Style Guide

created to guide artists through creating exhibition written text.

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# Artist Statement

When exhibiting work, artists are expected to display a statement that gives the viewer a better understanding of who the artist is and background on the displayed exhibition.

An artist statement is meant to be a concise way to describe your work and explain your ideas.

### Tips

* Write in first person
* Use straightforward simple language
* Double spaced
* *Font Size:* The more distance between the text and reader, the greater the font size.
  + 16 pt or greater
* *Length:* The audience is more likely to read shorter statements, one page or less
* *Proofread:* Get a second opinion before you settle on your final biography.

### Questions to ask yourself

* Who is the artist?
* What influences the work?
* What themes or concepts run through the work?
* How was the work made and why is that important?

### Template

* Introduce your work with an overview paragraph.
  + Make a general statement about your work.
  + Be clear, concise and support the statement with appropriate rationale.
* Follow-up on your overview with more details.
  + How the issues and ideas, mentioned on the introduction, are presented in your work.
  + Give an example to discuss the materials and tools that you use.
* End with summing up the most important elements that you discussed

## Sample Artist Statement

The following sample artist statement was used with permission from Ceramicist Ted Adler and is intended for educational purposes only.

Clay is interesting to me as both a material and a metaphor. When making, I work to engage a sense of “made-ness” through the plasticity of the material and the sensuous, fluid volumes of the vessel. The rich, varied surfaces of wood-firing convey the change and flux of the kiln environment. These processes tend to capture the sense of clay’s protean malleability that enhances the way that the objects might be interpreted as a metaphor for the fugitive nature of experience. By using the vessel as an analogy for selfhood and subjecting it to processes of forming and firing that lend themselves to a sense of transformation (which is both actual and figural), I hope to elicit a sense that our relationship to ourselves and the world around us is more slippery than we ordinarily like to admit.

# Biography

The biography gives the audience more information on the artist’s background.

### Tips

* Write in third person
* Use straight forward simple language
* Double Spaced
* *Font Size:* The more distance between the text and reader, the greater the font size.
  + 16 pt or greater
* *Length*: The length should be one paragraph.
* *Proofread:* Get a second opinion before you settle on your final biography.

### Questions to ask yourself

* Students
  + Education background
  + Personal background
  + What/who inspired you to create art?
  + Preferred medium?
  + What additional exhibit experience do you have?
  + How will the Cadman contribute to your WSU experience?
* Departments
  + About your department
  + Who curated the exhibit
  + Why you chose to exhibit

### Template for Student Exhibitors

* List your educational background (major, year in school, aspirations)
* Prior to college
  + Where are you from
  + What inspired you to be an artist
* Exhibiting
  + Is this your first exhibit?
  + Previous awards or accolades
* How will this experience impact your

## Sample Biography

This sample Biography was used with permission from Ceramicist Ted Adler and is intended for educational purposes only.

Ted Adler is Associate Professor of Ceramics Media at Wichita State University. He currently serves as ADCI's, Associate Director and Graduate Coordinator. Prior to moving to Wichita, he served Northern Arizona University's School of Art as an Instructor and Ceramics Studio Coordinator in Flagstaff, AZ. He received his BA from Lewis and Clark College in Portland, OR in 1993 and his MFA from Ohio University in Athens, OH in 2002. Adler has studied with the internationally respected artist Toshiko Takaezu, with whom he apprenticed for more than a year in her Quakertown, NJ studio. He also spent two years as artist-in-residence at the Archie Bray Foundation, the internationally celebrated center for the ceramic arts in Helena, MT. Adler has exhibited work, conducted workshops, and served as visiting artist at numerous ceramic centers and universities in this country and internationally.

# Exhibit Title

The name of the exhibition and the artist (s) name must be present and featured on the focal wall.

### Format

There are numerous ways that the title and artist (s) names can be displayed. (i.e. vinyl letters, matte board, etc. If the title and artist’s name is represented in the bio or statement, it is not necessary to have it additionally displayed.

### Tips

* Use a standard font type (unless it is connected with the exhibit)
* Title letter height: 5 inches or greater
* Artist name height: 2 inches or greater
* Consider temporary vinyl letters that will adhere to gallery wall (fastsigns on rock)
* Black or a dark letter should be used unless printed on a banner with dark background

### Questions to consider

* How do I connect the title to the exhibit?
* Where do I place the title?
* How does it complement the art featured on the focal wall?

# Exhibit Labels

When exhibiting, artists are expected to identify their works to the viewer.

### Include on label

* Title of piece
* Year completed
* Media used to create artwork
  + Medium is singular and refers to a material used to create artwork. Media is plural.
* Name of artist’s (if a group show)
* Price of artwork (if you wish to sell)

### Tips

* Use a standard font that complements work and does not distract the viewer
* *Font size:*  Consider the viewers ability to read your label
  + *Main space:* 16 pt font or greater
  + *Looking glass:* 18 pt or greater, the viewer is farther away
* Emphasize the name of the artwork

### Considerations for creating labels

* Print on cardstock or heavier paper
* Print on cardstock and mount on foamcore
* Print on paper and mount on matte board

## Sample Label Layouts

|  |  |  |
| --- | --- | --- |
| Arthur Jackson  **Red Tornado, 2016**  acrylic, fabric, glue on canvas  $1500 | Arthur Jackson  **Red Tornado**  2016  acrylic, fabric, glue on canvas | **Red Tornado, 2016**  Arthur Jackson  *acrylic, fabric, glue on canvas*  $1500 |

# Marketing Materials

When exhibiting, artists are expected to amplify and bring awareness to their exhibit. Artists are expected but not required to create a showcard and poster. A showcard is common practice for artists to recruit viewers to the exhibit and commemorate the show.

### Include on all marketing materials

* Sample image of artwork
* Title of exhibit
* Artist name(s)
* Exhibit timeframe
* Exhibit location/information
  + Cadman Art Gallery  
    Rhatigan Student Center, 1st floor | Wichita State University  
    wichita.edu/CadmanGallery
* Reception date/time/location (if applicable)

### Tips

* Use a standard font that complements work and does not distract the viewer
* Have multiple people proof the work before printing
* Make sure the text is legible against artwork, high contrast
* *Poster:* 
  + 8.5”x11” or 11”x17” (these can be printed by our department)
  + Distribute around campus, in the community
* *For showcard:*
  + Consider 4”x6” or larger and a heavier paper weight
  + Distribute to friends, family, instructors and have copies available in the gallery for viewers to pickup
  + Have printed professionally
  + Create a double sided design
  + Back could include information about exhibit, artist and contact information if the viewer would like to purchase artwork