

# **Telling the story: leaflets and displays**

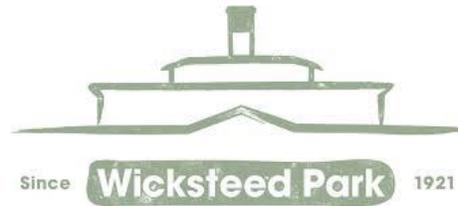
Steve Slack

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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

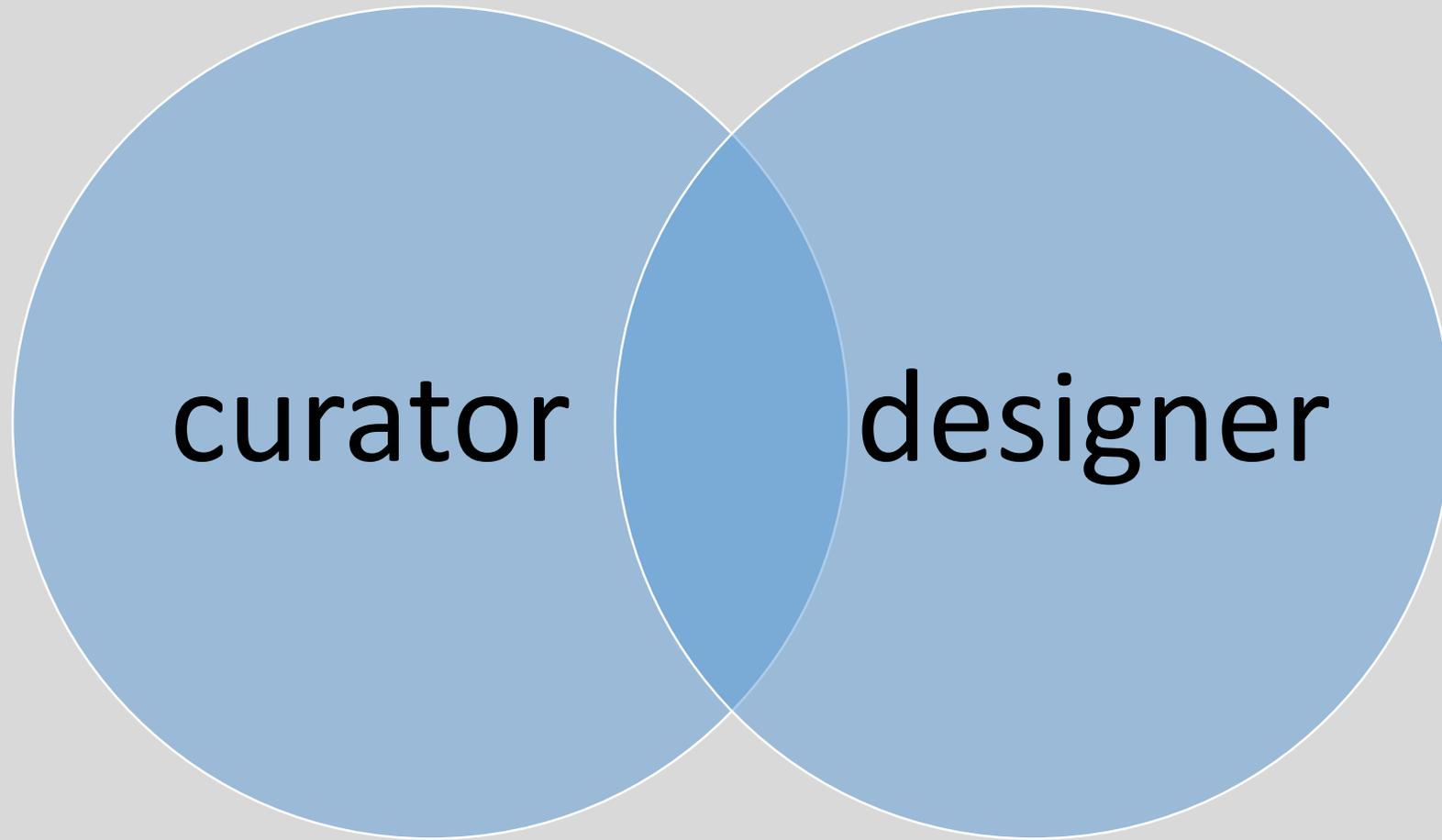
objects

display

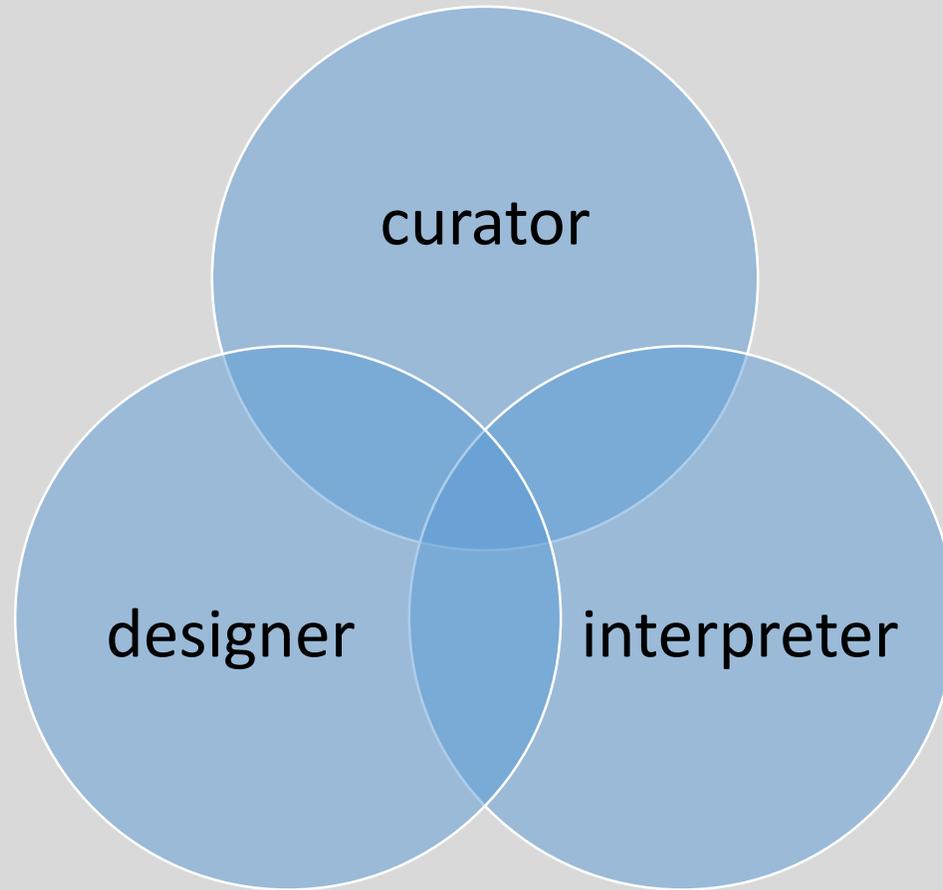
# What is interpretation?



