help in any way.

Please return completed questionnaire by email to auralea@ashdown.co.uk, or mail it to Auralea Krieger, 68132 250th Ave., Kasson, MN 55944. Questions can be directed to Traci via email (preferred) or by phone at (507) 634-3143.