

**BFA Studio: TAG Locations, Rooms 224, 210, and Symposium, Todd 204**  
Exit exhibit for Studio Art majors seeking a Bachelors of Fine Arts degree.

**(Note: Your BFA group needs to let us know which Galleries, (Main, Glass or 210 that you intend to use for exhibit.)**

**Family/Friends Reception** – On a Saturday, Please provide date and time asap.  
**Campus Reception/Artists Talks, Symposium, Anytime Mon-Fri, Please provide date, time, location**  
**Studio Art BFA Spring Solo Exhibition, Install: March 31; W-13, Sat, Saturday, April 1– Wednesday, April 12; Uninstall: Thursday, April 13, 2023**

## **BFA Senior Candidates - Exhibition Packet (Exhibit Guide)**

including postcard information, installation tips, and useful timelines

Please Read and Review every page carefully before proceeding

There is a lot of front-end work; stay on top of the task

See page 10 for critical deadline dates for your exhibition

**Orientation Meeting** –Todd Art Gallery, room 224A (packet is designed to answer your gallery questions, but **OM** available upon request with Rick and Eric)

**At some point in the next few weeks we need you to provide at least 3 high-res images, your artist philosophy, bio, and contact information for university and department promotion of your exhibit. Email all items to [eric.snyder@mtsu.edu](mailto:eric.snyder@mtsu.edu) and [Rick.Rishaw@mtsu.edu](mailto:Rick.Rishaw@mtsu.edu)**

Reach us by office phone at 615-898-5532 and 615-898-5653

### **FIRST MEETING (approximately)**

- Nine weeks (before your scheduled group exhibition).

#### **Objectives:**

- decide who and how you will show together across the space
- discuss the variety of sizes of your collective work, number of works per artist, and assignment of wall/floor space
- review floor plan of gallery space on pages 5 & 6 (and visit the gallery as needed)

Visit: <https://www.mtsu.edu/art/gallery-layout.php> for gallery layouts

- assign 2 – 3 exhibit members to be responsible for exhibit postcard\*
  - \*some graphic design background is helpful
- make sure you have each others regularly checked email addresses and phone numbers
- set a date(s) for second and all additional meetings.

### **All subsequent group meetings are arranged by the members of your group**

Meet with your advisor regularly throughout process

### **SECOND MEETING**

- Eight weeks out

#### **Objectives:**

- bring digital images of work to analyze show layout
- and/or walk around building art areas to review each other's work if unfamiliar

**Poster and Poster Information (be sure to include print bleed)**

◦ size of postcard 4" X 6" \*

\*Gallery will cover the cost of 50 cards per participant through MTSU Blue Print

◦ size of posters 17" tall X 11" wide (size used outside, stairwells, and bulletin boards per department policy)

ZapfHumnst BT font must be used for all text that is associated with MTSU, Department of Art and Design, and the Todd Art Gallery.

Poster/postcard must conform to template wordmarks/logos. No exceptions.)

See Poster Sample, pg. 9

Tips:

Everyone must get their images in on time so that the postcard and poster’s design may be completed.

Images must be prepared with Photoshop or equivalent software and resized to fit the various printing requirements. It is helpful to reach out to students or professors proficient in design.

(MAINTAIN a non-rasterized Photoshop or Illustrator master version of postcard and poster for easy edits that MTSU Creative Solutions will REQUIRE before items may be printed)

**KISS - Use same/similar design for postcard and poster**

Sample wordmarks/logos that must be included (below are some but not all add-ons to be provided to you by the gallery office) **Request images when you are ready for their use!**



**THIRD MEETING**

◦ Seven weeks out

**Objectives:**

- design layout for front and back of card
- title the show
- count how many postcards each of you will need

\*You are responsible for dispensing/mailing postcards

All cards you mail separately will require a stamp.

- utilize template file for layout on back of card and key in your information

**\*\*\*SIX WEEKS OUT = HAVE FINAL DESIGNS FOR POSTCARDS AND POSTERS TO THE GALLERY OFFICE**

- Fill out form requesting permission to bring food onto campus\*
  - \*Gallery does not reimburse food purchases
- Dispense food responsibilities (drinks, fruit cups, veggies, cups, plates)
- Note: reception date and time (Should be determined if not already done)
- Remind everyone to be prepping for installation, know how each piece will hang, account for pedestals, and fix these problems NOW, not the Thursday and Friday before the reception
- Confirm design of postcards | print posters
- Reminder about titles and artist statement
- 

