

## SPECIAL EXHIBITIONS Style Guide Rev. 7-16-23

### Goals

1. Consistency - Entries that are done in consistent style look more professional; they look like there's just one editor. Style includes layout, font (sizes, color, underline, bold and italic), and use of images.
2. Easy to browse - a benefit of consistent style is that a docent can easily browse for content.
3. Facilitates learning - Pages following a style guide become references for a new editor to follow.

### Sample Entry

<p><b>Ramses the Great and the Gold of the Pharaohs</b> August 20, 2022 – February 12, 2023 de Young, Herbst Exhibition Galleries Renée Dreyfus</p>	<p>Additional docent-provided resources: <b>Ancient Art Study Group</b> <b>Toolkit</b> 12/14/2021 <b>Catalog</b> <b>Checklist of objects</b> – final "Lorem ipsum dolor sit amet," by Renee Dreyfus (<i>Consectetur adipiscing elit</i>, August 1, 2022) <b>Fact Sheet</b> 8/10/2022 <b>Labels</b> 7/27/2022 <b>Audio Tour Script</b> 8/13/2022 <b>FAMSF YouTube channel</b> (Only when there are videos on an exhibition)</p>
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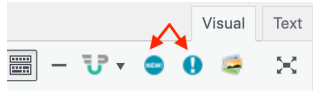
### Layout/Format

1. Title field - Name of exhibition using UC/lc (automatically bolds in user view)
2. Left column
  - a. Date - Month date, year
  - b. Museum name, Gallery
  - c. Curator First name, Last name
3. Right column
  - a. Top - Add a reference copy and link to the appropriate study group page. E.g. Additional docent-provided resources: [Ancient Art Study Group](#)
  - b. Add other resources below prior post
  - c. Format: Name of PDF or video (+ date if given), e.g. Catalog; Checklist - 4/13/23; Toolkit - Final
  - d. Add link to [FAMSF YouTube Channel](#) where appropriate.
4. Link format - link only the title of the video or lecture or catalog; the date, name of speaker and other details of the posting should be plain/regular text.
5. Shorter is better - Catalog is better than Tudors Catalog or Exhibition Catalog

### Font Usage

1. There is no choice in typeface. We use a default.
2. We recommend not using *italics*, **bold**, underline or **color** as usage is subjective. While intended for emphasis, these font styles are easy to overuse.
3. Exceptions for *Italics* and **Bold**
  - a. *Italics* for the title of a book, article or lecture or name of exhibitions
  - b. **Bold** for the title of the exhibition, in left column
4. Curator-provided article - Name of article in quotations, author, magazine name in italics, date
5. Color - we do not use color, with exceptions
  - c. Our navigation (the "breadcrumbs" at the top of every page)

- d. You are free to use icons found in the text editing bar are available. They are preset with a color from our designer (New, Important). Remember to remove them after a few days.



### Images

1. We don't use images except in specific cases approved by the website steering committee

### Posting Word or PowerPoint docs

1. Post as PDFs, not as .docx or .ppt files.
2. Files you upload should be less than 2MB. If they are more than that, please contact [famsfdocentwebsite@gmail.com](mailto:famsfdocentwebsite@gmail.com) and ask for the file to be compressed, or use an online compression service of your choosing, e.g. <https://smallpdf.com/compress-pdf>, [I love PDF](#)

### Entry Order on the Page (Use the Re-order function)

1. Place current exhibitions at the top of the page

### System

When deleting interim docs with newer docs, remove interim docs from webpage and from Media Library. E.g. Toolkit - final replaces Toolkit - interim date.

### Sources for Resources

The website administrators will forward emails to the current month's editor. They may come from multiple sources:

1. From Cynthia, Curator or assistant
2. From Education Chair who may have received the document from the Museum
3. Only Museum Resources are posted to Special Exhibitions. Study Group leaders are free to post any other resources

### Editor Rotation

Marsha - August

Louise - September

Joyce - October