# The Display Info Format for Artworks

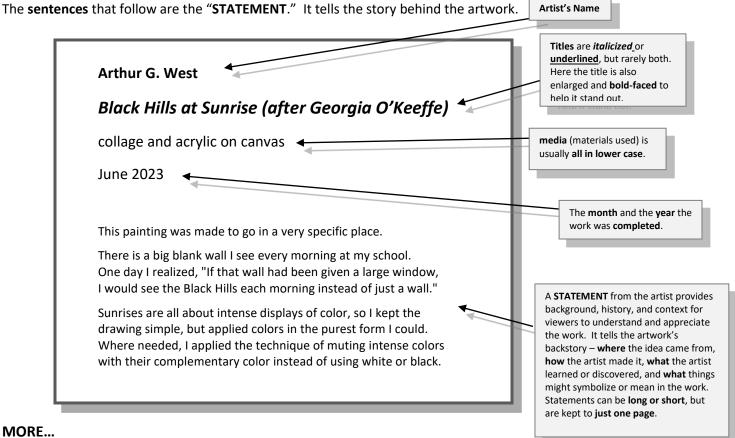
In the Visual Arts, finished artworks and art objects are accompanied by information for viewers.

The first four lines are essential. They answer basic questions frequently asked by viewers:

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

Display information can include additional lines of information such as...

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



### 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. ☐ When needed, print display information on stiffer, heavier **card stock** for free-standing table or shelf display.

- ☐ Give **each art object its own** complete display information, such as...
  - a sketchbook cover
  - individual artworks in a portfolio
  - a finished canvas, sculpture, or framed artwork This is a standard courtesy to viewers, much like a program or bulletin is to audience members at a concert or performance.
- □ **Never** damage artworks by gluing, taping, or stapling display information directly onto the surface of the art.

# Correct, proofread, formatted, complete and typed

# **DISPLAY INFORMATION**

is a common expectation of artworks that are displayed, exhibited, and submitted for assessment.

## "Why?"

- 1) It's a **TRADITION** in the arts.
- 2) It's a **COURTESY** to viewers and to posterity.
- 3) It's worth **MORE CREDIT** for art assignments.
- **PROJECT** Display info is a graded criterion.
- ART HISTORY Display info is a graded criterion in several places:
  - 1) a page for each rendition
  - 2) the portfolio's cover page
- **SKETCHBOOK** Display info that is permanently mounted to the cover of a sketchbook is a way of earning stronger credit for the criterion of personalizing the cover.

## TIPS:

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