

Jr. High Interactive Exhibit - 6th, 7th & 8th graders

The goal is to get your audience to...**Stop, Read & Remember!**

A good exhibit has to attract attention, focus attention on a central idea, and sell the person on the idea that you are trying to present.

Follow these 10 steps for an effective Exhibit:

- 30 **Determine your Audience:** Your audience will be a group of judges that will have a short amount of time to look at your exhibit. So you will need an exhibit that gets their attention. Think about what you would like to look at. Do you want to read a long paragraph to get the idea of an exhibit?
- 40 **Determine your Purpose:** Do you want your judge to: Take Action? Solve a problem? Or Change his/her opinion? Without a purpose or objective, your exhibit may be a jumble of elements without any particular point or effect. With a purpose, your exhibit will have something definite to say and do so clearly and briefly!
- 50 **Develop the Theme:** Choose a single theme or subject to be treated briefly. Make sure that every element, whether visual or text, supports your theme. Leave out anything else! Use strong visual elements and brief text.
- 60 **Treat the Subject Visually:** You must be able to get your purpose across without having to explain it to someone. In other words, ask yourself the following questions: If I set up
5. **Develop the story line:** The story line consists of 3 steps: state the problem, offer solutions, and show the benefits.
6. **Design:** Good design leads the judge to stop, look and remember! Determine the size, shape, and kind of space your exhibit will occupy. Know the kind of lighting the space has and what is needed. The layout should guide you from one part to the next. Your judge should be able to understand the overall story, not just notice separate parts. Don't over crowd your exhibit, keep it simple but informative!
7. **Visuals:** Good visuals are a must! Use photos, drawings, maps, charts, graphs, actual objects or models.
8. **Lettering:** When planning your exhibit, pay attention to the size, weight, style, and spacing of the letters. Avoid using fancy or ornate letterings. Capitals are good for titles, but upper and lower case should be used for text. The size of the letters should be judged by the viewing distance or the emphasis of the letters on the exhibit.
9. **Color of Board and Letters:** Contrast is one of the most important considerations in determining color combinations for exhibits. Use dark letters on a light board and light letters on a dark board:
10. **Text:** Exhibits are not bulletin boards or enlarged leaflets. Viewers are standing, moving, or have an interrupted or obstructed view. Reading a lot of text is difficult to do. Keep it brief! Try to use active verbs. For example "Improve Your Farm" rather than "Farm Improvements."