

# **TITLE PAGE vs. SYNOPSIS**

Why are they different? What are their uses? How are they put together?  
An AAPE Presentation by Tim Bartshe

## **WHY ARE THEY DIFFERENT?**

- **TITLE PAGE**
  - Seen by all who see exhibit
  - Sets up interest and informs
  - Window of opportunity to capture the viewer
- **SYNOPSIS**
  - For judges eyes only
  - Opportunity to educate jury as to particular aspects of subject
  - Chance to “shine”

## **WHAT ARE THEIR USES?**

- **TITLE PAGE**
  - First impression to viewer
  - Must inform viewer WHERE, WHAT, WHY, WHEN, HOW
  - Must do this quickly!
- **SYNOPSIS**
  - To inform jury of specific issues
  - Talk to judges personally
  - Cover ALL bases
  - Answer unasked questions
  - BE BRIEF; ONE PAGE IF POSSIBLE

## **TITLE PAGE AND SYNOPSIS: PURPOSE**

- EXPLAIN PURPOSE OF EXHIBIT
- DON'T ALLOW QUESTIONS OR DOUBTS
- BE EXPLICIT
- BE ENCOMPASSING

## **TITLE PAGE: STRUCTURE**

- TITLE
- PURPOSE
- TREATMENT
- RESEARCH & KNOWLEDGE
- BACKGROUND
- EXHIBIT PLAN
- PHILATELIC ITEM

### **TITLE PAGE: EXHIBIT TITLE**

- CLARITY OF EXHIBIT SUBJECT
  - Type of exhibit
  - What is exhibit about
  - Basic purpose of exhibit
- BOUNDARIES OF EXHIBIT
  - Beginning and ending
  - Logical Philatelic boundaries
  - Scope of what is included

### **TITLE PAGE: PURPOSE**

- INFORM VIEWER THE TYPE OF EXHIBIT
- INFORM VIEWER OF THE PURPOSE OF EXHIBIT
- INTRODUCE VIEWER TO COMPLEXITY OF EXHIBIT
- HAVE MAP, COVER IF POSSIBLE ON PAGE
- **BE BRIEF**

### **TITLE PAGE: TREATMENT**

- USE OF CHAPTERS TO DEVELOP STORY
- HOW ARE HEADS AND SUBHEADS USED
- HOW WELL HAVE YOU SHOWN YOUR “STUFF”
- SOLID BEGINNING AND ENDING
- MIDDLE TAKES CARE OF ITSELF IF ABOVE DONE RIGHT

### **TITLE PAGE: RESEARCH & KNOWLEDGE**

- EXPLAIN HOW KNOWLEDGE IS DISPLAYED
- EXPLAIN ORIGINAL RESEARCH
- DISCUSS IMPORTANCE OF KNOWLEDGE AND RESEARCH

### **TITLE PAGE: BACKGROUND**

- SUCCINCT TO TERSE
- ONLY USE WHERE NEEDED TO UNDERSTAND STORY
- TOME VS. BREVITY

### **TITLE PAGE: EXHIBIT PLAN**

- BULLET OR OUTLINE
- VISUALLY DISPLAYS TREATMENT
- SHOWS HOW STORY UNFOLDS
- DETAILS VS. SIMPLICITY
- USE OF “DEWEY SYSTEM”

## **TITLE PAGE: PHILATELIC ITEMS**

- TITLE PAGE FREE SPACE SO MAKE MOST OF IT
- USE ILLUSTRATIONS OR MAPS TO ORIENT VIEWER
- IMAGINATION/CREATIVITY IS ENCOURAGED
- USE POWER PIECE IF WON'T DETRACT FROM STORY LATER ON
- GOOD PLACE FOR PROLOG OR FORERUNNER

## **SYNOPSIS PAGE**

- PURPOSE
- WHAT IS PRESENTED
- PLAN/TREATMENT
- RESEARCH & KNOWLEDGE
- CHALLENGE FACTORS
- HIGHLIGHTS
- BIBLIOGRAPHY

## **SYNOPSIS PAGE: PURPOSE**

- SIMILAR TO TITLE PAGE
- **NOT** A REPEAT OF TITLE PAGE
- TYPE OF EXHIBIT
- WHAT ARE YOU TRYING TO ACCOMPLISH?
- BE SUCCINCT BUT FIRM IN BOUNDARIES AND WHY
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## **SYNOPSIS PAGE: WHAT'S IN EXHIBIT**

- WHAT IS PRESENTED?
- WHY ARE BOUNDARIES CHOSEN?
- WHAT IS **NOT** PRESENTED AND WHY?
- WHAT IS MISSING AND WHY?
- BE HONEST!!!
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## **SYNOPSIS PAGE: PLAN / TREATMENT**

- EXPLAIN **HOW** TREATMENT UNFOLDS
- **WHY** TREATMENT WAS CHOSEN?
- DEVELOPMENT OF "STORY"
- SHOW BASIC OUTLINE OR BULLETS FORMAT
- **HOW** ARE RARITIES SHOWN?
- **HOW** IS KNOWLEDGE DISPLAYED?
- "GOLDEN THREAD"

## **SYNOPSIS PAGE: RESEARCH AND KNOWLEDGE**

- CHOICE OF ITEMS
- RESEARCH INVOLVED
- SOURCES OF DATA
- ORIGINAL RESEARCH AND FINDINGS/HOW SHOWN
- IMPORTANCE OF ORIGINAL RESEARCH
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## **SYNOPSIS PAGE: CHALLENGE FACTORS**

- EXPLAIN CONDITION FACTORS
- ORGANIZATIONAL AND/OR RESEARCH DIFFICULTIES
- DIFFICULTY OF ACQUISITION
- “LIFETIME ACHIEVEMENT”
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## **SYNOPSIS PAGE: MATERIAL HIGHLIGHTS**

- CHANCE TO SHOWCASE IMPORTANT MATERIAL
- WHAT THE JUDGES WILL EXPECT TO SEE
- WHAT JUDGES MIGHT NOT KNOW BUT NEED TO KNOW ABOUT THE EXHIBIT

## **SYNOPSIS PAGE: BIBLIOGRAPHY**

- ASSIST JURY’S KNOWLEDGE
- MOST IMPORTANT SOURCES, BEING SPECIFIC WITH PAGES
- READILY AVAILABLE IN LANGUAGE COMMON TO JURY
- JURY NEED NOT BECOME EXPERTS IN FIELD
- SEND TO APRL SPECIFIC REFERENCE MATERIAL FOR JUDGES
- LIST **YOUR** PUBLISHED RESEARCH