

## Exhibit Labels An Interpretive Approach

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Exhibit Labels: An Interpretive Approach takes an optimistic approach to answering these questions, positing that wall text can indeed be effective when well written and smartly designed. . . . Throughout, author Beverly Serrell shares her insights from nearly four decades of providing advice on exhibits for all manner of museums.--Museum

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Exhibit Labels provides ample information on the art of label writing for diverse audiences, and explores the theoretical and interpretive considerations of placing labels within an exhibition. An examination of the impact of technological advances on the label-making process is also included.

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Exhibit Labels: An Interpretive Approach. by. Beverly Serrell. 3.95 · Rating details · 193 ratings · 20 reviews. Beverly Serrell presents the reader with excellent guidelines on the process of exhibit label planning, writing, design, and production. One of the museum field's leading consultants and label writers, Serrell has expanded upon her earlier book, Making Exhibit Labels, which has been a standard in the field since its initial publication.

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This new edition not only provides expert guidance on the art of label writing for diverse audiences and explores the theoretical and interpretive considerations of placing labels within an exhibition, it also features all new case studies and photographs and thoughts about interpretation in digital media.

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One of the museum field's leading consultants and label writers, Serrell's 1996 edition of Exhibit Labels has been a standard in the field since its initial publication. This new edition not only provides expert guidance on the art of label writing for diverse audiences and explores the theoretical and interpretive considerations of placing labels within an exhibition, it also features all new case studies and photographs and thoughts about interpretation in digital media.

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The concept was expanded into the first chapter of Exhibit Labels: An Interpretive Approach in 1996, and again in the second edition of that publication (2015). Discussions and activities about the big idea evolved in various workshops around the country.

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~~Exhibit Labels: An Interpretive Approach | Beverly Serrell ...~~

Exhibit Labels: An Interpretive Approach. Beverly Serrell. Alta Mira Press, Jan 1, 1996 - Art - 261 pages. 0 Reviews. Provides exhibit designers and label writers with a step-by-step guidebook for planning, writing and producing exhibit labels. From inside the book . What people are saying - Write a review.

Exhibit Labels: An Interpretive Approach is a vital reference tool for all museum professionals. Beverly Serrell presents the reader with excellent guidelines on the process of exhibit label planning, writing, design, and production.

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A reprint of eleven case studies of successful history museum exhibitions supplying a compendium of highly regarded installations which can stand as a creative guide to other institutions. The contributing museum specialists analyze what works in an outstanding history exhibition from building new audiences and experimenting with new subjects to design techniques and working with consultants. Among the exhibitions featured are the Hispanic Heritage Wing of the Museum of International Folk Art and the Indianapolis Children's Museum. Includes photographs. Originally published by the American Association for State and Local History. Annotation copyrighted by Book News, Inc., Portland, OR

Great exhibits are never an accident. Planning effective exhibits is a demanding process that requires the designer to consider many different aspects and navigate numerous pitfalls while moving a project from concept to reality. In Museum Exhibition Planning and Design, Elizabeth Bogle offers a comprehensive introduction and reference to exhibition planning and design. This book focuses on both the procedural elements of successful planning, like the phases of exhibit design and all associated tasks and issues, and on the design elements that make up the realized exhibit itself, such as color, light, shape, form, space, and building materials. This helpful guide includes: Breakdown of the design and development project phases used by professional planner/designers Principles of good design as they pertain to: color, light,

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shape, form, space, line, balance, accent, rhythm, proportion, and scale Criteria to evaluate an exhibit and measure its success Discussion of construction contracts and procedures Discussion of building materials and their advantages and disadvantages Glossary of museum and design terms for easy reference Bogle has translated her years of experience as an exhibition planner into a guide for practitioners of all sizes and levels of experience. For the solo practitioner, perhaps working with limited or no staff in a small institution, Bogle walks through every task that will be faced as the project develops. For the staff member of a larger institution or firm, this book serves as a checklist, reinforcing the instruction that comes from peers and previous experience. Museum Exhibition Planning and Design is a useful tool for anyone interested in or involved in bringing their exhibits to life.

