

CREATING SIGNAGE & GRAPHICS

WHEN YOU'RE NOT A GRAPHIC DESIGNER

PRESENTED BY BETHANY FLEMING FOR GAYLORD ARCHIVAL

INTRODUCTIONS

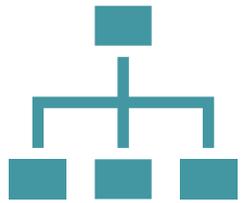
Bethany Fleming

Exhibit Developer &
Museum Consultant

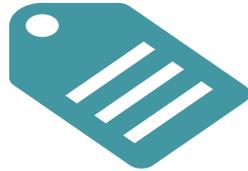
FLEMING
MUSEUM CONSULTING



CREATING SIGNAGE & GRAPHICS



Content & Graphic Hierarchy



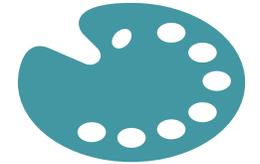
Label Copy



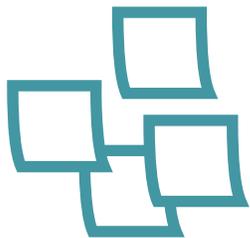
Typography



Color



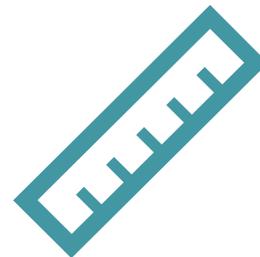
Design Elements



Graphic Types



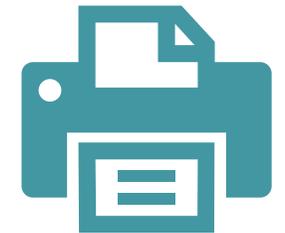
Design Software



Design Basics



Images



Printing & Mounting

CONTENT & GRAPHIC HIERARCHY

Organize Your Content

Create a content outline

01.01 Exhibit Title

01.02 Icons

01.03 Guiding Principles

○ Guiding Principles

- We Act with Integrity: We believe integrity is a cornerstone of business success.
- We Earn Our Customers' Business 24/7: We believe serving our neighbors, friends and family is an honor and privilege that must be earned every day.
- We Cross the Finish Line Together: We believe success is achieved when we work together.
- We Put Points on the Board: We believe success depends on delivering meaningful results.
- We Leave It Better Than We Found It: We believe lasting value is created through making improvements every day.
- It's a Great Place to Work: We believe in an environment where we can contribute to our full potential.

02.01 Making Consumers Energy Great

○ Consumers Energy is a Great Place to Work: Developing Employees

- Leaders are Teachers
 - Leaders share their knowledge and experience
 - Leaders model leadership principles and guide leadership development
- We are a learning organization
 - Continuous development is key
 - We learn from each other
 - We collaborate
- Leadership development is a priority
 - Leading with Impact (leaders of other leaders)
 - Emerging Leaders (leaders of individual contributors)
 - Curriculum of development opportunities
 - Customer Relationship Managers (CRMs) able to partner with the business to plan
- Employees take responsibility for their own development
 - Employees work with their supervisors to find development opportunities through the Performance Expectations Feedback and Development (PEFD) process
 - Employees seek out self-development opportunities

CONTENT & GRAPHIC HIERARCHY

Organize Your Content

Even better, create an exhibit script

Centier Bank Whiting Branch Museum Exhibit Exhibition Script Outline DRAFT v13

January 12, 2021

This script outline shows each individual element of the exhibit. This version includes the first draft of final text. **Within the center column, text in italics is descriptive, non-italic text is actual label copy.**

Outline Color Key

Gray	Graphic – Individual Photos, Murals, or Collages
Purple	Graphic – Created Graphics, Dimensional Graphics or Letters
White	Text – Panels, Dimensional Letters, or Integrated into Graphic
Green	Media Interactive – Touchscreen Interactives, Audio-Visual Interactives
Blue	Kinesthetic Interactive – Physical and Manipulative Interactives
Red	LightBox – Backlit Graphics, Photos, etc.
Orange	Artifact – Touchable or Non-Touchable Artifacts, in Open or Closed Cases

01.01 EXHIBIT TITLE

Graphic: Title 01.01.00 T 01	Centier Bank Museum
Title 3 Words	

01.02 GLASS PANEL GRAPHICS

Graphic: Photo 01.02.00 G 01 Image File Number SP.01.053 And SP367_17in.tif	<i>Photo of Whiting Branch, current location, June 21, 1917.</i>	
Text Panel 01.02.01 T 01	The Whiting Branch of Centier Bank in 1917	
Title 8 words Body 28 words	In 1910, the Bank of Whiting moved from its original location at 1738 119 th Street to 1500 119 th Street, where the Whiting Branch of Centier Bank remains today.	

03.01 HERITAGE: THE ORIGINAL BUILDING

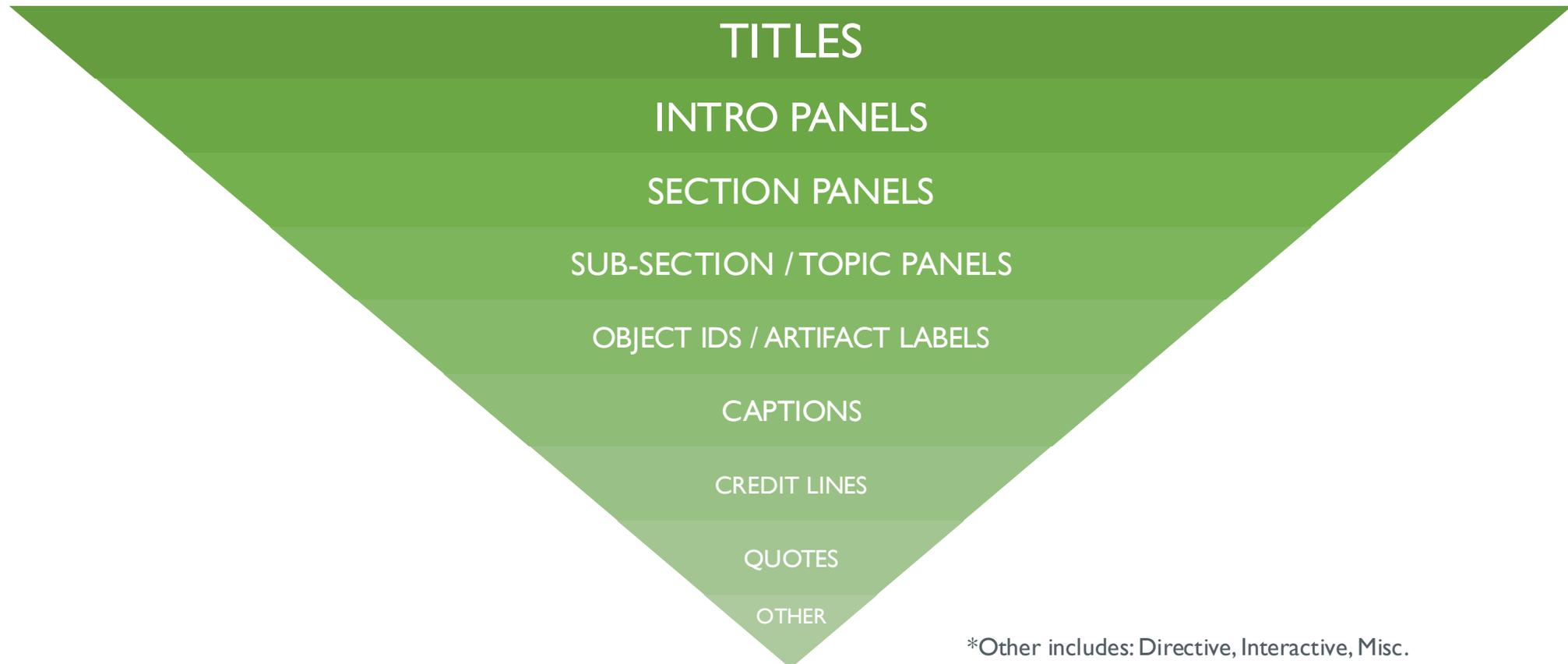
Graphic: Photo 03.01.01 G 01 Image File Number MMA1199.jpg	Full size sketch or image of original Bank of Whiting building	
Artifact 03.01.01 A 01	Glass Panel from original building Caption	
	Glass floor panel from the original Bank of Whiting location at 1738 119 th St., adorned with Henry Schrage's initials.	

