

Guidelines for Exhibition Texts

Text needed in advance of the exhibition:

Exhibition Title & Description

Early in the planning process, choose a tentative title and write a brief description of your exhibition. Submit this information to the curator or the administrator in charge of your selected exhibition space.

Title should:

- Be clear and concrete
- Communicate the big, basic idea of the exhibition
- Make viewers curious

The brief description should:

- Be two or three sentences long
- Articulate the big idea of the exhibition and why it is important or interesting

Example Title:

Art Meets Text: Broad­sides from Gould Library Special Collections

Example Description:

A broadside is a single leaf of paper with text and imagery printed on one side. A historical predecessor of the newspaper and print advertisements, broadsides evolved as an ideal space for interplay between text and image. The broadsides on display here are drawn from Gould Library Special Collections and incorporate an assortment of printing techniques and types of texts, including poetry, excerpts from novels, and even entomological identifications.

The exhibition is part of Carleton's year-long celebration of book arts.

For more information about printmaking, the book arts, and broadsides, please visit Midnight Paper Sales at www.midnightpapersales.com and the Minnesota Center for the Book Arts at www.mnbookarts.org.

Text for the exhibition:

Exhibition Introduction

- Up to 150 words
- Introduces the unifying theme—or ‘big idea’—of the exhibit
- Orients the viewer to the exhibition and what they will see and learn

Title: In the Pocket: Tools for Reading in Books from Gould Library

Example Introduction:

As the nearly 700,000 printed volumes in Carleton’s collection demonstrate, books are a wonderfully efficient and effective way to share ideas. But are there some ideas that just can’t be communicated by the printed word? Are two-dimensional illustrations sometimes just too flat?

In Carleton’s vast collection, a few books come with tools designed to help the reader comprehend difficult ideas or visualize complex structures. Often tucked into a pocket on the inside of the back cover of the book, these tools enhance the reading experience. 3D viewers help readers imagine themselves on the surface of Mars, color swatches facilitate the identification and description of birds, “soundsheets” make the music described on the page audible.

This exhibit reveals the various functions of books as objects not only to be read, but also as objects with tactile, audible, and visual components. (139 words).

Group Labels

- Include a title or header
- Up to 65 words—a short paragraph
- Use a group label when you have a group of books or pictures that are closely related
- The text should help the viewer understand the connections between these particular objects.

Example Group Label:

Architectural Columns

Columns are used as a means of support for ceilings and other architectural structures and are one of the most common types of Roman Architecture around today. There are three main types of Roman columns: Doric, Ionic, and Corinthian.

ID Labels

- Each book, artifact, and image in the exhibition needs an ID label.
- This label identifies the object and (often) credits its source.
- **Format**
 - Author (date-date)
 - Title
 - Illustrator
 - City: Publisher, Date
 - Credit

Example ID Labels:

Mary Logue
A House in the Country
Wood engravings by Gaylord Schanilec
Stockholm, Wisconsin: Midnight Paper Sales, 1994
Gould Library Special Collections

Borghese Gladiator
signed by Agasius of Ephesus.
Paris, Louvre Museum.
Credits: Barbara McManus, 1999
[http://www.vroma.org/ images/borghesegladiator2.jpg](http://www.vroma.org/images/borghesegladiator2.jpg)

Object Captions

- Most, if not all, objects in your exhibition will have a caption.
- Captions should refer to something we can see: what am I looking at?
- Captions should tell us why this object is important: why am I looking at this?
- Captions should connect this object to a bigger idea: what is the significance of this object?
- Captions should be 'active, concrete, clear, and concise' ¹

ID:

Dee Breger

Journeys in microspace: the art of the scanning electron microscope

New York: Columbia University Press ,1995

Gould Library Collections

Example Object Caption:

This book resulted from Dee Breger's fascination with the Scanning Electron Microscope and the images she viewed through its lens. As a scientist, Breger appreciated both the beauty and the magnificence of her tiny subjects and wished to share SEM images with a larger audience that might otherwise never see the world of science in such a spectacular way. In her introduction, Berger posits this hope:

Perhaps the micrographs in this book will affirm that in the routine technical pursuits of science we often find an unexpected elegance.

¹ Beverly Serrell, *Exhibit Labels: An Interpretive Approach* (Walnut Creek, CA: AltaMira Press, 1996), p. 26.