



**PRISM:
Publishing Requirements for Industry Standard Metadata**

**Guide to
PRISM Crafts Metadata
and XML Encoding**

Referencing the PRISM 3.0 Specification

**Version 3.1
March 5, 2015**



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Table of Contents

1	INTRODUCTION	1
1.1	About The Guide to PRISM Craft Metadata and XML Encoding	1
1.2	How Can I Use this Guide?	1
1.3	Legend for Diagrams	1
1.4	Crafts Vs. Projects	2
1.5	PRISM XML Models	2
1.5.1	High Level Crafts Metadata Groupings	2
1.5.2	XML Craft Encoding Model	3
1.6	The Relationship to PRISM	3
1.7	If you have questions:	4
2	STATUS	5
2.1	Document Status	5
2.2	Document Location	5
2.3	Version History	5
3	PRISM CRAFT USE CASES	7
3.1.1	Use Case 001: Establishing a Craft Database	7
3.1.2	Use Case 002: Establish a Tagging Scheme to encode a wide variety of Simple Crafts in XML	7
3.1.3	Use Case 003: Aggregate PAM-Encoded Content Containing Crafts	8
4	PRISM CRAFT METADATA ENCODING	9
4.1	PRISM Craft Metadata Namespaces	9
4.2	PRISM Craft Metadata Blocks	9
4.2.1	Craft Metadata	9
4.2.2	Craft Relation Metadata	10
4.2.3	Craft Usage Rights Metadata	11
4.2.4	Craft Where Used Metadata	11
4.3	PRISM Crafts Metadata Alphabetical Listing	12
5	XML MODEL FOR THE CRAFT BODY	15
5.1	Craft Title	15
5.2	Craft Description	15
5.3	Duration	15
5.4	Materials	15
5.5	Instructions	16
5.6	Craft Note and Craft Tip	17
5.7	Craft Images	17
6	PRISM CRAFT CONTROLLED VOCABULARIES	19
6.1	Craft Category	19
6.2	Craft Subcategory	19
6.3	Method	19
6.4	Main Material	20
6.5	Craft Source Type	20
6.6	Craft Title	21
6.7	Role (attribute on Creator / Contributor)	21
6.8	Crafting Skill Level	21
6.9	Special Equipment	21
6.10	Special Occasion	22

Guide to PRISM Crafts Metadata and XML Encoding

APPENDIX A	PRISM CRAFT METADATA GLOSSARY	23
APPENDIX B	SAMPLE CRAFT XML TAGGING	27
APPENDIX C	SAMPLE CRAFT TAGGING WITH PAM	31

1 INTRODUCTION

The PRISM Crafts Metadata Specification provides a standard format for publishers to use in creating, managing and delivering crafts in books, magazines and online. This document describes PRISM Craft Metadata and XML encoding in detail and provides some examples of how it is used.

1.1 About The Guide to PRISM Craft Metadata and XML Encoding

The [PCM Namespace](#) [PRISMPCMNS] Document within the *PRISM Documentation Package* describes the elements from the PCM namespace that are included within PRISM for the description of crafts. This guideline document describes how to apply the [full range](#) of metadata fields to crafts facilitate the management of the crafts from creation to use, to archive, aggregation and reuse.

1.2 How Can I Use this Guide?

This guideline document describes how to apply metadata fields to crafts and how to code crafts in XML. The contributors to this document represented magazines (both print and digital), books and online crafts websites. So this document represents a very complete starter set – and one that no single publication or online source would use in its entirety!

The PRISM Craft Metadata and XML Encoding Guide documents three XML-based profiles for the encoding of crafts for 3 distinct use cases:

- Establish a Crafts Database
- Establish a tagging scheme to code a wide variety of crafts in XML
- Publish, Manage and Aggregate PAM-encoded content containing crafts

You will need to determine which of these use cases can be applied to your business and implement accordingly. Note that it is possible that multiple use cases will apply.

1.3 Legend for Diagrams

In this guide, the XML model is often illustrated by a model diagram. Each diagram was produced with the XML Spy product. These diagrams show the elements and attributes that make up a model and their order and frequency.

The legend for reading XML model diagrams is shown in Figure 1.1. Elements that are required by the model are shown in a solid box. Elements that are optional are shown in a dotted box. Likewise attributes may be required (solid box) or optional (dotted box). A repeatable occurrence of elements is indicated by numbers below each element box to the right.

The diagrams also indicate how elements are assembled. When building models elements may occur in a sequence where elements occur in a specified order. Some models provide a choice from among a number of elements. The legend in Figure 1.1 shows the connectors for sequence and choice.

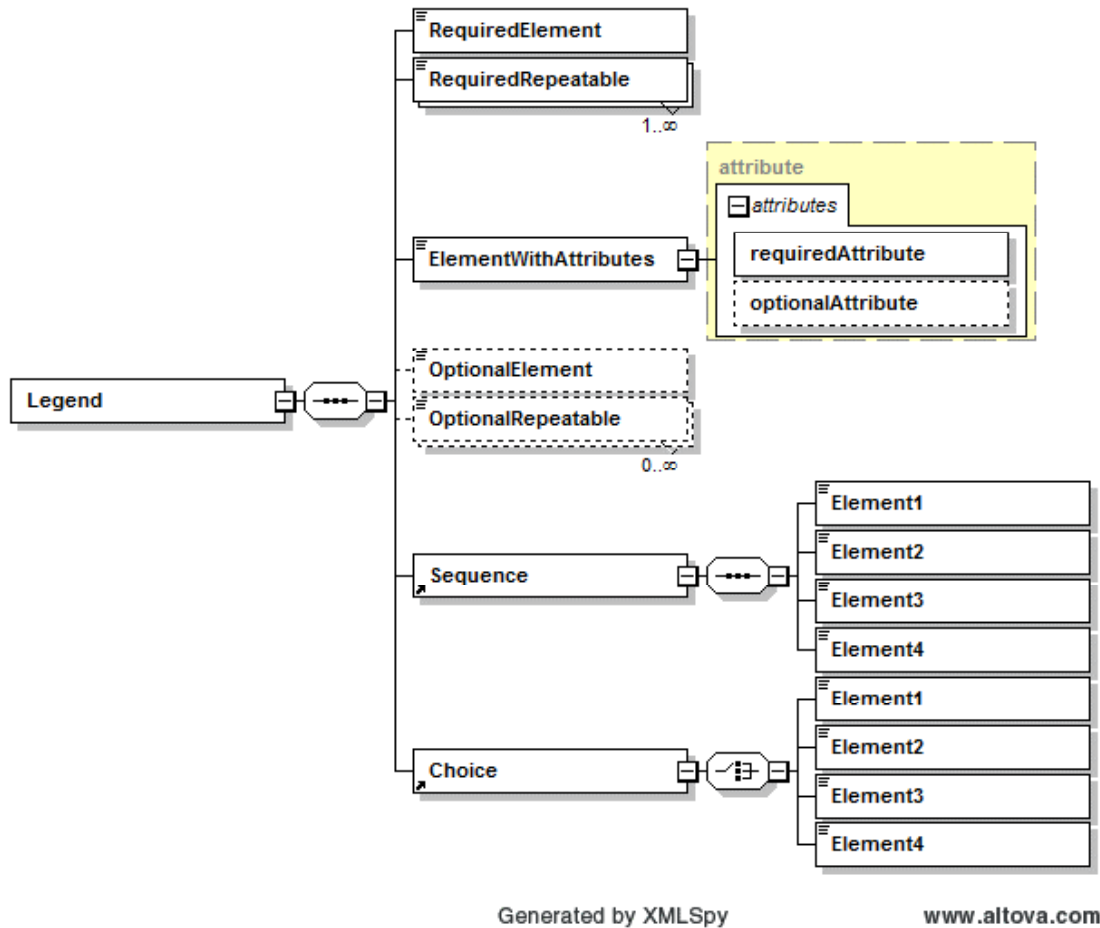


Figure 1.1 Legend for XML Diagrams

1.4 Crafts Vs. Projects

This guide specifically focuses on the model for a simple craft. This model may be employed within the model for a project that is made up of the completion of several craft-based steps that are combined to specify a complex Project. The development of a PRISM project model is a future PRISM project.

