

Telling the story: leaflets and displays

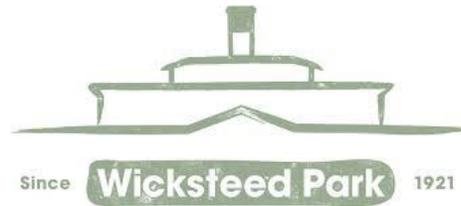
Steve Slack

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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

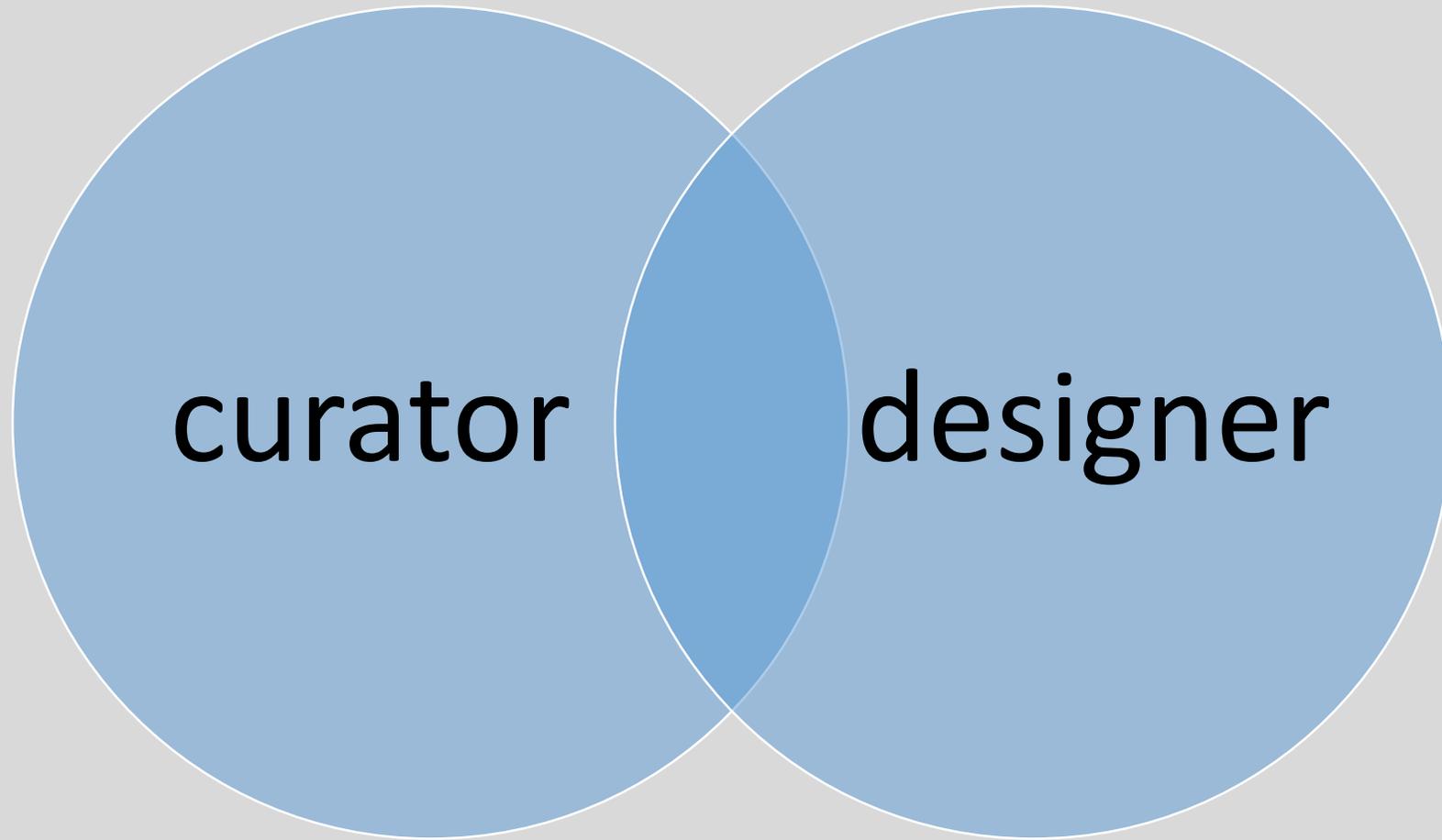
objects

display

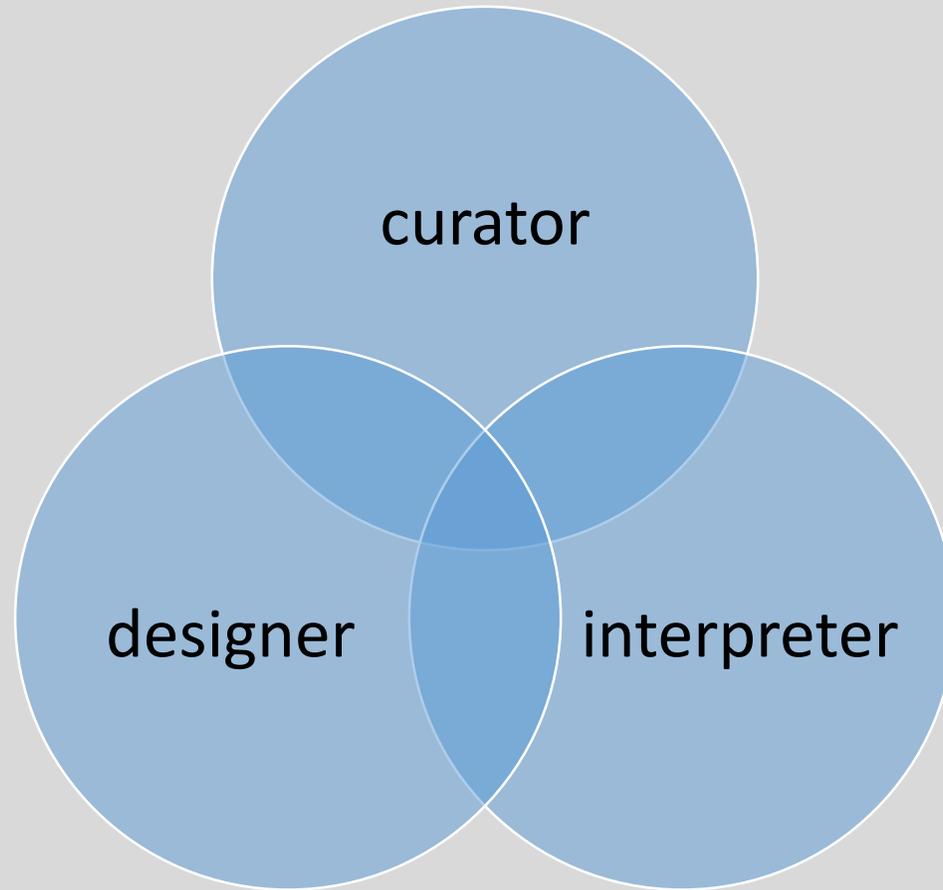
What is interpretation?



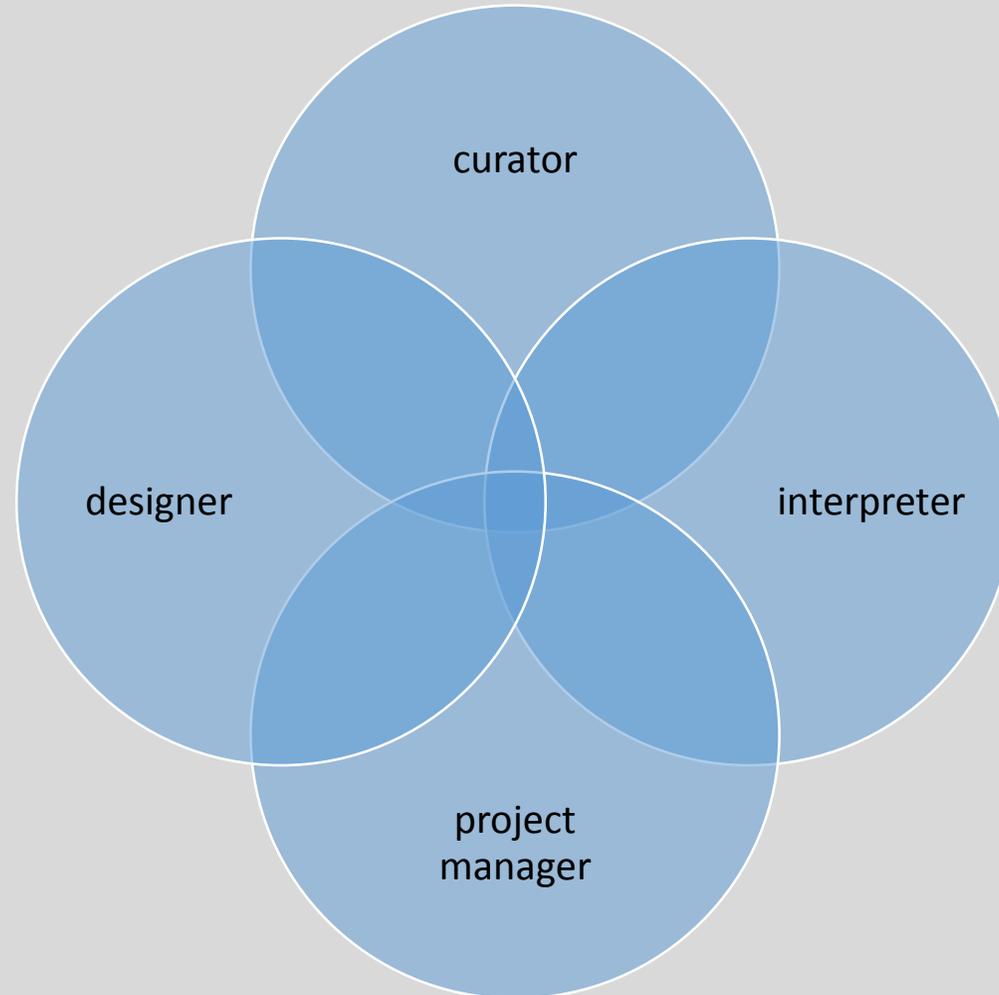
What is interpretation?



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

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What do you know
about your intended
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A clear message

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how?
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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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