# Curators →

- Title the Show
- Write the exhibition brief
- Select a theme for the show
  - Descriptive: Interpret an idea or perception
  - Didactic: Convey information or tell a story
  - Metaphorical: Explore a symbolic relationship
  - Emotive: Evoke a feeling
  - Honorific: Praise an artist
  - Issue-oriented: Express an opinion
- Group the works selected into categories (such as friends, parents, teachers, etc..)- *see finished works and then sort them into sub groupings*
- Plan a guided tour
  - Plan the sequence of moving throughout the gallery
  - Title each guidepoint on the tour
  - Write a 1-2 sentence description of the guidepoint (example, *This section of the exhibition shows the mothers who were chosen as part of the Empathy Portrait Project.*)
  - Record a brief (no longer than 2 min) audio segment for the guidepoint (example audio script, *It is clear we have a lot to learn from our mothers. As we explore the following works within this guided section of the tour, we will find mothers who have persevered through divorce, death, and disease.*)
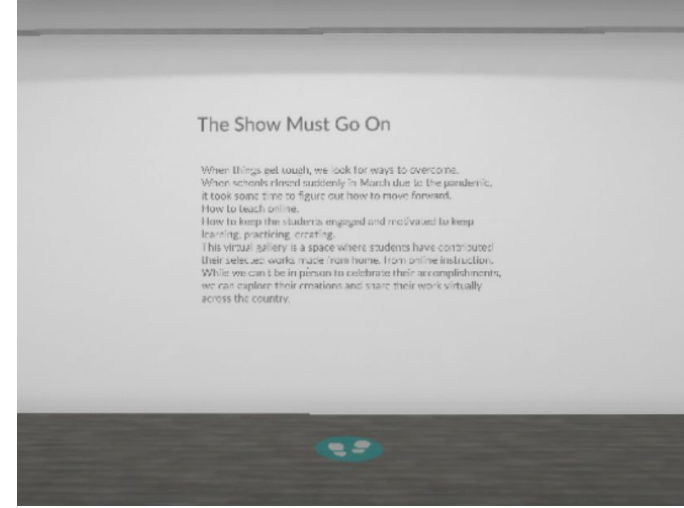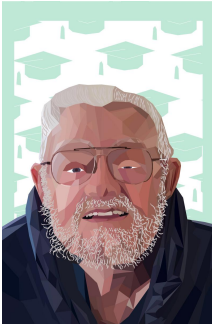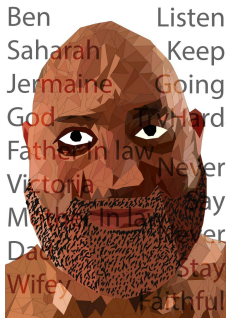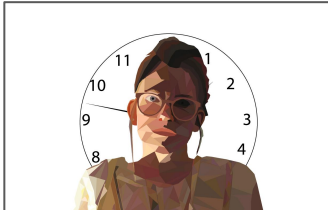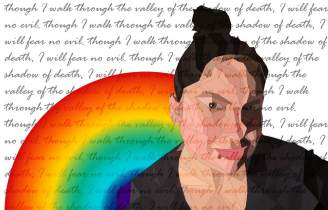


The Exhibition Brief will be posted on a wall near the entrance of the Gallery. The Guide Points will create a sequenced tour for the visitors.
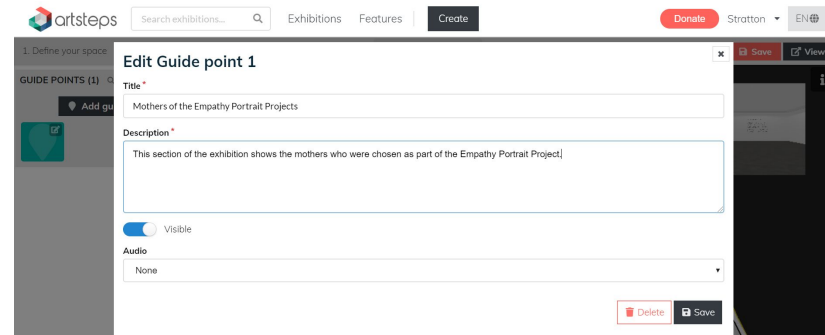
# Finished Works

Group the works selected into categories (such as friends, parents, teachers, etc..)- *see finished works and then sort them into sub groupings*
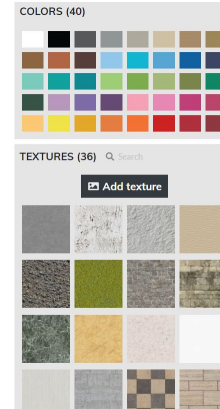
# Designers→

- Create the layout of the exhibition space (arrange the walls and place the entry door)
- Create the signage throughout the exhibition
- Select a design style for the show
  - Salon-Style: A sea of art
  - Linear Design: Clear and straightforward
  - Sequential Design: Successive and progressive
  - Comparative Design: Juxtapositions that contrast and connect
  - Synoptic Design: Grouping by similarities
  - Contextual Installation Design: Setting the scene