Text Panel 03.01.01 T 01	The Beginnings of Centier Bank	
Title 13 words Subtitle 27 words Body 89 words	On April 21, 1881, Henry Schrage, Sr. expanded his community services beyond a general store and post office and founded Bank of Whiting at 1738 119 th Street. The Bank of Whiting grew quickly, along with the town. To support this growth, Henry Sr.'s sons Henry, Jr. and Walter, Sr. became involved in the bank. In 1910, the bank outgrew its original location and moved to 1500 119 th Street, where the Whiting Branch sits today. Walter, Sr. succeeded his father as President of the bank in 1917 and was instrumental in the bank's move to its new location. Of Henry's six sons (four sons and two daughters), all of his sons served as officers of the bank.	
Graphic: Photo 03.01.01 P4 01 Image File Number MMA1199.jpg	Photo No Caption	
Graphic: Photo 03.01.01 P4 02 Image File Number MMA1176.jpg	Photo Henry Schrage, Sr., founder of the Bank of Whiting.	
Graphic: Photo 03.01.01 P4 03 Image File Number 1816189.jpg	Photo Bank of Whiting advertisement, 1891.	
Artifact	Artifact	

CONTENT & GRAPHIC HIERARCHY

Create a Graphic Hierarchy

Think about your content, your space and the overall design



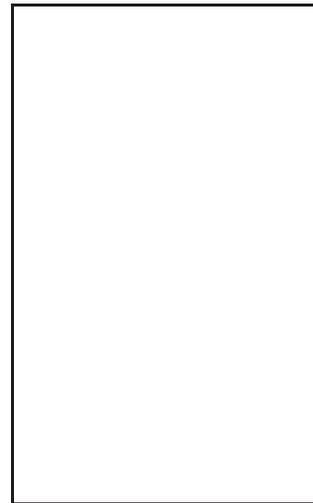
*Other includes: Directive, Interactive, Misc.

CONTENT & GRAPHIC HIERARCHY

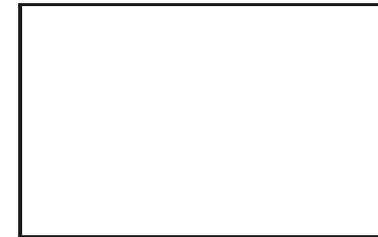
Label Copy Standards

Create word counts and decide on titles, headlines, subheads, etc.

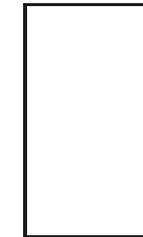
The **LESS**
you write,
the **MORE**
people will
read!



Intro Panels
58.5"x36", 22.5"x36"*
title: ~5 words
body: 125 words
images: 1-2 w/captions



Section Panel
14"x22.5"
title: ~5 words
body: 50-75 words
questions:
~15 words/one-liner;
kid-oriented.
images: 0**



Topic Panel
8"x14"
title: ~5 words
body: 25-50 words
questions:
~15 words/one-liner;
kid-oriented.
images: 0**

To accompany a
group of artifacts
and/or images.



Artifact Label
5.325"x3.125"
title: ~5 words
body: 20 words
images: 0

CONTENT & GRAPHIC HIERARCHY

Label Copy Standards

Create word counts and decide on titles, headlines, subheads, etc.

TITLES	1-7 words
INTRO PANELS	<150 words
OTHER PANELS	<100 words
CAPTIONS	<30 words
QUOTES	As short as possible

CONTENT & GRAPHIC HIERARCHY

Label Copy Standards

You don't need to write to the lowest common denominator, but do keep it simple.

- Keep your writing relevant and relatable to your primary audience
- Make sure labels connect to the exhibit's "Big Idea" and to what is on display
- Avoid complex, compound and long sentences
- Break text up into levels using titles, headlines, and multiple paragraphs or statements by priority of information

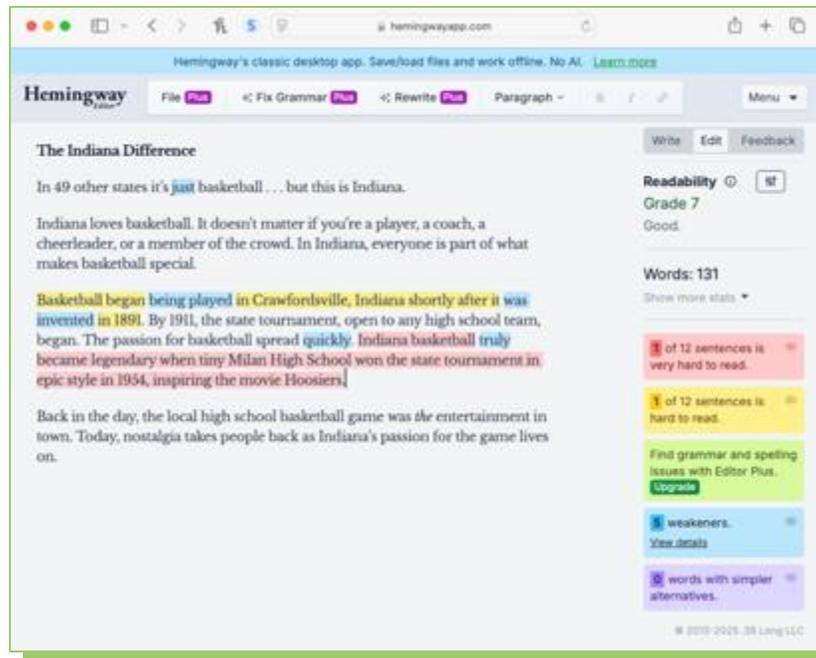


CONTENT & GRAPHIC HIERARCHY

Writing & Editing Tools

Use free editing sites and apps to help you write better labels

Hemingway Editor, Hemingwayapp.com



The screenshot shows the Hemingway Editor interface. The document title is "The Indiana Difference". The text content is as follows:

In 49 other states it's just basketball . . . but this is Indiana.

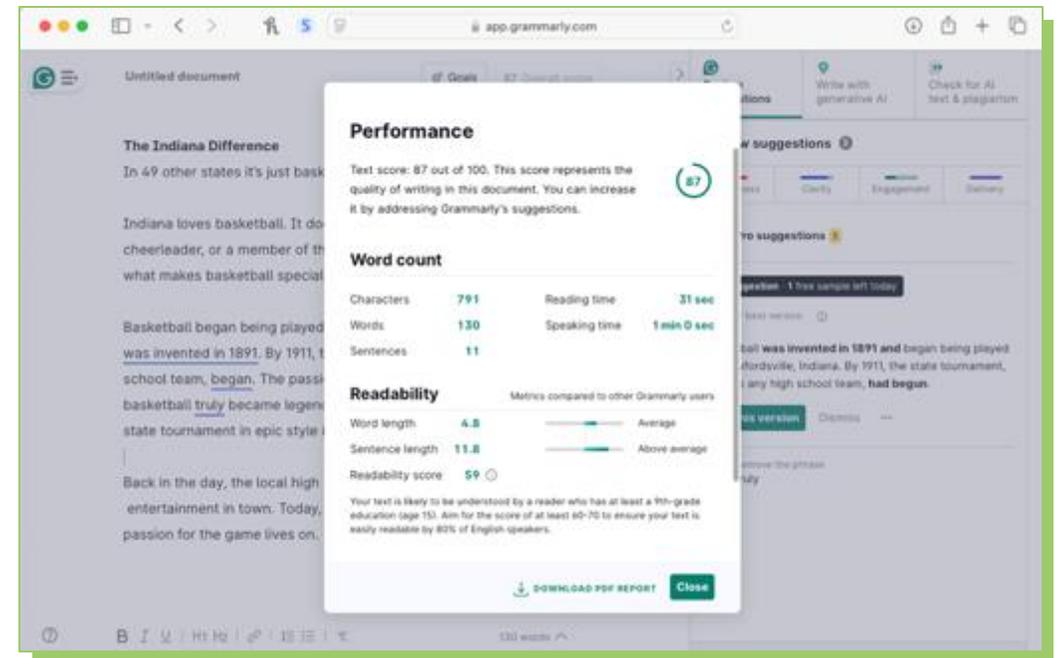
Indiana loves basketball. It doesn't matter if you're a player, a coach, a cheerleader, or a member of the crowd. In Indiana, everyone is part of what makes basketball special.