1.5 PRISM XML Models

Three use cases have been identified for PRISM Crafts Metadata. One XML Model has been defined for Use Cases 001 and 002 and a PAM XML schema with embedded crafts metadata and content encoding must be developed to support for Use Case 003.

1.5.1 High Level Crafts Metadata Groupings

This specification groups crafts metadata based on function. See Figure 1.2

- Craft Metadata
- Craft Relations Metadata
- Craft Usage Rights Metadata
- Where Used Metadata

Guide to PRISM Crafts Metadata and XML Encoding

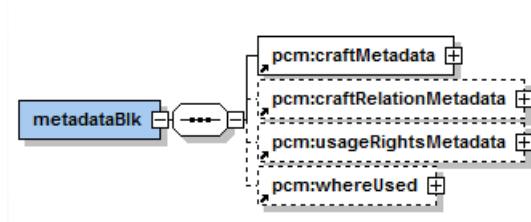


Figure 1.2 Craft Metadata Block

1.5.2 XML Craft Encoding Model

The XML model developed to encode a craft designed so it can be mapped into an XML Content Management System (CM) or into a Craft Database. See Figure 1.3.

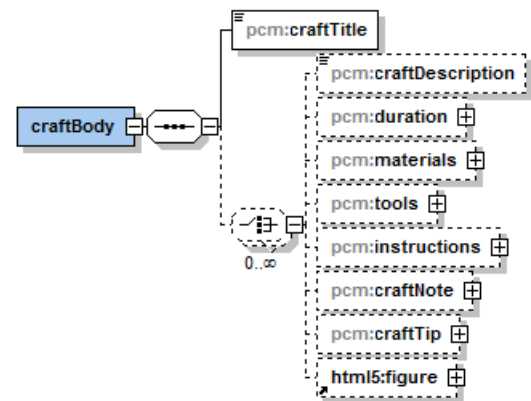


Figure 1.3 XML Craft Encoding Model

1.6 The Relationship to PRISM

The PRISM Working Group was established in 1999 by a group of companies primarily involved in the production of serial and web-based editorial content. This group includes publishers, other rights holders, systems integrators, software developers and content aggregators who face common content application challenges such as re-use of content in multiple media types, rights and contract management, better access to content archives, and faster, less expensive exchange and integration of disparate sets of content across the enterprise and with outside business partners. The representatives of these companies believed that developing and adopting a standard set of XML metadata would assist them in managing and automating their labor-intensive content workflow processes.

The result of this collaboration was the PRISM specification. The PRISM specification defines a standard for describing, exchanging, and reusing content in both print and electronic publishing contexts. The Working Group released Version 1.0 of the PRISM specification in April of 2001.

The PRISM specification is built on a strong foundation of existing standards such as XML, RDF, the Dublin Core, and various ISO specifications for locations, languages, and date/time formats. On top of this base, it defines a number of XML namespaces and controlled vocabularies in order to meet the goals of interoperability, interchange, and reuse.

During 2005 and 2006, a subgroup of PRISM developed an initial draft of a metadata specification for digital images called Digital Image Management Metadata or DIM2. This work aggressively tackled topics such a delivery platforms and digital rights that really justified their own place in the PRISM Specification. In early 2007, work on the digital image metadata specification was set aside and concepts from that early work were brought back to the broader PRISM Working Group for inclusion in the general specification.

Guide to PRISM Crafts Metadata and XML Encoding

Based on this input, the PRISM Working Group released PRISM 2.0, the first major revision in the specification since its initial release in 2001 in February 2008. This major revision of the PRISM Specification addressed emerging requirements for publishers and media companies to deliver content in an online and multimedia environment, as well as in print. Then in 2009, PRISM 2.1 was released. This version of the specification adds metadata to manage and track rights and permissions for all types of digital media, including digital images.

PRISM 3.0 will be published in early 2012. PRISM 3.0 adds metadata for digital images and crafts. In addition, fields have been added to support the new use case for PRISM known as nextPub which defines semantically rich, HTML5-compliant XML Source to support the next generation of cross media publishing.

This version of the PRISM Craft Metadata Specification and the Craft Guide reference PRISM 3.0.

1.7 If you have questions:

If you have a question or comment about these guidelines, please contact info@prismstandard.org.

In your message, please provide the following information:

- Your name and company
- Telephone contact information
- If applicable, reference the document(s) and section(s)

2 STATUS

2.1 Document Status

The status of this document is:

✓	Draft
✓	Released for Public Comment
✓	Released

2.2 Document Location

The location of this document is:

http://www.prismstandard.org/specifications/3.1/Crafts_Guide.pdf

2.3 Version History

Version Number	Release Date	Editor	Description
1.0 Draft	December 20, 2014	Kennedy	A Guide to PRISM Crafts Metadata and XML Encoding
V3.1	March 5, 2015	Kennedy	A Guide to PRISM Crafts Metadata and XML Encoding

3 PRISM CRAFT USE CASES

Three use cases have been identified for PRISM Craft Metadata and content encoding. The Use Cases are documented below. Note that an XML Model has been defined for each use case. Other use cases may exist.

3.1.1 Use Case 001: Establishing a Craft Database

Title	Establish a Craft Database
Summary:	A publisher wants to design and implement an XML Source database. The database will organize crafts; serve as a basis for staff, and perhaps outside users, to search crafts.
Actors:	Publisher (subject matter experts, production staff)
Prerequisites:	
Scenario:	<ol style="list-style-type: none">1. Publishers will establish a craft source database.2. Crafts may be directly authored into the database3. Crafts may be extracted from websites, magazine articles and books and loaded into the source database4. Users may search, aggregate and deliver crafts according to a broad range of criteria that we find today on craft websites, magazine articles and books to develop new products
-Requirements	<ol style="list-style-type: none">1. A broad range of search and organizational criteria may be employed2. The craft database model will prescribe a standard order for metadata and craft body elements3. The craft database model will allow for the tracking of usage (i.e. publication) of each craft over time.4. The craft database will enable the tracking of rights for each craft.5. A craft database schema will constructed.

3.1.2 Use Case 002: Establish a Tagging Scheme to encode a wide variety of Simple Crafts in XML

Title	Establish a tagging scheme to code a wide variety of crafts in XML
Summary:	A publisher wants to code a wide variety of crafts in XML so that the crafts can be published or loaded into an XML Craft Source Database.
Actors:	Publisher
Scenario:	<p>Publishers wish to develop an XML tagging scheme that can be used to publish a wide variety of crafts across multiple platforms.</p> <ol style="list-style-type: none">1. Craftss may be directly authored in XML (XML-First) or from tools that easily transform content into XML (XML-Early).2. Crafts may be intended for publication across products and platforms.3. Crafts may be intended for delivery to outside parties.

Guide to PRISM Crafts Metadata and XML Encoding

	<ol style="list-style-type: none">4. XML-encoded crafts may be loaded into a craft source database for future reuse.
Requirements	<ol style="list-style-type: none">1. A broad range of search and organizational metadata may be integrated into the XML model to support future content management by a craft database.2. This XML craft model should allow for the tracking of this instance of the craft usage in the case that the crafts coded in XML are to be loaded into a craft database.3. The semantics of the XML craft model should be rich enough to provide for rendering of the crafts across publishing platforms.4. The XML craft model should be rich enough and flexible enough to represent a wide variety of crafts found online, in cookbooks and in magazines.5. Usage Rights should be included in this model.6. A distinct XSD will be developed to support this use case.

