

RECITAL AND CONCERT PROGRAMS 2024-2025 Style Sheet and Guide

Purpose: To create standard styles and formats, derived from University marketing standards, that ensure uniform content and visual identity for School of Music concert programs. It is understood that certain major events, such as festivals and multiple-performance programs, require more sophisticated designs that will deviate from these generic standards.

Recital and concert programs are created in Adobe InDesign, a layout and design app.

- * Microsoft Word is designed for processing text but is not suitable, even frustrating, for layout.
- * Adobe InDesign offers a crisp appearance, more control over design elements, and is widely used within the profession.

Styles are updated every year—sometimes only slightly—so make sure to use the current version of the program templates.

SUBMISSION

Email draft recital and concert programs to: musicconcerts@txstate.edu

Programs should be submitted at least two weeks prior to the event, to allow adequate production time.

WHAT YOU WILL NEED

Software: Adobe Creative Cloud, which includes InDesign
(<https://doit.txst.edu/services/adobecreativecloud>)

The app is available on all computer in Schneider Music Library.

Do not use free online alternatives to this software as they do not contain all the style and layout features.

Font: Palatino Linotype

Note: Do not worry if this font is not available on your computer. We will substitute fonts when you submit your InDesign program file.

Type Size:

Concert Title: 18 pt.

Headliner: 16 pt.

Banner: 14 pt.

Body Text: 10 pt.

Tab Settings: every .25"

Text Justification: Full

Performer Name Justification: Center

Separate Word documents for drafting the following:

Program Page—clear tabs, then set left tabs at .25" and .375" and right tab at 6.5"

Program Notes—clear tabs, then set left tab at .25"

Texts—clear tabs, then set left tab at .25"

Translations—clear tabs, then set left tab at .25"

Artist Profiles (aka, biographies)

Acknowledgements

Style Manuals (available in the School of Music office):

The Chicago Manual of Style, 17th ed. Chicago: The University of Chicago Press, 2017.

~ or ~

Turabian, Kate L., Wayne C. Booth, et al. *A Manual for Writers of Research Papers, Theses, and Dissertations*, 9th ed. Chicago: The University of Chicago Press, 2018.

~ and ~

Holoman, D. Kern. *Writing about Music: A Style Sheet*, 3rd ed. Oakland, CA: University of California Press: 2014.

PROGRAM TEMPLATES

Available on the School of Music website:

<https://www.music.txst.edu/resources/general/programs-posters-slides.html>

Paper: 11" X 8-1/2" (landscape, folded)

Individual pages: 5-1/2" X 8-1/2"

The number of pages in your program layout must be a multiple of four.

There are four program templates. Choose the one that best matches your performance.

- Faculty Artist Series
- Guest Artist Series
- Student Artist Series—junior/senior/graduate recital, studio recital, chamber ensemble recital
- Student Ensemble Series—large ensemble concerts

Each template includes several different page formats. Use those pages you need and delete the others. Adding pages in a particular format also is possible, just remember to add guides, text boxes, and threading.

CONTENT CHECKLIST

Cover

- TXST School of Music logo (front) and TXST 125 graphic image (back)
- Concert series or event type (e.g., 2024-2025 Student Artist/Faculty Artist/Guest Artist/Student Ensemble Series)
- Title
- Names of ensemble (e.g., TXST Wind Symphony, TXST Chorale, etc.) and main performer(s) with their instrument/voice part in italic (e.g., Bryn Terfel, *bass-baritone*; Dalton Baldwin, *piano*)
- Complete date with day, month, date, and year (e.g., Thursday, March 1, 2024)
- Starting time (e.g., 6:00 p.m., 7:30 p.m.)
- Performance venue (e.g., Performing Arts Center Recital Hall, Evans Auditorium, Music Building Recital Hall)

Program Page—for each work performed, include:

- Composer name with birth and death dates separated by an en-dash (–).
- Complete composition title with key (E Major, C Minor, etc.) and identifying number (Op., No.; K.; BWV; etc.).
- List each movement on a separate line or on the same line separated by an em-dash (—).

a/o September 10, 2024

- Soloists and feature performers for individual compositions.
- The “electronic device” warning.

Program Notes

- Descriptive narrative about the music performed, including composer name in caps, composer dates, and composition titles.

Artist Profiles

- Biographical information about the featured performer(s).

Acknowledgements

- Individuals who supported the performance or performer’s career.
- Students: Don’t forget to thank your studio teacher, collaborative pianist, and guest artists.

Upcoming Events

- Typically applies to ensemble areas.

Editing

- Proofread, proofread, proofread! (two sets of eyes work best).
- Consult style manuals.

PREPARING PROGRAM MATERIALS

Draft the text for each section in a separate Word document.

Choose correct template

- Tools
- Panels
- Text boxes
- Delete/insert copy
- Text flow (“threading”)

Important keyboard shortcuts

- Select All (ctrl + A)
- Copy (ctrl + C)
- Paste (ctrl + V)
- Zoom (ctrl + + or ctrl + -)

Insert copy into InDesign.

- Highlight (Select All) the text in the original Word document and Copy.
- Highlight (Select All) the text in the appropriate section of the InDesign template.
- Paste over the highlighted text. Do not delete the text, as the formatting sometimes disappears.

DO’S AND DON’TS

- | | |
|---|---|
| Do use type sizes programmed in templates. | Don’t change template styles. |
| Do use italics. | Don’t use bold or special text effects. |
| Do use tabs for formatting text. | Don’t use spaces for formatting text. |
| Do use single spaces between sentences. | Don’t double-space between sentences. |
| Do open and close text boxes (push & pull). | Don’t fill space with unnecessary hard returns. |