Session 2

SPARK your creativity

Discussion



Setting your interpretive plans

– any questions or thoughts to share?

Establishing tone of voice

– any questions or thoughts to share?

Warming up

Write down everything you can think of about the selected subject in the time given.

- ❑Don’t stop
- ❑Don’t worry about spelling or grammar / punctuation
- ❑Don’t lift the pen or pencil

Reflect on the exercise

What do you notice?

The importance of hierarchy



Visitors read, on average, 20% of the text in any given exhibition.

Visitors spend, on average, two seconds reading any given text in an exhibition.

The importance of hierarchy



The most read texts are about things / are linked to objects / exhibits / features

The least read texts are about ideas and concepts

Readability and brevity

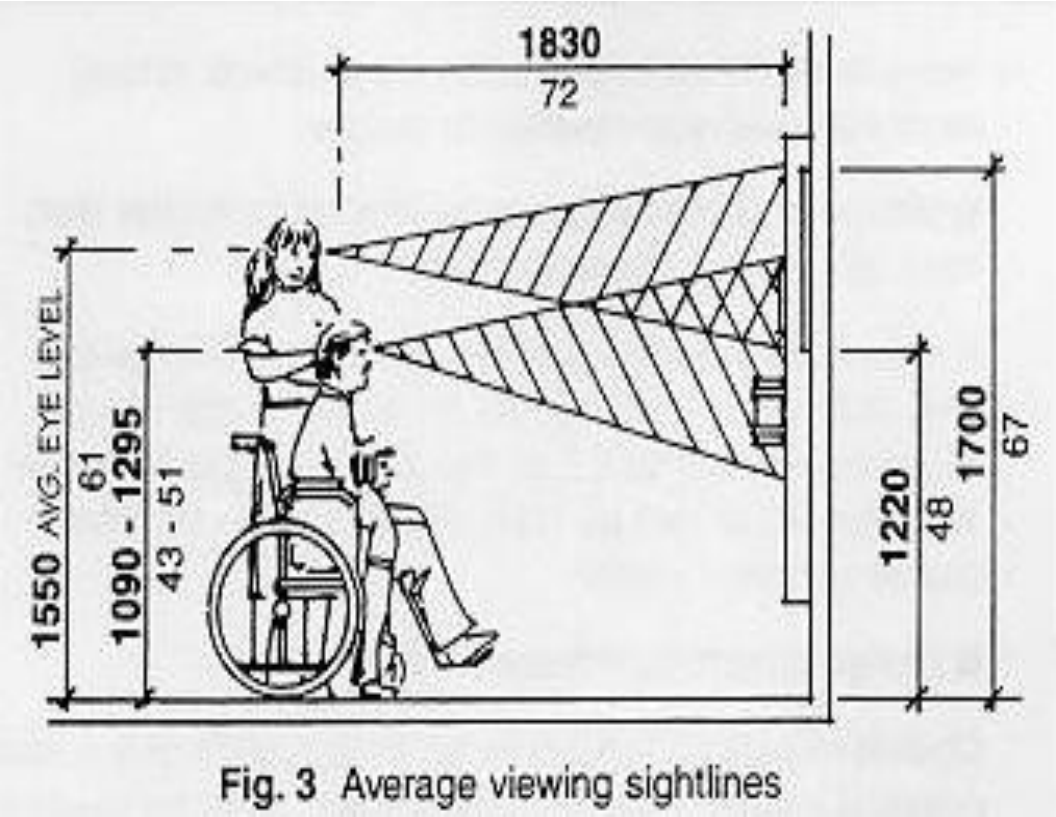


Fig. 3 Average viewing sightlines

There is an optimum reading height. Main content should be within that band (shown here).

