

Art Gallery Plugin Documentation V1.1



Who Is This WordPress Plugin For?

This tool is designed to be used by a wide range of creators: artists, authors, producers, videographers, illustrators and especially gallery owners and curators. It can be used to showcase the work of a single artist or multiple artists.

What does this WordPress Plugin do?

This plugin lets artists publish their work and showcase themselves for maximum results using search engine science on WordPress.

Artists can be any kind of creative: visual artists, performing artists, authors, videographers, painters, sculptors, musicians, publishers, producers, and even folks who make websites.

Art Works can be any kind of produced work: visual works, creative works, video recordings of performances, vocal or musical recordings, 3D models, source code or digital assets. Art works are anything produced by anyone that can be cataloged, described, and considered an artistic creation.

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Art Gallery Plugin is designed and published by Jason Pelish of Massive Impressions

This Document is written and maintained by Jason Pelish - V1.1 - 7/15/2020

Corresponds to features of Version 1.2 of Art Gallery Plugin

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The Advantages of Using Art Gallery Plugin

WordPress, by itself, presents many challenges to publishing artist and gallery sites. This plugin enables the use of WordPress to precisely manage artist and work information. It allows meeting industry specific requirements artists and galleries commonly have the most when showcasing talent and work online. It's powerful in a precise manner as well: it's uniquely optimized for search engines.

The Goal: Getting The Best Exposure

Artists and creative people need exposure. Search engines can be very powerful ways to draw specific audiences into a website. This tool is designed to publish its curated information in a manner that optimizes the site on search engines using a publishing technology called ***structured data***.

Search engines use artificial intelligence to index and rank websites and webpages. This plugin publishes artist information and art work information the way search engines like it: "marked up" in a manner that's unambiguous.

- This is the same approach to showcasing movies that's used by IMDB.com.
- This is a very similar approach to what's used online to showcase creative works at MOMA.
- The way people and their works are published and linked together is the same as what Amazon.com uses for authors. The way that authors show up on Google, when they have books for sale through Amazon, is what this plugin aims to do.

Getting the Plugin

Obtaining the plugin code and activation license from shop.massiveimpressions.com.

- The Single Site License allows installation and activation on a single site (machine name aka subdomain).
- The Developer License allows installation and activation on multiple sites (up to 12 simultaneously).

Installation

Requirements

In order to use Art Gallery Plugin you must first have a Self-hosted WordPress site. month, from hosting providers, ranges from the single digits to four digits depending on the level of performance, service and volume the site expects.

The requirements for the individual installing and initially configuring this plugin are a basic understanding of WordPress. It's recommended to know the basics as defined in these Lessons <https://wordpress.org/support/article/wordpress-lessons/>. Individuals involved in the population of content, for example artists and curators, must also have this basic understanding.

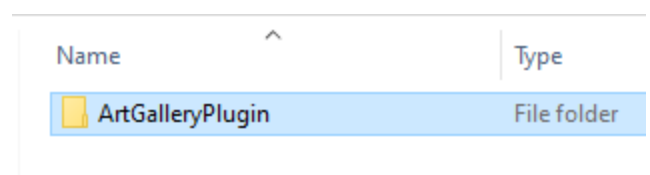
Installing the Plugin via Upload

Installing this Plugin as a ZIP File

- Download the ZIP file containing the most recent version of this plugin from the Massive Impressions Online Marketing website at shop.massiveimpressions.com
- In your WordPress instance, while you're logged into the backend of WordPress, navigate to the Plugins section via the Admin Menu along the left side of the browser.
- Choose "Add New" from either the Admin Menu or by clicking the button at the top of "Installed Plugins" Page.
- Click on the button "Upload Plugin". Locate the file on your device and select it for uploading.
- Choose to Install the Plugin. Choose to Activate the Plugin.

Installing this Plugin by uploading it directly

- Unpack a the ZIP file into an empty directory on your device.
- Using an FTP application upload the contents of the ZIP file (the single directory named 'ArtGalleryPlugin') into the directory on your WordPress instance where the plugins are located, typically /wp-content/plugins.
- In your WordPress instance, while you're logged into the backend of WordPress, navigate to the Plugins section via the Admin Menu along the left side of the browser.
- Activate the Plugin.



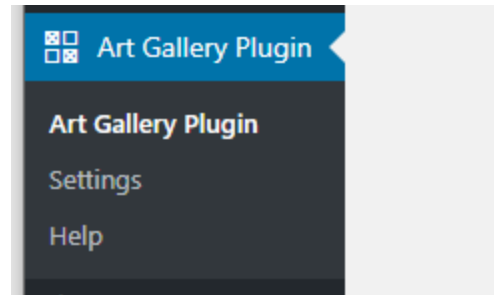
Name	Type
ArtGalleryPlugin	File folder

Initial Configuration

There are a few things requiring initial configuration.

Navigate to the Art Gallery Plugin Admin Menu section in the backend of WordPress.

Choose "Settings".



Currency Units

Choose the currency that will be used to display prices (if applicable) on the site.

Currency

Choose the currency units that will be used in this site.

Availability Text

Setting the “Availability Text” Values

This section will make more sense if the “Offers” concept on art works is understood first. I recommend skipping this section and coming back to it when you’re familiar with defining art works.

The Availability Text values allow the display of a meaningful call-to-action text associated with an Offer’s link. For example, if the piece was for sale on an external site or on a separate page within the site where the visitor can add the piece to their cart, that URL where the piece can be bought is referred to as the Offer URL. Instead of displaying the URL and making it clickable, this text is displayed depending on the availability status of the piece.

Availability Text Displayed

Indicate what full text is shown when the following availability statuses are chosen for works.

Discontinued	Contact us with inquires about this piece.
In-Stock	Available here now.
In Store Only	Available only for local pickup.
Limited Availability	Limited Availability - Contact us with inquires about this piece.
Online Only	Available only here now.
Out of Stock	Sorry this particular piece is sold. Contact us with inquires about similar pieces.
Pre Order	This piece is available for Pre-Order only.
Pre Sale	This piece has not been offered for sale yet. Contact us with inquires about this pi
Sold Out	Sorry, this one-of-a-kind piece is sold out. Contact us with inquires.

Creating Artist and Art Work Pages

The Basic Goal

Use of this plugin adds specific kinds of web pages, artist and art work pages, to a WordPress website. Using this plugin in the manner it was intended implies creating one page per artist and one page per art work. These pages output by the plugin are published and maintained using the architecture and technology optimized for both ease of management, aesthetic precision, and the foundation for drawing visitors from search engines.

Creating Artist and Work Pages: The Basic Steps

1. Add Artist Page(s)
2. Add Artist Work Pages – Attributing the Work’s Roles to Artist(s)
3. Optional: Limit Which Works are Featured on Artist Pages

Adding & Managing Artist Pages

Adding Artist Bio Pages

Navigate to the WordPress admin menu labeled “Artists”

Click on the option labeled “Add Artist”

The Interface that appears is very similar to the WordPress “Add Post” interface with the addition of a section that allows entry of very specific artist information, information specific to the person who the page is dedicated to.

The Title

It’s recommended that the Title of an artist’s page be the artist’s name. The Title can be anything desired, within character limits. For SEO purposes it makes sense to make the Title relevant to how the artist and audience identify the artist as a person. It doesn’t need to be the artist’s birth name or legal name.

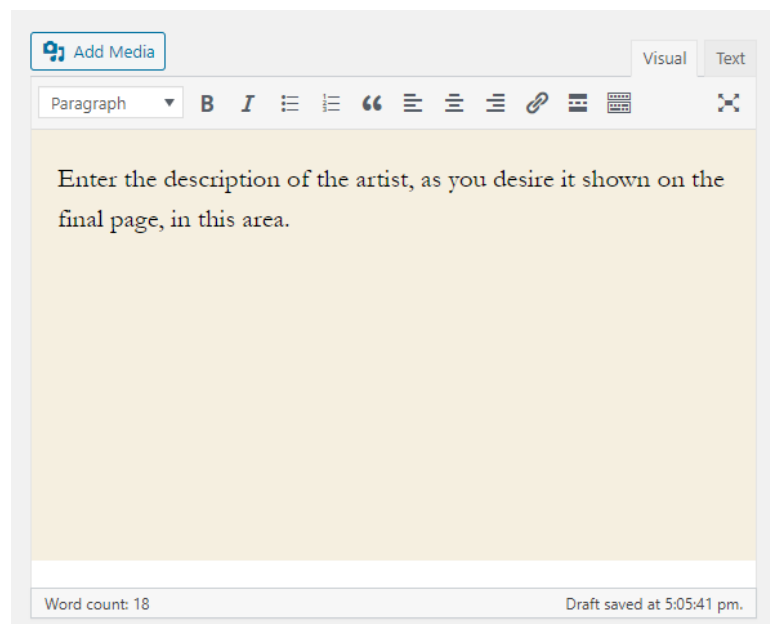
The Page URL

The “Slug” or resulting page URL is shown underneath the title. This is automatically populated by WordPress, and subject to the Permalinks rules set up in the WordPress instance. It can be edited, to a degree.

