Title Page and Synopsis Guide

Good Title Page Format

An Unambiguous Title that covers the entire exhibit, and nothing else. Avoid cleverness.

The Type and Purpose of the exhibit that tells what kind of exhibit (traditional, postal history, illustrated mail, thematic, etc.) and what the exhibit is about, including any limitations of coverage.

A Plan of the exhibit contents that tells how the exhibit will unfold.

[Optional] Explanation of how rare items are identified.

[Optional] Background, history or context.

[Optional] A philatelic item that represents either the BEGINNING of the exhibit or an item that shows an OVERVIEW of the entire exhibit (map, illustration, etc.). This is necessary if a one-frame exhibit.

Good Synopsis Format

Date created (you will likely revise the synopsis from time to time).

Title of the Exhibit (use the same title as the Title Page).

Treatment: Recap the Purpose and Scope and how you organized the exhibit. The difference between this statement and the similar Title Page statements is that you have an opportunity to state WHY this scope and plan were chosen and WHY certain things are not included (limits on Scope).

Knowledge: Explain how you will show your philatelic knowledge, how you acquired the knowledge you show, and any personal research you have done connected with this exhibit (and where and how you will show it in the frames). Thematic and Display exhibits also should address subject matter knowledge in addition to philatelic knowledge.

Rarity: Explain how rare (hard to find) your items are and how you indicate these in your exhibit (special mats, red dots, rarity statements, etc.). You may wish to have the rarity indicator scheme listed on the Title Page as well. If you have a philatelic census or have taken part in one, list that as well.

Condition: Comment on the condition of the material, especially if there are items in less than perfect condition, which is common for older material or wartime or crash items. If usage available on cover is primarily philatelic, indicate that as well under Condition.

Presentation: Normally not covered unless there were special challenges to overcome.

References: List the primary references you used to develop the exhibit. Remember, this is an aid to the judges for your exhibit, not a record of what you have ever read on the subject. Best practices:
- List no more than 5.
- List specialized catalogs (judges already know about the general catalogs).
- List specific article titles so that a judge can find them at the library easily: author, article, journal title, volume number, date, page numbers (not just a list of journals you read).
- List things you have written, if any.