

Exhibitions

“Laboratories”

Storytelling

Social media

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Relating to your audience

-How to identify your audience



-Learn that researching your audience is as important as the material you are presenting

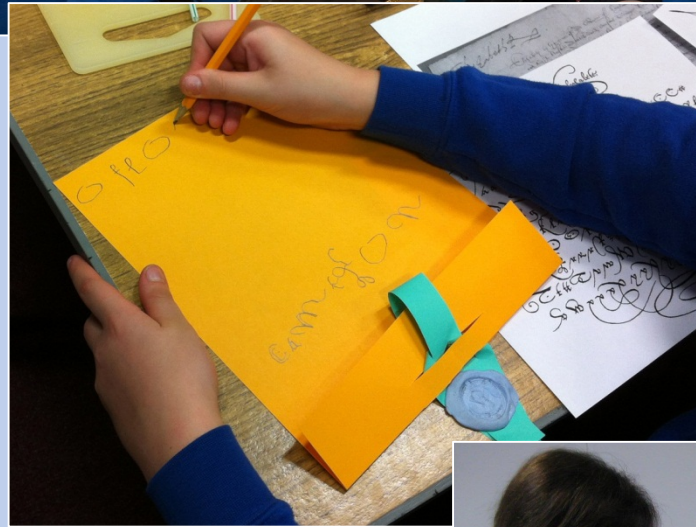
-How to find connections between individuals and items selected (group interests, hobbies, etc.)



-How to develop activities which engage groups of all backgrounds



-How to relate to school-children, teenagers, working class adults, and academics and researchers



-How to talk to various academic groups; relating the story of a collection or an item to research or conferences



Don't aim too low

-some museums' captions and exhibition catalogues are too elementary to the point of offence

-by writing too generally, too simply, you can offend and alienate your audience

-teach how to speak or write clearly



Pictures speak thousands and
thousands of words

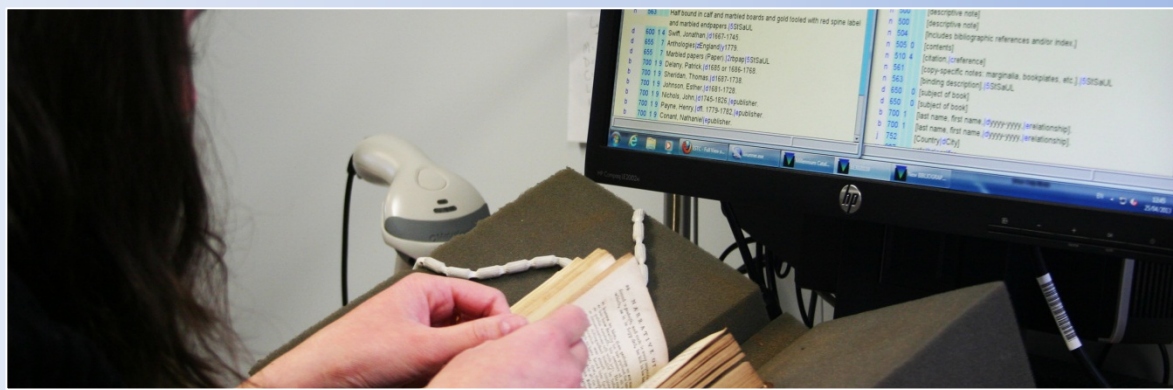


-Pictures can describe 3D objects to a reader much quicker than words

-Teach how illustrations are 'universal' in their language

-Publicly accessible photographs in hires allow virtual readers to get 'up-close' to an object





-how to invoke the human element

-the most impactful images of historic material is seeing someone touching them

-scale, tactileness, sense of connection





Thank you

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