



What is Milk-A-Thon?

Milk-A-Thon is a guest artist open call. Each artist will submit their version of the blend Milk Herald. 3 winners will be selected from all entries and be printed as official Gem Blenders trading cards.

Who are the judges for Milk-A-Thon?

Entries will be voted on by a panel of judges who have appeared as Gem Blenders artists previously. The judging panel includes Blake Andrews, Wayne Bruce, Niamh Day, Ryan Gurry, Peter Mitchell, Slava Singh, and Steve Sekula.

What do the winners receive?

All winners will receive copies of all 3 winning cards. Each artist is also eligible to create an additional blend of their choosing to be printed as an event promo! Additional prizing includes:

1st place — booster box

2nd place — 10 booster packs

3rd place — 5 booster packs

What are the rules?

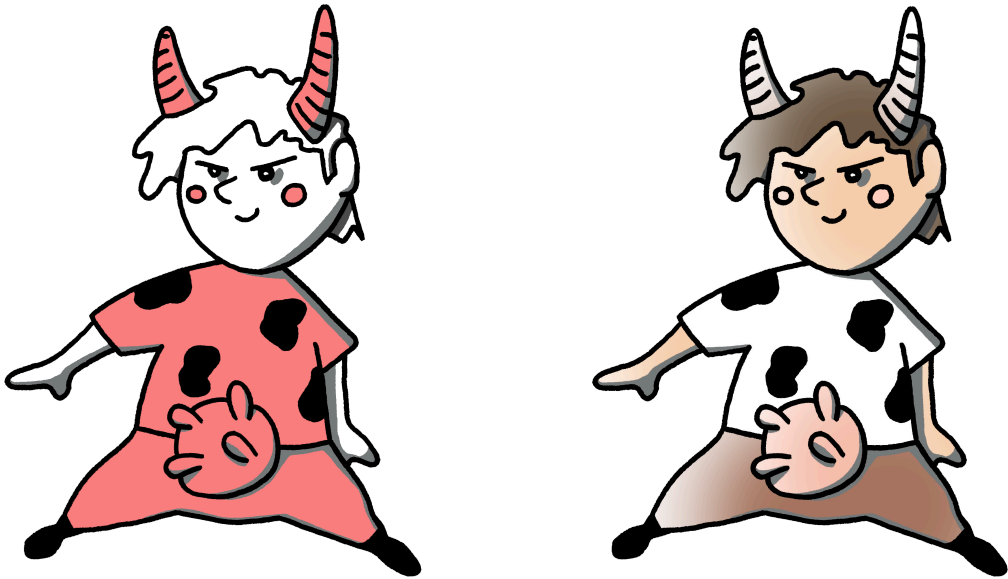
1. Use your original style! It's important that Gem Blenders guest artists have a "lo-fi" vibe to their work; however, this can be interpreted in many different ways. From pixelated to hand drawn, simplicity and aesthetic vision are key. Here are some examples of previous guest artists:



2. Use the [given templates](#) and work in **CMYK color mode**. The character and background must be high enough resolution, so the final print is clear (the "card template" is just for your personal use to see what your design will look like on the card).
3. Ensure your Milk Herald's proportions fit properly on the card. The most successful designs have larger heads and smaller bodies to best occupy the square art space.



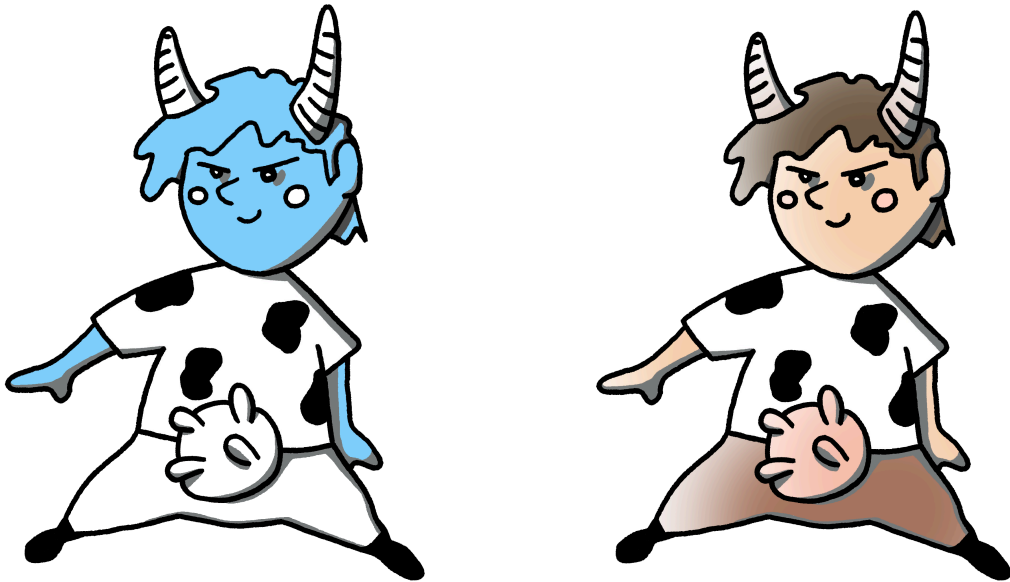
4. All parts of the blend (everything in red) must be included in your interpretation of Milk Herald. The colors of the blend should be similar to the color of the reference image.
 - a. For example, the pants should be brown, but this brown doesn't need to match the exact brown of the reference image. Also, your Milk Herald's shirt pattern doesn't need to be identical to the reference image, but it should be white with black spots.
 - b. In some special cases, artists may get more creative with their coloring methods or use minimal/no color (see the unique coloring examples below).
 - c. Do not add any blend elements. You may alter proportions or simplify shapes, but all blend elements must be present.



Unique coloring examples:



5. All parts of the base hero (everything in blue) must be different. The base hero should look notably different from the reference image. Feel free to play around with age, gender, skin color, and hair color.



6. **Alter the pose!** Don't do the exact same pose as the reference image. If the pose looks too similar to the original, it will be disqualified.
7. The background should be a pattern that compliments your art style. There are no restrictions with color or pattern. While the background may include non pattern elements, it should not be a landscape or interior location. **Artists are encouraged to create a pattern that differs from the original Milk Herald card.**

How will my submission be evaluated?

All submissions will be evaluated by the 7 judges according to the following criteria:

- **Lo-fi Aesthetic** *Does the execution of the illustration fit seamlessly into the lo-fi world of Gemlandia? Does the illustration look like a natural addition to the range of guest artist styles? Simplicity is key!*
- **Artistic Style** *Does the artist successfully execute a distinct stylistic vision? Does the artist offer a new perspective within the lo-fi lexicon? Does the background feel natural with the illustration?*
- **Composition** *Does the illustration fit well on the card? Does the pose and sizing of the character fill the template nicely?*

Submissions may be disqualified from judging if they do not adhere to the rules (#1-7).

If a submitter does not adhere to the rules (#1-7), they will be notified and have 24 hrs to make any changes to their illustration. As artists are working, they are encouraged to share drafts with Steve for creative direction and advice (via Discord, Instagram, or email — info@gemblenders.com).

When is my submission due?

All submissions are due by March 16th at midnight sent to info@gemblenders.com. Please include “Milk-A-Thon Submission” (or something similar) in the subject line.

Submissions must include a separate character and background image files. The character must have a transparent background. Alternatively, you may send a photoshop file with separate layers for the character and background.