

DUTTON GALLERY EXHIBITION MANUAL

Introduction & Important Information	3-4
Planning	
Exhibition Concept	
Meet with RAFFMA Staff	
Dutton After Hours	
Exhibition Checklist	5
Exhibit Proposal	
Dutton Floor plan	
Logo Usage	6
Promotion Checklist	6-7
Press Release Information	8-9
What is a Press Release?	
What is the best format?	
Sample Press Release	
Sample Templates	9-13
Guidelines	
How to Save	
Sample Template: Postcard	
Sample Template: Poster	
Sample Template: Marquee	
Reception & Catering	14-15
Timeline Checklist	16

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!

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, which can also be tied into promotional efforts.

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 should 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 review the installation process and 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 review all promotional aspects and planning for your exhibition’s reception. A properly promoted event can 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 Marketing and 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.

After Hours Request:

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

To: raffma@csusb.edu

Subject Line: Dutton After Hours Request: Name

Please allow 2 to 3 working days for review and approval of your request.

STEP 2: Once approved, you will be required to fill out a form when you check out the key.

Please Note: The individual who has checked out the key to the Dutton Gallery will be responsible for the safekeeping of the key while it is checked out. If the key is lost, that individual will be responsible for all key replacement fees and re-keying. The approximate amount for this process is \$300.00.

After-hour access to the gallery is granted with some limitations. You will need to request and sign off on receiving the key. This key is for the wooden doors accessible from the hallway by the Visual Arts office. When in the gallery after hours you will need to follow all the same safety protocols that are to be followed when working unsupervised in the studios on campus. Do not use ladders when working after hours. All museum tools and ladders will only be available during regular museum hours. Individuals who choose to obtain after-hours access must provide their own tools, supplies, etc. There is a tool cart that you can check out from visual arts; please notify the grad coordinator.

Due to the museum alarm system please be mindful of the glass doors on both sides of the gallery. Under no circumstances are you to open the exit doors to the courtyard after hours and be mindful not to disturb the glass doors that lead into the adjacent museum gallery. These doors will be locked but are easily disturbed and capable of setting off the alarm system.

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: _____

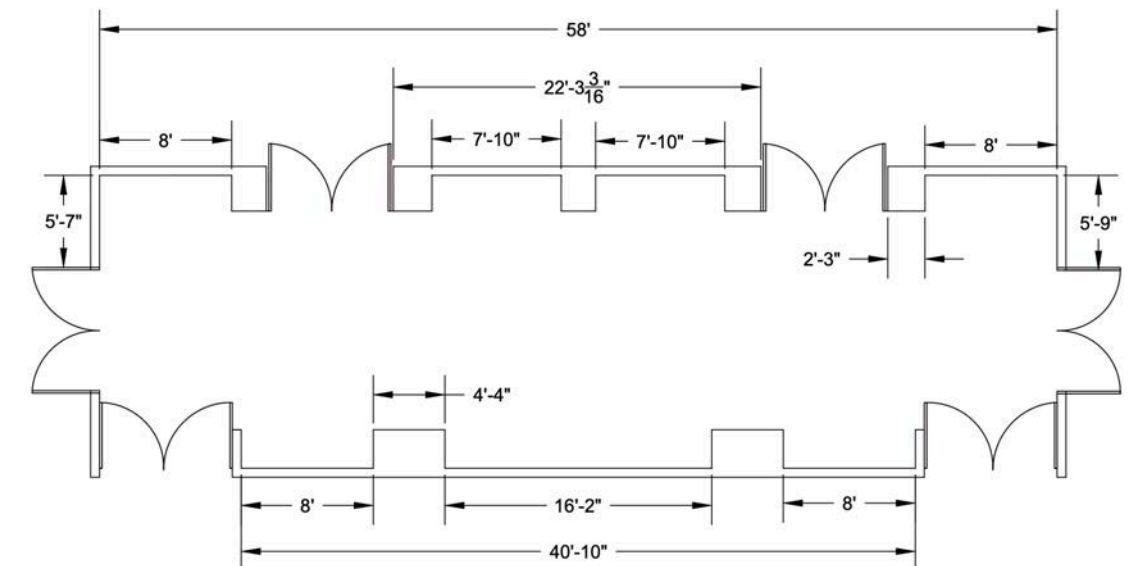
Exhibit Concept: _____

Tools Needed: _____

Where will you obtain the tools? _____

List of Artworks (including dimensions and medium):

Dutton Gallery Floor plan



Logo Usage

There are three color variations of **RAFFMA's logo**: full-color, black, and white.

The full-color version is to be used for general branded content. The black version is to be used on materials that have a light-colored background. The white version is to be used on materials that have a dark-colored background.

Minimum size allowed:

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 Marketing and Communications 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

Mandatory

As required by your class, you must submit to your professor/point lead a digital or printed graphic of your exhibition announcement.

Optional Promotions (please turn into Ashley Serrano, for approval) on page 7

	Timeline	Due Date	Note	My Deadline	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 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:	<input type="checkbox"/>
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:	<input type="checkbox"/>
CSUSB Marquee JPG 198px x 176px	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:	<input type="checkbox"/>
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:	<input type="checkbox"/>
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.		<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.
- 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 our editors in preventing duplication.
- If the release is longer than one page, type “more” at the bottom of each page and identify the following pages 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 to include with 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
September 12, 2024

Cal State San Bernardino graduate student Alexander Dixon is set to showcase his Master of Fine Arts thesis exhibition, “The Space Between,” at the university’s Robert and Frances Fullerton Museum of Art’s Dutton Family Gallery.

