

Preparing Educational Exhibits

Plan an “Eye-Catcher” Exhibit



A good exhibit requires good planning and careful construction. Follow this outline to increase your chances of building an outstanding EH club exhibit.

Remember these three basics:

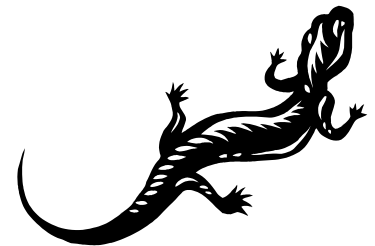
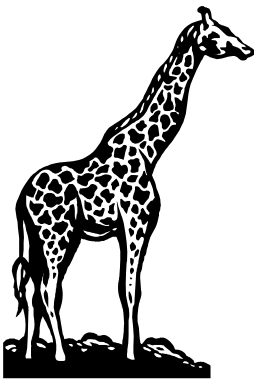
1. Stick to one idea
2. Keep the message short and to the point
3. Make the exhibit simple but interesting

And your three goals to:

1. Arouse interest
2. Stimulate thought
3. Get action

Procedure

1. Select a committee
 - A. Pool ideas (subject matter, ways to show)
 - B. Share work (collect materials, build, supervise on the job)
2. Collect needed information for committee
 - A. Audience to be reached (urban, rural, young, old, scientific)
 - B. Reason for exhibiting (celebrate event, education)
 - C. Exhibit space (floor and wall space, tables, background)
 - D. Lighting (natural, artificial) (spots or flood lamps needed)
 - E. Electrical outlets (voltage, load capacity, AC/DC)
 - F. Money available
3. Decide purpose of exhibit
 - A. Teach facts (give information)
 - B. Show process (teach how to do)
 - C. Promotion (encourage participation, raise money)
 - D. Recognition (show quality, raise standards)
4. Select subject
 - A. Timely (current problem)
 - B. Personal (of interest to audience)
 - C. Single idea (specific subject rather than general topic)
5. Organize subject matter
 - A. Determine goal (what do you want viewer to do)
 - B. Outline subject matter (should limit to about 4 major points)
 - C. Eliminate all subject matter not contributing to goal
6. Select title
 - A. Identify the exhibit (tell content)
 - B. Short (limit to four or five words)
 - C. Simple (short, simple words)
 - D. Attract attention – Personal (Your Food Dollar)
 Action (Make Your Own Hat)
 Question (How Well Are Your Fed?)
 Catch (Freeze Food For Fresh Flavor)



7. Determine arrangement
 - A. Message not under 30 inches or above 96 inches from floor
 - B. Read from left to right
 - C. Read from top to bottom
 - D. Lead eye to center of interest
 - E. Put title at top of exhibit
 - F. Balance materials either formally or informally



8. Choose method of attracting attention:

A. Actual Objects	B. Models	C. Demonstration	D. Motion
E. Lighting	F. Color	G. Contrasts	

9. Illustrations
 - A. Photographs at least 8"x10"
 - B. Photographs dull finish
 - C. Art work simple – line drawings, cartoons, water colors

10. Lettering
 - A. Horizontal rather than vertical lines of words
 - B. Be consistent in style
 - C. Be sure lettering is large enough to be seen
 - D. Caps are better for titles
 - E. Lower case is easier to read than caps. Use for sub-captions



11. Colors
 - A. Use neutral backgrounds
 - B. Limit to two or three colors
 - C. Have one dominant color
 - D. Red is a good accent color
 - E. Watch visibility (black on yellow, green or red on white)
 - F. Use warm colors (red, orange, yellow) for cooking exhibits, etc.
 - G. Use cool colors (green, blue, purple) for freezing exhibits, etc.

12. Materials
 - A. Backgrounds – cardboard, wallboard, plywood, pegboard, wallpaper, corrugated paper, cloth
 - B. Illustrations – Photos, magazine cutouts, calendars, line drawings, cartoons
 - C. Lettering – pen, chalk, crayon, Mystic tape, stick-on letters
 - D. Fasteners – glue, rubber cement, staples, tacks, masking tape, Scotch tape, wax

Score Card

	POINTS
Conveys message – timely subject	30
Effective Title – short, personal, active verb	20
Attracts attention – stopping power	20
Balanced and original	10
Uncluttered simple, neat	10
Workmanship	<u>10</u>
	100 – Total

EDUCATIONAL EXHIBIT SCORE CARD

CLUB _____

POINTS RECEIVED

EDUCATIONAL VALUE AND INTEREST

(Conveys one message, accomplishes a purpose, timely subject)

30 Points

TITLE AND CAPTIONS

(Effective titles - short, personal active verbs)

20 Points

ATTENTION

(Stopping power, attracts attention, holds interest, encourages study)

20 Points

BALANCE AND DESIGN

(Balanced, original idea)

10 Points

NEATNESS

(Uncluttered, simple)

10 Points

GENERAL ATTRACTIVENESS

(Workmanship, well constructed, colors attractive)

10 Points

TOTAL POSSIBLE POINTS - 100

TOTAL SCORE _____

100 - 90 Points BLUE 89 - 75 Points RED

74 - Under WHITE

REMARKS:
