

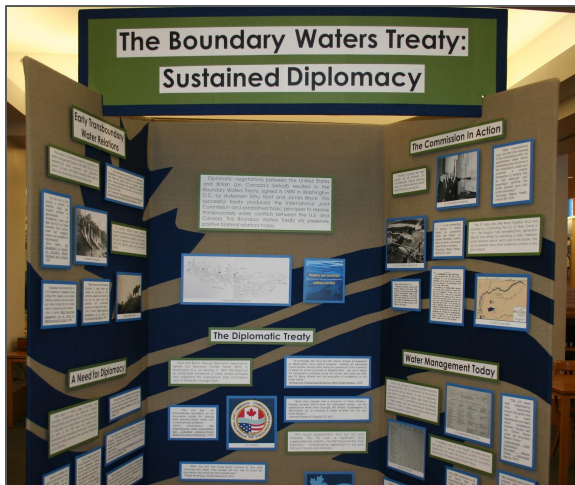
# Elements of an Effective Exhibit



## Orientation

The viewer will start to understand your topic as they walk up to it - before they have even start reading!

- Make the **title** clear and obvious. Draw attention to it by putting the title on or near the top and using the largest font.
- Your **thesis, or historical argument**, is the main idea of your project. We want the viewer to read this right after the title. How can you draw your viewer's attention to it?



## Segmentation

Dividing your exhibit into sections makes it easier for viewers to follow along.

- Each section should **connect to and support your thesis**. Your sections should be flexible enough to allow you to talk about what happened before, during, and after the main events of your topic.
- Use design elements to **make sections clear** and cohesive.
- Place the sections in a logical order on the exhibit. Think about **how each section flows** into the next.

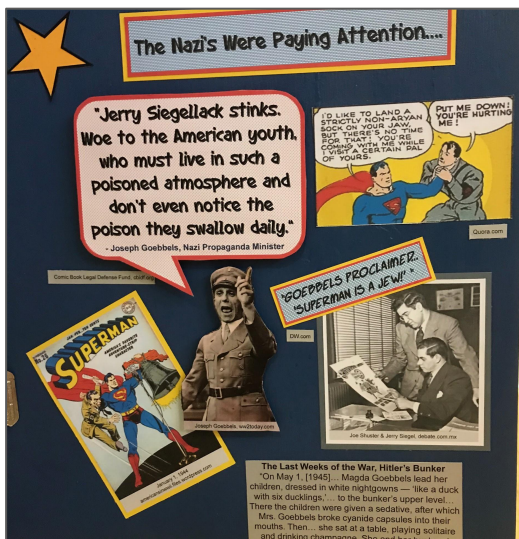
Before	During	After
Background or Long Before the Event	Heart of the Story or During the Event	Short-Term Impact or Right After the Event
Build-Up or Right Before the Event		Long-Term Impact or Long After the Event



## Interpretation

Use clear and concise captions and text to:

- **Interpret the topic.** Your student- composed text will go into details to support your thesis.
- **Provide supporting evidence** for your interpretation with pictures, objects, and documents. While credits are required, captions are optional. Captions can be used to identify the evidence and show how it supports your thesis.



## Expression

Your voice should come through clearly in the project. What does this mean?

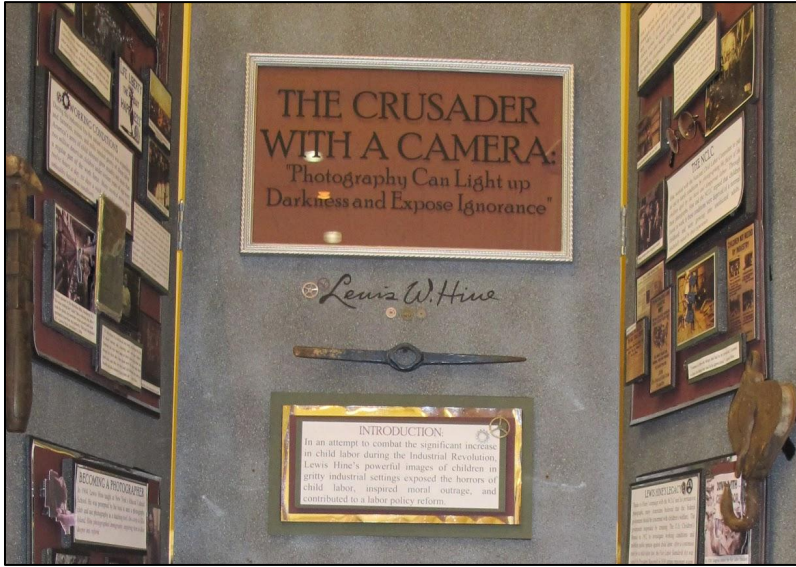
- Your **student-composed text carries the analysis** in the project. Be careful not to use too many quotes, especially from secondary sources.
- Evidence like quotes, pictures, or documents should **support your analysis... but not overwhelm** it. Carefully select what you put on your board. Too much evidence will overwhelm your viewer.



# Types and Levels of Exhibit Text

You will use several different types of text on your exhibit. These levels of text direct your viewer around your project. Each type of text has a different purpose and design elements.

**Largest  
Font Size  
on  
Exhibit**



# Main Title

## **"THE CRUSADER WITH A CAMERA"**

The main title introduces the topic and attracts the viewer's interest. The main title is usually the largest font size on the exhibit.

## Subtitle

***“Photography Can Light  
Up Darkness and  
Expose Ignorance”***

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

## Thesis

The thesis is roadmap for your project. It often serves as an introduction to the project. Include this in a larger font than the rest of your body text to draw attention to it.

Consider placing it near the title, in a place that will catch the viewer's attention.

## Section Title

## "Becoming a Photographer"

Each section of your exhibit will support your thesis, and explain some aspect of it in more detail. The section title should be brief, yet descriptive enough to guide the viewer around the exhibit.

## Body Text

Each section will need body text to support it. This is the narrative of your exhibit. Make sure to choose a font size that can easily be read by judges from about three feet away.

### Caption

Captions are short, active, and clear. They can describe the evidence, or provide interpretation showing how the evidence support your analysis.

## Credit

**“Oyster Shucker by Lewis Hine, 1912.  
Library of Congress.”**

Brief, factual credits are required for visuals and quoted material on an exhibit. They are usually in the smallest font size on the display.

### Smallest Font Size on Exhibit

