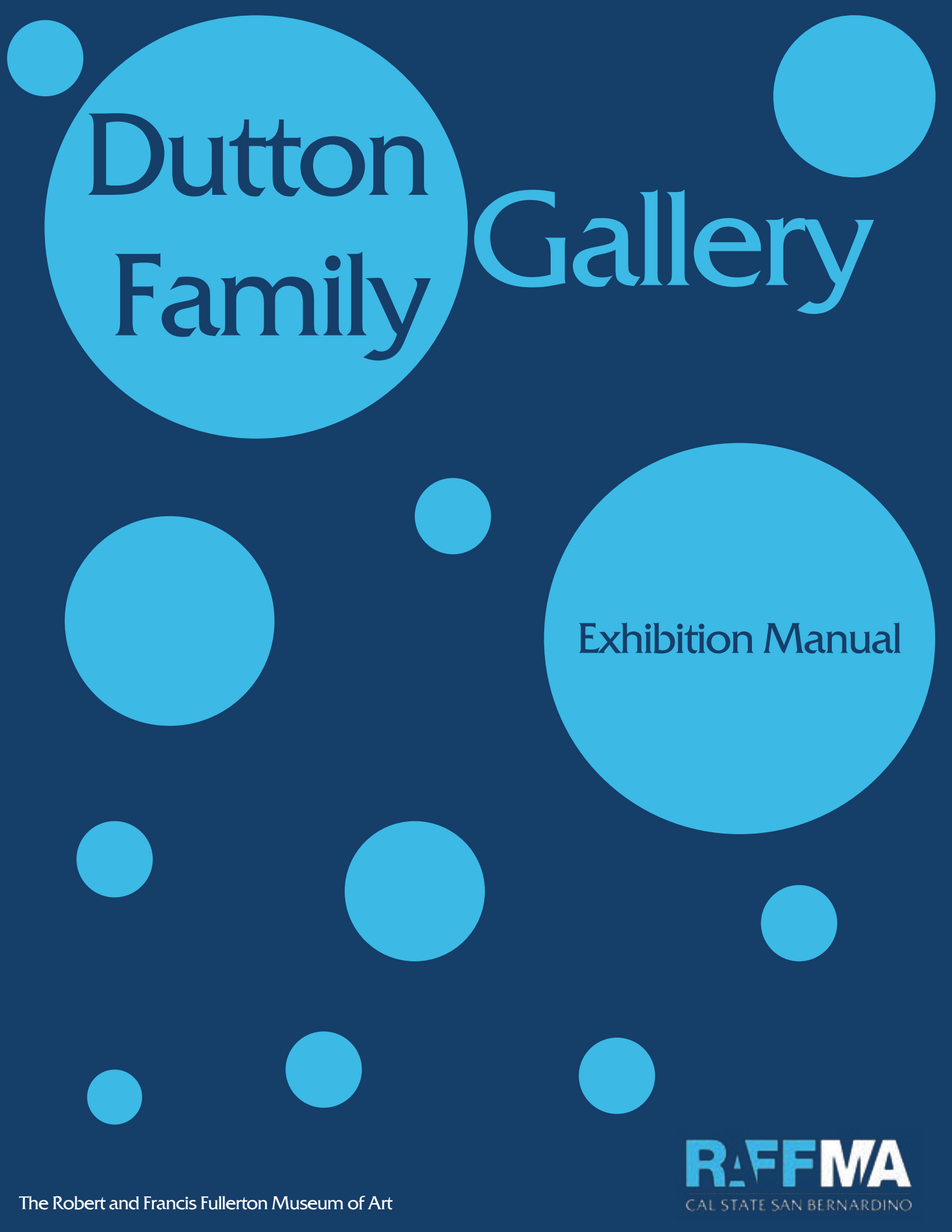




Dutton Family Gallery

Exhibition Manual

Introduction & Important Information

Congratulations on scheduling your exhibition in RAFFMA's Dutton Family Gallery! In this document, you will find an overview of the exhibition process, including planning, promotion, and installation tips. If you have questions not addressed in this handbook, please reach out to RAFFMA.

