

Senior Show Invitation Guidelines

UWG Department of Art

General Guidelines

- Cards are not the most important aspect of your show-your work is. However, your invitation mailer will be the first item people see in regards to your show. “First impressions are everything”. People will either get a positive feel from your invitation or a negative one. It may be better to think of it this way—people will get the impression from your card that your show is *professional* or *amateurish*. If your card “feels” amateurish, what’s to keep me from thinking the exhibition will be the same way? (*Plus, if your card looks good, it makes our entire department look good and vice versa.*)
- The cards should be mailed in a timely manner. If your show is at the end of April, then the cards should be mailed at the beginning of April to ensure you give people enough time to plan ahead and attend your event. That means designing your invitation should take place a month before you plan to mail them.
- Collaborate with a graphic designer if need be and get feedback from peers and faculty.

Where to get invitations printed:

- UWG Printing and Publications
 - <http://www.westga.edu/pubprint/index.php>
 - Inexpensive, quick and location is convenient for orders and reviewing proofs.
- Overnightprints.com
 - <http://www.overnightprints.com/postcards>
 - Slightly more expensive than Printing and Publications but cardstock is thicker.
 - Department often uses this site for gallery invitations.
 - Ability to download Photoshop templates
 - Easy to upload/order cards.
- Modern Postcard
 - <http://modernpostcard.com/>
 - Slightly more expensive but more options/sizes to choose from.
 - Ability to download Photoshop templates
 - Easy to upload/order cards.

Size and Resolution Guidelines:

- Card sizes vary. Typical sizes are 4”x6” or 5”x7”. In Photoshop, resolution size should be 300 dpi minimum. Lower resolution will produce a “pixilated” blurry look.
- UWG Printing and Publications (678)839-6483 is located next to the art annex (grey building). The best format for them to use are high quality (resolution) jpgs or pdf files.
 - How to check: **IMAGE/Image size**
- **Check spelling!**
- The font you use on the front should be the same font used on the back. (*If you decide to use a font on the front. Text on the front of the card is optional.*)
- UWG and ART DEPT logos can be downloaded from the department website under “General Info/Current Students”. The card must incorporate both logos on the back.

Font Guidelines:

- Fonts like **TIMES NEW ROMAN** are called “Serif Fonts”. Think of these fonts as having a classical or traditional feel and look.
- Fonts like **ARIAL** or **MYRIAD** are called “Sans-Serif Fonts”. Think of these fonts as having a modern, contemporary feel and look.
- Avoid fonts like: *Comic Sans (Elementary!)* or *Brush Script (Can you read this well?)*
 - Disassociate yourself from fonts you personally like and keep in mind-
 - “Can people read this and will they take me seriously?”
 - The font you use should match the “feel” of your work.

What information needs to be on the FRONT of the card?

- A clean image
 - You can show an entire piece or....
 - Many faculty recommend that you show a close-up or snippet of your work. Think “teaser” or a movie trailer. You only show a small bit to entice people to come to the show.
- Your name but this is optional.



What information needs to be on the BACK of the card?

- Here’s a general checklist:
 - Show Title
 - Your name
 - Exhibition dates and location
 - Opening (or closing) Information
 - Date
 - Time
 - Location
 - Gallery hours and location
 - Your contact info (phone/email/website)
 - Front image info (*Front Image: Work Name/Oil on Paper, 18”x18”, 2010*)
 - UWG and Dept of Art Logos

Kimberly Stevenson

Eyes Closed

February 15-20, 2010

Closing Reception/Artist Talk:
February 20, 2010 - 6:00pm-8:00pm

Rome Street Gallery
121 Bradley Street
Carrollton, GA 30117

Gallery Hours:
Weekdays: 11:00am-5:00pm
Saturday: 12:00pm-2:00pm

Contact Information:
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department of **ART** UNIVERSITY of West Georgia