

Art Show Name \_\_\_\_\_

Art Show Theme \_\_\_\_\_

Create the marketing for the show, including the flyer and the catalog.

**Step One:** Create a basic design for the flyer. Allocate space for both visuals and copy (text).

**Step Two:** Using the guide on page four, create a basic design for the catalog. Allocate space for both visuals and copy (text).

**Step Three:** Complete the table with list of needs and give to the Copy Team. Be ready to answer questions they have.

**Step Four:** Partner with Gallery Design Team for color scheme and size of title wall.

**Step Five:** Design flyer and catalog.

**Step Six:** Update with copy received from Copy Team, picture of the title wall from the Gallery Team, and pictures of artwork from the artists.

Partner with:

**Artists** - Complete the table on page two with information provided by the artists. Get copies of the work for the catalog and choose which ones will be featured on the flyer.

**Copy/Labels** - Provide copy needs (writing) for both the flyer and the catalog (see details on next pages). Collect finished copy.

**Gallery Design** - Find out the colors and dimensions of the title wall and the basic design idea so space can be held for both flyer and catalog.

## Flyer Components

*(search "art exhibit flyer" for ideas).*

- Name of Exhibit
- Title Wall or other Art piece that shows the theme of the show.
- Date and Time of show opening & closing
- Sponsor of show (e.g. Mrs. Jones 5<sup>th</sup> Grade Class presents...)

## Catalog Components

*(search "art exhibit catalog" for ideas)*

- Name of Exhibit
- Title Wall picture in the front
- Gallery Statement (Introduction or overview of exhibit)
- Sponsor
- A picture of each art piece along with:
  - o Artist Name
  - o Title (in Italics)
  - o Dimensions
  - o Medium (Art type - pastel, watercolor, etc.)
  - o Artist Statement (Information about the art piece or subject)

## Art Pieces

Type	Size	Description	Assigned to
Watercolor	8"x11"	Giants Causeway - Portrait	Jodee

## Copy Needs

Type	Size	Description	# Words	Assigned to
Tear Sheet & Catalog	5" x 3"	Overview of Art Exhibit	~75 words	Jane
Catalog	2" x 3"	Overview for each art piece	~50 words	Joe