“This is a must-read for the nervous novice as well as the world-weary veteran. The book guides you through every aspect of exhibit making, from concept to completion. They say the devil is in the details, but so is the divine. This carefully crafted tome helps you to avoid the pitfalls in the process, so you can have fun creating something inspirational. It perfectly supports the dictum “if you don’t have fun making an exhibit, the visitor won’t have fun using it.” —Jeff Hoke, Senior Exhibit Designer at Monterey Bay Aquarium and Author of The Museum of Lost Wonder Structured around the key phases of the exhibition design process, this guide offers complete coverage of the tools and processes required to develop successful exhibitions. Intended to appeal to the broad range of stakeholders in any exhibition design process, the book offers this critical information in the context of a collaborative process intended to drive innovation for exhibition design. It is indispensable reading for students and professionals in exhibit design, graphic design, environmental design, industrial design, interior design, and architecture.

All museum activities converge in the public forum of the exhibition — regardless of whether the exhibit is held in the physical museum or is on the Web. Since the first edition of this book in 2002, there has been a world-wide explosion of new galleries and exhibition halls, and new ideas about how exhibitions should look and communicate. The definition of what an exhibition is has changed as exhibitions can now be virtual; non-traditional migratory and pop-up spaces play host to temporary displays; social media has created amazing opportunities for participatory engagement and shifted authority away from experts to the public; and as time-constrained audiences demand more dynamic, interactive, and mobile applications, museum leadership, managers, staff, and designers are rising to these challenges in innovative ways. Drawing on years of experience and top-flight expertise, Barry Lord and Maria Piacente detail the exhibition process in a straightforward way that can be easily adapted by institutions of any size. They explore the exhibition development process in greater detail, providing the technical and practical methodologies museum professionals need today. They’ve added new features and expanded chapters on project management, financial planning and interactive multimedia while retaining the essential content related to interpretive planning, curatorship, and roles and responsibilities. This second edition of the standby Manual of Museum Exhibitions is arranged in four parts: Why — Covering the purpose of exhibits, where exhibit ideas come from, and how to measure success Where — Covering facilities and spaces, going into details including security, and interactive spaces What — A look at both permanent collection displays, and non-collection displays, as well as virtual, participatory, temporary, travelling displays, and retail sales How — Who is involved, planning, curatorship, and content development, design, multimedia, fabrication and installation, financial planning, and project management Over 130 figures and photographs illustrate every step of the exhibit process. No museum can be without this critical, detailed guide to an essential function.

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Words are everywhere in the museum. Amidst all the visual exhibits, and in many non-exhibition areas, swarm a host of words, talking to a vast swath of people in ways that visuals cannot. Signage at the information desk, brochures, exhibition videos, guided tours, membership materials, apps, and store labels: in a multi-screen world, where information explodes in every corner of the field of vision, clarity comes from the presence of words among the feast of visuals, helping contemporary audiences feel at home. Research bears out the need for a range of learning tools and it's not just visitors who benefit from verbal cues; donors, educators, community partners, and volunteers will all engage more effectively with the museum that explains its brand mission with good writing. Whether written by administrators, staffers, freelancers, or interns, words are delivered by people in your museums with the knowledge that they will be interpreted by strangers. Your story is told everywhere, and with each narration it reinforces your brand; hopefully every single word reflects your brand. Each chapter tells how to put into words the stories you need to tell including: Blogs Brochures Exhibition videos Guided tour scripts Collateral programming talks Marketing plans Proposals to community partners Public Relations releases Social Media Solicitation letters Surveys Volunteer communications Website If you ever wished for a good writer, right on staff, ready to take on project, major or routine, here's the help you're looking for.

Renowned museum consultant and researcher Beverly Serrell and a group of museum professionals from the Chicago area have developed a generalizable framework by which the quality of museum exhibitions can be judged from a visitor-centered perspective. Using criteria such as comfort, engagement, reinforcement, and meaningfulness, they have produced a useful tool for other museum professionals to better assess the effectiveness of museum exhibitions and thereby to improve their quality. The downloadable resources include a brief video demonstrating the Excellent Judges process and provides additional illustrations and information for the reader. Tested in a dozen institutions by the research team, this step-by-step approach to judging exhibitions will be of great value to museum directors, exhibit developers, and other museum professionals.

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