

MFA EXHIBIT INSTRUCTION MANUAL

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RAFFMA Public Hours

Monday: 10 a.m. - 5 p.m.
 Tuesday: 10 a.m. - 5 p.m.
 Wednesday: 10 a.m. - 6 p.m.
 Thursday: 10 a.m. - 6 p.m.
 Saturday: 11 a.m. - 3 p.m.
 Closed Friday & Sunday

(909) 537-7373
 raffma@csusb.edu
 raffma.csusb.edu
 5500 University Parkway,
 San Bernardino, CA 92407-2397

Congratulations on scheduling your exhibition in RAFFMA’s Dutton Gallery! In this document, you will find an overview of the exhibition process including planning, promotion and installation tips.

Overview

To prepare for your exhibition, you will:

1. Plan the concept of your exhibition (Exhibition Proposal)
2. Complete the Exhibition Checklist
3. Meet with RAFFMA Exhibit Designer - Gus Castaneda

4. Meet with RAFFMA Marketing, Membership and Engagement Coordinator - Ashley Serrano
5. Complete the Promotion Checklist

6. Exhibit Installation
7. Opening Reception!

Exhibition Concept

Early on, you should begin thinking about a title for your exhibition and what feelings and/or themes you are attempting to convey. Exhibitions with a cohesive concept are typically more successful, and this can be tied into promotional efforts as well.

In addition to your exhibition title, you should keep your concept in mind when drafting your statement, which will later be reproduced within the exhibition. Statements are typically rather short and can be displayed on the exhibition walls with vinyl or provided on a handout.

You will create a short exhibition proposal before meeting with Gus Castaneda. This will include information about which objects you intend to include, how you will install them, and what materials you need to make or borrow (such as pedestals or platforms).

RAFFMA Staff

The RAFFMA staff is there to assist and guide you along the process of planning for your exhibition. Your first meeting should be with Gus Castaneda. This can be scheduled in advance once you have an idea of when your exhibition will take place, **approximately 6 weeks before your installation date**. In this meeting, you will go over the installation process and begin to design your exhibition. Please bring a hard copy of your completed exhibition proposal worksheet when meeting with Gus.

After you have met with Gus, schedule your meeting with the Marketing, Membership & Engagement Coordinator, Ashley Serrano. In this meeting you will go over all promotion aspects and planning for your exhibition’s reception. A properly promoted event will also have a press release, marquee design and a poster.

The promotion process begins 6 weeks before your opening date.

All promotional materials need to go through RAFFMA and then the campus Office of Strategic Communication for review and logo-use approval. All promotions are sent to Ashley and she will obtain University approvals for you. The process typically takes 3-5 business days. After you receive approval, you can send your items to print. Distribution of your materials is your responsibility.

To schedule your meeting with Gus:

Call: (909)537-7414
 Email: Gus.Castaneda@csusb.edu

To schedule your meeting with Ashley:

Call: (909)537-3373
 Email: Ashley.Serrano@csusb.edu

Exhibition Design/Checklist

Please **complete** the Exhibition Proposal and email to Gus Castaneda when scheduling your first meeting. Below is a preliminary proposal. Bring a hard copy with you to your meeting.