The Content Editing Area

WordPress’ default content editing window is part of the “Add Artist” page. It has WYSIWYG tools at the top, similar to the editing tools in a word processing program.

This section of the page is intended to contain, at a minimum and primarily, the text Description of the artist.



The Artist Details Section

The extensive information that's able to be entered in this area isn't arbitrarily meant to be as annoyingly inquisitive as possible, stripping any modicum of privacy from the life of an artist. Instead, the range of information that's being expected from artists comes from a formal, technical definition. It's defined based on the requirements of Schema.Org, specifically the Schema for a Person.

(<https://schema.org/Person>)

The information that is entered in this section is used to present Structured Data within the output of the Artist Page. The more complete it is, the more it meets requirements for search engines to understand completely who is being featured, and how to feature that artist in search engines using the same data, likely attributing it to your site.

The information should be entered as completely as possible. The more information that is entered about an artist, the more the visitors, both artificial and real, will understand. The brief description of the information required for each field in this section is shown to the right of the field.

This interface is simple, at the initial launch of Art Gallery Plugin, but the basics in how to operate it will remain for the most part the same as it matures and new features are added. The information entered will be shown on the final artist page, labeled, if the field isn't empty. If you want the field to show up, even if you have no data for it, it's recommended that something be added like "N/A".

Artist Details ▲

Personal Info

Enter as much artist information as you can below.

Additional Name	<input type="text"/>	<i>Nicknames, alternate names or spellings of this person's name.</i>
Honorific Prefix	<input type="text"/>	<i>for example "Sir" or "Dr." or "The Magnificent"</i>
Given Name	<input type="text"/>	<i>the person's first name</i>
Family Name	<input type="text"/>	<i>the person's last name</i>
Honorific Suffix	<input type="text"/>	<i>for example "III", "Jr.", "Esq." or "PhD."</i>

The Implications of Creating new Artist Pages

Just like with regular plain old WordPress Posts, Artist Pages, when created, result in a number of things occurring automatically. These are the same implications of using WordPress.

There are indexes , or Archive Views, automatically created.

The first is the Index View or Archive View of Artist Pages at /artist/

The second is the Index View or Archive View is created along with the creation of an Artist Category. /typeofartist/

Creating Artist Categories

Artist categories are similar to categories in WordPress for standard posts. They're created in the same way and managed through an interface that displays all of the artist Categories together.

Categories can be used to manage groupings of Artists. Groups can be used to meet a wide range of requirements.

Adding & Maintaining Art Work Pages

Adding Art Work Pages

Navigate to the WordPress admin menu labeled “Art Work”

Click on the option labeled “Add Art Work”

The Interface that appears is very similar to the WordPress “Add Post” interface with the addition of a section that allows entry of very specific artist information, information specific to the art work the page is dedicated to.

The Title

It’s recommended that the Title of an Art Work’s page be the unique name for the art piece only. It shouldn’t be anything more, for example it’s not recommended that it include the artist’s name. The Title can be anything desired, within character limits. For SEO purposes it makes sense to make the formal online Title of an art piece relevant to what the audience might be searching for, but how an artist may want to title a piece is completely subjective.

