

Simplicity and eye appeal

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Preparing an eye-catching, effective exhibit doesn't have to be a headache if a few ESEE (easy!) pointers are kept in mind.

- 1) Eye Appeal - the overall exhibit should give a pleasing effect.
- 2) Simplicity - the less complicated the visual, the more likely the display will be read.
- 3) Educational Value - after all, that was the initial reason for your display
- 4) Enthusiasm - make the exhibit fun, not a chore!

Now, your exhibit needs only to be put together with a few basic building blocks.

Ideas

Chances are you have a title or a basic theme that you need only build on. A good theme is important, for a viewer should be able to understand the idea presented by a display in a few

seconds. Beware of placing the items you are exhibiting without presenting a message. Likewise, too many ideas presented creates confusion.

Brainstorming, getting suggestions from many people, is a good way to initiate ideas. The final choice can be left up to a smaller group. Store windows, professional displays, etc. can give new ideas.

Structures

Whatever it is you are displaying, you want to show the objects off to the best advantage. This means using a background that enhances, not detracts.

Often, the backdrop is the same one used year after year. The triptych, which has the centre piece and two smaller wings, definitely does have its place, but need not be the only choice. The advantage of this method is it is free-standing and allows ample space for display.

Easels can easily be made by folding heavy cardboard or paper to form a right angle and then gluing it to the

back of a poster. Trim at the bottom so the sign slants backwards.

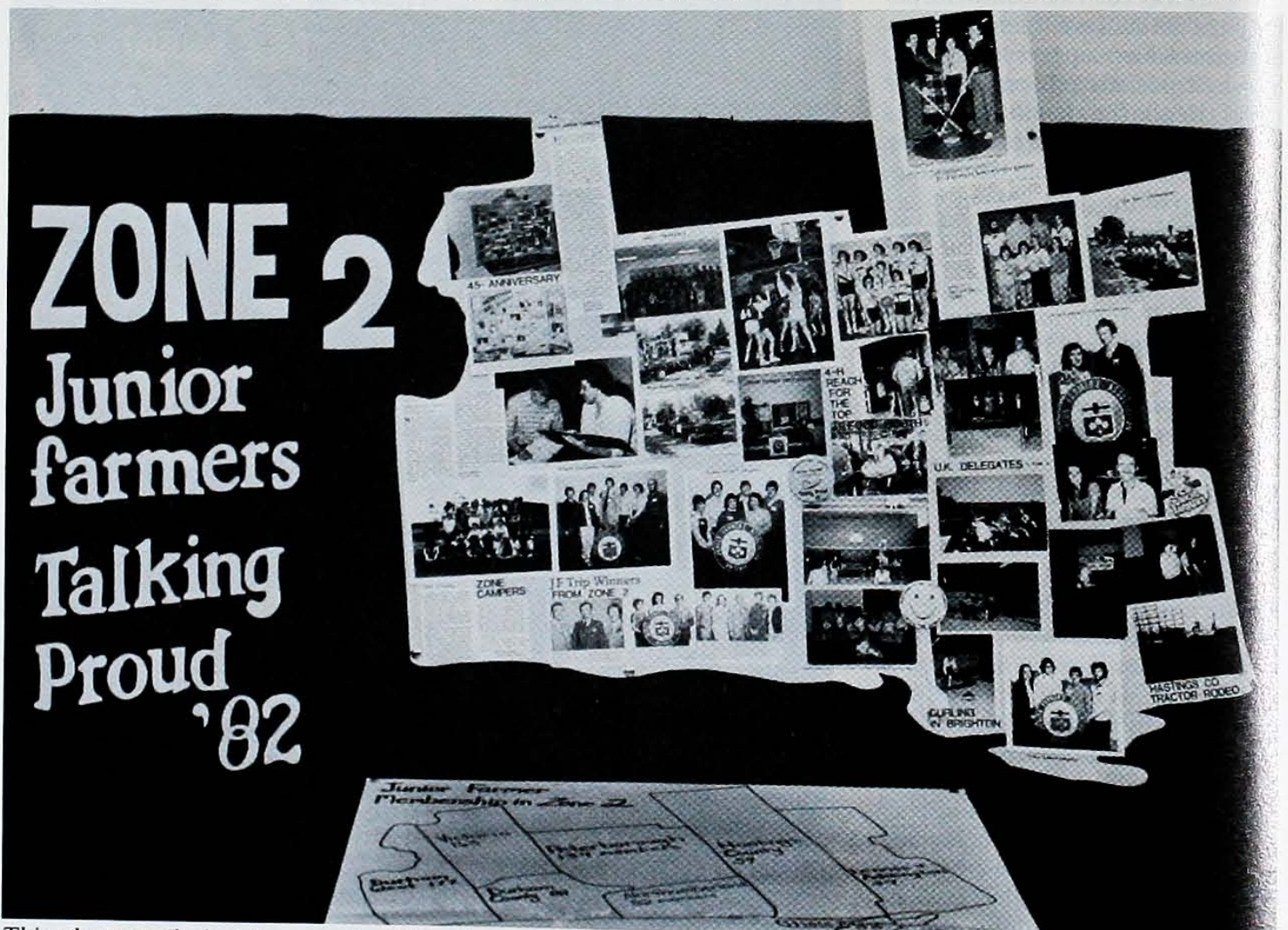
Island arrangements that form the X, T, H, W, triangle, circle, hexagon or square, all give unique background with a variety of space.

Once your backdrop is decided, the items on display, as well as the signs, must clearly, but briefly, tell a message. Illustrations and key words combine to make more effective visuals than just pictures or words alone.

Lettering

Probably the most difficult problem the display-maker faces is lettering. Find simple and economical ways of presenting headlines and text so they will be legible and attractive. You are in effect designing a poster to catch the eye of the audience walking by.

Stencils are the most common lettering used. For design purposes and simplicity stick to one style of stencil. Remember with stencils to fill in the gaps so the letters are complete.



This photograph depicts a good exhibit. Lettering is clear and distinct and a definite contrast between background and lettering. Colors are used to enhance readability. The design is eye-catching and yet not overly confusing.