

## Information Labels / Title Cards

Title Cards or Information Labels affixed to the wall near a piece of art can be an important part of an art exhibition. Providing information enhances the viewer's experience and it is best to do so without distracting from the artwork. Title cards that are too large, overly ornate, unprofessional or sloppy will just distract from the artwork on display.

If it is a solo show, it is less necessary to include the artist's name on every title card, assuming that the name will be prominently displayed elsewhere. The preference is to include it.

If the work is for sale, the price should be included on the title card. Having a separate price list can lead people to believe the work is not for sale, or that they can't afford it. People generally won't ask for a price list when viewing art, so it is better to put the price on the title card.

Formatting all of the title cards in a show in the same way is important to provide continuity in the delivery of information. The preferred format is demonstrated in this example:

CALIBRI  
SMALL CAPS

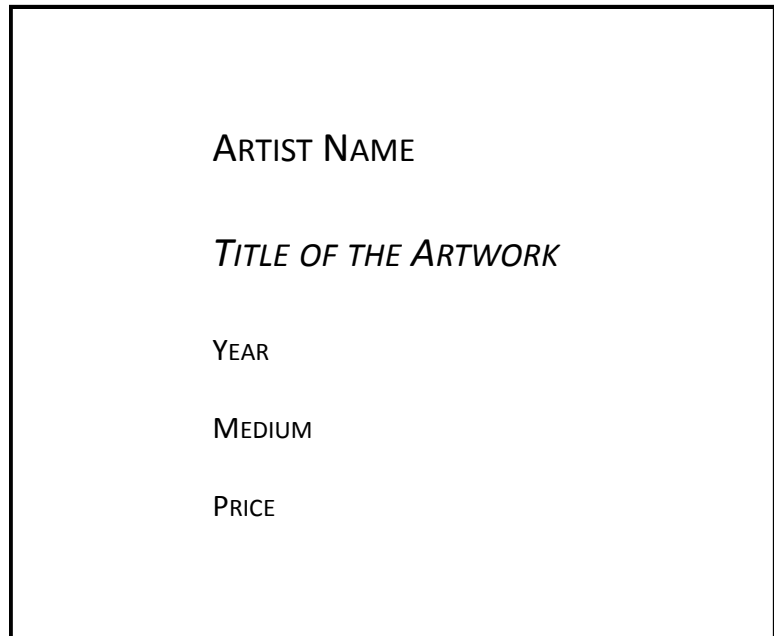
ARTIST NAME: 16PT

TITLE OF THE ARTWORK: 16PT ITALIC

YEAR: 12PT

MEDIUM:  
(DIMENSIONS)

PRICE:



The dimensions are optional. The thinking is that the viewer is standing in front of the piece so they know about how big it is.

Leave plenty of margin space around the text. Choose a size and font that is easy to read. Stay away from decorative, gimmicky, or ornate fonts.

Use easy peel labels or sturdy card stock taped to the wall with easy to remove tape. Talk to gallery staff prior to installation.