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!
8. Exhibit De-Install

Exhibition Planning Guide

Step 1: Develop your Concept

Start by choosing a title for your exhibition and identifying the feelings or themes you want to convey. A cohesive concept strengthens your exhibition and makes promotion more effective. Keep this concept in mind as you write your artist's statement. Statements are typically brief and displayed in the gallery, either as vinyl wall text or a printed handout.

Step 2: Prepare Your Exhibition Proposal

Complete your exhibition proposal before your first meeting. It should include some:

- Which objects do you plan to display
- How do you intend to install them
- Materials you will need to make or borrow (e.g., pedestals, platforms, etc.)
- Layout/floorplan of your exhibition
- Size and dimensions of each art piece
- If any art piece needs powersource

Bring a printed copy of your completed proposal worksheet to your meeting with the Exhibition Designer.

Step 3: Meet with the Exhibition Designer

Contact: Gus Castaneda, Exhibition Designer – gus.castaneda@csusb.edu

Schedule this meeting six weeks before your installation date.

This meeting covers your full installation plan. You will walk through the gallery together and receive final approval on your design. Topics include:

- Layout and mounting decisions
- Equipment and materials needed from the museum
- Final approval on your exhibition proposal

Remember to bring your completed exhibition proposal worksheet in hard copy.

Step 4: Meet with the Marketing, Membership, & Engagement Coordinator

Contact: Ashley Serrano, Marketing, Membership, and Engagement Coordinator

– ashley.serrano@csusb.edu

Schedule this meeting after your meeting with Gus Castaneda

This meeting focuses on promotion and your opening reception. Promotional materials may include:

- Press release
- Marquee design
- Poster
- Media/Social Media

All materials must be submitted to Ashley, who will route them through RAFFMA and the campus Office of Marketing and Communication for review and logo approval. Allow 3-5 business days for approval before sending anything to print.

Key Reminders

- The promotion timeline begins six(6) weeks before your opening date.
- Plan ahead to allow time for approvals (3-5 business days), printing, and distribution.
- RAFFMA staff are available to guide you throughout the entire process.

Dutton Gallery After Hours Access

Request after-hour access and fill out the key form with Gus Castaneda 3 weeks prior to your installation date

Step 1: Submit Your Request (at least 3 weeks in advance)

Email your After Hours Key Request to raffma@csusb.edu with the subject line: Dutton After Hours Request: [Your Name]

Include the following in your email:

- Your full name, program, and contact information
- Requested date(s) and time(s) of access
- Purpose of your visit

Allow 2-3 business days for review and approval before following up.

Step 2: Check Out the Key

Once approved, you must fill out and sign a form at the time of key checkout.

Key Responsibility Notice: The individual who checks out the key is fully responsible for its safekeeping. If the key is lost, you will be held responsible for all replacement and re-keying fees, which can be approximately \$300.00.

During Your After-Hours Visit

Access: Use the wooden doors accessible from the hallway near the Visual Arts office.

Tools & Supplies:

- Museum tools and ladders are only available during regular gallery hours. Do not use them after hours
- Bring your own tools and supplies
- A tool cart is available through Visual Art. This is located in VA 122 and must be returned to that location after use

Safety Rules:

- Follow all campus protocols for unsupervised studio work
- Do not use ladders after hours under any circumstances

Alarm System – Important:

The gallery is equipped with an alarm system. To avoid triggering it:

- Do not open the exit doors leading to the courtyard
- Do not disturb the glass doors connecting to the adjacent museum gallery. These doors are locked, but sensitive, and can easily set off the alarm

Key Agreement Form

Key Check-Out

Last Name:

First Name:

Phone:

E-Mail Address:

Student ID#:

Professor & Class:

Requested Check Out
Date/Time:

Key Return
Date/Time:

Key Policy

- The keys obtained are solely the student's responsibility and must not be loaned to a third party.
- A fee of approximately \$300 will be charged to the student for rekey of the doors, in case of a lost key, as it is the student's duty to safeguard it.
- The key must be returned at RAFFMA by the specified date set on this form.
- Failure to return the key on time will result in immediate notification to the student's professors.
- Under no circumstances can a third party return the key without prior approval. The same person who checked out the key is to be the one returning it.
- Approval of the Dutton After Hours request must be approved by a RAFFMA Staff member prior to filling out this form. If you have not yet done so, please follow the steps below.