Basketball began being played in Crawfordsville, Indiana shortly after it was invented in 1891. By 1911, the state tournament, open to any high school team, began. The passion for basketball spread quickly. Indiana basketball truly became legendary when tiny Milan High School won the state tournament in epic style in 1954, inspiring the movie Hoosiers.

Back in the day, the local high school basketball game was the entertainment in town. Today, nostalgia takes people back as Indiana's passion for the game lives on.

The interface includes a menu bar with options like "File", "Fix Grammar", "Rewrite", and "Paragraph". On the right side, there are statistics: Readability (Grade 7, Good), Words (131), and several error notifications such as "3 of 12 sentences is very hard to read" and "Find grammar and spelling issues with Editor Plus".

Grammarly, Grammarly.com



The screenshot shows the Grammarly interface. The document title is "The Indiana Difference". The text content is as follows:

In 49 other states it's just basketball . . . but this is Indiana.

Indiana loves basketball. It doesn't matter if you're a player, a coach, a cheerleader, or a member of the crowd. In Indiana, everyone is part of what makes basketball special.

Basketball began being played in Crawfordsville, Indiana shortly after it was invented in 1891. By 1911, the state tournament, open to any high school team, began. The passion for basketball spread quickly. Indiana basketball truly became legendary when tiny Milan High School won the state tournament in epic style in 1954, inspiring the movie Hoosiers.

Back in the day, the local high school basketball game was the entertainment in town. Today, nostalgia takes people back as Indiana's passion for the game lives on.

The interface includes a menu bar with options like "Goals", "Download settings", "Write with generative AI", and "Check for AI text & plagiarism". A "Performance" pop-up window is visible, showing a text score of 87 out of 100. Other metrics include Word count (Characters: 791, Words: 130, Sentences: 11, Reading time: 31 sec, Speaking time: 1 min 0 sec) and Readability (Word length: 4.8, Sentence length: 11.8, Readability score: 59). A "DOWNLOAD PDF REPORT" button is also present.

Others:

readabilityformulas.com; charactercounttool.com

TYPOGRAPHY, FONTS, COLORS

Font Types & Styles

Choose fonts that fit your exhibit design, but are also easy to read

BODY COPY

Serif

Source Serif Pro
Times New Roman
Baskerville
Garamond
Goudy Old Style
Georgia
Merriweather

Sans Serif

Roboto
Gill Sans
Gotham
Avenir
Eurostile
Futura
Arial

TITLES, QUOTES, SPECIAL

Script and Display

Edwardian Script
Brush Script
Rockwell
Blackoak
Old Newspaper
Primetime
ENGRAVERS

Stick to 2-3 fonts at most.

Use different weights within your main font (**bold**, regular, *italic*, medium).

Sans serif is thought to be more readable, but with adequate spacing, either can work.

TYPOGRAPHY, FONTS, COLORS

Contrast & Spacing

Colors and spacing make a huge difference

LEADING:

vertical spacing

Leading adjusts how text is vertically spaced. It is a specific aspect of line spacing.

Leading adjusts how text is vertically spaced. It is a specific aspect of line spacing.

KERNING:

space between individual letters

AVA

A VA

HIERARCHY & CONTRAST IN TYPOGRAPHY

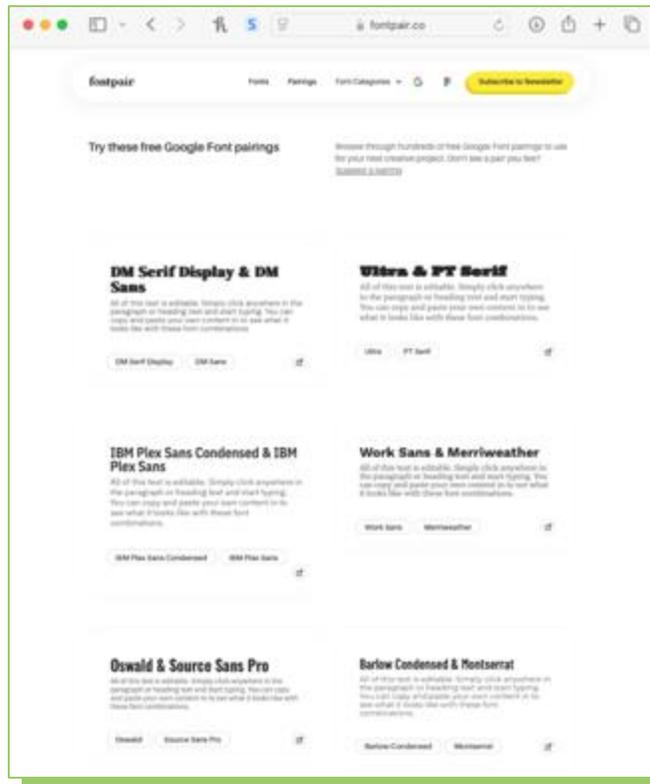
Hierarchy: arranging elements of different importance

Contrast: differences in **size**, **weight**, and **color** for readability and *emphasis*

