

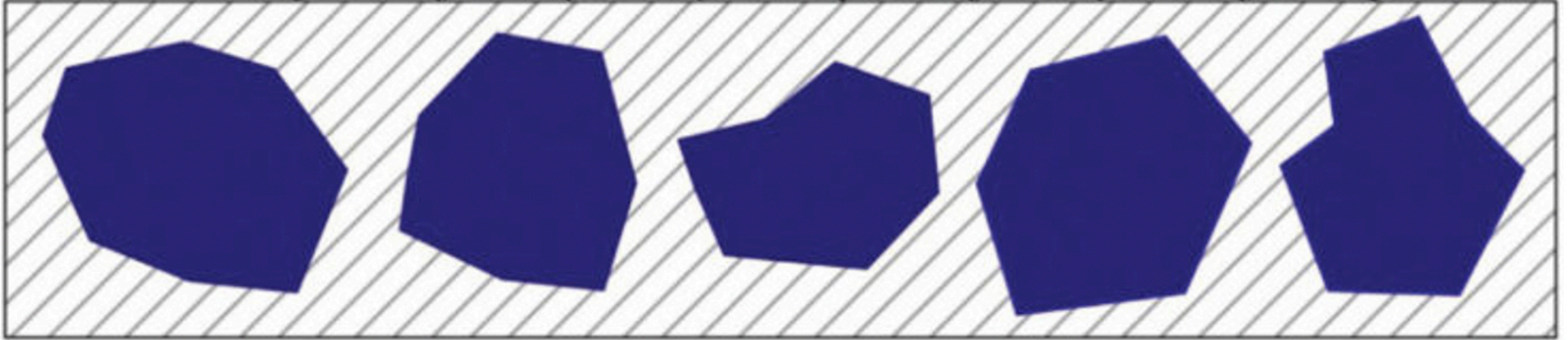
PVC (Pigment Volume Concentrate) = Ratio of pigment to binder in a gesso or paint.

1. LOW PVC

More binder, fewer pigment particles (low solid content).

Particles fully encased by binder. Surface is smooth.

Examples: Oil Paints, Acrylic Paints, Encaustic, Varnished surfaces



2. HIGH PVC

Less binder, more pigment particles (high solid content).

Particles *not* fully encased by binder; particles protrude above surface of binder.

Surface is microscopically irregular, porous, open, absorbent.

Examples: Traditional Gesso, Egg Tempera Paint, Watercolor, Gouache, Pastel