**Both Student Galleries have a limit of fourteen visitors for social distancing. Face masks are recommended.**

**Expect to use the hallways for overflow**

Ordering Postcards: If you want Extra cards (keep all Design work so corrections may be made after Creative and Visual Marketing reviews: CVS will then issue a publication number)

MTSU's BluePrint is the only service available to you that Todd Art Gallery will cover the price of postcards and posters. If you wish to use another service that must be paid for by your group and we retain editing reviews and edits made before publication. **Extra Cards = Request made to the Gallery Office**

**Things to remember:**

- mailer side of postcard must conform to template and include MTSU wordmark and Ascend MTSU Arts wordmark and True Blue logo
- submit a digital copy of the back of your card for my review before MTSU's Creative Solutions can approve and assign a publication number. (Be prepared to make revisions) This may take up to 5 working days, so factor this into your timeline.
- meet the exact image size requirements, otherwise your postcard will be distorted and do not forget to include the print bleed.

**Very Important!**

Double check all names and information about the gallery, exhibition times, dates and spelling before submitting your postcard/posters. Have someone else proof-read your final copy.

**Titling the Show:** (a few helpful tips)

- brainstorm with your fellow students
- come up with a list of words that applies to your work(s)
- use a thesaurus and Google ideas
- aim for a short title, consisting of 1 to 4 words
- try to use a blanket term that could bring cohesion to the show

**Installing the Show:**

Depending on the current exhibition in the Gallery, aim for an installation period that is no less than 2 – 4 days prior of your install period to the opening reception. Remember you have the better part of a week already set aside. In ideal cases, you need only one full day, however, expect alterations to your plan to occur before the opening.

If problems arise with artists not having work finished, abide by the first come first serve rule. Artwork present at the start of installation will have priority for space and placement over later arrivals. Don't forget to make arrangements with Rick or Eric for the keys to the Gallery and Kitchen.

**HELP each other!** The whole process will run smoothly if everyone does their part and more.

- Schedule a time to install the show when Rick can help.

**Final BFA Exhibition Titles (Artwork Title Tags) and Artist Statement: Due on the Thursday morning\* before the upcoming Saturday exhibit opening:**

- type your title cards for the show in a Microsoft Word Document
- format title cards as name, title, medium (1 per line) as:  
**\*Please be aware your advisor may require this information earlier than our notation above**

Style Guide

Jane Doe

(ZapfHumnst BT | Bold | 12 font size)

“Untitled: Study 1”

(ZapfHumnst BT | Bold | 18 font)

mixed media

(ZapfHumnst BT | Regular | 12 font size)

- type your artist statement (no longer than a few paragraphs, and use words that are direct and concise about your work)
- ask your professors to proofread your statement and titles
- email as an attachment your titles and statement to Eric: [eric.snyder@mtsu.edu](mailto:eric.snyder@mtsu.edu) and cc. a copy to Rick: [rick.rishaw@mtsu.edu](mailto:rick.rishaw@mtsu.edu)

**Exhibition Reception:**

- Be sure to delegate responsibilities for food and drinks for the reception. ◦ Meet an hour prior to opening to help with set-up and be prepared to stay after to help clean.
- Reminder: You will not be reimbursed for food purchases associated with your reception.