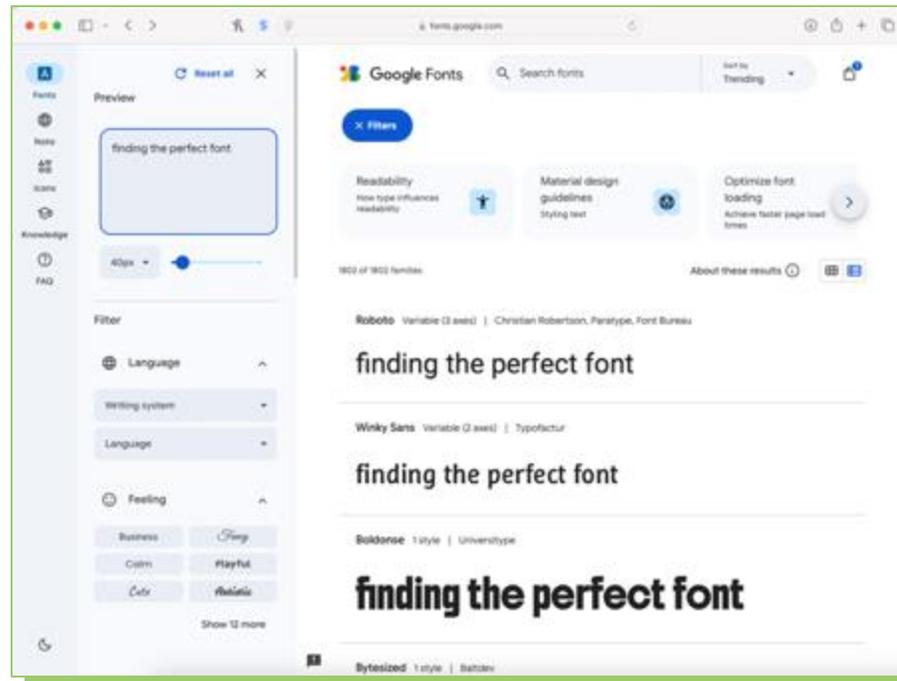
TYPOGRAPHY, FONTS, COLORS

Tools for Choosing Fonts and Colors

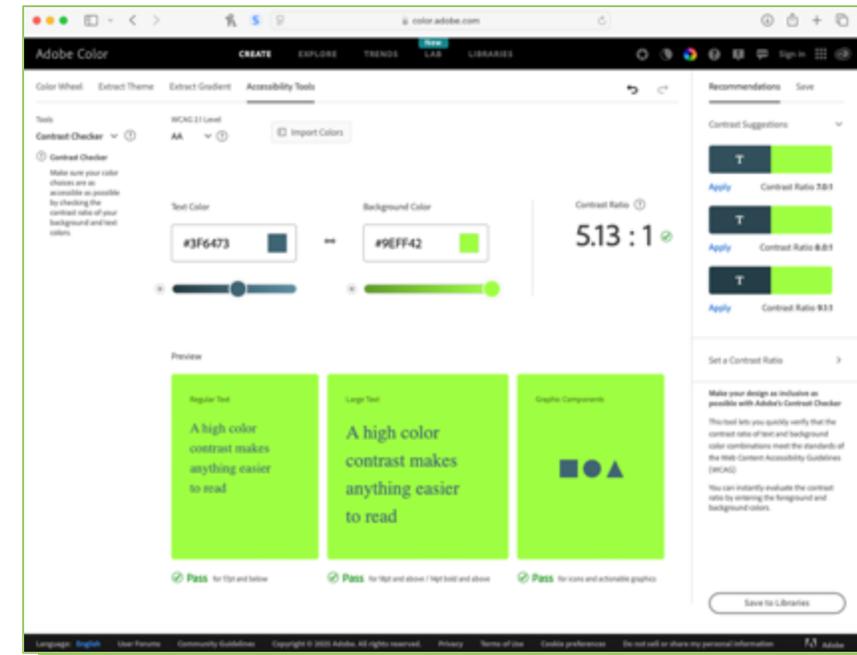
fontpair.co



fonts.google.com



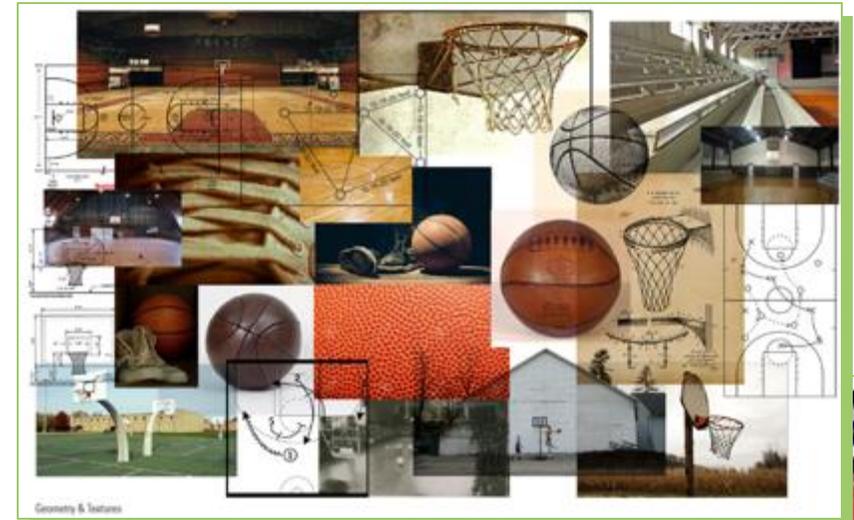
color.adobe.com



DESIGN ELEMENTS

The “Look & Feel” of Your Exhibit

Lean into your content (images, artifacts, etc.) to create your graphic style



DESIGN ELEMENTS

Motifs & Design Elements

Simple motifs and elements, repeated consistently, can strengthen your design



Founding of The Logan Museum

“the be th stud
A TE
The Lo
was to
donate
to Bu
accept
agreed
for the
Logan
College
— donor
The Lo
ganer
College
teacher
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is an
studen
College
human

CONTEMPORARY COLLECTING

The collections in the Logan Museum represent the past and present. Below: faculty, staff, and students are actively involved in acquiring contemporary objects that illuminate cultures around the world today. Many collecting efforts are spearheaded by students, as in this trip to Oaxaca to collect local textiles.

Students look at three generations of women in Oaxaca, Mexico during photos from the region's collection, 2016.

MODEL OF THE BLOOMINGDALE GYM

THE BLOOMINGDALE HIGH SCHOOL GYM WAS USED FROM 1910 TO 1957.

Ron Cook, an avid woodworker, created this scale model. He was a 1953 graduate of Bloomington High School. The original gym was built in 1910. At that time, it had a dirt floor. Concrete and then wood floors were added later. The entire building was heated by radiated stoves. Teams sat on the stage during games. Crowds often overflowed the bleachers and sat behind the teams and up in the "Crow's Nest." In the late 1950s, when a new school was built, the gym was condemned and sold at auction.

ESSENTIAL SKILL IN THE 21ST CENTURY: VISUAL COMMUNICATION



Food For Thought

As part of the community and service projects, students are encouraged to explore the impact of food on our lives. This exhibit explores the history of food and its role in our lives.

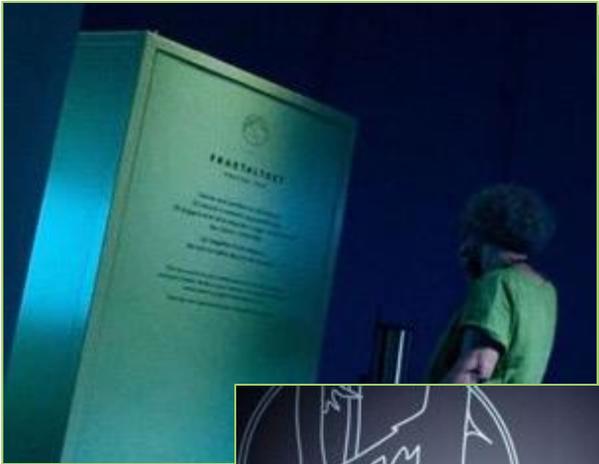
Gail Pendelton
Cafeteria Manager of
Bloomington High School
30 years of service

“One fellow, he was continuously on the parking lot when we drove up. ‘Why you not here at this time of morning?’ Comes on in, because it’s cold. ‘What, you hungry?’ He said, ‘Yeah, I’m hungry.’ You know the importance of what you’re doing when you see something like that. Your whole mindset changes. About what you are doing, how to look at what you’re seeing, and what you’re serving.”

National School Lunch Program Week
Amount of food per week varies by school.



Colored circles in a grid pattern: 3 teal, 3 yellow, 3 red, 3 orange, 3 white, 3 blue.

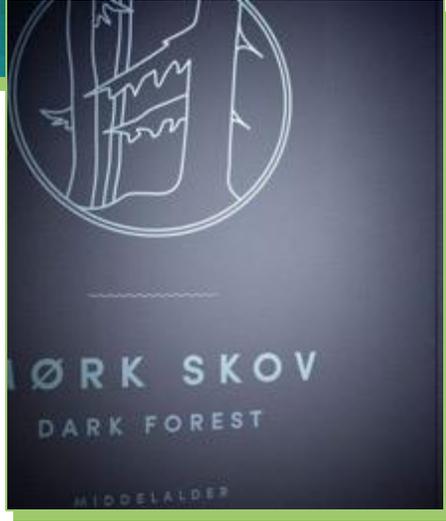


FROSTALDER

Exhibit panel with text and a small image of a person.