3.1.3 Use Case 003: Aggregate PAM-Encoded Content Containing Crafts

Title	Aggregate PAM-encoded Content Containing Crafts
Summary:	A publisher using PAM-encoding to deliver magazine articles containing crafts to aggregators needs additional metadata and content markup for crafts.
Actors:	Publisher
Scenario:	<p>Publishers wish to encode crafts within PAM-encoded magazine article content.</p> <ol style="list-style-type: none">1. Publishers wish to code magazine content with PAM-like coding for crafts within articles.2. Publishers wish to pull crafts out of articles encoded with PAM-craft markup into a craft database.3. Publishers wish to draw crafts stored in a source XML craft database into PAM-encoded articles4. Publishers may wish to send PAM-encoded articles containing crafts to aggregators
Requirements	<ol style="list-style-type: none">1. Crafts should be delimited and coded inside a magazine article with PAM-like markup.2. Although some changes to the PAM schema may be required, the changes should be kept to a minimum and only high-level craft structures would be represented.3. Crafts will use the new media object, anchored within the craft to support the rich media functionality for crafts expected on interactive tablet displays.4. Craft metadata must be stored in the craft object in the content data stream.5. A PAM craft schema will be developed to support this use case.

4 PRISM CRAFT METADATA ENCODING

This PRISM Guide addresses PRISM metadata fields that can be applied to crafts to facilitate the management of the crafts from craft creation, submission throughout production, archive and aggregation.

4.1 PRISM Craft Metadata Namespaces

Metadata fields that can be used to encode crafts come from a number of namespaces within the PRISM Specification and from outside.

The Table 1 lists the applicable namespaces and document within the PRISM Documentation Set that can be used for the encoding of digital images.

PRISM Document	Element Namespace
The PRISM Subset of the Dublin Core Namespace [PRISMDCNS]	dc: and dcterms:
The PRISM Namespace [PRISMPRISMNS]	prism:
The PRISM Crafts Metadata Namespace [PRISMPCMNS]	pcm:
The PRISM Usage Rights Namespace [PRISMPURNS]	pur:

Table 4.1 PRISM Metadata namespaces for encoding crafts

4.2 PRISM Craft Metadata Blocks

The metadata for a craft has been organized into four blocks of metadata:

- The basic metadata about this craft
- Metadata about how this craft is related to other crafts
- Metadata about the usage rights for this craft
- Metadata about where the craft has been published

See Figure 4.1.

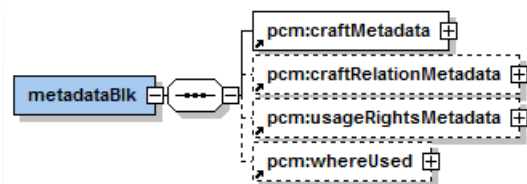


Figure 4.1 Craft Metadata Model

Metadata in these blocks fields that enable encoding of crafts come from the new PRISM Craft Namespace (prm:) as well as the Dublin Core Namespace (dc:) the PRISM Namespace (prism:) and the PRISM Usage Rights Namespace (pur:). Reference the **PRISM Basic Metadata Specification**, the **PRISM Dublin Core Metadata Specification**, the **PRISM Usage Rights Metadata Specification** and the **PRISM Crafts Metadata Specification** for more information.

4.2.1 Craft Metadata

The craft metadata block contains descriptive metadata about this craft. To facilitate database design and XML content encoding, the fields in this block occur in a specified order. See Figure 4.2.

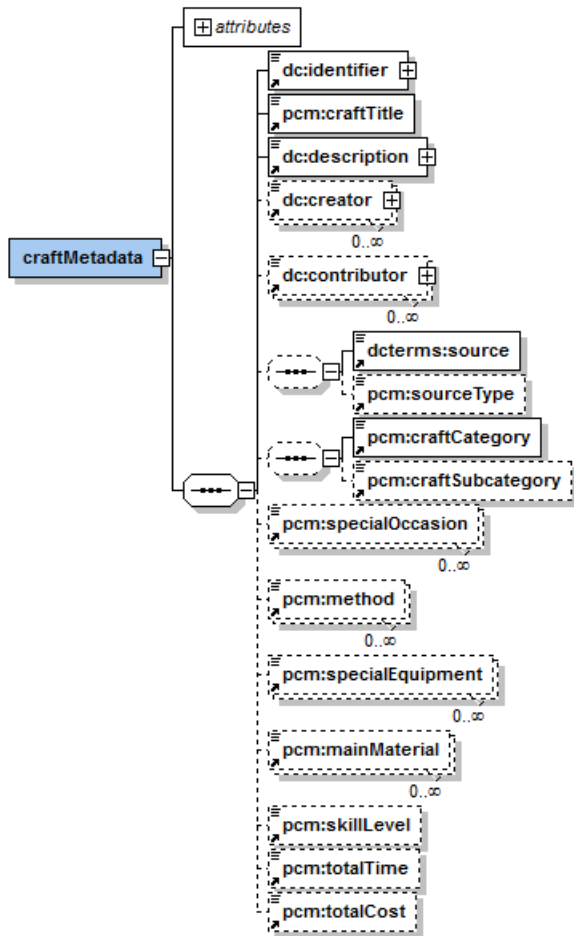


Figure 4.2 Craft Metadata

Fields in the Craft Metadata Block include:

- dc:identifier
- pcm:craftTitle
- dc:creator
- dc:contributor
- dc:source
- pcm:sourceType
- pcm:craftCategory
- pcm:craftSubcategory
- pcm:specialOccasion
- pcm:method
- pcm:specialEquipment
- pcm:mainMaterial
- pcm:skillLevel
- pcm:totalTime
- pcm:totalCost

4.2.2 Craft Relation Metadata

Metadata about how this craft is related to other crafts is stored in this block. See Figure 4.3.

Guide to PRISM Crafts Metadata and XML Encoding

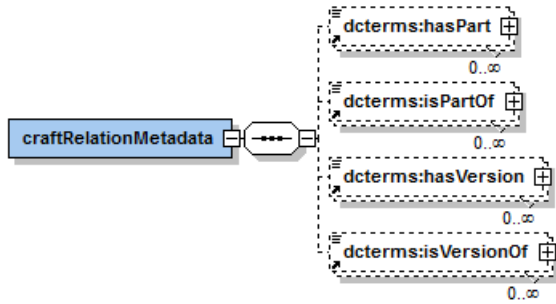


Figure 4.3 Craft Relation Metadata

4.2.3 Craft Usage Rights Metadata

Metadata about the usage rights of this craft is captured in this metadata block. See Figure 4.4.

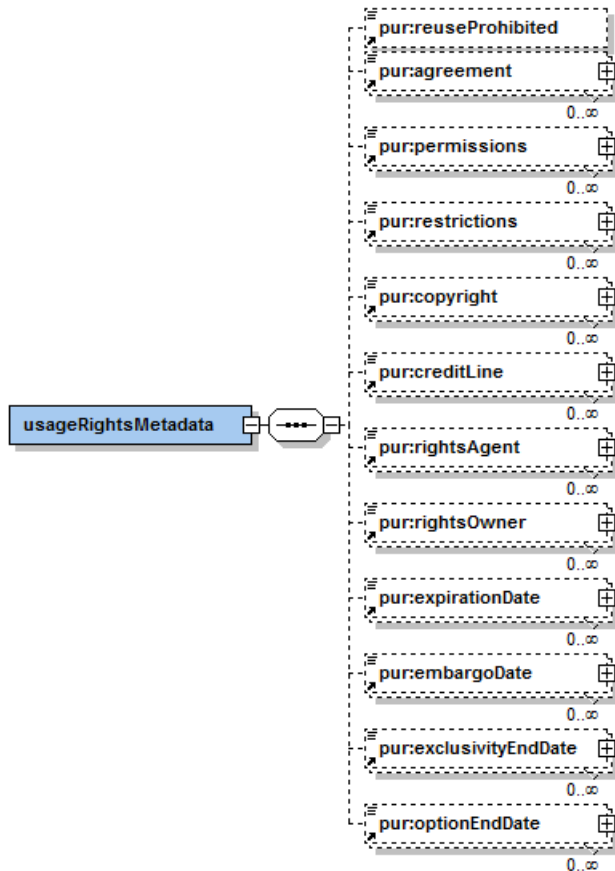


Figure 4.4 Craft Usage Rights Metadata

4.2.4 Craft Where Used Metadata

Metadata to track where a craft has been used is stored in this block. When this schema is used for a craft database design, every usage instance might be tracked. If this schema is used to tag a single craft, only the current usage would be captured. See Figure 4.5.