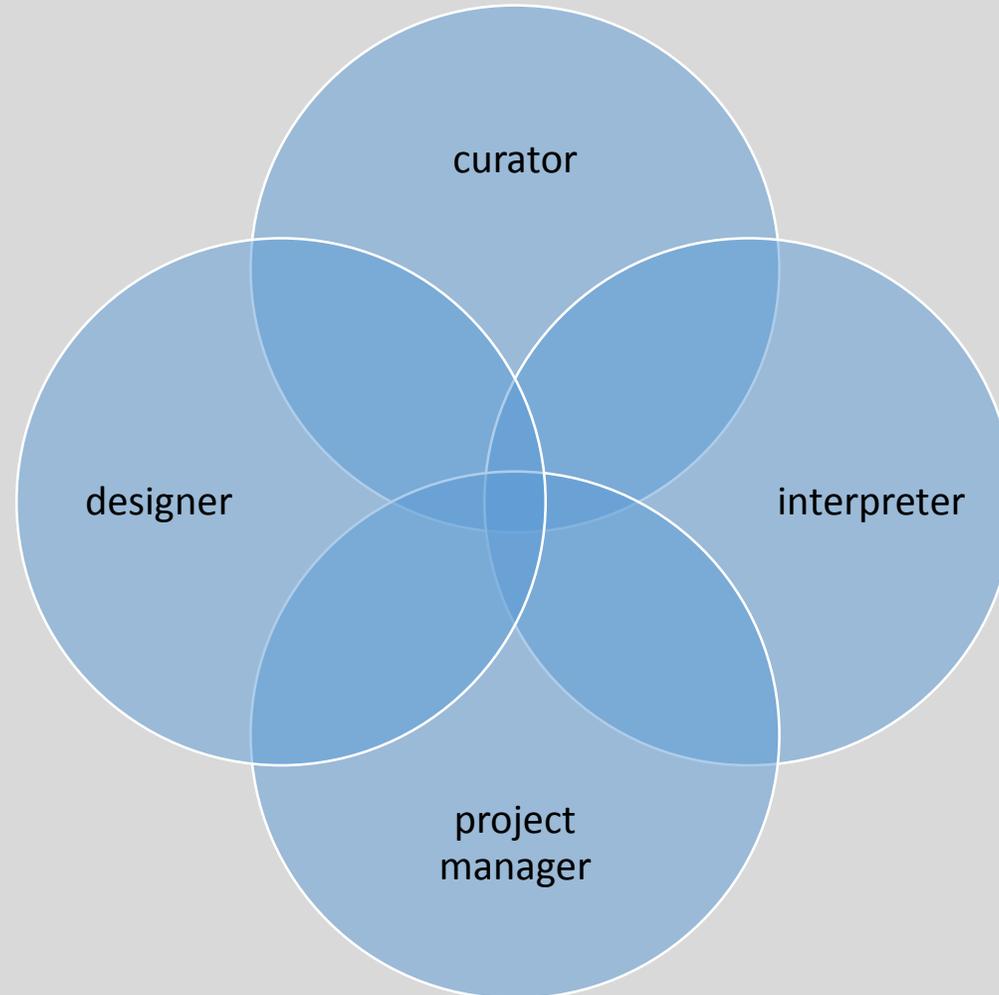
What is interpretation?



# What is interpretation?



# What is interpretation?



# 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

**why?**  
*purpose*

Understanding what  
you want to achieve

**who?**  
*audience*

What do you know  
about your intended  
audience?

**what?**  
*outcome*

A clear message  
  
Go beyond knowledge  
  
Generic Learning  
Outcomes

**how?**  
*method*

# Visitor outcomes

## Learning outcomes

Knowledge and understanding

Values, attitudes and feelings

Enjoyment, inspiration and creativity

Skills

Activity and progression

## Social outcomes

Stronger and safer communities

Health and wellbeing

Strengthening public life

**why?**  
*purpose*

Understanding what  
you want to achieve

**who?**  
*audience*

What do you know  
about your intended  
audience?

**what?**  
*outcome*

A clear message  
  
Go beyond knowledge  
  
Generic Learning  
Outcomes

**how?**  
*method*

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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## Learning outcomes

15

### Knowledge and understanding

#### Visitors will understand ...

- What a carriage is
- The technological advances made by carriage manufacturers are an important part of the story of modern transport
- The ownership and usage of carriages reflects the social history of Georgian and Victorian Britain
- There were many roles involved in the operation of a horse-drawn carriage – who they were and what they did
- Parts of a carriage gave names to parts of modern vehicles
- The role of conservation and restoration of these vehicles

### Attitudes and values

#### Visitors will ...

- Appreciate the skills and techniques of the craftspeople who made these carriages
- Be aware that significance of carriage history is perhaps more important than they might have originally thought
- Empathise with those who worked on the maintenance and driving of a carriage
- Be more aware of carriages as they crop up in their lives following the visit, relating their experiences back to this object
- Value the work of museums and conservators for caring for carriages and preventing deterioration

### Enjoyment, inspiration and creativity

#### Visitors will ...

- Enjoy learning about the past, potentially through an angle they've not experienced before
- 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 outputs

## Interpretative devices

20



Interpretation panel showing which parts of a modern car are named after parts of a horse-drawn carriage from the Streetlife Museum of Transport, Hull



Interpretative panel from the Museum of Science and Industry, Manchester



A portable stand-up sign that can be moved if need be, at Redhouse Stables, Mallock



An introductory panel at the Staffordshire County Museum



A mobile interpretation label in a purpose-built lectern at The National Trust Carriage Museum, Arlington Court



Interpretation panel at the Royal Mews, London

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