COURAGE AND CHALLENGERS AS
COURAGE AND CHALLENGERS AS
COURAGE AND CHALLENGERS AS



ØRK SKOV
DARK FOREST

MIDDELALDER

TYPES OF GRAPHICS

Simple, Somewhat Temporary Options

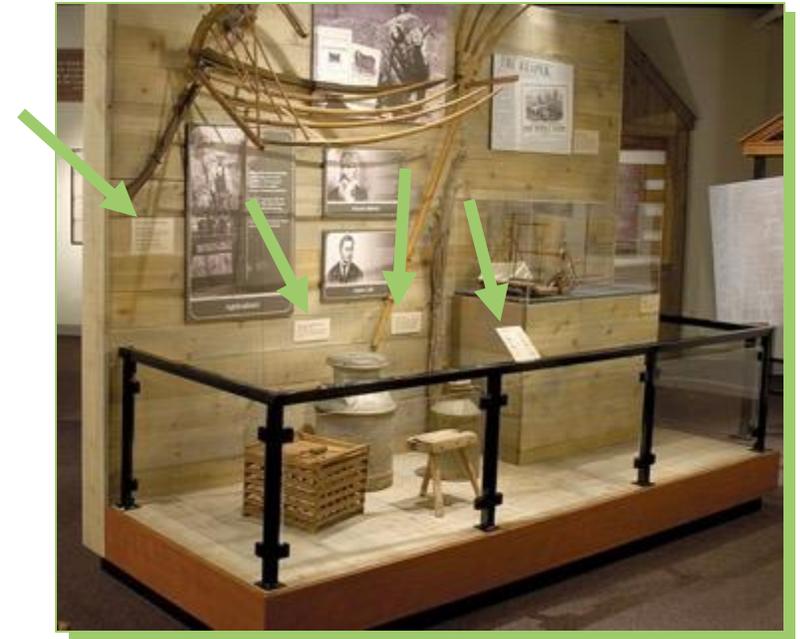
Foamcore



Gatorboard/Ultraboard



Matboard



TYPES OF GRAPHICS

More Permanent Options

Acrylic



Sintra / PVC



Direct Print



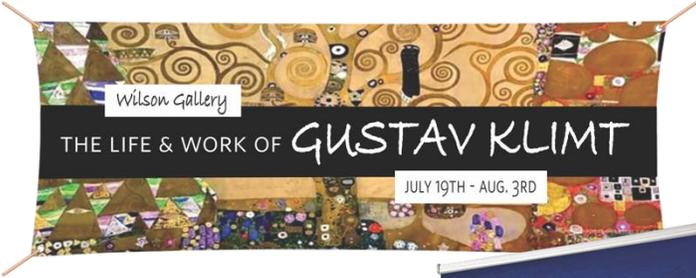
TYPES OF GRAPHICS

Specialty Graphics

Vinyl



Banners



Gaylord Archival® Custom Vinyl Hanging Banner, VHB63, VHB84, VHB42



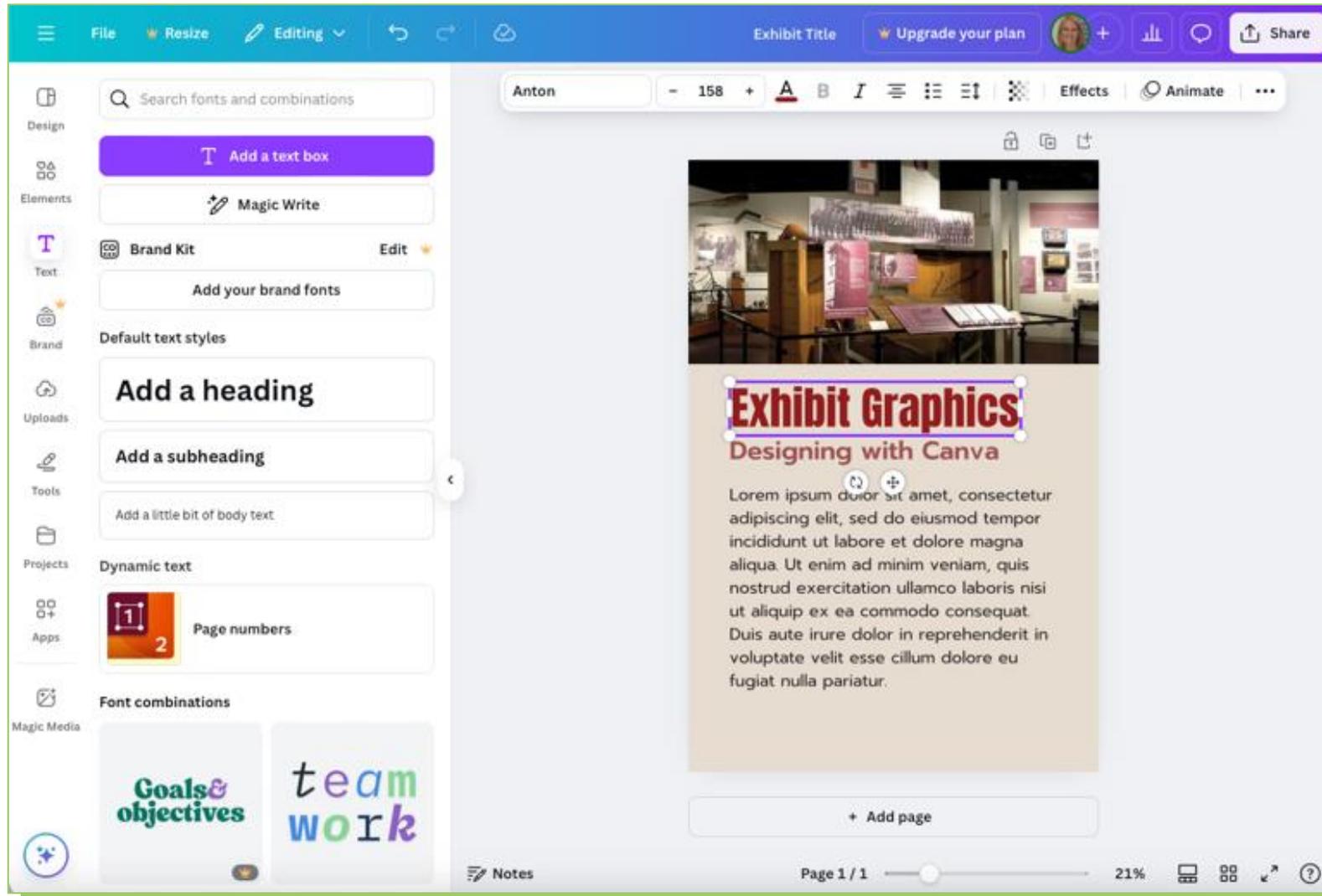
Gaylord Archival® Custom Vinyl Retractable Banner Stand, BS6086, BS3186, BS4786