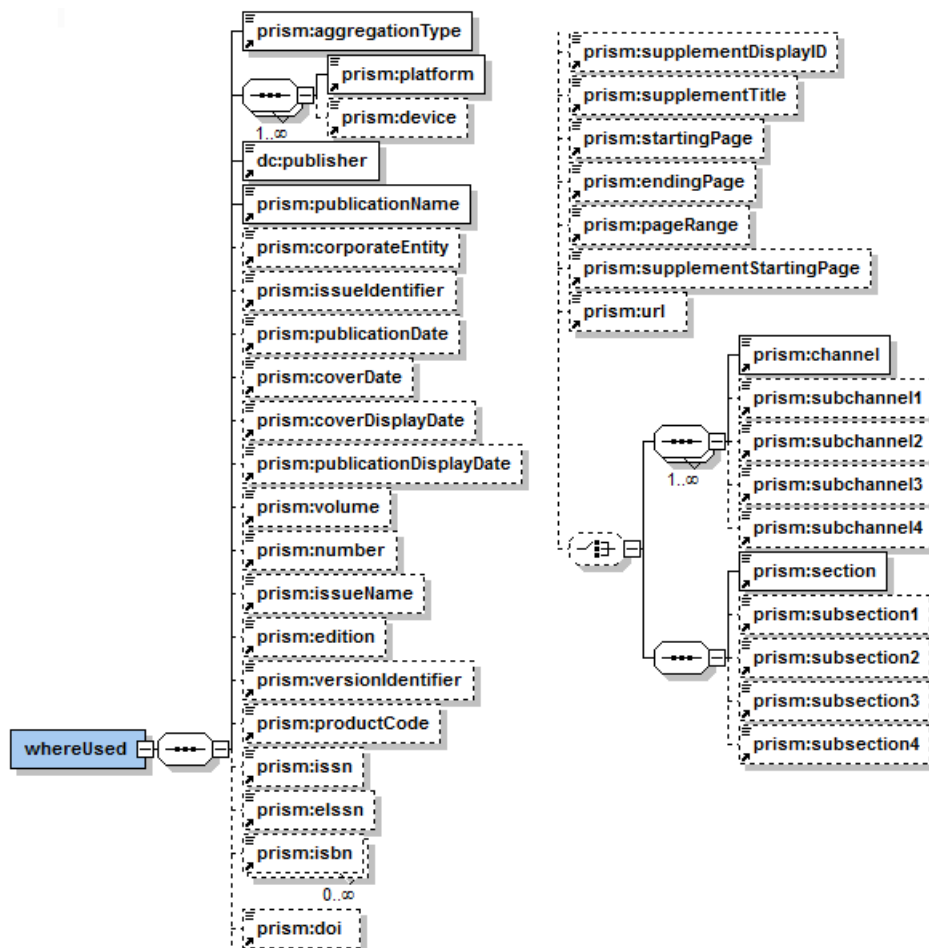


Figure 4.5 Where Used Metadata

4.3 PRISM Crafts Metadata Alphabetical Listing

The following are the metadata fields that may be applied to crafts listed in alphabetical order by field name. Note that these fields come from a number of namespaces. Usage Rights metadata is not included in this list.

- prism:byteCount
- prism:channel
- dc:contributor
- pur:copyright
- prism:corporateEntity
- prism:coverDate
- prism:coverDisplayDate
- pcm:craftCategory
- pcm:craftSubcategory
- pcm:craftTitle
- dc:creator
- dc:description
- prism:doi
- prism:edition
- prism:eIssn
- prism:endingPage
- pur:exclusivityEndDate
- prism:hasCorrection
- dcterms:hasPart
- prism:hasTranslation
- dcterms:hasVersion
- dc:identifier
- prism:isCorrectionOf
- dcterms:isPartOf
- prism:isTranslationOf
- dcterms:isVersionOf
- prism:isbn
- prism:issn
- prism:issueIdentifier
- prism:issueName
- prism:keyword
- pcm:mainMaterial
- pcm:method
- prism:number

Guide to PRISM Crafts Metadata and XML Encoding

- prism:originPlatform
- prism:pageRange
- pur:permissions
- prism:productCode
- prism:publicationDate
- prism:publicationName
- dc:publisher
- pur:rightsAgent
- prism:section
- pcm:skillLevel
- pcm:sourceType
- pcm:specialEquipment
- pcm:specialOccasion
- prism:startingPage
- prism:subchannel1
- prism:subchannel2
- prism:subchannel3
- prism:subchannel4
- prism:subsection1
- prism:subsection2
- prism:subsection3
- prism:subsection4
- prism:teaser
- pcm:totalCost
- pcm:totalTime
- prism:url
- prism:versionIdentifier
- prism:volume
- prism:wordCount

5 XML MODEL FOR THE CRAFT BODY

The metadata in the <metadataBlk of a craft is used for metadata fields that are critical to management and search for a craft within a craft database or content management system. A good example is the “method.” We can organize our crafts by the method and method is a great way for readers to find the craft in a craft database. Likewise we may want to search the craft database by the “category” and “subcategory”

Craft metadata typically does not appear when the craft is displayed in print, on a tablet or online. What does appear when the craft is displayed is the content that we tag in XML as the craft “body.” See Figure 5.1.

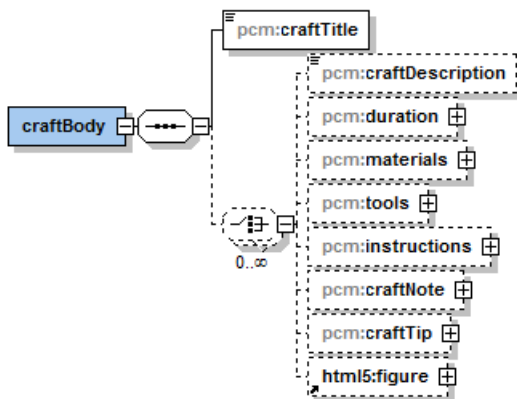


Figure 5.1 Craft Body

5.1 Craft Title

The Craft Title is a simple text string. The Craft Title is the first element of any craft and is required.

5.2 Craft Description

The Craft Description is text that describes a craft. The Craft Description is optional and may occur anywhere following the Craft Title in the body of the craft.

5.3 Duration

The duration model for crafts is made up of various kinds of time that are published with a craft. See Figure 5.2. While the <duration element is not required in a craft, if time is being specified, the model requires the specification of <totalTime for the craft.

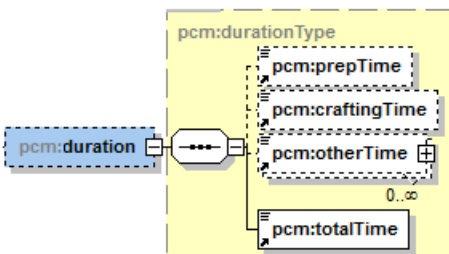


Figure 5.2 Crafts Duration Model

5.4 Materials

The materials model allows for an optional introduction, an optional Head and a list of either materials or tools. Tools are persistent (used project after project) and materials become part of the finished craft.

Guide to PRISM Crafts Metadata and XML Encoding

Supplies are also included in this model. The model for materials includes fields that indicate the name, quantity and units, dimensions as well as where the material is available and a cost estimate. See Figure 5.3.