Exhibition Proposal

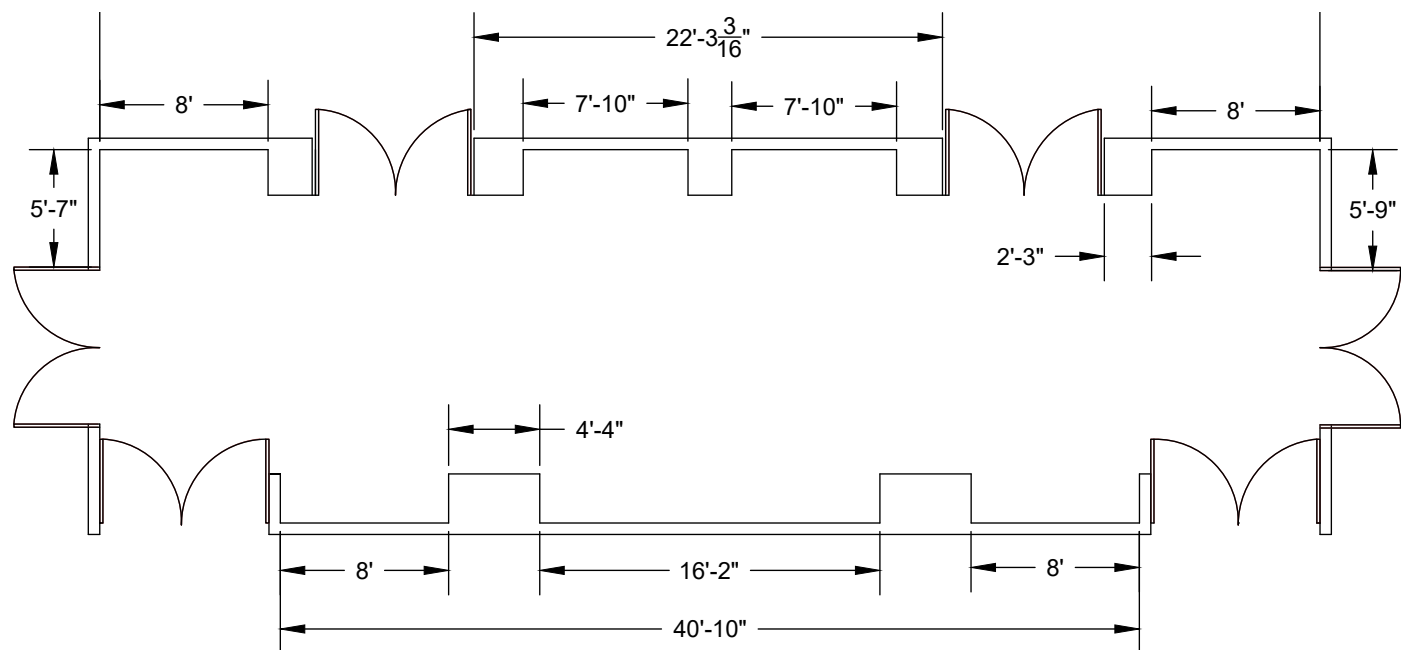
Exhibit Dates: _____

Exhibit Title: _____

Exhibit Concept: _____

List of Artworks (including dimensions and medium):

Dutton Gallery Floor plan



Promotion Checklist

	Timeline	Due Dates	Note	My Deadlines	Check when Complete
Press Release:	Approval: 4 weeks before exhibition Distribute: 2 weeks before exhibition.	Draft: _____ Approval/Distribution: _____	Can be distributed through campus news, but you can also create and distribute to your own press list.	Distribution: _____	<input type="checkbox"/>
Postcard: PDF 5 X 7 in	Approval: 6 weeks before exhibition Print & Distribute: 4 weeks before exhibition.	Draft: _____ Review: _____ Final Approval: _____	Be mindful of varying submission specifications (whether you need crop or bleed marks.) Can be printed on campus or via vendor of choice.	Print: _____ Distribute: _____	<input type="checkbox"/>
Poster: PDF 11 X 17 in	Approval: 6 weeks before exhibition Print & Distribute: 2-4 weeks before exhibition.	Draft: _____ Review: _____ Final Approval: _____	These can be passed out or placed on bulletin boards through the VAC & campus.	Print: _____ Distribute: _____	<input type="checkbox"/>
CSUSB Marquee: JPG 825 X 733 px	Approval: 4 weeks before exhibition Distribute: 2 weeks before exhibition.	Draft: _____ Review: _____ Final Approval: _____ Posting: _____	This is the large electronic screen at the entrance to campus. You must submit your marquee .jpg to RA FFMA by the deadline listed. RA FFMA will then be responsible for submitting the marquee request.		<input type="checkbox"/>
VA Lobby Screen: JPG 1920 X 1080 px	Approval: 4 weeks before exhibition Display: 2 weeks before exhibition.	Draft: _____ Final Approval: _____ Posting: _____	You must email your .jpg to the art office. Unlike the marquee, YOU are responsible for ensuring your promotional aspect is placed on the VAC Lobby Screen.	Sent to Art Office: _____	<input type="checkbox"/>

Press Release Information

What is a press release?

In general, a good press release is a concise, complete description of an upcoming news event; a timely report of an event that has just occurred; notification of important personnel or procedural changes in an organization; or other news or feature tips.

What is the best format?

- Keep releases short.
- Double-space.
- Write clearly, addressing who, what, where, why and when in the first two paragraphs.
- Identify the organization or individual sending the release and include the name and daytime phone number (with area code) of someone we can contact if we have questions.
- Date the release and include whether the material is for immediate use or for release at a later date.
- If you send materials to more than one of our sections simultaneously, attach a note telling us you are doing so. This will assist our editors in preventing duplication.
- If the release is longer than one page, type "more" at the bottom of each page and identify following pages with either the subject of the release or the name of your organization.
- Type "end" or "30" at the bottom of the last page.

