

# CAN'T AFFORD A TRAVELING EXHIBIT?

*Make One!*

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APRIL 20TH, 2018  
OLA CONFERENCE

# OUTLINE

- *Theme*
- *Audience*
- *Design Principles*
- *Accessibility*
- *Resources/Citations*

# THEME

*How do I find a theme that'll work for my organization?*

- SPECIAL COLLECTIONS
- EMPLOYEE INTERESTS
- LOCAL HISTORY
- COMMUNITY PARTNERS
- LIBRARY EVENTS

# Example: Oregon Aviation Historical Society

- Cottage Grove Partners in History member
- Yearly exhibit in the library
- Interesting collections items

**OREGON STATE  
BOARD OF AERONAUTICS**


Age 21 Weight 150  
Height 6 ft. 0 in.  
Color hair Lt. Brown  
Color eyes Blue

Registration No. 3

**This is to Certify that**  
MYRON H. BUSWELL  
has fulfilled all the requirements  
of the Oregon State Board of Aero-  
nautics for an  
**AVIATOR PILOT**  
and is registered as such.

Dated August 3, 1940  
Expires July 31, 1941

Director ~~Chairman~~  
Secretary

  
(Signature of Pilot)

## THEME

## *Demographics*

Do some research about your library population: census data helps, so does looking at card holder and programming stats.

## *Programming*

Is it related to an age specific program? Adjust your vocabulary to match.

## *Local Interest*

Every place has interesting history.

## *Diversity*

Educational outreach via exhibits: what underrepresented groups are in your community?

# DESIGN

- *Theme comes first*
- *Build a central idea*
- *Brief intro description*
- *Sections*
- *Objects*
- *Conclusion*
- *Credits/Citations*

# DESIGN



Utting, Kevin. "bric-a-brac." Flickr, November 7, 2009.  
Accessed on April 5, 2018.



LBJ Library. "DIG13766-024." Flickr, June 23, 2015.  
Accessed on April 5, 2018.

*Curation:  
select a few  
objects to  
represent an  
idea or  
phenomenon.*

# Types of Exhibition Labels

## Introductory text

- 200 words or less

## Group (or section) labels

- 100 words or less

## Object labels

- Object ID & 50 word caption
- Object ID: Artist or maker; Title, date; Medium; Credit line

## Credits and acknowledgements

- cite your sources and thank your sponsors/partners

# Hands-On Exercise

Make an object label for this object:

- 50 words or less



DESIGN

# WHITE SPACE & NOISE



## *White Space*

If you crowd a presentation or visual with too much text, it gets overwhelming. Social scientists call the effect "cognitive overload."



- EASY TO SEE
- EASY TO READ
- EASY TO UNDERSTAND



PaxeAxe23. "Disabled access?" Flickr, October 21, 2006. Accessed April 5, 2018.



Depolo, Steven. "Little Black Girl Measure Height 3' 6" Ruler Manhattan Park Playground." Flickr, October 23, 2010. Accessed April 5, 2018.

## ACCESSIBILITY

# CITATIONS

- *Cite your sources*
- *Use the same citation style everywhere*
- *Check for usage rights on images*

# RESOURCES

- *Canva: free design tool*
- *Large format printers*
- *Costco photo printing*



American Alliance of Museums. "Excellence in Label Writing." American Alliance of Museums, n.d. Accessed March 25, 2018.

Cailloux, Philippe. "Planning a Photography Exhibit." *Photsy*, March 13, 2010. Accessed March 25, 2018.

"Exhibition Planning." Gould Library Research Guides, March 15, 2018. Accessed March 25, 2018.

Gonzalez, Jennifer. "Are You a Curator or a Dumper?" *Cult of Pedagogy*, February 4, 2018. Accessed March 25, 2018.

Smithsonian Accessibility Program. "Smithsonian Guidelines for Accessible Exhibition Design." *Smithsonian*, n.d. Accessed March 25, 2018.

Vergeront, Jeanne. "Engaging Audiences Strategically." *Museum Notes*, May 2, 2011. Accessed March 25, 2018.