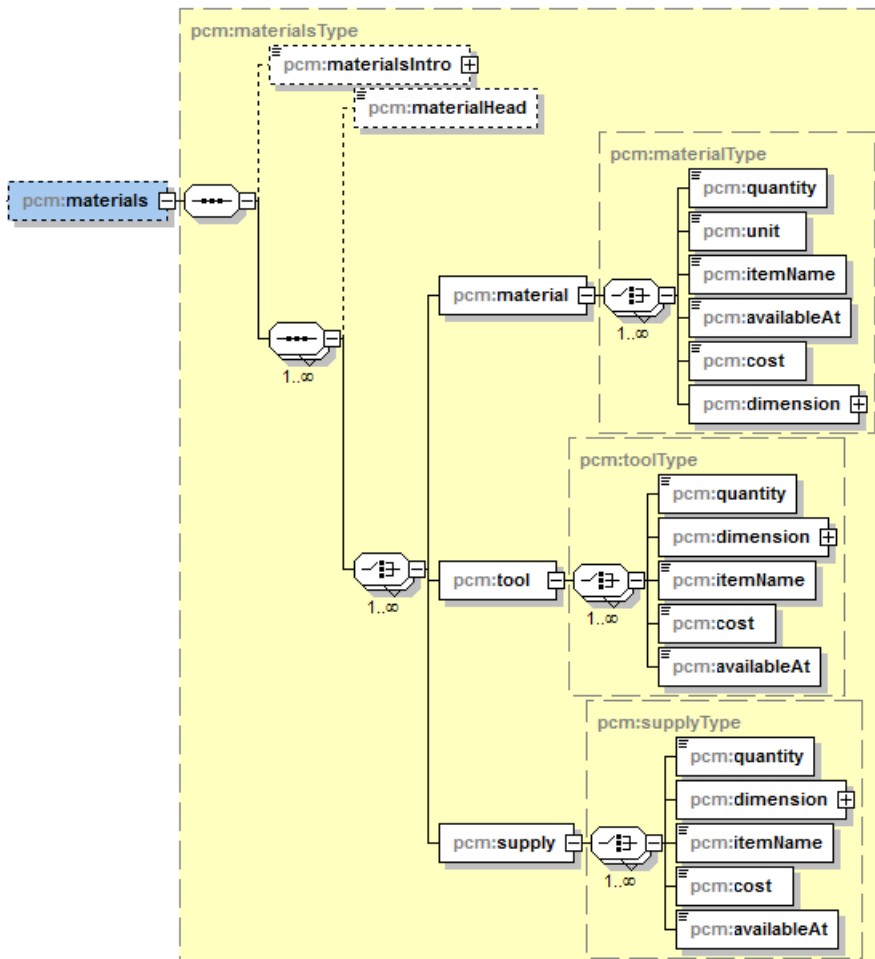


Figure 5.3 Materials Model

5.5 Instructions

The instructions for a craft may have an introduction, followed by blocks of steps, each with an options heading, the steps, a figure and an optional note following one or more of the steps. This model allows for the variations we find in crafts. Note that each step can be either text or contain paragraphs, lists, figures and other block-level XHTML tagging. See Figure 5.4.

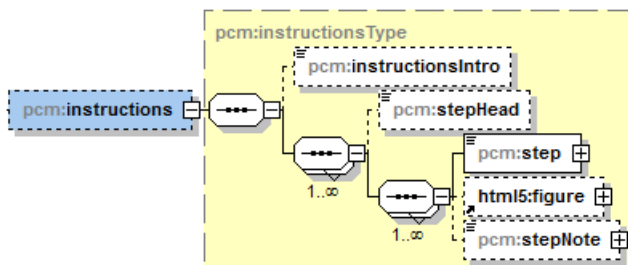


Figure 5.4 Instructions Model

5.6 Craft Note and Craft Tip

Tagging for Craft Notes and Craft Tips are included in the model. We have differentiated between a note and a tip as publishers tend to use standard Note types and differentiate those from standard Tip types.

See Figure 5.5.

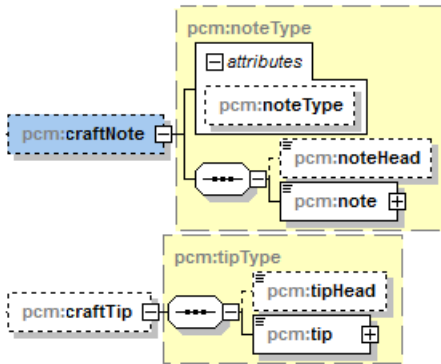


Figure 5.5 Note and Tip Models

5.7 Craft Images

The image for crafts will be encoded using the HTML5 <figure that allows not only for complex figures but for video and audio.

6 PRISM CRAFT CONTROLLED VOCABULARIES

Numerous controlled vocabularies have been added to support crafts. These controlled vocabularies will be documented in the PRISM Controlled Vocabulary Namespace [PRISMCVNS]. The controlled vocabularies are listed in the Guide for the convenience of the reader.

Note: The PRISM Craft CVs are intended to be “open choice.” Since there is no way easy way to model an open choice with an XML Schema, we have adopted a modeling that leaves the value for each vocabulary default to a string, yet lists all options as enumerations that are commented out. This will enable each end user to customize the controlled vocabularies for crafts by including enumerations that meet business requirements, excluding values that do not meet business requirements and adding custom enumerations where required.

6.1 Craft Category

Craft Category does not have a controlled vocabulary. This field is developed by the publisher to organize their crafts. This is a free text field.

6.2 Craft Subcategory

Craft Subcategory does not have a controlled vocabulary. This is a secondary organizational field that is developed by the publisher. This is a free text field.

6.3 Method

The following “Crafting Method” controlled vocabulary is an “open choice” vocabulary. This means that this set of terms is a starting point for users to customize and to develop their own CV controlled vocabulary for specifying the method used in crafting. Each user may extend the list to meet their additional requirements.

- Assemblage
- Balloon animals
- Banner-making
- Basket weaving
- Bead work
- Bone carving
- Bookbinding
- Cake decorating
- Calligraphy
- Canvas work
- Cardmaking
- Carpentry
- Ceramic art generally
- Chip carving
- Collage
- Corn dolly making
- Crochet
- Cross-stitch
- Décollage
- Decoupage
- Doll making
- Dollhouse construction
- Dollhouse furnishing
- Egg decorating
- Embossing leather
- Embossing paper
- Embroidery
- Enameling and Grisaille
- Felting
- Floral design
- Fretwork
- Glass etching
- Glassblowing
- Iris folding
- Jewelry design
- Knitting
- Lace-making
- Lapidary (stone art)
- Lath art
- Luce
- Macrame
- Marquetry
- Metalwork
- Millinery (hat making)

Guide to PRISM Crafts Metadata and XML Encoding

- Mosaics
- Needlepoint
- Needlework
- Origami
- Other
- Paper craft
- Paper making
- Paper marbling
- Paper modeling
- Papier-mâché
- Parchment crafting
- Patchwork
- Pop-up books
- Pottery
- Pressed flower crafting
- Puppet making
- Quilling or paper filigree
- Quilting
- Repoussé and chasing (embossing metal)
- Ribbon embroidery
- Rubber/acrylic stamping
- Rug making
- Saddlemaking
- Scale modeling
- Scrapbooking
- Sculpture
- Sewing
- Shoe making
- Silkscreening
- Simple Handicraft
- Spinning
- Stained glass
- Straw marquetry
- String art
- Tapestry
- Tatting
- Toy making
- T-shirt art
- Weaving
- Wood burning
- Wood carving
- Wood crafting
- Wood turning
- Woodworking general

6.4 Main Material

The following crafting “Main Material” controlled vocabulary is an “open choice” vocabulary. This means that this set of terms is a starting point for users to customize and to develop their own CV controlled vocabulary for specifying the main material used in crafting. Each user may extend the list to meet their additional requirements

- Art / Craft Supplies
- Bone
- Beads
- Canvas
- Clay/Ceramic
- Glass
- Household Items
- Leather
- Metal
- Paper
- Plant
- Stone
- Textile/Fiber
- Wood
- Other

6.5 Craft Source Type

The following “Craft Source” controlled vocabulary is an “open choice” vocabulary. This means that this set of terms is a starting point for users to customize and to develop their own CV specifying the source of a craft. Each user may extend the list to meet their additional requirements.

