The **Display Info Format** for **Artworks**

In the Visual Arts, finished, displayed artworks and art objects are accompanied by information for viewers.
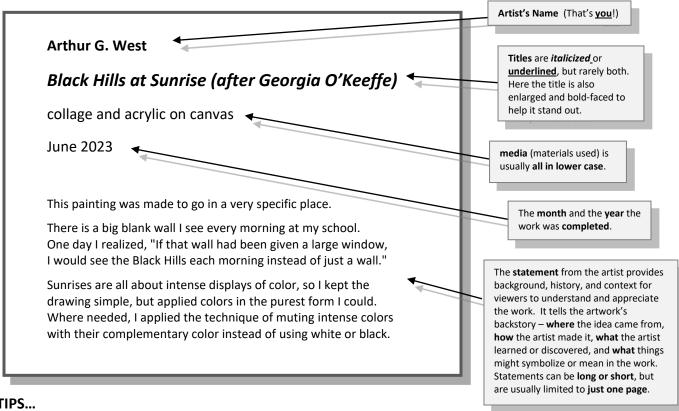
The **first four lines** in display information are essential. They answer basic questions commonly asked by viewers:

- "**WHO** made this...?"
- "**WHAT** is it called...?"
- "**HOW** did they make it?" and/or "**WHAT materials** and/or **techniques** did they use?"
- "**WHEN** did they complete it?"

Display information can include additional lines of information such as…

- the **DIMENSIONS**…   (**IMPORTANT when** a photo is used in place of an actual artwork)
- the **OWNER**…   (**IMPORTANT when** the work is on loan or from someone's collection)
- the **PRICE**…   (**IMPORTANT when** the venue's artworks can be purchased)

The **sentences**/**paragraphs** that follow are called the "**statement**." The statement tells the story behind the artwork.

Artist's Name (That's **you**!)

Arthur G. West

Black Hills at Sunrise (after Georgia O'Keeffe)

Titles are *italicized* or **underlined**, but rarely both. Here the title is also enlarged and bold-faced to help it stand out.

collage and acrylic on canvas

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

June 2023

The **month** and the **year** the work was **completed**.

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. Where needed, I applied the technique of muting intense colors with their complementary color instead of using white or black.

The **statement** from the artist provides background, history, and context for viewers to understand and appreciate the work. It tells the artwork's backstory – **where** the idea came from, **how** the artist made it, **what** the artist learned or discovered, and **what** things might symbolize or mean in the work. Statements can be **long or short**, but are usually limited to **just one page**.

MORE TIPS…

- ☐ **Always TYPE your display information** (even if you must recruit someone else to do the typing *for* you)**.**
  Use a **legible font** that's a comfortable size to read at arm's length, and leave a **comfortable margin space** around the text.
- ☐ Use **proofreaders/editors** to help you make your display information look its best.
- ☐ **Give each art object its own** complete display information, such as…
  - o sketchbook covers
  - o individual artworks in a portfolio
  - o a finished canvas, sculpture, or framed artwork
    This is a standard courtesy to viewers, like a program or bulletin is to audience members at a concert or performance.
- ☐ **NEVER** damage artworks by gluing, taping, or stapling display info directly onto the surface of the art itself.
- ☐ For free-standing table or shelf displays, print display information on stiffer, heavier **card stock**.

Why DISPLAY INFORMATION?

- It **COMPLETES** your artworks.
- It's a longstanding **TRADITION** in the Arts.
- It's a **COURTESY** to viewers and to posterity.
- It earns **MORE CREDIT** for your assignments.

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

TIPS for writing STATEMENTS – the sentences and paragraphs – about your…

- **PROJECT**   Tell us – your viewers – about the any/all of the following:
  Why did you choose to paint from this particular photograph?
  What's the backstory behind the photograph?
  How did you go about working from the photograph?
  What sort of method or system did you use to transform the photo into a painting?
  What did you do to enhance or enrich your painting?
  How experienced were you with acrylic before painting this picture?
  What did you enjoy about making this painting?
  What did you dislike about this painting?
  What made it challenging?
  What made it easier?

- **ART HISTORY**   Tell us – your viewers – about any/all of the following:
  Why did you choose to study/interpret this artist?
  What attracted you to their work?
  Why is this artist and/or their work significant, unique or famous?
  What's significant or unique about the original artist's life, times, culture or situation?
  What's significant or unique about the original artwork you studied/interpreted?
  What's the backstory behind the original artwork?
  What did the artist use to make the original artwork?
  What size is the original artwork? (You may insert a picture of the original artwork.)
  How did you study/interpret the original artwork – by replicating or referring to it?
  What did you do intentionally to change it up and make it uniquely "yours?"
  What did you discover, learn, or come to appreciate about the original artist/artwork?

- **SKETCHBOOK**   Tell us – your viewers – about any/all of the following:
  What are the strongest, most common topics or subjects of your book?
  How did you use your sketchbook to study, practice or document a subject or theme?
  What are your favorite pages and why?
  What materials did you enjoy sketching with most and why?
  What "happy accidents" occurred while using this book – any pleasant surprises?

  (Display info that's permanently mounted to the cover of your book is a way of earning credit for personalizing the cover.)