**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