Guide to PRISM Crafts Metadata and XML Encoding

- TV Show
- Magazine
- Sponsors
- Contest
- Reader Submitted
- Book
- Online / Website
- Client / Brand
- Celebrity
- Craftsman
- Artist
- Designer
- Blog
- Social Media

6.6 Craft Title

Craft Title does not have a controlled vocabulary. This is a free text field.

6.7 Role (attribute on Creator / Contributor)

The following role controlled vocabulary is an “open choice” vocabulary to be used for dc:creator and dc:contributor for a craft. This means that this set of terms is a starting point for the user to customize and to develop their own CV specifying the role played by the creator of or contributor to a craft. Each user may extend the list to meet their additional requirements.

- Artist
- Craftsman
- Designer
- Editor
- Crafter
- Other

6.8 Crafting Skill Level

The following “Crafting Skill Level” controlled vocabulary is an “open choice” vocabulary. This means that this set of terms is a starting point for users to customize and to develop their own CV specifying the skill level required to complete a craft. Each user may extend the list to meet their additional requirements.

- Children
- Beginner
- Quick & Easy
- Intermediate
- Advanced
- Professional
- Other

6.9 Special Equipment

The following “Special Equipment” controlled vocabulary is an “open choice” vocabulary. This means that this set of terms is a starting point for users to customize and to develop their own CV specifying special required to complete a craft. Each user may extend the list to meet their additional requirements.

- Construction Tools

Guide to PRISM Crafts Metadata and XML Encoding

- Kiln
- Lathe
- Loom
- Sewing Machine
- Spinning Wheel
- Other
- None

6.10 Special Occasion

The following special occasions / holiday or event controlled vocabulary is an “open choice” vocabulary. This means that this set of terms is a starting point for users to customize and to develop their own CV specifying the special occasion for crafts. Each user may extend the list to meet their additional requirements.

- April Fools' Day
- Anniversary
- Baby Shower
- Bar Mitzvah / Bas Mitzvah
- Birthday (Adult)
- Birthday (Child)
- Bridal Shower
- Children's Day
- Chinese New Year
- Christmas Day
- Christmas Eve
- Cinco de Mayo
- Diwali
- Earth Day
- Easter
- Edi ul fitr
- Father's Day
- Flag Day
- Fourth of July
- Graduation
- Groundhog Day
- Halloween
- Hanukkah
- Kwanzaa
- Labor Day
- Mardi Gras
- Memorial Day
- New Years' Day
- New Years' Eve
- Party
- Passover
- Purim
- President's Day
- Ramadan
- Rosh Hashanah
- St. Patrick's Day
- Sukkot
- Super Bowl
- Thanksgiving
- Valentine's Day
- Veteran's Day
- Yom Kippur
- Wedding
- Winter Holiday Party

Appendix A PRISM CRAFT METADATA GLOSSARY

This appendix contains a glossary for the metadata elements within the PRISM Craft Metadata Specification. The elements are listed alphabetically. Following the element name is the namespace pointing to the document in the PRISM documentation package where that element appears.

Field	Definition
channel (prism:)	Web channel assigned to the resource. A navigational aid. Has attributes for indication of subchannel1 -4 to indicate finer navigation.
contributor (prism:)	n entity responsible for making contributions to the content of a media resource, in this case a craft.
corporateEntity (prism:)	The name(s) of publisher's organizational units related to the resource, either as the financial owner or group responsible for the resource, and at a lower hierarchical level than the corporate entity named in dc:publisher.
course (prm:)	The meal course assigned to a craft
coverDate (prism:)	Date, in date format, on the cover of a magazine issue, suitable for storing in a database.
coverDisplayDate (prism:)	Date on the cover of a magazine issue, provided as a textual string such as "Spring 2007".
craftCategory (pcm:)	Indicates an organizational category for a craft. This is user defined and there is no formal controlled vocabulary for this field.
craftSubcategory (pcm:)	Indicates an organizational subcategory for a craft. This is user defined and there is no formal controlled vocabulary for this field.
craftTitle (pcm:)	Indicates the title for this craft. May be used interchangeably with dc:title.
creator (dc:)	An entity primarily responsible for creating the content of a media resource, in this case a craft
distributor (prism:)	An identifier for the distributor of the resource.
doi (prism:) i	The Digital Object Identifier, DOI, for the article where a craft appeared
edition (prism:)	An identifier for one of several alternate issues of a magazine or other resource such as a foreign edition where a craft appeared.
eIssn (prism:)	The electronic ISSN for the publication where a craft appeared
endingPage (prism:)	Identifies the end page for the published print version of an article where the craft appeared.
hasCorrection (prism:)	Identifies any known corrections to the current resource.
hasPart (dcterms:)	The described resource includes the referenced craft either physically or logically.
hasTranslation (prism:)	Identifies the translation of the current craft.

Guide to PRISM Crafts Metadata and XML Encoding

hasVersion (dcterms:)	Identifies the next version of the current craft.
identifier (dc:)	An unambiguous reference to the craft, within a given context.
isCorrectionOf (prism:)	The described craft is a corrected version of the referenced craft.
isPartOf (dcterms:)	The described craft is part of the referenced craft.
isTranslationOf (prism:)	The described craft is a translation of the referenced craft.
IsVersionOf (dcterms:)	The described craft is the next version of the referenced craft.
isbn (prism:)	The ISBN for the book where a craft appeared
issn (prism:)	The ISSN for the publication where a craft appeared
issueIdentifier (prism:)	An additional identifier, typically used to record an identifier for a specific issue of a magazine or other resource where a craft appeared, as distinct from the "special" name element, prism:issueName
issueName (prism:)	An additional identifier, typically used for major issues of a magazine or other resource where a craft appeared
issueIdentifier (prism:)	An additional identifier for the issue of a publication where an article containing a craft appeared.
keyword (prism:)	An element used to tag keywords that are likely to be used in search queries.
language (dc:)	The language in which the craft is written.
mainMaterial (pcm:)	The primary material(s) from which this craft is made.
method (pcm:)	Specifies the method by which this craft is constructed.
number (prism:)	Additional identifier for the publication where the resource appeared, providing the number portion of the common volume, number scheme.
originPlatform (prism:)	The original platform where a craft's intellectual content was delivered.
pageRange (prism:)	Identifies the page range for the published print version of an article where a craft appeared.
productCode (prism:)	The product code for a publication in which this craft appeared. This may be a bipad or even a full UPC or Magazine Barcode
publicationDate (prism:)	Date and time (in date time format) when the craft is published on any platform
publicationName (prism:)	Title of the magazine, or other publication, in which a craft appeared
publisher (dc:)	The entity responsible for making the craft available.
section (prism:)	Name of the publication section in which the craft is categorized. A section is a logical subdivision of a publication which helps to identify the general subject domain of the contained content.
skillLevel (pcm:)	Indicates the skill level required to prepare this craft. A craft "skill level" CV is provided for this purpose. Note that the craft skillLevel CV differs from the recipe skillLevel CV.
source(dc:)	Indicates the original intellectual source for this craft. This may be the name of a work or it may be a URI pointing to the source.

Guide to PRISM Crafts Metadata and XML Encoding

sourceType (pcm:)	Indicates the type of the craft source (indicated with dc:source). A PRISM CV is provided for this purpose. Example is magazine or blog.
specialEquipment (pcm:)	Indicates any major equipment that is needed to prepare this craft such as a kiln or construction equipment. A PRISM CV is provided for this purpose. Example is kiln or pottery wheel.
specialOccasion (pcm:)	Indicates a special occasion or event associated with this craft. . Note that the craft special occasion CV differs from the recipe special occasion CV.
startingPage (prism:)	Identifies the start page for the published print version of an article in which a craft appeared.
subchannel1 (prism:)	First level Web sub channel where a craft appeared
subchannel2 (prism:)	Second level Web sub channel where a craft appeared
subchannel3 (prism:)	Third level Web sub channel where a craft appeared
subchannel4 (prism:)	Fourth level Web sub channel where a craft appeared
subsection1 (prism:)	Name of the first level subsection of the publication where a craft appeared
subsection2 (prism:)	Name of the second level subsection of the publication where a craft appeared
subsection3 (prism:)	Name of the third level subsection of the publication where a craft appeared
subsection4 (prism:)	Name of the fourth level subsection of the publication where a craft appeared
teaser (prism:)	A short description of the craft
totalCost (pcm:)	Indicates the total cost of this craft.
totalTime (pcm:)	Indicates the total time to prepare this craft.
url (prism:)	This element provides the url for the craft
versionIdentifier (prism:)	Provides an additional identifier, typically used to record a specific version of a craft. Best practice is to use a version identifier that implies sequence.
volume (prism:)	Additional identifier for the publication where the craft appeared, providing the Volume portion of the common Volume, Number scheme.
wordCount (prism:)	The (approximate) count of the number of words in a craft.

