

Elements of an Effective Exhibit

Orientation

Make sure the title and subtitle of the exhibit are prominent features of the design.

Make the main idea or thesis clear to the viewer.

Segmentation

Organize the exhibit into subtopics.

Use design elements to make subtopics clear to viewer.

Explanation

Use clear and concise captions and text to:

1. Identify pictures, objects, or documents, or
2. Interpret information for the viewer.

Levels of Text:

Introduction to the use of labels on historical displays

A TOWN BUILT ON IRON

The main title introduces the topic and attracts viewer interest

*"The Evolution of
Hibbing, Minnesota, 1880
- 1980"*

The subtitle focuses the topic and limits what the project will interpret

Moving the Town

A subject label breaks down the topic into smaller parts for explanation and organization. These labels guide the viewer around the display.

The original townsite of Hibbing was located over a rich lode of iron ore. Because the ore was more valuable than the town, the buildings of Hibbing were moved to a new site in 1919.

Captions are the most detailed label and provide the opportunity for interpretation. These should be short, active, and clear.