

General Exhibition Text Guidelines:

Exhibition text is to be informative and educational while keeping the concepts and tone/language of the text at a level that is digestible at first read.

Research has shown that concise labels are more likely to be read by viewer. If labels are long chances are the viewer will not make it through to the end of the label and subsequently not get the point or issue presented.

General exhibit text information:

- **Exhibition Title** – Should be catchy/attract attention, inform about the theme. Main title with subtitle is often a good idea
- **Publicity Blurb** – One or two paragraph overview of exhibit – text to be used for various calendar listings and the back of the postcard
 - 2048 characters, including spaces
- **Introductory Panel** – Why, Who, What, about exhibit being presented. This could include information about the origins of the exhibit, who and why it is being presented at this time, a general summary of what the exhibit is about, any background information needed to set the stage for the following cases.
 - Text maximum 300 words or 2000 characters.
- **Group or Section Labels** – Narrative text covering several items a case or a section of the exhibit.
 - Max character count including spaces is about 1450 (275 words+-). That includes a one-line heading. A two-line heading reduces the body text word count by about 110 characters.
- **Caption/Item labels** –To identify individual objects. Can be basic identification labels with only the bibliographic information or can include commentary text related to item. (see formatting guide document)
 - Small – Med Annotated: 20 – 75 words per caption annotation.
 - Long Annotated: up 115 words per caption annotation