Wallpaper



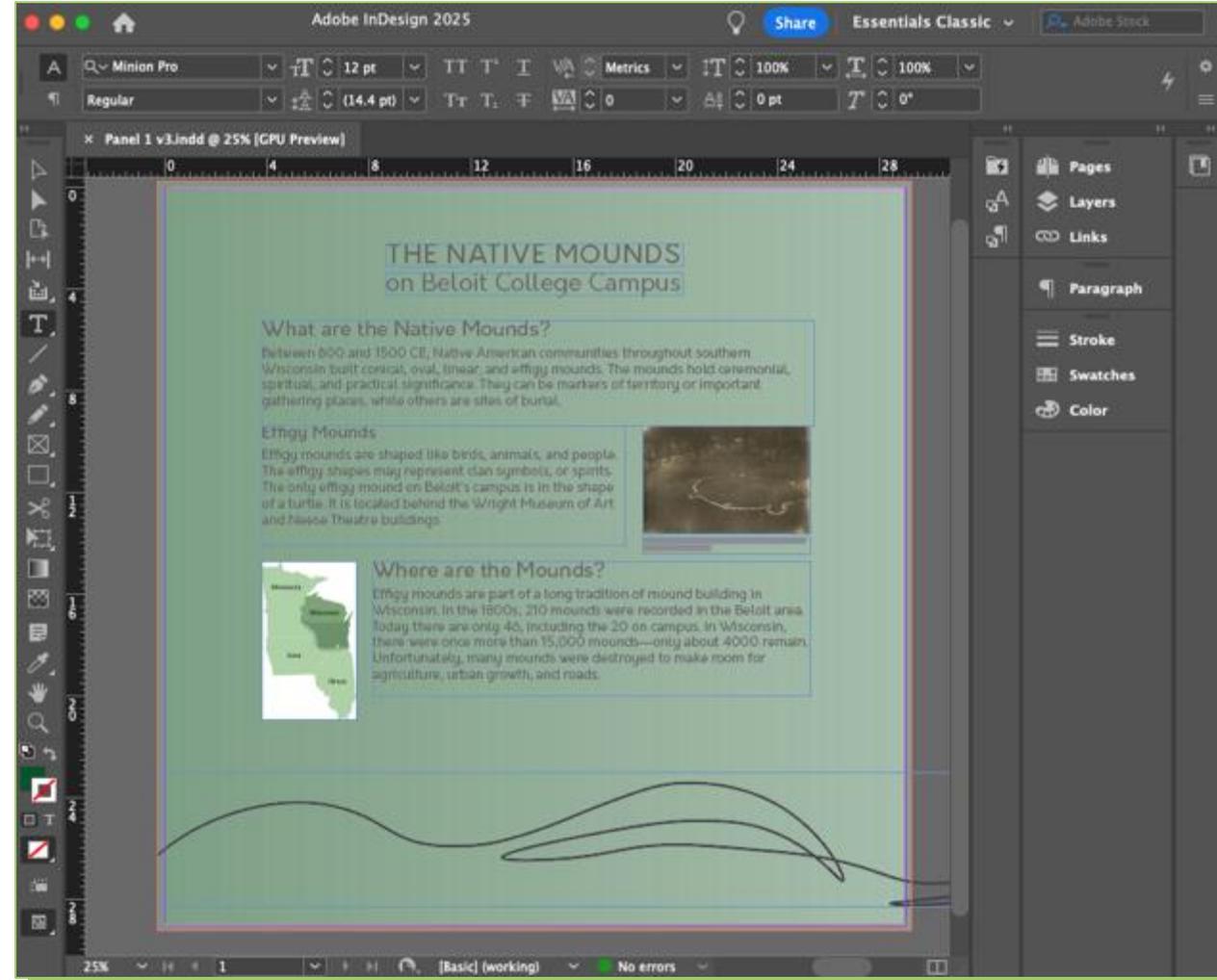
DESIGN SOFTWARE

Canva



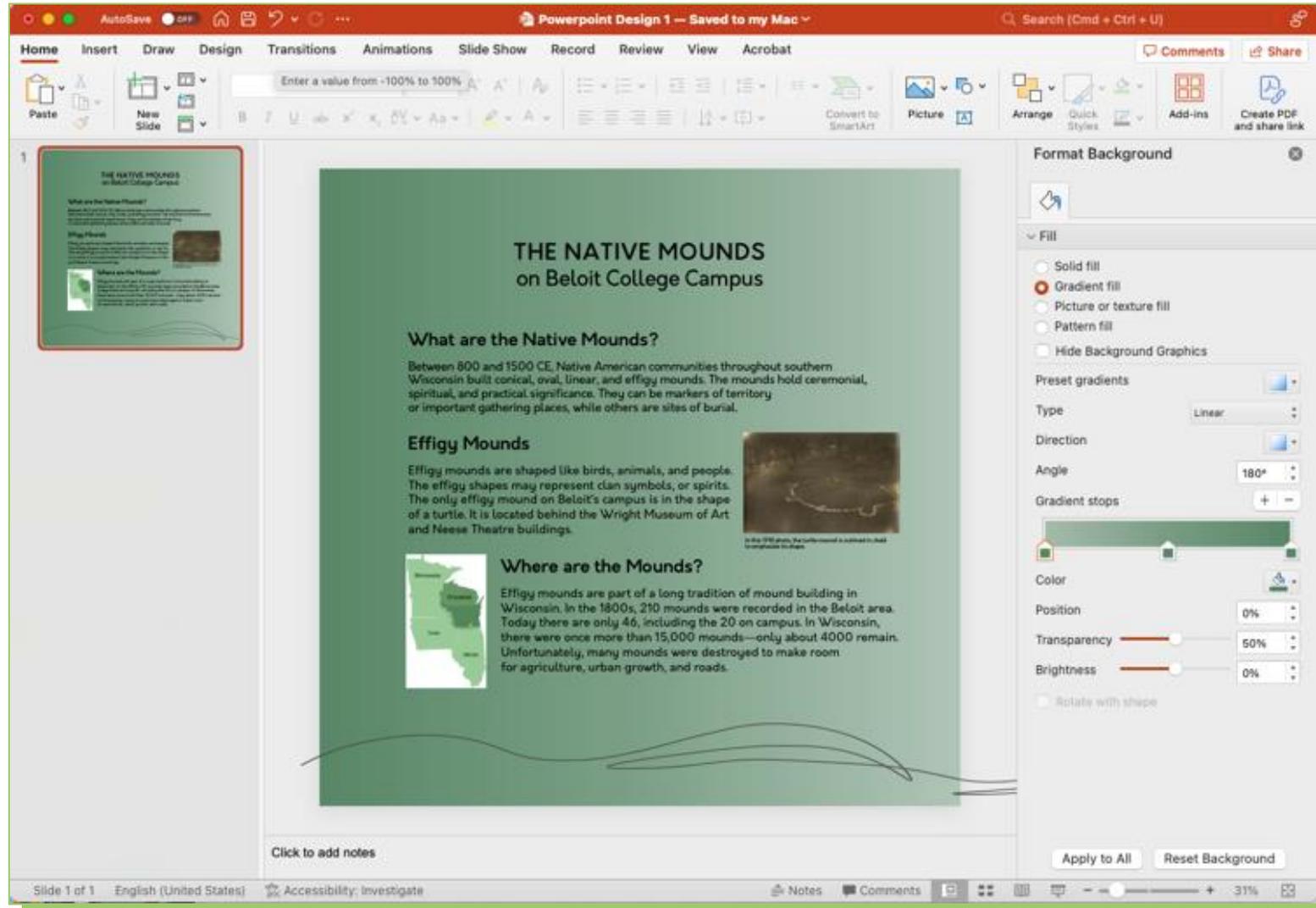
DESIGN SOFTWARE

Adobe



DESIGN SOFTWARE

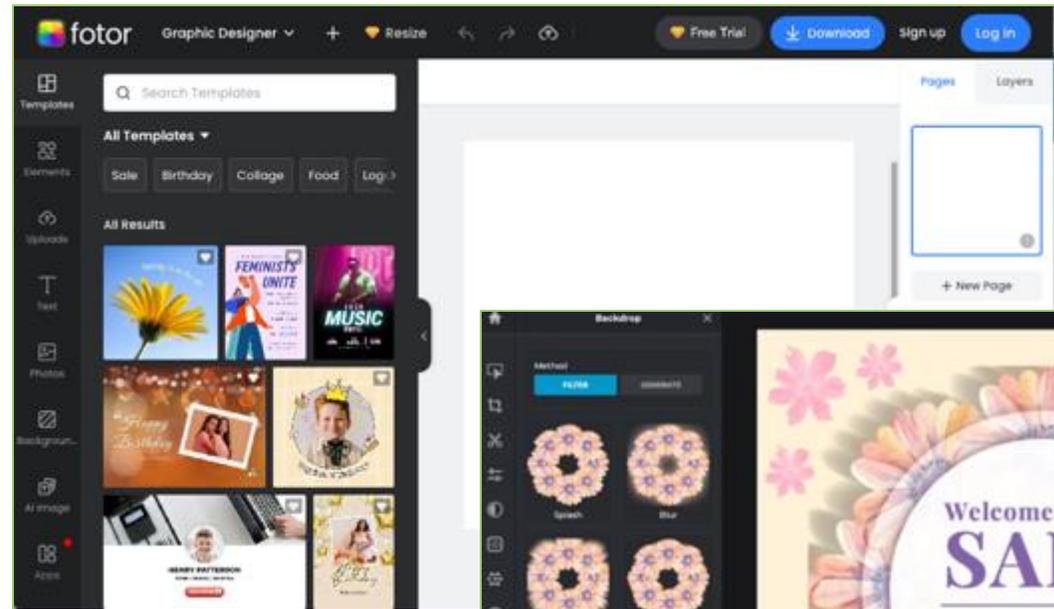
Microsoft Powerpoint



DESIGN SOFTWARE

Other Options

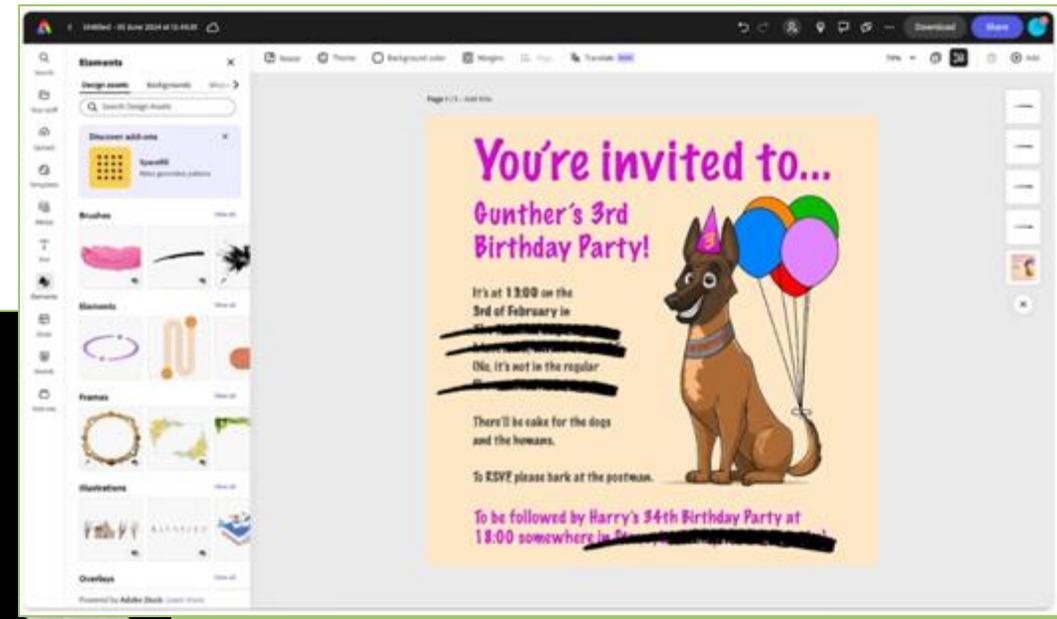
Fotor



Pixlr



Adobe Express



All: Free with Paid Plan Options

CREATING DESIGNS

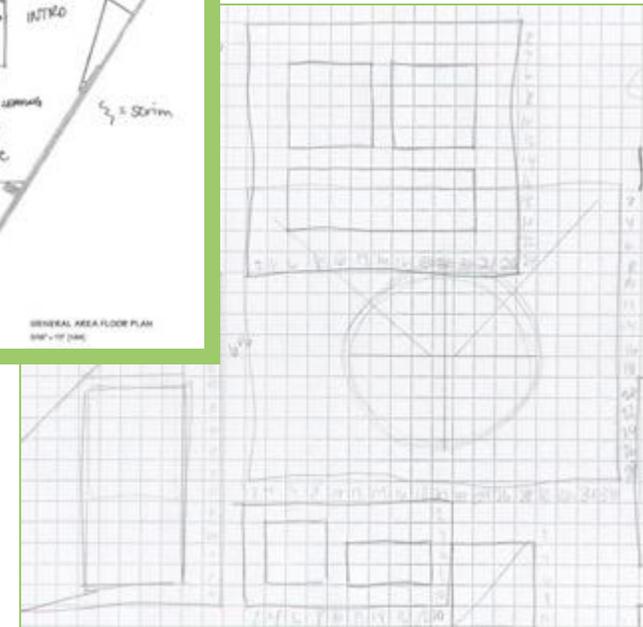
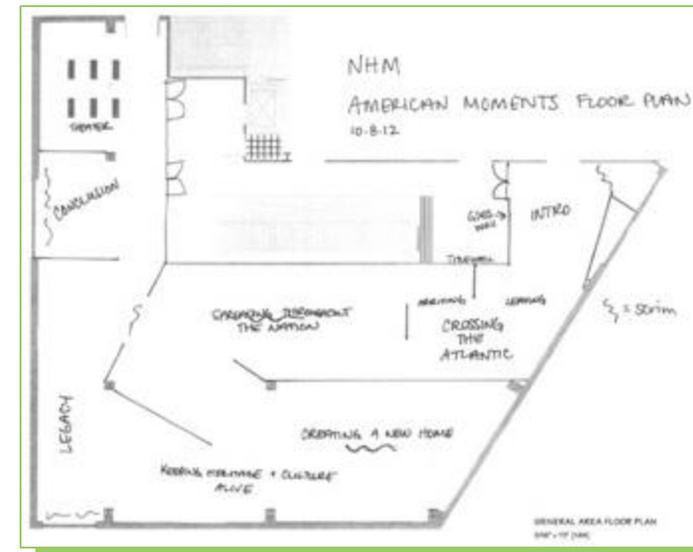
Map it Out

Create a simple floor plan and match your layout with your content

Digital: Existing Plans, Design Software



Analog: Existing Plans, Graph Paper

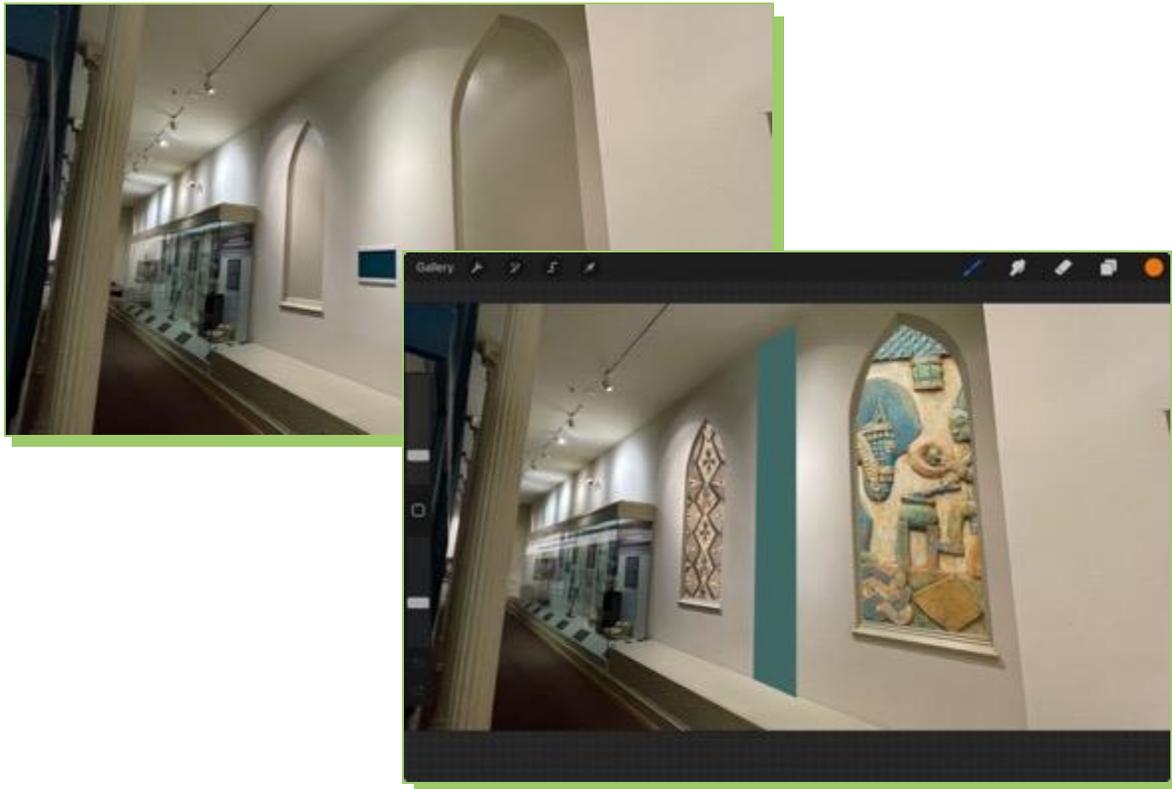


CREATING DESIGNS

Visualize It

Take photos and try out different options to visualize your graphics

Digital: Procreate, Photoshop



Analog: Photos and Cutouts



Tip: photos taken at a straight angle (unlike these) makes this much easier.

CREATING DESIGNS

Sizes

Decide sizes for graphics based on your hierarchy, space and style



Take advantage of your space
(architectural features, high ceilings, etc.)



Use different sizes and graphic types according to
your hierarchy, but be consistent

CREATING DESIGNS

Create Templates that Match Your Hierarchy

Be consistent—this not only makes it easier for you, but also your visitor!

Typography:

Use the same font sizes and weights for chosen elements.

Copy:

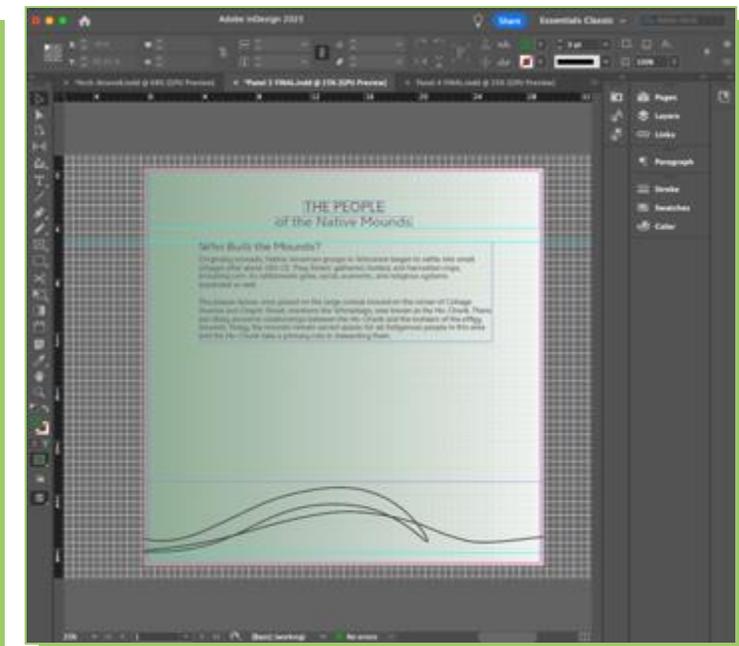
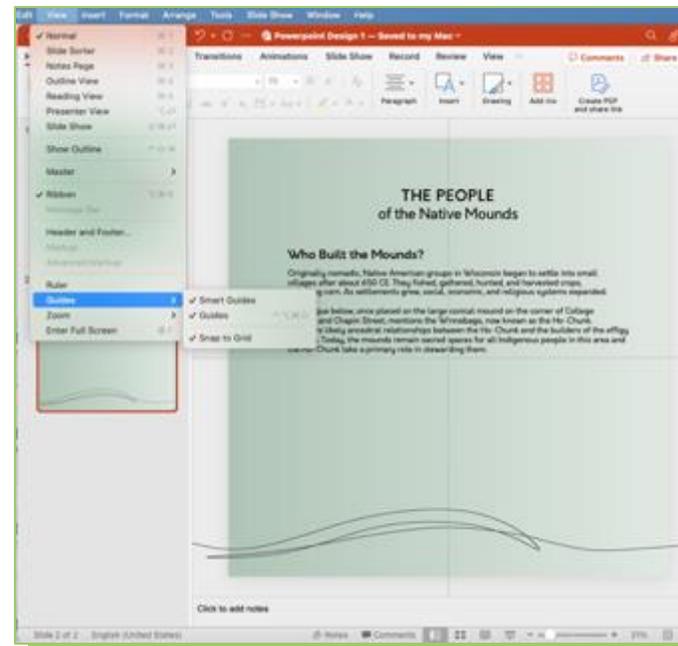
Keep to your chosen word counts so it's easier to lay in text on each panel.

Design Elements/Motifs:

Use variations in colors and motifs to help orient visitors, but be consistent.

Location of Elements:

Use gridlines and duplicate or copy to ensure elements stay consistent.



CREATING DESIGNS

Use Simple Structural Elements

Create Relationships with Alignment, Grouping and Simple Elements

Simple borders, shapes, lines, colors, and other elements can help create strong visual relationships that elevate your graphics.

Left justification is best (right and full are much harder to use well and keep easily readable).

Adjust words so there are no 'widows and orphans' and no unnecessarily hyphenated words.



Birds of America

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit. Sed do
eiusmod tempor incididunt
ut labore.



Birds of America

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit.

Sed do eiusmod tempor
incididunt ut labore.

CREATING DESIGNS

Use High Resolution Images

Use the highest resolution you can scan or acquire

Scan images from your collections at the highest level your scanner can handle (at least 600 dpi).

Acquire the highest resolution available from online sources. An image can look okay on the screen, but when printed on a large graphic can look blurry or pixelated.



HIGH RES IMAGE 300dpi



LOW RES IMAGE 72dpi

CREATING DESIGNS

Not All Images Are Free to Use

Double check the usage rights before using an image

Images from news sites, Flickr, Getty, and many other sites require permission and licenses for use and high-res files.

Even free images often require attribution on your graphics.

Websites with High-Res, Rights Free Images

- **Library of Congress**
- **NASA**
- **Wikimedia Commons**
- **Unsplash**
- **Pixabay**
- **Pexels**
- **MorgueFile**
- **ISO Republic**
- **StockSnap.io**
- **Gratisography**
- **Life of Pix**
- **New Old Stock (nos.twinsnd.co)**
- **Libreshot**
- **Freerange Stock**
- **Negative Space**
- **PikWizard**
- **Noun Project (Icons)**
- **Vecteezy (Photos, Videos, Illustrations)**
- **ReShot (Icons & Illustrations)**

PRINTING & MOUNTING

DIY Printing & Mounting

With the right equipment you can create high quality graphics

Printing Larger Than Letter- or Legal-Size Will Make a Difference

A large format printer and a dry mounting press can be worthwhile investments for creating your own graphics.



Order Prints, Mount Yourself

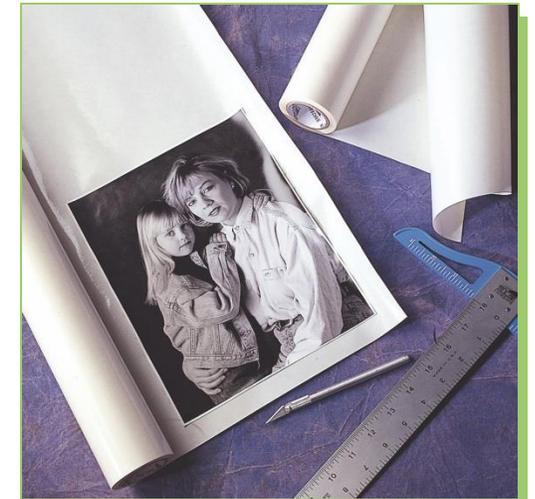
Check out architectural printing companies for affordable large format prints.

Cricut & Silhouette Cutting Machines

Create vinyl titles, quotes and shapes.



Mounting Adhesive



Neschen gudy® 870 Mounting Adhesive, GUDY-244

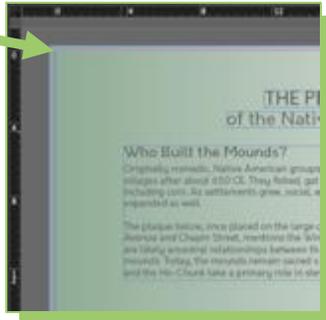
PRINTING & MOUNTING

Sending Things Off to Print

A few simple steps can make creating print-ready files easier

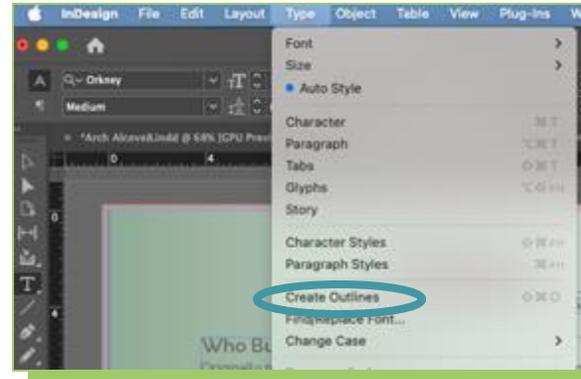
Use Bleed for Edge-to-Edge Graphics

In design software, add bleed to your documents when you set them up.



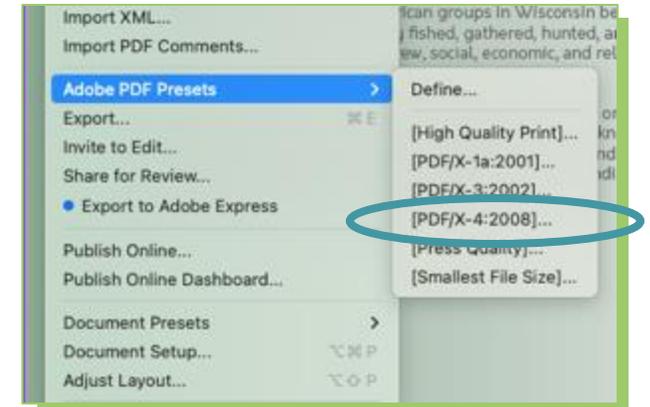
In Powerpoint, add .25 to all graphic dimensions (in Page Setup), and allow colors, shapes, etc. to go beyond the edge.

Some Printers Require Outlines



Outlines are only available in design software. They convert text to shapes so its more consistent.

Save as the best PDF Possible



Unless your printer has different preferences, use PDF/X.

PRINTING & MOUNTING

Double Check Everything
Allow Time for Proofing and Editing

Have Others Proof Your Graphics



Even with proofing, "Fox Rivr" in the caption was missed.

Budget in Time & Costs for Samples and Proofs

- **Soft/Screen Proofs** – digital PDFs (usually no extra cost)
- **Hard/Lo Res Proofs** – printed on paper
- **Hard/High Res & Digital Proofs** – closest without final materials
- **Wet & Press Proofs** – almost exact replication



Bethany Fleming

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Museum Consultant

FLEMING
MUSEUM CONSULTING

bethany@flemingmuseumconsulting.com

www.flemingmuseumconsulting.com

UPCOMING WEBINAR:



AV Preservation 101

with Rebecca Elder
Thursday, May 22nd
at 2PM ET

THANK YOU!