STEP 1: Request approval for Dutton After Hours two weeks before needed. Please request by emailing accordingly:

To: raffma@csusb.edu

Subject Line: Dutton After Hours Request: Name

(Please allow 2 to 3 work days for review and approval.)

STEP 2: Once approved, on the day of the requested after-hours, you will be required to fill out a form to check out the key.

I acknowledge that I am aware of and understand the Robert and Frances Fullerton Museum of Art, Key Agreement Form policy.

Student Signature:

Date:

Key Return - For RAFFMA Staff ONLY

RAFFMA Staff Signature:

Date:

Exhibition Proposal

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. Sample Checklist: [Here](#)

Exhibition Proposal

Exhibition Title:

Exhibition Installation Date(s):

Exhibition Date(s):

Opening:

Closing:

Exhibition De-Installation Date(s):

Artist Name:

Exhibition Concept:

Exhibition Materials:

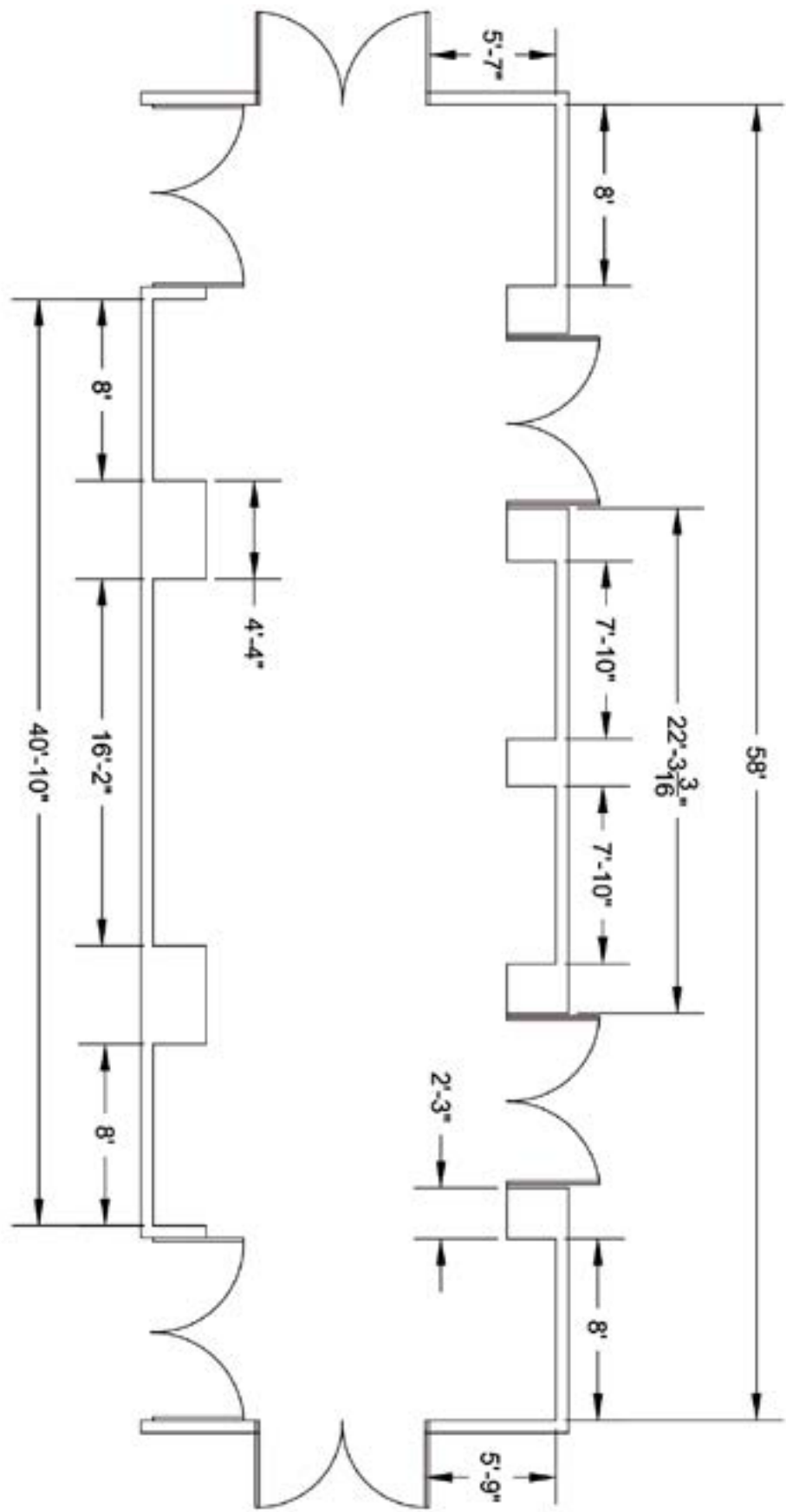
Artwork Inventory:

Title	Dimensions	Medium(s)	Needs power?

Reception Ideas:

(Food, tables, chairs, etc.)

Dutton Family Gallery Plan



Logo Usage

There are three color variations of [RAFFMA's logo](#): full color, black, and white.

The full-color version should be used for general branded content. The black version should be used on materials with a light-colored background. The white version should be used on materials with a dark-colored background.

Minimum size requirements:

Print: 0.3" in height

Web: 46px in height

For **CSUSB logo** usage, please see the [Visual Identity Manual](#).

Step 1: Visit CSUSB's Office of Strategic Communication website.

Step 2: Hover over the navigation bar where it says "CSUSB Identity & Brand."

Step 3: Click the subsection "Visual Identity Manual."

There you will find more information on CSUSB logo usage.



Promotion Checklist

Please turn in all promotional items to RAFFMA Marketing Coordinator, Ashley Serrano

Mandatory

Before printing your materials, you must get approvals from your Professor supervising this exhibition. (typically Art 6695 or 6685). Please email this to both this Professor and Ashley for final approvals. Failure to do so may result in having to reprint your materials at your own expense.

	Timeline	Due Date	Note	My Deadline	Check When Complete
Press Release: WordDoc	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	☐
Postcard: PDF 5in x 7in	Approval: 6 weeks before the exhibition Distribute: 4 weeks before the exhibition	Draft: Review: Final Approval:	These can be passed out or placed on bulletin boards through the VAC & Campus.	Print: Distribution:	☐
Poster: PDF 11in x 17in	Approval: 6 weeks before the exhibition Distribute: 2 - 4 weeks before the exhibition.	Draft: Review: Final Approval:	These can be passed out or placed on bulletin boards through the VAC & Campus.	Print: Distribution:	☐
CSUSB Marquee JPG 360 px x 450 px	Approval: 4 weeks before the exhibition Distribute: 2 weeks before exhibition	Draft: Review: Final Approval:	This is the large electronic screen at the entrance to campus. You must submit your marquee .jpg to RAFFMA Marketing Coordinator by the deadline listed. The Marketing Coordinator will then be responsible for submitting the marquee request.	Distribution:	☐
VA Lobby Screen JPG 1920px x 1080px	Approval: 4 weeks before exhibition Distribute: 2 weeks before exhibition	Draft: Review: Final Approval:	You must email your .jpg to the art office. Unlike the marquee, you will be responsible for ensuring your promotional aspect is placed on the VAC Lobby Screen.	Distribution:	☐
Social Media	Promotion of this will be on your own platform. Suggested posting would start 4 weeks ahead and build up until opening and throughout the exhibition.		If you post about your exhibition on Instagram or Facebook and tag @raffmacsusb we will repost in support and promotion of your event.		☐

Press Release Information

What is a press release?

