# Collection/Exhibit Catalog Application and Guidelines

## APPLICATION

Applicant (name, dept, email, phone, role in project):

Collection or exhibit to be featured:

Location(s) of exhibit/collection:

Dates of exhibit:

Intended audience of catalog:

<table>
<thead>
<tr>
<th>Catalog Production Participants</th>
<th>Costs (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compiled by:</td>
<td></td>
</tr>
<tr>
<td>Designed by:</td>
<td></td>
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<tr>
<td>Edited by:</td>
<td></td>
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<tr>
<td>Proofed by:</td>
<td></td>
</tr>
<tr>
<td>Cataloged by (for inclusion in Chinook):</td>
<td></td>
</tr>
</tbody>
</table>

**IF PRINTED** (print publications are useful as exhibit and/or event keepsakes):

Paper supplied by:

- Printed by: __________________________
  - Type of printing (xerographic, offset, print on-demand, etc.): __________________
  - Black & white, duotone, color, etc.: __________________
  - Soft or hard cover: ___________________
  - # of pages: ___________________
  - # of illustrations: ____________
  - # of copies to be printed: ____________
  - Total cost of printing: ____________

Bound by: ___________________

**IF ELECTRONIC ONLY** (likely to be available to a wider audience and to not require ordering and fulfilling):

Specify any software, hosting site, ordering, etc. requirements and costs: ____________

OTHER costs (e.g. author’s fees, translation fee)? Specify: ____________

TOTAL COST

Estimated cash value of any in-kind donations of time, services, or goods (e.g. staff time, printing, paper)

Subsidy/grant funding (amount & provider):

Retail price of brochure or catalog:

Catalog Fulfillment (if applicable)
Promotion (e.g. web site(s), listservs, publications):
Method of fulfillment:
Contact person:
Address:
Phone:
Email:
Cost of catalog:
Cost of shipping/handling:

Cover reproduction: The University Libraries reserves the right to scan and reproduce the cover of this entry in its promotional materials (print and electronic), unless otherwise instructed here:

* * *

Standards
Items published as approved representations of the University Libraries and bearing the official UCB Libraries signature are expected to evidence quality of intellectual content, design, and production as described below in the ALA/ACRL Leab Exhibition Awards Evaluation Criteria.

Submit this completed form (pages 1-2) to the University Libraries Programming and Communications Librarian.

The Programming and Communications Librarian will either:

- Discuss required production support with the applicant and make a recommendation for any requested financial support to the Senior Associate Dean, OR
- Convene a review panel to make recommendations to the applicant before it is submitted to the Senior Associate Dean.

See Below (5 pages)

- GUIDELINES FOR TITLE PAGE AND VERSO
- STANDARDS (criteria for an exhibition catalog award)
GUIDELINES
FOR TITLE PAGE AND VERSO

TITLE PAGE

Title _______________________________________

When relevant
Exhibit curated by ________________________________

Catalog prepared by ________________________________

___ edition (i.e., First, Second, Third, etc)

OR

Prepared in conjunction with the exhibit ________________________________

EXAMPLE
Prepared in conjunction
with the exhibit
Ray Tomasso
The Art of Paper
On display in the University of Colorado Boulder Libraries, 2011–2012

When relevant: Edition Number and quantity
VERSOF TITLE PAGE

University of Colorado Boulder Libraries, 184 UCB, 1720 Pleasant Street, University of Colorado, Boulder, CO 80309-0184
[copyright symbol][month, year], University of Colorado Boulder Libraries. All rights reserved. Published [year].
Printed in the United States of America

When relevant
Sponsored by or Cosponsored by

When relevant
The University of Colorado Boulder Libraries gratefully acknowledges the generous support of...

EXAMPLE
The University of Colorado Boulder Libraries gratefully acknowledges the generous support of the Friends of the Libraries toward the production of this book;

EXAMPLE
The University of Colorado Boulder Libraries gratefully acknowledges the generous support of the sponsors of the summer 2011 Book Craft events: the University Libraries ScriptaLab, UCB Graduate Committee on the Arts & Humanities, CU President’s Fund for the Humanities, CU Art Museum, Book Arts League, and Rocky Mountain Chapter of the Guild of Book Workers. Special thanks to Ray and Diane Tomasso.

A copy of “Ray Tomasso: The Art of Paper,” which was developed in Planning and Promotions to accompany the 2011-12 exhibit of Tomasso’s work in Norlin, is a prototype for these Guidelines. A sample copy is available from Deborah.Fink@colorado.edu.
1.19 Components of a copyright page
The Copyright Act of 1989 does not require that published works carry a copyright notice in order to secure copyright protection; nevertheless, most publishers continue to carry the notice to discourage infringement. The copyright notice is just one of several items typically included on the copyright page (p. iv). The University of Chicago Press includes the following:

- Biographical note on author
- Publisher’s address
- Copyright notice—including, if applicable, copyright dates of previous editions and indication of copyright renewal or other changes, and followed by the statement “All rights reserved”
- Publication date, including publishing history
- Country of printing
- Impression line, indicating number and year of current printing
- International Standard Book Number (ISBN)
- International Standard Serial Number (ISSN), if applicable
- For translations, indication of original-language title, publisher, and copyright
- Acknowledgments, permissions, and other credits, including acknowledgment of grants, if applicable and space permitting
- Cataloging-in-Publication (CIP) data
- Paper durability statement