Appendix B SAMPLE CRAFT XML TAGGING

The following sample shows how a craft would be encoded with the PRISM Craft XML markup documented in this Guide.



```
<?xml version="1.0" encoding="UTF-8"?>
<pcm:craft xmlns="http://prismstandard.org/namespaces/basic/3.0/"
xmlns:dcterms="http://purl.org/dc/terms/" xmlns:dc="http://purl.org/dc/elements/1.1/"
xmlns:pcm="http://prismstandard.org/namespaces/pcm"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:pur="http://prismstandard.org/namespaces/prismusagerights/3.0/"
xsi:schemaLocation="http://prismstandard.org/namespaces/pcm/craftmodel.xsd">
  <pcm:metadataBlk>
    <pcm:craftMetadata>
      <dc:identifier>12345678</dc:identifier>
      <pcm:craftTitle>Make a Cute Bank out of a Bottle</pcm:craftTitle>
      <dc:language>English</dc:language>
      <dc:country>USA</dc:country>
      <dc:subject>Crafts</dc:subject>
      <dc:creator role="designer">Jane Brown</dc:creator>
```

Guide to PRISM Crafts Metadata and XML Encoding

```
<dc:contributor role="craftsman">Tom Smith</dc:contributor>
<dcterms:source>Jane and Tom's Easy Crafts</dcterms:source>
<pcm:sourceType>book</pcm:sourceType>
<pcm:craftCategory>Home Decor</pcm:craftCategory>
<pcm:method>cut and paste</pcm:method>
<pcm:mainMaterial>empty plastic beverage bottle</pcm:mainMaterial>
<pcm:skillLevel>Quick & Easy</pcm:skillLevel>
<pcm:totalTime>30 minutes</pcm:totalTime>
</pcm:craftMetadata>

<pcm:usageRightsMetadata>
  <pur:reuseProhibited>no</pur:reuseProhibited>
  <pur:agreement pur:status="unknown"></pur:agreement>
</pcm:usageRightsMetadata>

<pcm:whereUsed>
<prism:aggregationType>Magazine</prism:aggregationType>
  <platform>print</platform>
  <dc:publisher>Time Inc.</dc:publisher>
  <publicationName>All You</publicationName>
  <issueIdentifier>87654321</issueIdentifier>
  <coverDate>2014-03-28</coverDate>
  <coverDisplayDate>March 28, 2014</coverDisplayDate>
  <volume>11</volume>
  <number>3</number>
  <versionIdentifier></versionIdentifier>
  <productCode></productCode>
  <issn>1550-6924</issn>
  <startingPage>15</startingPage>
  <endingPage>15</endingPage>
  <pageRange>1</pageRange>
</pcm:whereUsed>
</pcm:craftMetadata>
</pcm:metadataBlk>
<pcm:craftBody>
  <pcm:craftTitle>Make a Cute Bank out of a Bottle</pcm:craftTitle>
  <pcm:craftDescription>Collect your coins in this update on the classic
piggy</pcm:craftDescription>
  <pcm:materials>
    <pcm:materialHead>STUFF YOU HAVE</pcm:materialHead>
    <pcm:material>
      <pcm:itemName>Empty plastic beverage bottle (the
wider the better)</pcm:itemName>
    </pcm:material>
    <pcm:tool>
      <pcm:itemName>Scissors</pcm:itemName>
    </pcm:tool>
    <pcm:material>
      <pcm:itemName>Colored paper (1 sheet orange, 1 sheet
blue)</pcm:itemName>
    </pcm:material>
  </pcm:materials>
</pcm:craftBody>
```


Guide to PRISM Crafts Metadata and XML Encoding

```
<pcm:material>
    <pcm:itemName>Pencil</pcm:itemName>
</pcm:material>
<pcm:supply>
    <pcm:itemName>Craft glue</pcm:itemName>
</pcm:supply>
<pcm:supply>
    <pcm:itemName>Transparent tape</pcm:itemName>
</pcm:supply>
<pcm:tool>
    <pcm:itemName>Hole punch</pcm:itemName>
</pcm:tool>
<pcm:tool>
    <pcm:itemName>Paintbrush</pcm:itemName>
</pcm:tool>
<pcm:materialHead>STUFF YOU NEED</pcm:materialHead>
<pcm:material>
    <pcm:itemName>Ear templates</pcm:itemName>
    <pcm:itemCost>free</pcm:itemCost>
    <pcm:itemSource>download at
allyou.com/piggybank</pcm:itemSource>
</pcm:material>
<pcm:material>
    <pcm:itemName>wood beads</pcm:itemName>
    <pcm:itemCost>57¢</pcm:itemCost>
    <pcm:quantity>4</pcm:quantity>
    <pcm:dimension><pcm:diameter>3/4"
</pcm:diameter></pcm:dimension>
    <pcm:itemSource>factorydirectcrafts.com
</pcm:itemSource>
</pcm:material>
<pcm:material>
    <pcm:itemName>orange acrylic paint</pcm:itemName>
    <pcm:itemCost>32¢</pcm:itemCost>
    <pcm:quantity>1</pcm:quantity>
    <pcm:itemSource>Staples</pcm:itemSource>
</pcm:material>
</pcm:materials>
    <pcm:duration>
        <pcm:totalTime>30 min.</pcm:totalTime>
    </pcm:duration>
    <pcm:totalCost>TOTAL COST: 89¢</pcm:totalCost>
    <pcm:instructions>
        <pcm:step pcm:sequence="1">Peel label off clean, empty bottle. Use
craft knife to cut a 1½" × 1/8" wide slot (for inserting coins) in bottle, about midway
between top and bottom.</pcm:step>
        <pcm:step pcm:sequence="2">Use scissors to cut a strip of orange
paper long enough to wrap around bottle and same width as bottle label. Wrap paper
around bottle and use a pencil to trace over slot in bottle. Unwrap paper and cut slot
with craft knife.</pcm:step>
```

Guide to PRISM Crafts Metadata and XML Encoding

```
<pcm:step pcm:sequence="3">Use scissors to cut out ear and inner-
ear templates. Place ear template on orange paper and trace around. Repeat for other
ear. Cut out. Place inner-ear template on blue paper and trace around. Repeat. Cut out.
Fold ears at tab. Position ears along edge of paper band, about 1" to each side of
slot. Tape tabs to back of paper band. Wrap band with ears around bottle, aligning
slots on bottle and paper. Overlap ends of band and tape seam.</pcm:step>

<pcm:step pcm:sequence="4">Trace around bottle cap on orange paper.
Cut out and glue to cap. Use hole punch to make 2 blue circles. Glue to bottle
cap.</pcm:step>

<pcm:step pcm:sequence="5">For eyes, use hole punch to make 2
circles of either color. Glue them to bottle. Or, cut 2 dime-size circles out of
contrasting paper and glue hole-punch circles to them; glue larger circles to
bottle.</pcm:step>

<pcm:step pcm:sequence="6">For legs, paint beads and let dry. Glue
to "belly" side of bottle.</pcm:step>
</pcm:instructions>

<html5:figure class="prism:photo">
<html5:img src="abc.jpg"/>
<html5:p class="prism:credit">ANTONIS ACHILLEOS</html5:p>
<html5:figcaption/>
</html5:figure>

<pcm:craftTip>
<pcm:tip>Label trouble? If you're having difficulty removing the labels and
adhesive, submerge the entire bottle in warm water for 15 minutes. It should wipe clean
after that.</pcm:tip>
</pcm:craftTip>

<pcm:craftNote>
<pcm:noteHead>HAVE A GREAT WINE BOTTLE CRAFT?</pcm:noteHead>
<pcm:note>Submit a photo of your project to the ALL YOU Facebook page for a chance to
be featured here and win a $25 Michaels gift card. See complete rules at
allyou.com/takethis.</pcm:note>
</pcm:craftNote>

. . .
<pcm:craftNote>
<pcm:note>
TO SEE A HOW-TO VIDEO of this craft, scan the pillows, or go to
realsimple.com/pillows.</pcm:note>
</pcm:craftNote>
</pcm:craftBody>
</pcm:Craft>
```