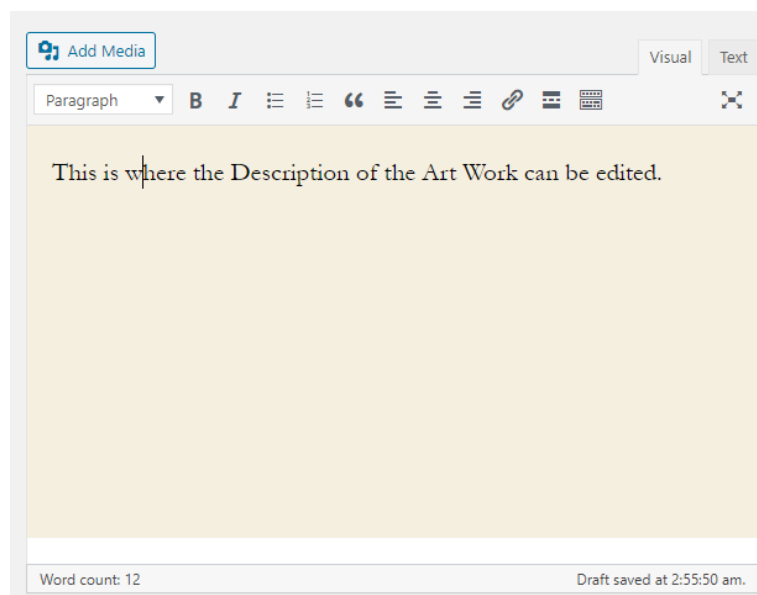
There’s an “Alternate Name” field that allows a piece to have a second name, so there is a place for “two names” in this system, but not three... yet.

The Page URL

The “Slug” or resulting page URL is shown underneath the title. This is automatically populated by WordPress, and subject to the Permalinks rules set up in the WordPress instance. It can be edited, to a degree.

The Content Editing Area

WordPress’ default content editing window is part of the “Add Art Work” page. It has WYSIWYG tools at the top, similar to the editing tools in a word processing program.



The Art Work Details Section

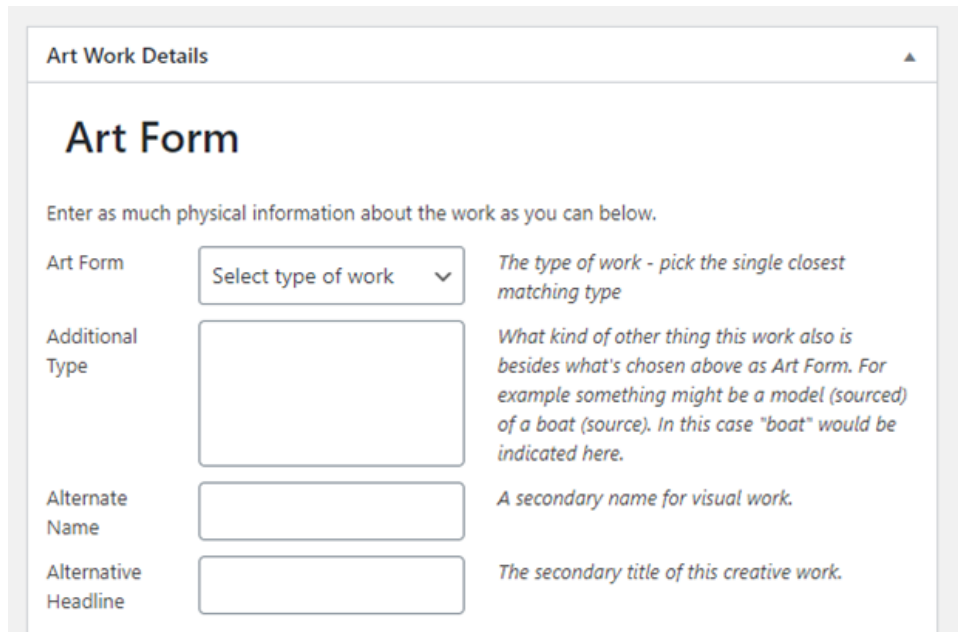
This section allows the recording of per-work information. It has sections that allow selection of contributors (Artists). There is a section that allows indicating that the work is part of a larger installation, or publication. There is a section, conversely, to indicate that this piece is an installation and has a sub-part. There's sections that allow recording the dimension and the medium of the work. There are over 75 different fields specific to art work. However, not all the fields pertain to every kind of work. Only the fields that pertain to the art works are relevant to fill in.

The information that is entered in this section is used to present Structured Data within the output of the Artist Page. The more complete it is, the more it meets requirements for search engines to understand completely what is being featured, and how to feature that art work in search engines.

The information should be entered as completely as possible. The more information that is entered about an art work, the more the visitors, both artificial and real, will understand. The brief description of the information required for each field in this section is shown to the right of the field.

The Art Form

It's important to set the proper selection for the drop down field "Art Form." Here's where the type of work is selected. For example is it a movie, a book, a painting or a sculpture? Those are examples of the values that are selectable for this field. Selecting the Art Form controls which fields in the rest of the Art Work Details are shown. When you choose the appropriate Art Form, the fields that aren't relevant to be hidden.