The exhibition will run from Nov. 27 to Dec. 2, featuring a series of interactive glass artworks centered around perception and reality. A reception is scheduled for Nov. 30, from 4-6 p.m.

Leveraging his graphic design background, Dixon skillfully merges graphic design principles with glass sculpture to highlight the impact of our surroundings on our perception. Dixon earned his Bachelor of Fine Arts degree from California State University, Fullerton in 2020. While studying graphic design, he discovered his passion for glassblowing. Thanks to multiple scholarships, he pursued his Master of Fine Arts degree, dedicating his time to bridging these two distinct artistic mediums.

About RAFFMA

The Robert and Frances Fullerton Museum of Art (RAFFMA) opened to the public in the fall of 1996 on the California State University, San Bernardino campus. Since that time, it has grown to be a major cultural center in the Inland Empire of Southern California. In 2008 RAFFMA was the first American Alliance of Museums accredited art museum in San Bernardino County and one of only two museums in the California State University system of 23 Campuses. RAFFMA’s exhibitions and collections serve a

dual purpose to exhibit and collection both ancient and contemporary artwork. Currently, the museum collection is just under 1500 objects and hosts a variety of exhibitions and public programs throughout the year in a 9,500 square foot facility.

RAFFMA provides meaningful cultural experiences through exhibitions and educational programs to engage and inspire local, national, and international audiences. RAFFMA strives to be a vibrant resource for the campus and community-at-large to stimulate curiosity and wonder. Through diligent efforts and partnerships, the museum will continue to contribute to the development of visual culture.

RAFFMA’s public hours are Mondays – Tuesdays: 10 a.m. – 5 p.m.

Wednesdays – Thursdays: 10 a.m. – 6 p.m.

Saturdays: 11 a.m. – 3 p.m.

Closed Fridays & Sundays

Sample Template

You can create your promotional aspects in whichever software you prefer if the final version of the postcard and poster is 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:	198 x 176 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:

 CAL STATE SAN BERNARDINO	5500 University Parkway, San Bernardino, CA 92407-2397 (909) 537 - 7373 raffma@csusb.edu raffma.csusb.edu f @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 at the museum front desk.	
Museum hours: Monday - Tuesday: 10 a.m. - 5 p.m. Wednesday - Thursday: 10 a.m. - 6 p.m. Saturday: 11 a.m. - 3 p.m. Closed Sunday and Friday	

Back:

Exhibition Title
Artist Name MFA Thesis Exhibition

Exhibition Title

Artist Name
MFA Thesis Exhibition

Opening Reception:

On Display:



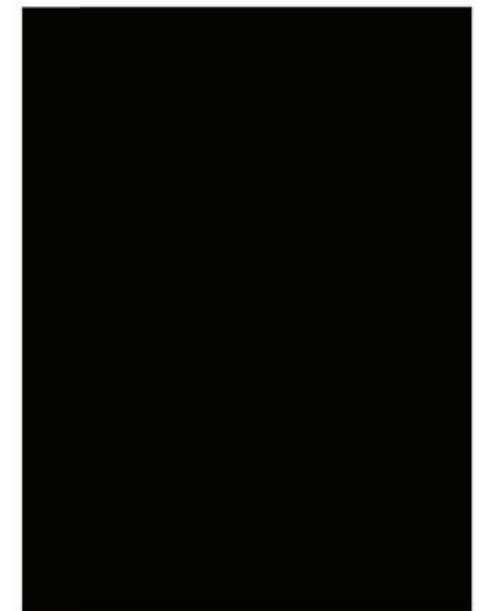
5500 University Parkway, San Bernardino, CA 92407-2397
(909) 537 - 7373 | raffma@csusb.edu | raffma.csusb.edu

  @RAFFMAcsusb

MFA Thesis Exhibition

Artist Name
Exhibition Title

Date & Time



Reception & Catering

Please reach out to RAFFMA Administrative Support Coordinator, Erika Kelley (erika.kelley@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 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 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

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 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 Erika Kelley for confirmation at erika.kelley@csusb.edu. Approved forms need to be submitted at least one week before your event.

For help submitting this form, please contact:

Art and Design Department

Email: art@csusb.edu

Call: (909) 537-5802

For questions regarding EHS, please contact

Benjamin Virzi, EHS Specialist

Email: bvirzi@csusb.edu

Call: (909) 537-7635

Timeline Checklist

6 Weeks Prior

- Have your exhibition proposal ready meeting
- Have promotional items ready for the meeting
- Have an idea of how you would like to set up the event space for the open reception
- Meet with
 - Exhibition Designer – Gus Castaneda
 - Marketing, Membership, and Engagement Coordinator – Ashley Serrano

4 weeks Prior

- Complete any catering requests.
- Send any confirmations to RAFFMA Administrative Support Coordinator – Erika Kelley
- Marketing materials:
 - Press Releases must be sent to RAFFMA's Marketing Coordinator for design review.
 - Postcard/Poster but be approved.
 - Marquee must be sent to RAFFMA's Marketing Coordinator for design review
 - VA Lobby Screen design must be sent to RAFFMA's Marketing Coordinator for design review.
- Reception furniture must be reserved through the RAFFMA's Administrative Support Coordinator.

2 weeks Prior

- All furniture requests and reception details must be finalized.

Request after hour access and fill out key form with Gus Castaneda.