Style Guide 2019 ILP Expo

OVERALL DISPLAY REQUIREMENTS
- **Display number** must be placed in the top right corner of the rightmost display board. This will be given to you by the Curation Team on the day of ILP Expo.

- **Driving question** must be font size 72 (or very neatly and legibly created by hand) and placed at the top of the rightmost display board. You may simplify the driving question so it is easier for the audience to read or easier to fit in display.

- All artefacts/objects/artworks/products need **labels**. This should be size 20-24 Times New Roman and include no more than 50 words. Remember most people read only 50% of any text. Look at the example to the right as a model.

Hand-made Doll
Ca. 1950
Donated by Helen E. Bahr

Made from a turkey wish-bone, this whimsical hand-made doll was created by a resident of the Monroe County Infirmary over 60 years ago. The "County Infirmary" was called the "County Poor Farm" from 1898 to 1951. Today the facility is known as "Rolling Hills Nursing Home."

- You should also include a **300-word research overview/conceptual statement** of your project. This should be placed underneath your display number and be font size 18 (will cover one A3 page). Ensure to break up text with images, paragraphs and subheadings! See the structure below as a model:
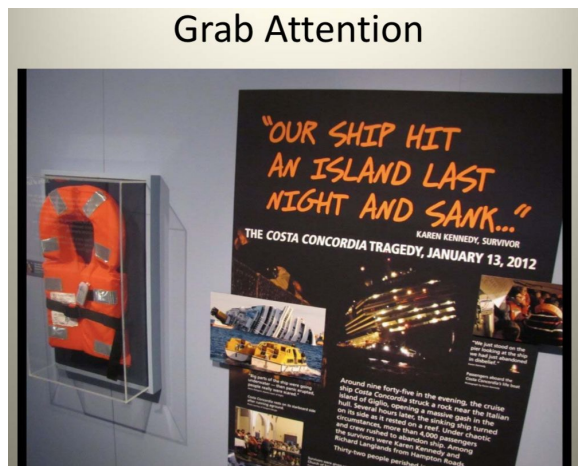

STUDENT NAME:
PROJECT CATEGORY:
DESCRIPTION: (300 words)

- **Additional text** on the display board, such as flow charts and diagrams, should not exceed 200 words overall. Less is more!
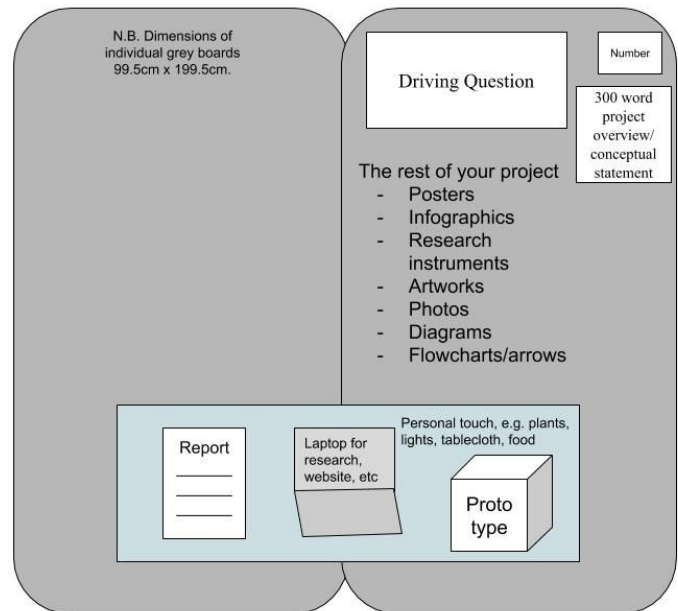

Three Simple Rules

- Keep it as brief as possible
- Make a point
- Make it accessible

Grab Attention

"OUR SHIP HIT AN ISLAND LAST NIGHT AND SANK..."
KAREN KENNEDY, SURVIVOR
THE COSTA CONCORDIA TRAGEDY, JANUARY 13, 2012

ADDING YOUR PERSONAL TOUCH:

- You can choose the colour scheme of your text to suit your project/aesthetic vision.
- Additional decorations to suit your vision, such as pot plants, fairy lights, table cloths, ect.
- Laptop for quizzes, films, PowerPoints, ect.
- Headphones for auditory elements
- Lollies and prizes
- Samples and take-home gifts
- Can use any font for the driving question, as long as it is easy to read

What Visitors Want…

- Just enough information delivered quickly and clearly

- Personable, memorable experience

Make it accessible

- Avoid technical or complicated language

- Reading level between 6th-12th grade

- Use colorful, descriptive language

- Ask questions that provoke or that visitors would be asking

- Make the labels interactive

For more inspiration, see:
https://www.wisconsinhistory.org/pdfs/hp/2014conference/Make-Professional-Labels.pdf