- Pick the wall and floor color / texture
- Draft the installation layout of artworks (how they will be arranged on the walls)
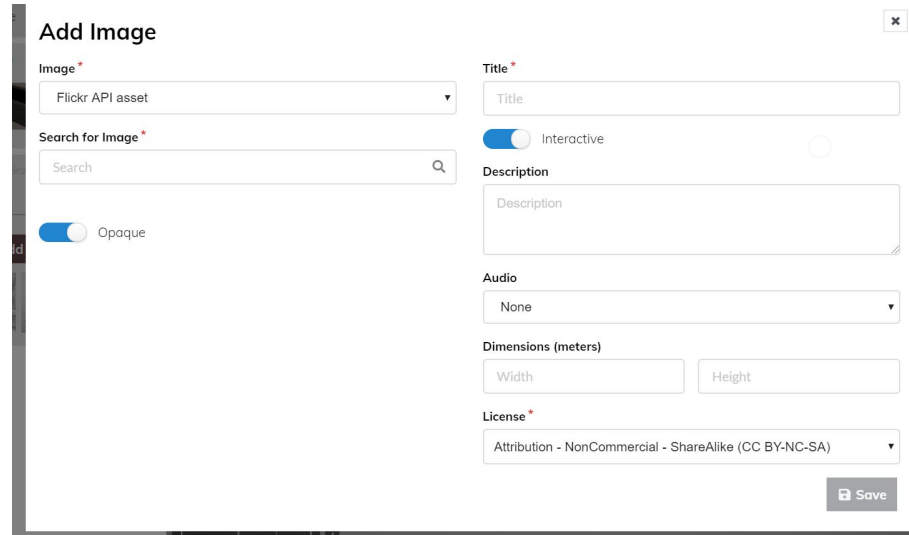- Pick the frame color and style for the artworks
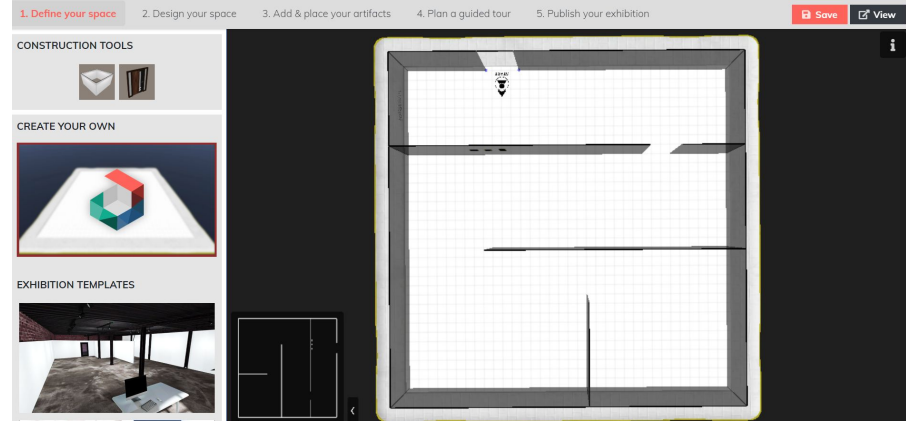


The walls can be arranged in endless layouts to best match the design style selected.
Colors and textures are easily added to the walls and floors through this library.
Frame styles are changeable with one click!

## Installers →

- Upload student's artworks, sizes, written information, and audio files*
- Place the works in the gallery according to the designer team's plans

**Add Image**

Image *
Flickr API asset ▾

Search for Image *
Search 🔍

Opaque

Title *
Title

Interactive

Description
Description

Audio
None ▾

Dimensions (meters)
Width    Height

License *
Attribution - NonCommercial - ShareAlike (CC BY-NC-SA) ▾

💾 Save

Each student will need to submit the information needed for their artwork to be included in the exhibit.

# Publicists→

- Create a "buzz" around the project
- Promote through social media
- Send information about the online show to local media and ask them to promote it
- Create a poster to promote the online exhibit
  - Include the title of the show
  - Images from the Exhibit
  - Information on how to view the show (online)
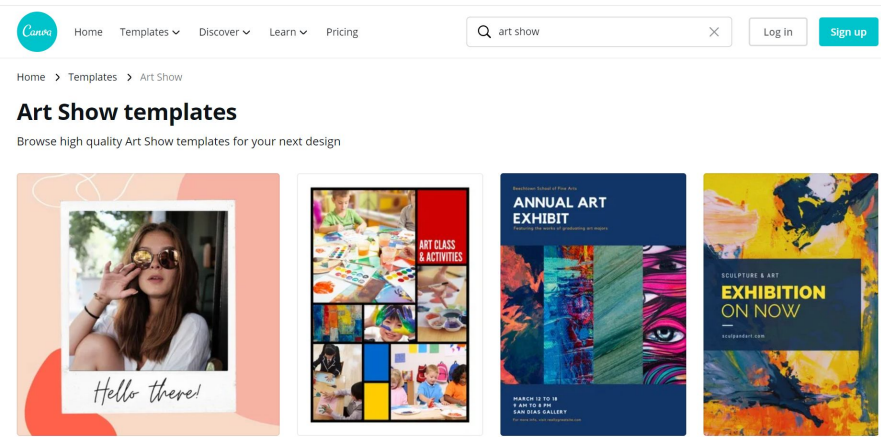


There are free, easy to use resources to design a poster that is eye-catching and professional looking.

Adobe Spark
Canva