The screenshot shows a form titled "Art Work Details" with a sub-section "Art Form". Below the title is a prompt: "Enter as much physical information about the work as you can below." The form contains four rows of input fields, each with a label on the left and a descriptive instruction on the right:

Field Label	Field Type	Description
Art Form	Dropdown menu (selected: "Select type of work")	<i>The type of work - pick the single closest matching type</i>
Additional Type	Text input box	<i>What kind of other thing this work also is besides what's chosen above as Art Form. For example something might be a model (sourced) of a boat (source). In this case "boat" would be indicated here.</i>
Alternate Name	Text input box	<i>A secondary name for visual work.</i>
Alternative Headline	Text input box	<i>The secondary title of this creative work.</i>

The information should be entered as completely as possible. The more information that is entered about an art work, the more the visitors, both artificial and real, will understand. The brief description of the information required for each field in this section is shown to the right of the field.

It's important to set the proper selection for the drop down field "Art Form." Here's where the type of work is selected. For example is it a movie, a book, a painting or a sculpture? Those are examples of the values that are selectable for this field.

The Attribution Information

This section allows the selection of the individuals who were part of the work's creation. The most important part is the Main Accredited Artist. That should always be selected even if the same person is able to be indicated for one or more other roles .

Attribution Information

Enter as much artist information as you can below.

Main Accredited Artist	<input type="text" value="Select the person who"/>	<i>the artist who takes primary credit for this work - selectable from Artists defined already</i>
Author	<input type="text" value="Select the person who"/>	<i>the author of this work - selectable from Artists defined already</i>
Colorist	<input type="text" value="Select the person who"/>	<i>the colorist - selectable from Artists defined already</i>
Contributor	<input type="text" value="Select the person who"/>	<i>a contributor or secondary artist - selectable from Artists defined already</i>
Copyright Holder	<input type="text" value="Select the person who"/>	<i>the copyright holder for this work - selectable from Artists defined already</i>

Primary Attribution Expectations

Depending on the Art Form, the Attribution will display the Artist, Author or Creator field. This “Primary Role” is a practical requirement for proper display of Structured Data. Even if the website where Art Gallery Plugin is installed features only one Artist, this value still needs to be chosen in the cases of all Art Works. For Visual Works like sculptures, drawings, paintings and garments, the Artist is the Primary Role. For Written Works, like books, articles and source code, the Author is the Primary Role. For Creative Works, like TV Shows and Movies, the Creator is the Primary Role.

Sometimes two Primary Roles may appear. For example, a Software Application may expose the Roles for all three.

The Offer Information

This section allows indicating the Availability, Price if applicable, and URL of the web page where the work can be purchased or inquired about.

Offer

Enter as much information about the work being for sale or not.

Availability	<input type="text" value="Select the availability c v"/>	<i>Describe the availability of this work.</i>
Price	<input type="text"/>	<i>The price of this work expressed in USD (enter numbers only) .</i>
URL	<input type="text"/>	<i>The URL where this piece is offered.</i>

If the Availability is not selected then none of the fields and values part of the Offer section will be shown. Keep the Availability drop-down un-set in order to suppress the appearance of the Offer fields.

If a URL is entered into the URL field, the URL is not displayed in the output of the Art Work webpage. Instead, what's displayed are the values that are maintained in the Art Gallery Plugin's Settings.

The Price is displayed with whichever Currency Units were selected in Art Gallery Plugin's Settings. Only numeric values should be entered in the Price field.

The Context

The relationship of this work to derivative works, and what subject matter the work references can be indicated here. The genre and audience can be named here as well. If the Associated Article field is populated, it will be shown as text, not as a link.

Context

Enter as much information about the subject and contemporary context of this work as you can below.

About	<input type="text"/>	<i>The subject matter of the content.</i>
Is Based On	<input type="text"/>	<i>A resource from which this work is derived or from which it is a modification or adaptation.</i>
Character	<input type="text"/>	<i>Fictional person connected with a creative work.</i>
Genre	<input type="text"/>	<i>Genre of the creative work, broadcast channel or group.</i>
Has Part	<input type="text" value="Select the installation or set thi ▼"/>	<i>Another named work that is a part of (a child of) this work. For example a single piece in a multi-unit installation.</i>
Is Part Of	<input type="text" value="Select the installation or set thi ▼"/>	<i>Another named work that this work is a part of. For example a multi-unit installation that this work is a component of.</i>
Position	<input type="text"/>	<i>The position of an item in a series or sequence of items.</i>
Citation	<input type="text"/>	<i>A citation or reference to another creative work, within this work, such as another publication, web page, scholarly article, etc.</i>

Has Part & Is Part Of

If the piece is part of another work, defined already using Art Gallery Plugin, then the larger installation work can be chosen in the Is Part Of field. If the piece is a larger installation and has a subpart that's defined in Art Gallery Plugin, that subpart can be indicated in the Has Part field.