Sample Press Release:

For Immediate Release

November 11, 2019

SAN BERNARDINO, Calif. — Tanner McGuire, Ibel Sinohuiz and Nicole Stahl will be featured in an exhibit titled Drums, Dreams and Domesticity in the Robert and Frances Fullerton Museum of Art's Dutton Family Gallery at Cal State San Bernardino beginning December 8 and running through December 16. These second year students will exhibit diverse works completed thus far within the master of fine arts in studio art three-year program. A reception will be held from 5-7pm on Thursday, December 10.

Tanner McGuire's vibrant large-scale paintings address issues of domesticity and the role reversal of the male in the home.

McGuire received his Bachelor of Arts from California State University, San Bernardino in 2014 and now lives and works in the Mojave Desert near Joshua Tree National Park. McGuire has been in over 22 exhibitions across the country including OZ arts in Nashville Tennessee. He was appointed to the Public Advisory Committee for the Town of Yucca Valley in 2009, and won the James Irvine Foundation Award in 2012. McGuire's work can be viewed at www.tannerjohnmcguire.com.

Ibel Sinohuiz uses a hybrid mythology infused with archaic technology to represent a mix of paintings, drawings, mixed-media, and sculpture. She hopes to create a new visual narrative within her work by fabricating a personal mythology.

Sinohuiz was born in Indio, California, and considers her work to be part of a "desert aesthetic." She is of Mexican-American decent, the youngest of seven children and derives inspiration from the musical tastes of her siblings and the harsh desert environment.

Nicole Stahl utilizes mostly cast glass work to depict narrative sculptures that act as a diary of a mixture of dreams and memories. She utilizes a balance of delight and doom by creating enticing, precious objects that are also slightly sinister.

A native of Dayton, Ohio, Stahl graduated from Kent State University in 2010 with a Bachelor of Fine Art in Glass. She was awarded the Dr. Jerrold Belitz fully supported scholarship at the Penland School of Craft in 2014, and was a Sam and Beverly Maloof Scholarship recipient in 2015. Stahl's work can be viewed at nicolestahl.com.

About RAFFMA

The Robert and Frances Fullerton Museum of Art, nationally accredited by the American Alliance of Museums, serves a dual mission to exhibit and collect both ancient and contemporary art. It hosts temporary exhibitions throughout the year. Located at California State University San Bernardino, RAFFMA presents one of the largest public displays of ancient Egyptian art in Southern California.

The museum offers a variety of opportunities providing valuable hands-on work experience and preparation for future museum-related careers for CSUSB students. It is also a great museum for K-12 school field trips. When you visit RAFFMA, you find it's more than a museum, it's an unforgettable experience.

The museum is open to the public free of charge Monday – Tuesday 10:00 AM- 5:00 PM with extended hours Wednesday and Thursday evenings till 6:00 PM, and Saturdays 11:00 AM – 3:00 PM. Suggested donation is \$3. Parking at Cal State San Bernardino is \$3-6 per vehicle, depending on duration (\$3 on weekends).

Sample Templates

Sample Template: Postcard

You can create your promotional aspects in whichever software you prefer as long as the final version of the postcard and poster are PDF and the marquee is a JPG. Illustrator and Photoshop templates are available to you in the shared Dropbox folder. The promotional aspects must meet these guidelines:

	Size	Margin	Bleed	Resolution	Color Mode	Format
Postcard:	5 X 7 in	0.5 in 0	.125 in	300 dpi	CMYK	PDF
Poster:	11 x 17 in	.5 in	0.125 in	300 dpi	CMYK	PDF
Marquee:	825 x 733 px	48 px	0 px	72 dpi	RGB	JPG

How to save in Adobe Photoshop:

Postcard:

- File > Export > Artboards to PDF > Save

Poster:

- File > Save As > Format > Photoshop PDF > Save

Marquee:

- File > Export > Save for Web (Legacy) > Save

How to save in Adobe InDesign:

Postcard:

- File > Export > Format > Adobe PDF (Print) > Save

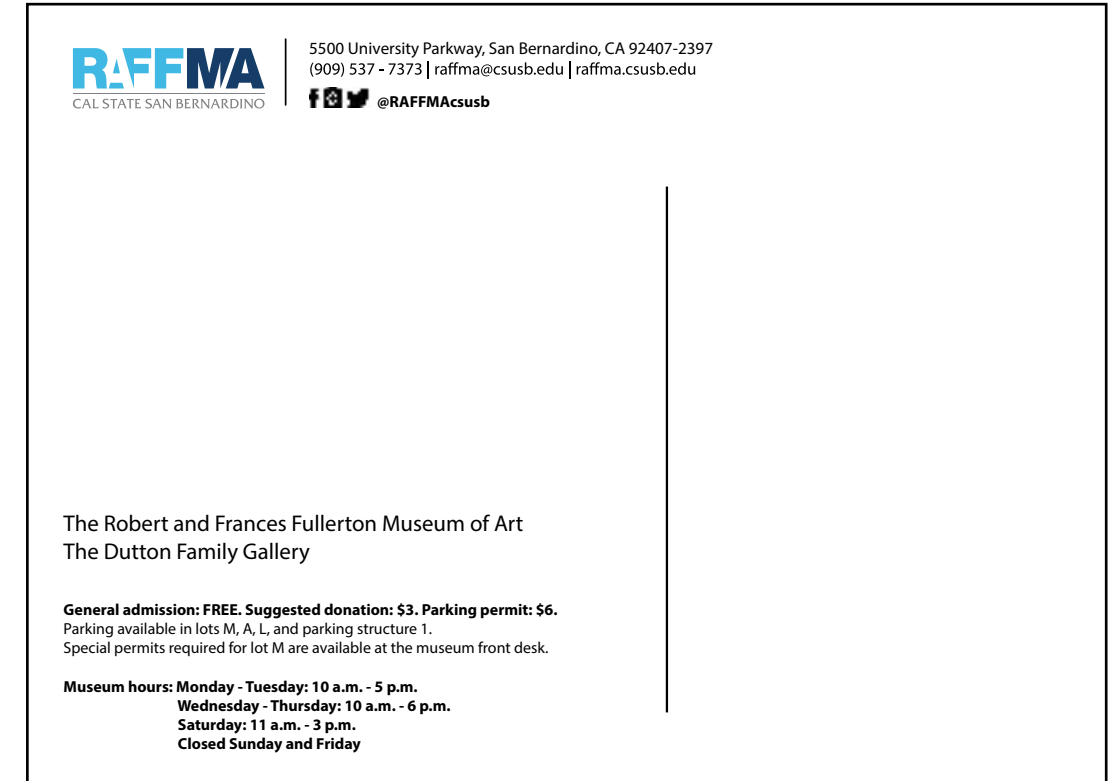
Poster:

- File > Export > Format > Adobe PDF (Print) > Save

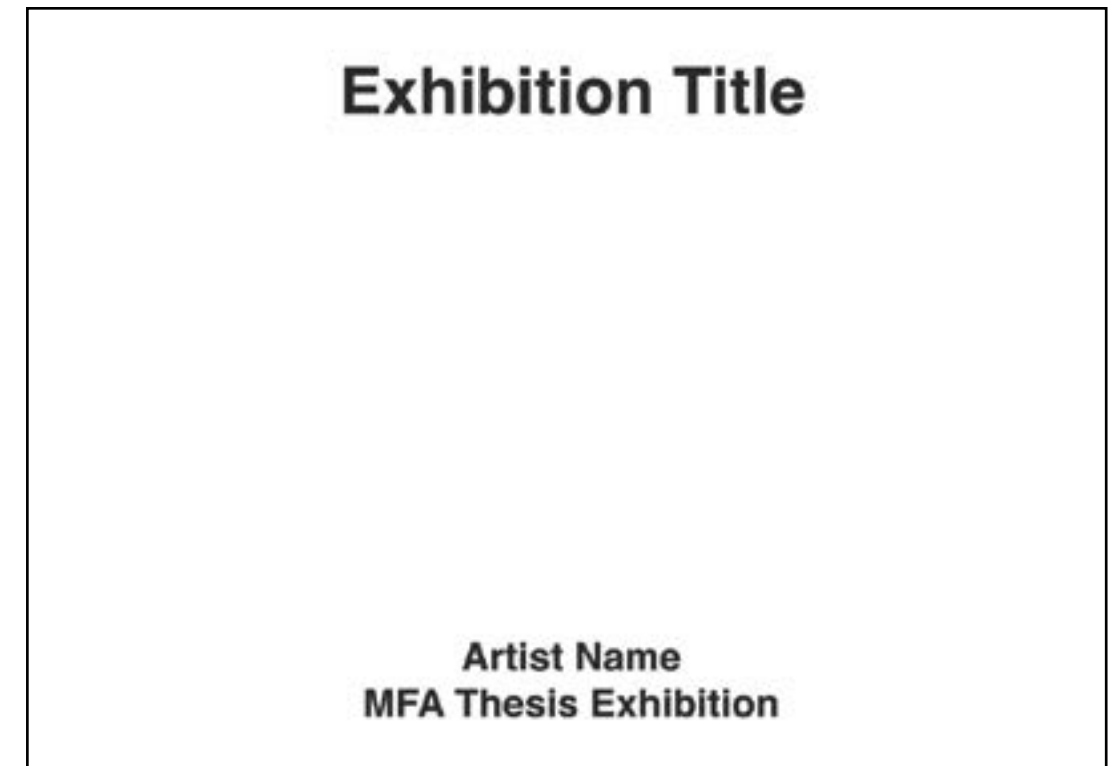
Marquee:

- File > Export > Format > JPEG > Save

Front:



Back:



Exhibition Title

Artist Name
MFA Thesis Exhibition
Opening Reception:
On Display:



3500 University Parkway, San Bernardino, CA 92407-2197
(909) 537-7373 | affma@csusb.edu | affma.csusb.edu



MFA Thesis Exhibition

Artist Name
Exhibition Title

Date & Time



CAL STATE SAN BERNARDINO



Reception & Catering

Option #1: On-Campus Catering Department – Yotie Eats

The following link will direct you to the on-campus catering website:
<https://dineoncampus.com/csusb/welcome-to-yotie-eats-catering>

1. Select Start Catering Order

2. Make a catering account

3. Scroll down and select start your catering guide

–Select between the two (2) different options

- Yotie Eats (traditional catering)
- Grab and Go (pre-packaged meals)



4. Once you have made your decision make the appropriate selection in the “Catering Guide”

- **Select your date & time:** It is suggested that you select a time 30 minutes before the event starts to ensure everything is ready on time.
- **Make sure you or a RAFFMA employee is available to let catering in.**

5. Add food/drinks to your cart

- The menu provides information on how many people each option feeds, what it comes with etc. Check with RAFFMA on whether they have plates/cutlery/table cloth etc.

6. Once you have added selections to your cart select “place your order”

- Continue to check out

7. You should receive an email confirmation shortly after placing orders.

- If you do not see an invoice within two(2) weeks email catering at catering@csusb.edu regarding the invoice.
- Let catering know you will be paying with card not an on campus account.

8. After your event you should receive an invoice.

- Access your account and you will be able to pay online.

If you have any questions please email catering@csusb.edu.

PLEASE NOTE:

- NO ALCOHOL is allowed to be served during the MFA Art Exhibition Openings. In the event if alcohol is found by museum staff or University police, the event will need to end at that time and

Option #2: Off-Campus Food*

*only with obtaining approval from Environment Health and Safety

1. Go to <https://dineoncampus.com/csusb>

- Select “Catering” then “Catering Waiver Form”

2. Fill out the Waiver Form as prompted

- Please ensure that you receive a confirmation that all has been approved.

You do have the option of bringing in pre-packaged food and drinks.

This **does not include home-cooked food/drinks**. The food and drinks must be purchased from a location that has a County Health Permit from Source of Food.

By completing the form you agree to the following statement:

I confirm that I have read the information on Food Sales/Service on Campus and fully understand that it is my responsibility to maintain a safe operation to help protect the health of the campus community and/or the public. I agree to comply with all requirements established by the State of California for serving food and/or beverages. If I do not understand a requirement or if I need information on the requirements, I will contact the CSUSB Environmental Health and Safety Department or the San Bernardino County Department of Environmental Health. If I fail to comply with the requirements I understand that my operation may be closed immediately by campus or San Bernardino County authorities

Please complete the Food Event Notification Form
www.csusb.edu/ehs/forms/food-event-notification

Name (Organization): your name

Name of Official Organization Representative: your name

Please note: you are not submitting this form on behalf of RAFFMA

This form must be completed 4 weeks prior to your Opening Reception.

Upon receiving approval, please send to Erika Kelley for confirmation at erika.kelley@csusb.edu.

For help submitting this form, please contact:

Felipe Jimenez, Art Department
Email: felipe.jimenez@csusb.edu
Call: (909) 537-7448

For questions regarding EHS, please contact

Benjamin Virzi, EHS Specialist
Email: bvirzi@csusb.edu