

The Display Info Format for Artworks

In the Visual Arts, each displayed art object is accompanied by information for the viewer.

The **first four lines** are the "TAG," and they answer basic questions frequently asked by most viewers:

- "WHO made this...?"
- "WHAT'S it called...?"
- "HOW did they make it and/or with what **materials** or **techniques**...?"
- "WHEN did they complete it?"

Some display tags include additional lines of information about...

- the **DIMENSIONS**... (IMPORTANT *if* a photo is used in place of the actual work)
- the **OWNER**... (IMPORTANT *if* the work is on loan or from someone's collection)
- the **PRICE**... (IMPORTANT *if* the artist is willing to sell the work)

The **writing** that follows is the "STATEMENT," which tells the story behind the artwork.

Arthur G. West

Black Hills at Sunrise

graphite, collage and acrylic on canvas

January – June 2023

This painting was made to go in a very specific place.

There is a big blank wall I see every morning at my school.

One day I realized, "If that wall had been given a large window, I would see the Black Hills each morning instead of just a wall."

Sunrises are all about intense displays of color, so I kept the drawing simple, but applied colors in the purest form I could.

Artist's Name

A title is always **underlined** or **italicized**. Here the title is also enlarged and **bold-faced** to help it stand out.

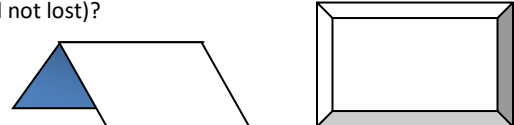
Media (materials used) is usually all in **lower case**.

Minimum is the **year** the work was **completed**, but a more specific date is okay.

A **STATEMENT** from the artist is included **within** this tag. Italicizing distinguishes the statement from the basic tag info. The statement provides background, history, context, and tells the artwork's story – **where** the idea came from, **how** the artist made it, **what** it's about, **what** things mean, etc.

MORE...

- ❑ **Always TYPE your display information.**
 - Use a **legible font** that's a comfortable size to read at arm's length, and leave a **comfortable margin space** around the text.
- ❑ If available, print display info on **card stock** or mount it onto something stiffer, heavier than standard paper.
- ❑ **Trim carefully**, and **print extras** as backup, in case of accidents or loss.
- ❑ Give **each art object** (e.g. book, portfolio, canvas, etc.) **its own** complete display information.
 - This is a standard courtesy to viewers, much like a program or bulletin is to attendees of a concert or performance.
- ❑ **Never** damage artworks by gluing, taping, or stapling display info directly onto the surface of the art.
- ❑ **Plan ahead...**
 - How will your art be displayed...? on a wall...? on a table...? on easels...? in frames...? no frames...?
 - How do you want your information displayed, so it's easily seen (and not lost)?
 - **on the cover** for each book or binder...?
 - **inside the cover** of each book or binder...?
 - as separate **cards**...?
 - as folded **tents**...?
 - as a "**table of contents**" for a collection of work...?



Correct, complete and typed

DISPLAY INFORMATION

is almost always expected with artworks displayed, exhibited, or submitted for assessment/credit.

“Why?”

- 1) It's a **tradition** in the arts.
- 2) It's a **courtesy** to viewers and posterity.
- 3) It can help you earn **maximum credit** for assignments.
- 4) It can help prepare your work for **exhibition**.

- **SKETCHBOOKS** Display info is not (currently) a graded criterion.
- **PROJECT** Display info is a graded criterion.
- **ART HISTORY** Display info is a graded criterion in two places:
 - 1) the cover page, and
 - 2) a page for each rendition.

TIPS:

- Keep this guide handy for future use.
- Follow the assigned format for display information.
- Have someone help you proofread and edit your writing.