Keywords

The Keywords that are entered into the Context section appear in the Structured Data output of the Art Work webpage. These Keywords, or more specifically "key terms", should be separated by commas. These Keywords do not impact the page's Metadata Keywords, or OG tags, but instead are exclusively inserted into the Structured Data maintained by Art Gallery Plugin.

The Physical Properties

Here the dimensions of the art work and the physical makeup of the work can be described.

Physical Properties

Enter as much physical information about the work as you can below.

Art Medium

The material used. (e.g. Oil, Watercolour, Acrylic, Linoprint, Marble, Cyanotype, Digital, Lithograph, DryPoint, Intaglio, Pastel, Woodcut, Pencil, Mixed Media, etc.)

Artwork Surface

The supporting materials for the artwork, e.g. Canvas, Paper, Wood, Board, etc.

Height

 ▼

The height of the piece and the units the height is expressed in.

Width

 ▼

The width of the piece and the units the width is expressed in.

Depth

 ▼

The depth of the piece and the units the depth is expressed in.

Has Part

 ▼

Another named work that is a part of (a child of) this work. For example a single piece in a multi-unit installation.

Is Part Of

 ▼

Another named work that this work is a part of. For example a multi-unit installation that this work is a component of.

The Records of this Work

This section is designed to allow the indication of records made of this work. Obviously the webpage being created for the work is one record, but this record we are creating can contain other records, for example a video filmed of the piece.

Records of this Work

Enter as much information about recordings of this work as you can below.

Art Edition	<input type="text"/>	<i>The edition, printing, or release number.</i>
Version	<input type="text"/>	<i>The version of the work where there are multiple versions or iterations of this work.</i>
Associated Article	<input type="text"/>	<i>The URL of an article associated with this work.</i>
Subject Of	<input type="text"/>	<i>A creative work or event around this thing. i.e. a documentary about this work</i>
Associated Media	<input type="text"/>	<i>A media object that encodes this work.</i>
Review	<input type="text"/>	<i>A review of the item. This outputs as text, so if it includes a URL it will not be an active link.</i>
Aggregate Rating	<input type="text"/>	<i>The overall rating, based on a collection of reviews or ratings, of the item. A real number between zero and five.</i>

The Media Properties

The Video field allows posting a YouTube video's Unique ID. If this is filled in with a valid YouTube video's unique ID then the video will be embedded in the page. The behavior for the video, how it behaves when the page is loaded, can be chosen by the Video Setting dropdown. It has three values: Static Thumbnail, Autoplay and Show Controls.

Media Properties

If there is a video about or encoding this work enter the information about it below.

Encoding	<input type="text"/>	<i>A media object that encodes this work. This allows a second instance of Associated Media.</i>
Encoding Format	<input type="text"/>	<i>Media type typically expressed using a MIME format. See the IANA site for reference values.</i>
Video	<input type="text"/>	<i>The Unique ID of an embedded video object. i.e. a YouTube video</i>
Segment Order	<input type="text" value="Content > Video > Structured"/>	<i>The version of the work where there are multiple versions or iterations of this work.</i>
Video Setting	<input type="text" value="Static Thumbnail"/>	<i>Choose how this video will behave on the page when loaded.</i>

The Media Properties section allows setting the order of the content on the page. For example, the Description, Video, and Structured Data sections on the final webpage can be put into an alternate order.

The History of this Work

Awards can be described. The Creative Work Status field can be used to indicate whether the work is still in progress or completed.

The Date Created field is a free-form text field as opposed to a formalized “date picker” field so that date ranges and verbal descriptions of the creation period can be entered.

The Location created is free-form as well. Both of these fields are more meaningful to AI if they’re populated with recognizable dates and place names.

History of this Work

Enter as much artist information as you can below.

Creative Work
Status

The status of a creative work in terms of its stage in a lifecycle. Example terms include Incomplete, Draft, Published, Obsolete.

