Telling the story: leaflets and displays

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WHAT I DO

I work with professionals from across the heritage and cultural sectors to make content relevant to audiences. This can involve interpretation planning, writing and editing museum text and also testing ideas with audiences.
11.00 Welcome (Linden Groves, The Gardens Trust)
11.10 Introduction to heritage interpretation
   What makes great visitor experiences?
13.00 Lunch
13.45 Making wonderful leaflets and displays
15.00 A word on Royal Pavilion interpretation (Dr Alexandra Loske, Royal Pavilion)
15.15 Pavilion visit
What is interpretation?

- audience
- learning
- communication
- message
- visitors
- outcomes
- text
- exhibit
- storytelling
- curatorial knowledge
- objects
- display
What is interpretation?
What is interpretation?

curator

designer
What is interpretation?

curator

designer

interpreter
What is interpretation?

curator

interpreter

designer

project manager
Building blocks of an Interpretation Plan

why? purpose
who? audience
what? outcomes
how? method
Flick book, 1868
University of Exeter
Bill Douglas and Peter Jewell Collection
Layering information

Website
Printed material
Signage
Introduction panels
Identifiers
Group label
Object label
Touch screen
Audio guide
Leaflet
What does great interpretation look like?
What makes a great visitor experience?
What do great leaflets look like?
Making wonderful leaflets and displays
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<tbody>
<tr>
<td>purpose</td>
<td>audience</td>
<td>outcome</td>
<td>method</td>
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</tbody>
</table>

- Understanding what you want to achieve
- What do you know about your intended audience?
- A clear message
- Go beyond knowledge
- Generic Learning Outcomes
Visitor outcomes

**Learning outcomes**
- Knowledge and understanding
- Enjoyment, inspiration and creativity
- Skills
- Values, attitudes and feelings
- Activity and progression

**Social outcomes**
- Stronger and safer communities
- Health and wellbeing
- Strengthening public life
Understanding what you want to achieve
What do you know about your intended audience?
A clear message
Go beyond knowledge
Generic Learning Outcomes
Copy
Imagery
Production
Design
User testing
Printed leaflet costs

- Concept
- Writing
- Design
- Printing
- Paper
- Storage
- Distribution
- Updates
Leaflet tips – questions to ask yourself

• What is the message?
• How much can this leaflet do?
• Images?
• How will it be printed?
• Colour?
• Reproduction?
• Sponsor?
Cheap looks cheap
‘Good value’ ‘inexpensive’
Think creatively
Make do and mend
Time
Trialling, testing and tweaking
Sources of information

• Museums Association
• Museums Practice – Exhibitions on a Limited Budget (March 2014)
• Also Learning Resources (August 2002) & Marketing (Summer 2006)
• Association for Heritage Interpretation
• Ask social media – twitter, Instagram, facebook
• Arts Council guide to interpretation: http://www.staffordshirecarriages.org.uk/resources/
• Interpreting heritage: a guide to planning and practice (forthcoming 2020)
# A guide to interpreting horse-drawn carriages in museum collections

## Contents

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- What is interpretation? 2
- Horse-drawn carriages for beginners 3
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## Learning outcomes

### Knowledge and understanding

Visitors will understand ...
- What a carriage is
- The technological advances made by carriage manufacturers are an integral part of the art of modern transport
- The ownership and usage of carriages reflects the social history of Georgians and Victorians
- There were many roles involved in the operation of a horse-drawn carriage
- What they were and what they did
- Parts of a carriage gave name to parts of modern vehicles
- The role of conservators and restorers of these vehicles

### Attitudes and values

Visitors will ...
- Appreciate the skills and techniques of the craftsmen who made these carriages
- Be aware that significance of carriage history is perhaps more important than they might have originally thought
- Be aware of those who worked on the maintenance and repair of a carriage
- Be more aware of carriages as they crop up in their lives, having the experience back to this object
- Value the work of museums and conservators for caring for carriages and preserving their histories

### Enjoyment, inspiration and creativity

Visitors will ...
- Enjoy learning about the past, potentially through an angle they’ve not
- See carriages in a new light, potentially as a source of stimulus for creative work
- Have their sense of imagination about the past brought to life
- Take photographs of carriages to share on social media and other creative outlets

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## Interpretative devices

- Interpretation panel showing ... (image)
- A portable stand-up sign that can be moved in need be at Blenheim Palace, Woodstock
- A mobile interpretation panel in a purpose-built kiosk at The National Trust Carriage Museum, Ardingly

- Interpretation panel from the Museum of Science and Industry, Manchester
- An interactive kiosk panel at the Staffordshire County Museum
- Interpretation panel at the Royal Mews, London
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