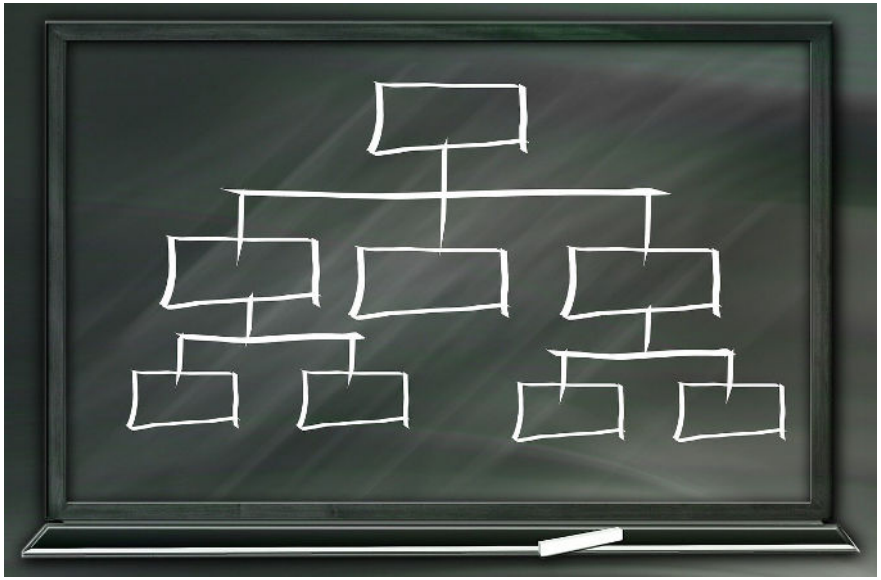
Content below or above that is harder to read and needs to be in larger point size.

Hierarchy and wordcounts

Create a hierarchy for the different types of panels in your exhibition

Assign word counts to each of these. Aim for maximum 150 words on the longest panels.

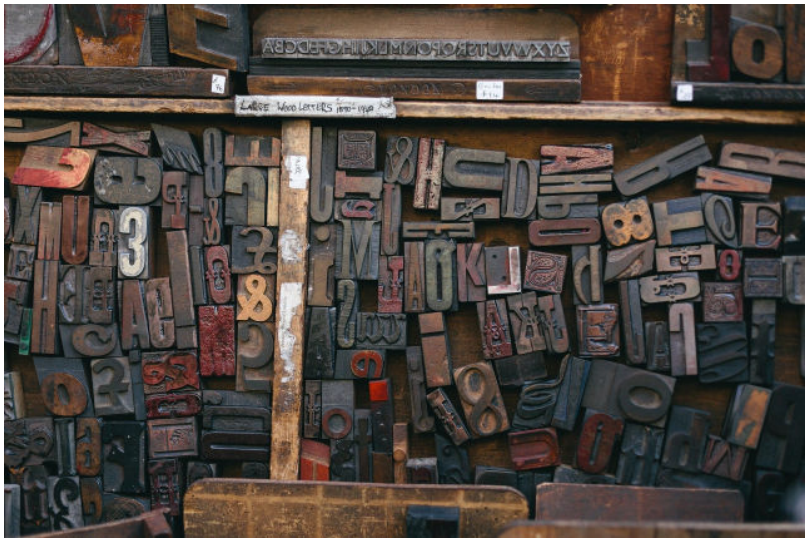
Within each type of panel, assign a hierarchy with a breakdown of wordcounts to each layer.



Exercise in brevity

- Read your article
- Identify the most important aspects within the story
- Try to rewrite the story in your own words using no more than 140 words
- Now try to do it again in only 40 words

What did you notice?



Time for a break!



Introducing Ekarv



We can use words to give a new, deeper dimension to our visual experience.
Words make us think, and our thoughts conjure up pictures in our minds.
Margaret Ekarv, Swedish teacher, author, poet

Ekarv follows interpretive writing best practice:

- Be specific
- Be active not passive wherever possible
- Avoid technical words and jargon, use simple language
- Explain or avoid uncommon words
- Vary sentence length (more like conversation)

Introducing Ekarv



Ekarv defines sentence and line length to maximise readability

- 22 lines per panel, 15 per label
- Break content into paragraphs of 4 or 5 lines
- Lines of about 45 letters
- Sentences of 9-13 words
- One main idea per line
- Break the line where you would naturally pause for breath
- No hyphenation, no brackets

I believe that you can concentrate such texts to an almost poetic level, though the object is not to write poetry. But you should be attentive to the sounds and rhythm.
Margareta Ekarv

Compare Ekarv and ‘traditional’ text

ACTIVITY

Read the examples provided and compare the Ekarv version to the ‘traditional’ text version.



Discuss in your breakout rooms

- What do you notice?
- What are your thoughts?

Accessible graphics – Fonts and colour

Sans Serif e.g.