* * *

STANDARDS

Applicants are encouraged to design and produce catalogs that could be entered in competitions and may find it useful to consider the awards evaluation criteria provided by the ALA/ACRL RBMS Exhibition Awards Committee for its Leab awards:

ALA/ACRL Leab Exhibition Awards Evaluation Criteria
The following criteria are used by the RBMS Exhibition Awards Committee in evaluating entries for the The Katharine Kyes Leab & Daniel J. Leab American Book Prices Current Exhibition Awards for printed exhibition catalogs and brochures. No point scale is provided since individual judges may assign a different weighting to each factor.

- Catalogs
- Brochures
- Electronic Exhibitions
- Submission Guidelines and Entry Forms
Catalogs
Catalogs are printed volumes that accompany an exhibition of library or archival materials.

- **Intellectual Content**
  1. Originality
  2. Overall informational content
  3. Accuracy of detail and bibliographical description
  4. Apparatus
  5. Organization and presentation
  6. Choice of items
  7. Illustrations (if appropriate)
  8. Appropriateness to intended audience
  9. Contribution to scholarship

- **Design**
  1. Originality
  2. Appropriateness to subject matter
  3. Effectiveness of design
  4. Typography
  5. Materials and production
  6. Quality of reproduction (if appropriate)

**Explanation of Catalog Evaluation Criteria**

1. **Originality of content.** The subject matter of the catalog is original, or is treated in a highly original way.

2. **Overall informational content.** There should be a sense that the subject is covered adequately for the aims of the exhibition. These aims can be determined partly by looking at Intellectual Content criterion 8, Appropriateness to intended audience, and Design criterion 2, Appropriateness to subject matter. For someone totally new to the exhibition's subject, one question to ask as a basis for judgment is, "What did I learn from this catalog?" Another is, "What would a typical (or the specified) audience for this catalog learn from it?" Many catalogs do not purport to be definitive studies of their exhibition's subject matter. Still, each catalog must offer enough information to satisfy a reader's desire for basic knowledge.

3. **Accuracy of detail and bibliographic description.** Correct facts, grammar, spelling, and syntax. Bibliographic descriptions for nonscholarly catalogs may consist of simple author, title, and publication data transcriptions. Those for scholarly catalogs should be more extensive, and may include binding, provenance, media, and illustration processes information. Descriptions of nonbook items will follow appropriate standards for these formats.

4. **Apparatus.** This includes at the very least, the title and dates of the exhibition, the name of the host institution, and information about the catalog's author, designer, printer, date, and place of production. It may also include data on the paper, binding materials, typeface, and printing processes, the edition size, and information on how to obtain further copies. There should be a table of contents and an index for lengthy texts. There may also be acknowledgments, a preface, and a bibliography (or suggestions for further reading).

5. **Organization and presentation.** This refers to the content, not the physical layout of the catalog. Does the information in the catalog flow in a natural or logical order and is the writing clear and understandable?
6. Choice of items. The range of items displayed must convey a thorough sense of the exhibition's topic. However, an item that may have been ideal for display may not have been in the institution's collection and may have been unavailable for borrowing (or unwanted, if an exhibition aim was to show the institution's own holdings). This is not considered a defect.

7. Illustrations. These need not always be present, especially if the catalog is designed primarily to be used with the exhibition and not to be sold. On the other hand, if the subject needs illumination, and the meaning, impact, or purpose of the exhibition cannot be understood without illustrations, they should be there. If all items are not illustrated, the most significant or visually arresting should be chosen for reproduction, if they can be photographed. The illustrations should not be superfluous graphics that break the monotony of printed columns; they should be clearly germane to the exhibition.

8. Appropriateness to intended audience. The entry form requires identification of the intended audience. The catalog text should not be over the heads of this audience or too rudimentary. Considerations are the level of writing and the extent and depth of coverage of the topic.

9. Contribution to scholarship. A catalog may fill a gap in an area where there is little scholarship or may become a reference tool or basic text in its field. It may take a new and valuable approach to an old and overworked topic. In the absence of subject expertise, judges will also look at the depth of coverage and information provided in the catalog about its relationship to existing scholarship in the field.

Catalog Design
1. Originality of design. A catalog may adopt a shape or feature somehow appropriate to its subject matter or use typography in ways suggestive of the exhibition's topic. The design should not, however, impede the smooth flow of reading, or overwhelm the intellectual content.

2. Appropriateness of design. While design elements need not directly reflect the subject matter of the exhibition, they should not be antithetical to it.

3. Effectiveness of design. The design should work in practical terms as well as in aesthetic terms. Among the considerations are typeface, leading, color, headlines, and graphics.

4. Typography. Margins, typeface, choice of colors, and inking are considerations. Typographical arrangement should not interfere with legibility.

5. Materials and production. Paper should be acid-free and binding materials durable, appropriate, and pleasing for reader use. Production considerations include register and orientation of text, stapling, sewing, or gluing.

6. Quality of reproduction. Size, register, color, focus, and sharpness are all considerations.