**Exhibition Conclusion:**

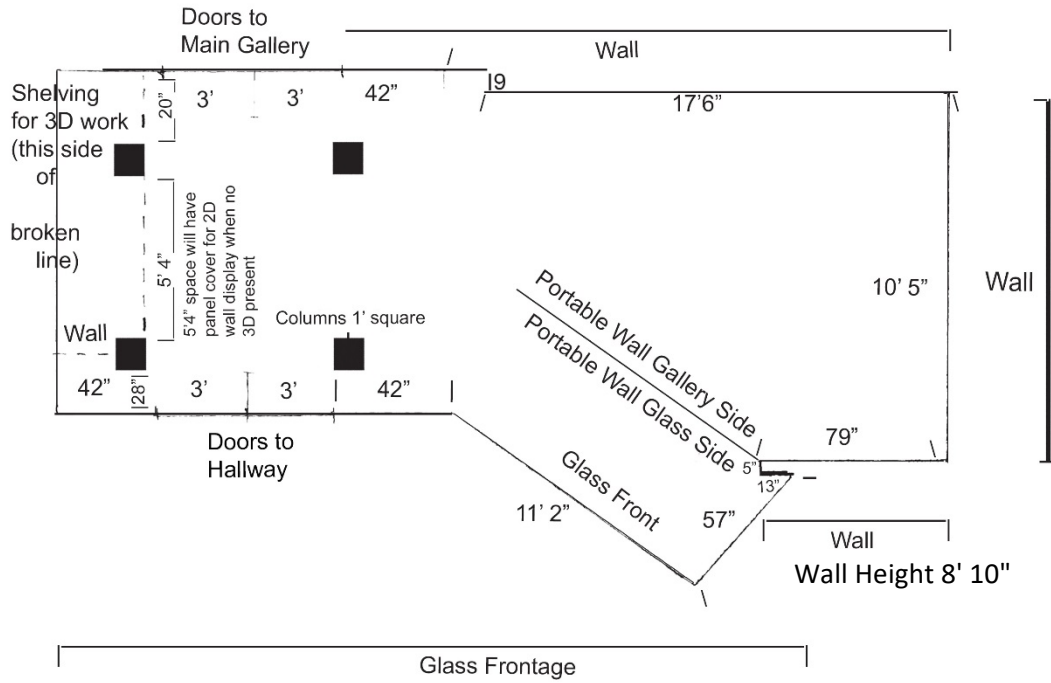
- Be prepared to collect your work by 12 PM (noon) on the Friday following your show's closing.
- As needed the Gallery will disassemble your work and remove it to storage in room 225.
- All work left for more than two weeks is considered abandoned and becomes the property of the Department of Art and Design for cataloging, fundraising or disposal.
- Return Gallery keys to Eric or Rick in Todd, 224B or 226.

Be professional and considerate with each other during this process and remember to have fun!

**Enjoy your senior show! Congratulations!**

Continued next page:

**Gallery dimensions:**



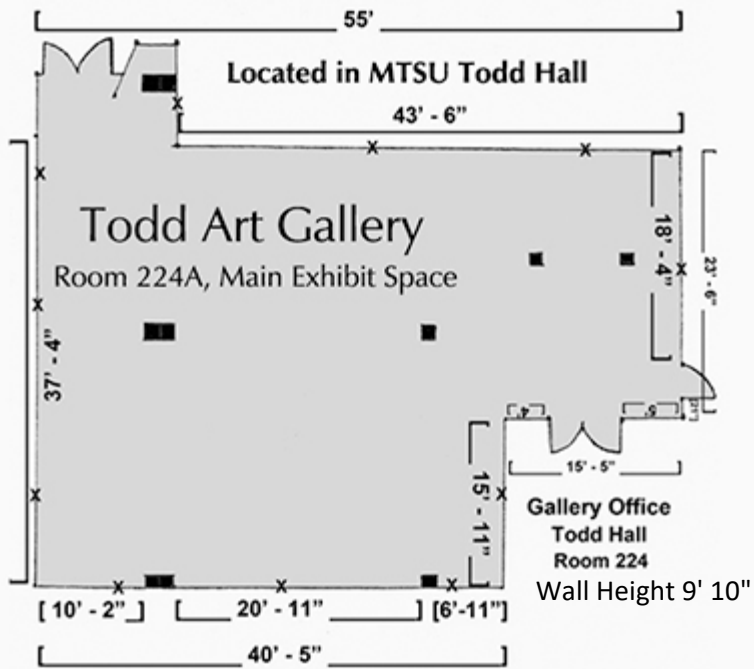
TAG | West, room 224

**The Glass Gallery**

\*Interior doors may be opened to incorporate this gallery with the main gallery space.

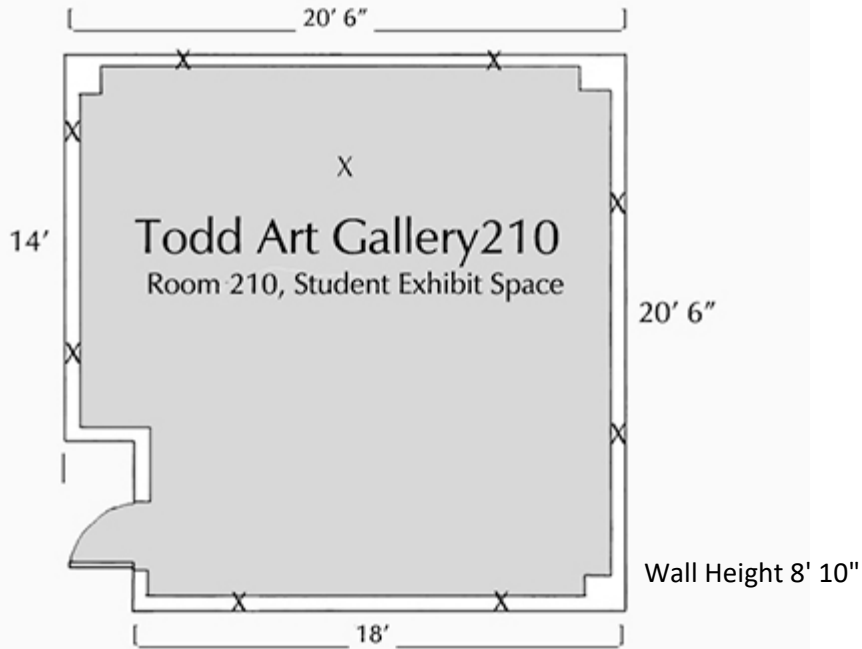
Gallery Layouts available on the Web at <https://www.mtsu.edu/art/gallery-layout.php>