- Arial
- Helvetica
- Verdana
- Trebuchet
- Comic Sans

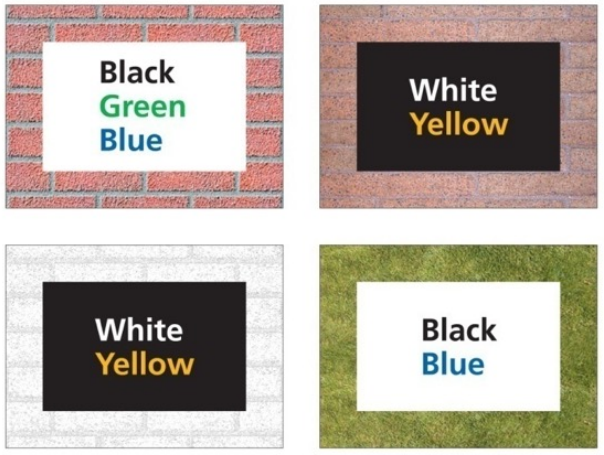
Titles	60 – 72 point
Subtitles	40 - 48 point
Body text	24 point

Large Text starts at 14 point
Minimum 12 point for leaflets
(www.bdadyslexia.org.uk)

Colour Contrasts

Plain backgrounds offer best contrast

- Clear contrasting colours.
- A darker shade contrasts best



Accessible graphics – Fonts and colour

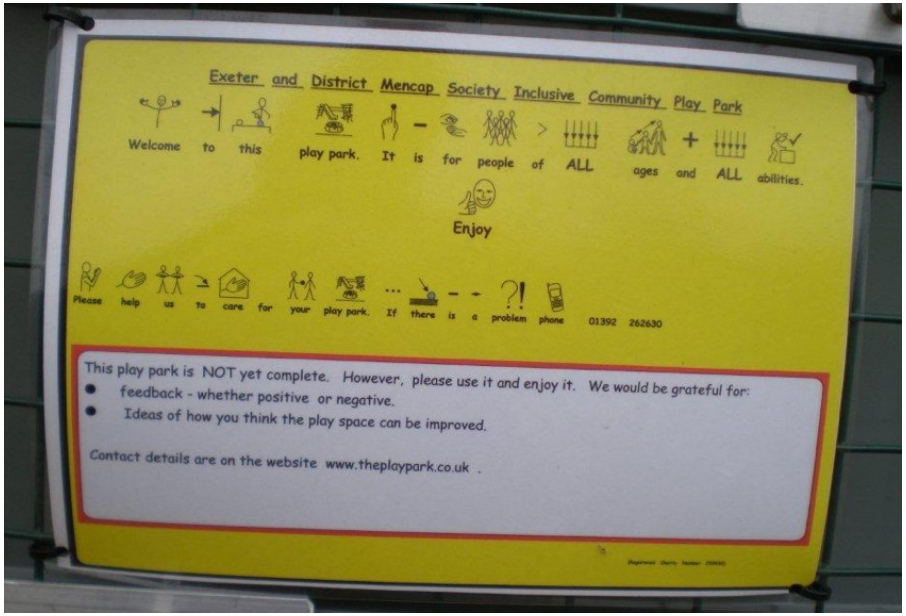
Plain backgrounds offer best contrast:

- Avoid pattern and texture
- Clear contrasting colours.
- A darker shade contrasts best
- Don’t mix shades of similar colours
- Don’t put text over graphics

Use plain text:

- Avoid unnecessary effects e.g. italics, underlining (especially if on a screen)
- Align to the left
- Do not use all CAPITAL LETTERS, use normal sentence case

Other forms of communication



- Easy Read https://www.easy-read-online.co.uk
- Makaton (signs (gestures) and symbols (pictures) https://www.makaton.org
- Widgit https://www.widgit.com

Eden Project uses widget for signage, exhibits and education packs
https://www.widgit.com/success-stories/tourism-leisure-arts/eden.htm

Any Questions?



Before the next webinar



Things you should do (follow the handbook):

- ❑Try the writing exercises again if you like
- ❑Have a go at drafting a panel following your decided wordcount and hierarchy, using the tone of voice you have decided on (with your interpretive plan in mind).
- ❑Make more than one draft version if you wish and play with tone of voice or try Ekarv