Date Created

Use the format appropriate for your geography. For the USA it's MM/DD/YYYY.

Copyright Year

Use YYYY.

Location Created

The location where the work was created, which may not be the same as the location depicted in the work.

Expires

Date the content expires and is no longer useful or available.

Experiential Parameters

These parameters cover the sensory and security issues around access & experiencing work.

Experiential Parameters

Detail how this piece is experienced, personally or online.

Access Mode

The human sensory perceptual system or cognitive faculty through which a person may process or perceive information. Expected values include: auditory, tactile, textual, visual, colorDependent, chartOnVisual, chemOnVisual, diagramOnVisual, mathOnVisual, musicOnVisual, textOnVisual.

Access Mode
Sufficient

A list of single or combined accessModes that are sufficient to understand all the intellectual content of a resource. Expected values include: auditory, tactile, textual, visual.

Conditions of
Access

Conditions that affect the availability of, or method(s) of access to, an item. Typically used for real world items such as art on display or archived books.

Time Required

The amount of time it takes to experience the creative work.

The Conditions of

Access is used to express limits or conditions required to experience the work. For example, to see an installation indoors attendees may need to sign a log book or walk through a metal detector.

The Audience

There's also fields that allow specific definition of the sensory modalities required to experience the work in part or fully.

Audience

Describe who this work is for and properties its audiences.

Audience	<input type="text"/>	<i>An intended audience, i.e. a group for whom something was created.</i>
Typical Age Range	<input type="text"/>	<i>The version of the work where there are multiple versions or iterations of this work.</i>
Is Family Friendly	<input type="text"/>	<i>can the work be experienced by all age ranges? Yes or no?</i>
Educational Alignment	<input type="text"/>	<i>An alignment to an established educational framework. i.e. visual materials in anatomy class</i>
Educational Use	<input type="text"/>	<i>The purpose of a work in the context of education; for example, 'assignment', 'group work'.</i>
Content Rating	<input type="text"/>	<i>Official rating of a piece of content—for example, 'MPAA PG-13'.</i>

The Implications of Creating new Art Work Pages

Just like with regular plain old WordPress Posts, Artist Pages, when created, result in a number of things occurring automatically. These are the same implications of using WordPress.

There are indexes , or Archive Views, automatically created.

The first is the Index View or Archive View of Artist Pages at /artwork/

The second is the Index View or Archive View is created along with the creation of an Artist Category. /typeofwork/

Creating Art Work Categories

Art Work categories are similar to categories in WordPress for standard posts. They're created in the same way and managed through an interface that displays all of the Art Work Categories together.

Categories can be used to manage groupings of Art Work. Groups can be used to meet a wide range of requirements.

Artists and gallery owners, curators, like to use Art Work Categories to group pieces by work types, periods they went through, or genres.

An Art Work can belong to multiple Categories, for example belonging to a Category called "Sculpture" and a Category called "Silver Work". In this example the type of work is used for the former and the material that the work in is used for the latter Category designation. You can make as many categories as you like, however, creating many could also create an awkward experience for your visitors.

Setting the Art Work Category Featured on Artist Pages

An Art Work Category may be chosen, when editing Artist Pages, to limit which of the artist's pieces are shown on the page.

To limit which Works show on Artist pages, a Work Category can be defined globally and chosen in the Settings interface. If the Work Category is set, globally, on the Settings Page, then only Art Works belonging to that one special Category will be shown on Artist Pages.

Configuring Style Settings

The Style Settings, on the Settings Page, allow the definition for how Artist and Art Work Pages will display their content. There are settings to suppress the display of items. There are settings that control how links to Artists appear on Art Work Pages and how links to Art Works appear on Artist Pages.

Most of these settings cannot be changed, at this time, on Artist and Art Work pages individually.

The Video Section and Section Order settings control the default values for these fields when new Art Works are created. Changing these values in the Settings window does not update existing Art Work pages with the new setting value.

Using the Art Works Shortcode

The Art Works Shortcode allows displaying works. The syntax for it is [display-work]

Using the Artists Shortcode

The Artist's Shortcode is not implemented in this version of Art Gallery Plugin, (1.2) but will be shortly added.

Support

If you have questions about Art Gallery Plugin please visit this support forum:

<https://shop.massiveimpressions.com/community/art-gallery-plugin-support/>

Please use the same email address you used to register the plugin for priority support.