**Gallery Dimensions**  
1883 Sq. Feet



■ Column  
X Outlet

Images not to Scale



## Poster and Postcard Checklist:

Postcard Information update (refer to postcard sample for helpful visual)

1. Address side must remain as solid white background.
2. Half of card (mailer side) must be blank to the right of your exhibit description text with the exception of the postage paid square in upper right corner. This does not include your card's bleed.
3. 1/2" of card must remain blank at bottom. This does not include the bleed.
4. Items that must be included above your show title on address side:  
MTSU logo; Todd Art Gallery; Department of Art; complete address Box 25, 1301 E. Main Street, Murfreesboro, TN 37132 and MTSU Arts logo (3/4" tall minimum)
5. MTSU logo should be sized to be obvious in appearance.
6. Logos on Poster must be proportionally larger to match larger size of poster
7. New requirements for MTSU disclaimer: place in bottom left corner or up left-side:  
XXXX-XXX-MTSU is an AA/EEO employer (this is a placeholder until number is assigned)  
Disclaimer may be made smaller to fit (no more than 7 points in size)
8. Bring copy (front and back) of card and poster to Gallery Office for actual publication number to be substituted. This may be done by email, flash, or CD)
9. Leave your card in editable form (either Adobe Photoshop, InDesign, or Illustrator so you can add the publication number prior to printing.

Questions: Eric 898-5532 or [eric.snyder@mtsu.edu](mailto:eric.snyder@mtsu.edu) and [Rick.Rishaw@mtsu.edu](mailto:Rick.Rishaw@mtsu.edu)

Minor changes to the above may result from time to time.

## Poster & Postcard Samples





PROUDLY PRESENTS

**MTSU Arts**  
ART • DANCE • MUSIC • THEATRE

**ENRICH YOUR LIFE**  
 *Showcase your skills*  
College of Liberal Arts

# FALL 2021 BFA COLLABORATIVE

## NOVEMBER 13–DECEMBER 1

**SOFT OPENING/ARTIST TALK**  
NOON, SATURDAY, NOVEMBER 13

**IN-SCHOOL RECEPTION:**  
NOON, WEDNESDAY, NOVEMBER 17



**MADDIE HARLIN**



**PATTIE BELSKY**



**STACIE DANIELLE LONG**



**SARAH HARRIS**

**MIDDLE TENNESSEE**  
STATE UNIVERSITY

I AM *true*  
**BLUE**

**ENRICH YOUR LIFE**  
*Showcase your skills*

**Todd Art Gallery**  
Monday–Friday, 8:30 a.m.–4:30 p.m.  
Saturday, 11 a.m.–4 p.m.  
Todd Hall, Room 224A

DEPARTMENT OF  
**ART and DESIGN**  
MIDDLE TENNESSEE  
STATE UNIVERSITY



PROUDLY PRESENTS



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Todd Hall, Room 224A



Ascend  
Federal Credit Union  
PROUDLY PRESENTS



Todd Art Gallery • Department of Art  
1301 E. Main Street, Box 25  
Murfreesboro, TN 37132

## FALL 2021 B.F.A. COLLABORATIVE

A Studio Art exhibition of candidates nearing completion of their Bachelor of Fine Arts degrees

**Maddie Harlin, Sarah Harris, Stacie Danielle Long, and Pattie Belsky**

SOFT OPENING/ARTIST TALK–Noon, Saturday, November 13

IN-SCHOOL RECEPTION–Noon, Wednesday, November 17

The exhibition, artist talk, and reception are free and open to the public.

Gallery Hours: Monday–Friday, 8:30 a.m.–4:30 p.m., Saturday, 11 a.m.–4 p.m.

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Reverse side design: Stacie Long



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Back of card may not vary in layout or font (quality of sample images are reduced)