Appendix C SAMPLE CRAFT TAGGING WITH PAM

This appendix contains an example of the expression of PRISM Crafts in the PAM XML Format. Note that PRISM crafts elements are used within the PAM media element so that is illustrated by this example.

Note: When tagging a craft within an article using PAM markup, the metadata about the article (pcm:whereUsed) is now expressed in the <pam:head of the article. All metadata specific to the craft will be encoded in a new metadata block <pcm:craftMetadata within the <pam:head.

When tagging the Craft Body as an HTML body, use HTML markup but indicate the semantics of the element using the class= attribute. The class= attribute should be mapped to the corresponding PRISM Craft XML markup. An example is that the PRISM XML element <pcm:materials> will be mapped to the HTML <div class="pcm:materials"> markup to capture the semantics of that block or division.

Note: The default namespace for PAM is the xhtml: namespace. In this example all other elements in PAM media will need full namespace qualification.

```
<?xml version="1.0" encoding="UTF-8"?>
<pam:message xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://prismstandard.org/pam2.2/pam pam.xsd"
xmlns:pam="http://prismstandard.org/namespaces/pam/2.2/"
xmlns:pcm="http://prismstandard.org/namespaces/pcm/3.0/"
xmlns:xhtml="http://www.w3.org/1999/xhtml"
xmlns:prism="http://prismstandard.org/namespaces/basic/3.0/"
xmlns:pim="http://prismstandard.org/namespaces/pim/3.0/"
xmlns:dcterms="http://purl.org/dc/terms/"
xmlns:prl="http://prismstandard.org/namespaces/prl/3.0/"
xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
xmlns:pur="http://prismstandard.org/namespaces/pur/3.0/"
xmlns:dc="http://purl.org/dc/elements/1.1/"
xmlns="http://www.w3.org/1999/xhtml">

<pam:message> . . .
  <pam:article> . . .
    <pam:head> . . .
      <dc:publisher>Time Inc.</dc:publisher>
        <publicationName>All You</publicationName>
        <issueIdentifier>87654321</issueIdentifier>
        <coverDate>2014-03-28</coverDate>
        <coverDisplayDate>March 28, 2014</coverDisplayDate>
        <volume>11</volume>
        <number>3</number>
        <dc:identifier>12345678</dc:identifier>
        <productCode></productCode>
        <issn>1550-6924</issn>
        <dc:title>Your Craft<dc:title>
        <teaser>Pretty and Practical Projects</teaser>
```

```

<startingPage>15</startingPage>
<endingPage>15</endingPage>
<pageRange>1</pageRange>
<pcm:craftMetadata>
  <pcm:craftTitle>Make a Cute Bank out of a Bottle</pcm:craftTitle>
  <dc:subject>Crafts</dc:subject>
  <dc:creator role="designer">Jane Brown</dc:creator>
  <dc:contributor role="craftsman">Tom Smith</dc:contributor>
  <dcterms:source>Jane and Tom's Easy Crafts</dcterms:source>
  <pcm:sourceType>Book</pcm:sourceType>
  <pcm:method>Cut and paste</pcm:method>
  <pcm:totalTime>30 minutes</pcm:totalTime>
  <pcm:mainMaterial>Empty plastic beverage bottle</pcm:mainMaterial>
  <pcm:materialType>Household Goods</pcm:materialType>
  <pcm:craftCategory>Home Decor</pcm:craftCategory>
  <pcm:skillLevel>Quick & Easy</pcm:skillLevel>
</pcm:craftMetadata>
</pam:head>
<pam:body>
  <h1 class="pcm:craftTitle">Make a Cute Bank out of a Bottle</h1>
  <h2 class="pcm:craftDescription">Collect your coins in this update on the
classic piggy</h2>
  <div class="pcm:materials">
    <h3 class="pcm:materialHead">STUFF YOU HAVE</h3>
    <ul>
      <li class="pcm:material">Empty plastic beverage
bottle (the wider the better)</li>
      <li class="tool">Scissors</li>
      <li class="material">Colored paper (1 sheet orange, 1
sheet blue)</li>
      <li class="supply">Pencil</li>
      <li class="supply">Craft glue</li>
      <li class="supply">Transparent tape</li>
      <li class="tool">Hole punch</li>
      <li class="tool">Paintbrush</li>
    </ul>
    <h3 class="pcm:materialHead">STUFF YOU NEED</h3>
    <ul>
      <li>Ear templates<br/>
free<br/> download at allyou.com/piggybank</li>
      <li>4 wood beads<br />57 cents<br />
(3/4" diameter<br />factorydirectcrafts.com</li>
      <li>orange acrylic paint<br />
32¢<br />
At Staples</li>
    </ul>
  </div>
  <h3 class="pcm:totalCost">TOTAL COST: 89¢</h3>
  <ol class="pcm:instructions">

```

```

    <li class="pcm:step">Peel label off clean, empty bottle. Use craft knife
to cut a 1½" × 1/8" wide slot (for inserting coins) in bottle, about midway between
top and bottom.</li>

    <li class="pcm:step">Use scissors to cut a strip of orange paper long
enough to wrap around bottle and same width as bottle label. Wrap paper around bottle
and use a pencil to trace over slot in bottle. Unwrap paper and cut slot with craft
knife.</li>

    <li class="pcm:step">Use scissors to cut out ear and inner-ear templates.
Place ear template on orange paper and trace around. Repeat for other ear. Cut out.
Place inner-ear template on blue paper and trace around. Repeat. Cut out. Fold ears at
tab. Position ears along edge of paper band, about 1" to each side of slot. Tape tabs
to back of paper band. Wrap band with ears around bottle, aligning slots on bottle and
paper. Overlap ends of band and tape seam.</li>

    <li class="pcm:step">Trace around bottle cap on orange paper. Cut out and
glue to cap. Use hole punch to make 2 blue circles. Glue to bottle cap.</li>

    <li class="pcm:step">For eyes, use hole punch to make 2 circles of either
color. Glue them to bottle. Or, cut 2 dime-size circles out of contrasting paper and
glue hole-punch circles to them; glue larger circles to bottle.</li>

    <li class="pcm:step">For legs, paint beads and let dry. Glue to "belly"
side of bottle.</li>
</ol>

    <div class="prism:photo">

<p class="prism:credit">ANTONIS ACHILLEOS</p>
</div>

    <div class="pcm:craftTip">
    <p>Label trouble? If you're having difficulty removing the labels and
adhesive, submerge the entire bottle in warm water for 15 minutes. It should wipe
clean after that.</p>
</div>

    <div class="pcm:craftNote">
<h4>HAVE A GREAT WINE BOTTLE CRAFT?</h4>
<p>Submit a photo of your project to the ALL YOU Facebook page for a chance to be
featured here and win a $25 Michaels gift card. See complete rules at
allyou.com/takethis.</p>
</div>

    <div class="pcm:craftNote">
<p>TO SEE A HOW-TO VIDEO of this craft, scan the pillows, or go to
realsimple.com/pillows.</p>
</div>
</body>
</pam:article>

```