In general, a good press release is a concise, complete description of an upcoming 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.
- Write clearly, addressing who, what, when, where, and why in the first paragraphs.
- Express how it connects to CSUSB.
- 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 editors in preventing duplication.
- If the release is longer than one page, type "more" at the bottom of each page and identify the following page with either the subject of the release or the name of your organization.
- Type "end" at the bottom of the last page.
- Include images and credit lines for each image in your press release.
- Provide contact information (Name, email, and phone number) to the Marketing Coordinator in case there is any need for changes or questions from CSUSB Marketing and Communications.

Sample Press Release:

For Immediate Release
February 5, 2026

Artist Alexander Valdez Jr. explores contemporary labor in new RAFFMA Exhibition

Inland Empire Artist Alexander Valdez Jr.'s exhibition "¿Como Anda La Chamba?/How's Work?" will be on view at CSUSB's Robert and Frances Fullerton Museum of Art from Feb. 12-20, with an opening reception on Feb. 12 from 4-6 p.m. The reception and exhibition are free and open to the public.

Artist Alexander Valdez Jr. will be featured in a new exhibition titled "¿Como Anda La Chamba?/How's Work?" at the Robert and Frances Fullerton Museum of Art's Dutton Family Gallery at Cal State San Bernardino. The exhibition will be on view from Feb. 12 through Feb. 20, with an opening reception scheduled for Thursday, Feb. 12, from 4-6 p.m. The event is free and open to the campus and community. Through paintings and sculptures, Valdez explores the conditions, experiences and evolving definitions of labor and how work is viewed in contemporary society. Drawing from his own lived experiences working in various jobs, his work reflects the realities of the working class and examines labor through both material and cultural lenses.

As visitors move through the gallery, they will notice Valdez's deliberate choice of surfaces and materials. He frequently works with wood panels and diamond plate, emphasizing the honesty and physicality of materials commonly found on job sites. These familiar industrial elements are transformed into artistic statements that connect personal experience with broader themes of labor. Large shipping crates line the

center of the gallery, drawing viewers in with curiosity and transforming mundane objects into sculptural forms.

Valdez is an Inland Empire-based artist who works in a multidisciplinary practice that primarily includes painting and sculpture. His work often addresses themes of labor, the working class, corridos, and slang. He earned his Bachelor of Fine Arts degree from California State University, Fullerton, and is currently pursuing his Master of Fine Arts degree at Cal State San Bernardino. His work has been included in group exhibitions at the Brea Gallery, Peggy Phelps Gallery, East Gallery, Division 9 Gallery, and the Dutton Family Gallery.

About RAFFMA

The Robert and Frances Fullerton Museum of Art (RAFFMA), nationally accredited by the American Alliance of Museums, houses one of the largest displays of ancient Egyptian art in Southern California and maintains significant collections of ceramics and contemporary art. RAFFMA presents 10-12 temporary exhibitions annually and provides CSUSB students with valuable hands-on experience that prepares them for careers in the arts. Admission is free, with a suggested donation of \$3. Parking at CSUSB is \$10 per vehicle.

Museum Hours

- Monday-Friday: 10 a.m.-5 p.m.
- Saturday: 11 a.m.-4 p.m. (Second Saturday of each month)
- Sunday: Closed

Sample Template

You can create your promotional aspects in whichever software you prefer if the final version of the postcard and poster is a PDF, and the marquee is a JPG. Design templates are available to you in the shared Dropbox folder. If you need them, please ask the RAFFMA Marketing Coordinator, Ashley Serrano. 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	0.5 in	0.125 in	300 dpi	CMYK	PDF
Marquee:	360 px x 450 px	48 px	0 px	72 dpi	RGB	JPG

How to Save Files

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

How to save in Adobe Illustrator:

Postcard:

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

Poster:

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

Marquee:

File > Export > Format > JPEG > Save

How to save in Canva:

Postcard:

Share > Download > JPG > Download

Poster:

Share > Download > JPG > Download

Marquee:

Share > Download > JPG > Download

Sample Template: Postcard



5500 University Parkway, San Bernardino, CA 92407-2397
(909) 537-7689 | raffma@csusb.edu | raffma.csusb.edu
@RAFFMAcsusb

Exhibition Title

Artist Name
MFA Thesis Exhibition

Opening Reception:

On Display:

The Robert and Frances Fullerton Museum of Art
The Dutton Family Gallery

General admission: FREE. Suggested donation: \$3. Parking permit: \$6.
Parking available in lots M, A, L and parking structure 1.
Special permits required for lot M are available for purchase at the museum front desk.

Museum hours: Monday - Friday: 10 a.m. - 5 p.m.
Saturday: Opened the Second Saturday of the month
Closed Sunday

Exhibition Title

Artist Name
MFA Thesis Exhibition

Exhibition Title

Artist Name
MFA Thesis Exhibition

Opening Reception:

On Display:



5500 University Parkway, San Bernardino, CA 92407-2297
760.999.5337 | raffma.csusb.edu | raffma.csusb.edu
Facebook icon, Twitter icon, Instagram icon | @RAFFMACsusb

TITLE

Date

Time

Location

Reception & Catering

Please reach out to RAFFMA Marketing Coordinator, Ashley Serrano (ashley.serrano@csusb.edu) 2 weeks in advance to reserve all reception setup equipment.

All catering forms and submissions should be done 4 weeks in advance.

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

The following link will direct you to the on-campus catering website:

• <https://csusb.catertrax.com/>

1. Select Start Catering Order
2. Make a catering account
 - It is suggested you do this first, but it can also be done after you have made your selection.
3. Scroll down and select Start Your Catering Guide
 - Select between the two (2) different options
 - Carved & Crafted
 - Fancier but a little more expensive
 - Casual Catering
 - Not as many options but slightly cheaper
 - 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 etc.
4. Once you have made your decision add it to your cart
5. Once you are ready to check out select “Check Out” and answer all prompted questions.
 - 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.
 - Select that you will be paying with a card / NOT a campus charge.
 - Campus charge is for on campus departments, if you have arrangements with a department on campus to provide funding for your event, please reach out to said department for their account. RAFFMA will not be providing financial assistance.
6. Once you have added your 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 a confirmation within two(2) weeks email catering at catering@csusb.edu regarding the invoice.
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 your Art Exhibition opening. If alcohol is found by museum staff or University police, the event will need to end immediately, and immediate clean-up will need to take place.

Option #2: Off-Campus Food*

*only with obtaining approval from the Environmental Health and Safety

1. Go to <https://dineoncampus.com/csusb>
 - Select "Food Event Notification Form"
2. Fill out the Waiver Form as prompted
 - Please ensure that you receive 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/Services 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

<https://app.smartsheet.com/b/form/d0a069b3bd1f455aa0ad4dec49cadd0c>

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 before your Opening Reception. All event space requests, such as chairs, tables, and catering details, should be finalized and presented to RAFFMA staff no later than 2 weeks prior to your exhibition.

Upon receiving approval, please send it to Ashley Serrano for confirmation at ashley.serrano@csusb.edu. Approved forms need to be submitted at least one week before your event.

Exhibition De-Install

All exhibiting students are required to complete de-installation by 5:00 PM on Friday of the final show week. This includes the removal of all artwork, signage, labels, nails, and screws.

Wall Restoration

No patching or painting is required if walls were left white. If walls were painted in any color other than white, the responsible student(s) must restore them through proper patch and paint work. Dutton Gallery must be returned to its original white wall condition without exception.

Extended De-Installation Requests

Students requiring additional time beyond the stated deadline must coordinate directly with the Exhibition Designer. Arrangements must be made in advance or at the time of Dutton Gallery key acquisition.