Visualist Events Style Sheet

Parameters for what is to be included in a submission

Of course there are visual and performance art events and exhibitions but also artists talks workshops, and symposiums, policy related round tables, fairs and fundraisers if artists are central to the cause and most importantly they are named. We also feature screenings related to the visual arts and performance as well as programming that is unique to and of timely importance within the community of cultural workers in this city. Such programming would be of interest or be presented as elevating the practice and perception of cultural work as it relates to Chicago and the surrounding area.

Style Sheet

Title

The event should only be the title, no additions such as exhibition or opening reception. In the case of a solos show, use the artist first name followed by a colon with the name of the show (ex artist:show name)

Captured Venue Example:

Clutch Gallery, Reva and David Logan Center for the Arts, Douglas Park Fieldhouse

Venues should be direct and accurate. Use their full names, include gallery if that is indeed what it or how it is named by the venues organizers. You'll find that the Chicago Tribune often shortened names in art listings so you might need to do a bit of digging to determine the appropriate designation.

Captured Address Example:

1234 N Ashland Ave, Chicago, IL 60603 (no period after street direction, no period after street suffix)

Captured Web Link Example:

Must begin with http:// or https://

Captured Time Example:

Capital AM or PM only use the : if the event is not on the hour

5PM

8:30AM

8AM-5PM

Or 12-5PM

Captured Date Example:

Day Month Year (05 June 2017)

Tags:

- These are the subjects we wish to have included as tags and they should be capitalized but not all caps.

    Chicago, venue (gallery, theater, park etc.), show title, in any order finish with the artist, curator, performers, etc.

- If the event is outside of Chicago, say in Evanston it will look like this

    City, venue (gallery, theater, park etc.), show title, in any order finish with the artist, curator, performers, etc.

- It's important that we are tagging only quantifiable attributes from these events. We do not want to capture anything that is potentially subjective. It will not be helpful for the site to capture things like, conceptual art, painting, pilsen, alternative space etc.

- The Visualist is primarily interested in programming in the Chicagoland area with occasional inclusion of events downstate, in Indiana, and Wisconsin. At this time we do not see that it is necessary or helpful to be able to search by state.

Captured Content should include any or all of the following:

- Names of participants in the event
- Curators
- Programmers
- Event description
- Bios

Image Labels:

Day month year, show title, venue

Images should not be larger than 10MB