

# contribute to a good exhibit

For more professional looking lettering, dry transfer letters may be used. These are letters which come on specially coated sheets to be transferred to any surface, simply by rubbing them.

Gum-backed letters that must be dampened or come ready to stick are also available. These letters are quick and easy to use, and give a professional appearance. They may be more expensive than your budget will allow.

Don't forget to put the ability of your neat writers to work. Freehand lettering is quick and can follow with the idea of simplicity in your exhibit.

For interesting three-dimensional effect, cut letters from cloth, sponge, styrofoam, felt, heavy cardboard, etc.

Size of the lettering may vary to

bring emphasis to the more important words. Be orderly, though, and always keep the overall effect in mind. It is important that the lettering is large enough to read, otherwise all your work is lost. As a guide:

| letter size | viewing distance |
|-------------|------------------|
| 2 cm        | 8-16 m           |
| 2.5 cm      | 16-32 m          |
| 5 cm        | 32-64 m          |
| 7.5 cm      | 64-96 m          |

## Colour

Colour is one of the most important factors in creating a display. It is an invaluable selling tool because people are colour conscious. Colour can be used also to tie the entire exhibit together. This is done by using a main colour throughout the exhibit.

Use strong contrasts and loud colour with care. Although bright shades command attention at first, they disturb immediately afterwards and distract attention from your exhibit. The more intense a shade, the smaller area it covers and the softer the second shade used in combination with it should be. Never combine two or more loud colours.

The warm colours: yellow, orange, red and their combinations with white, impress the eye, enhance the items on display, and optically push it to the front of the display. Cool colours: blues and greens, appear calm, soothing, balanced and create the illusion of enlarging the display.

## Space

An overcrowded display gives the viewer a feeling of confusion, while an empty display is not using your space wisely.

One of the principles of display is to build up from a flat table so that the objects you are staging are brought up to a suitable level and everything can be seen equally well.

If you have a good eye, you will be able to do interesting designs with your display. However, if you are not artistically inclined, a good rule is to remember that a mountain is a safe shape, but two mountains spell disaster.

## Emphasis

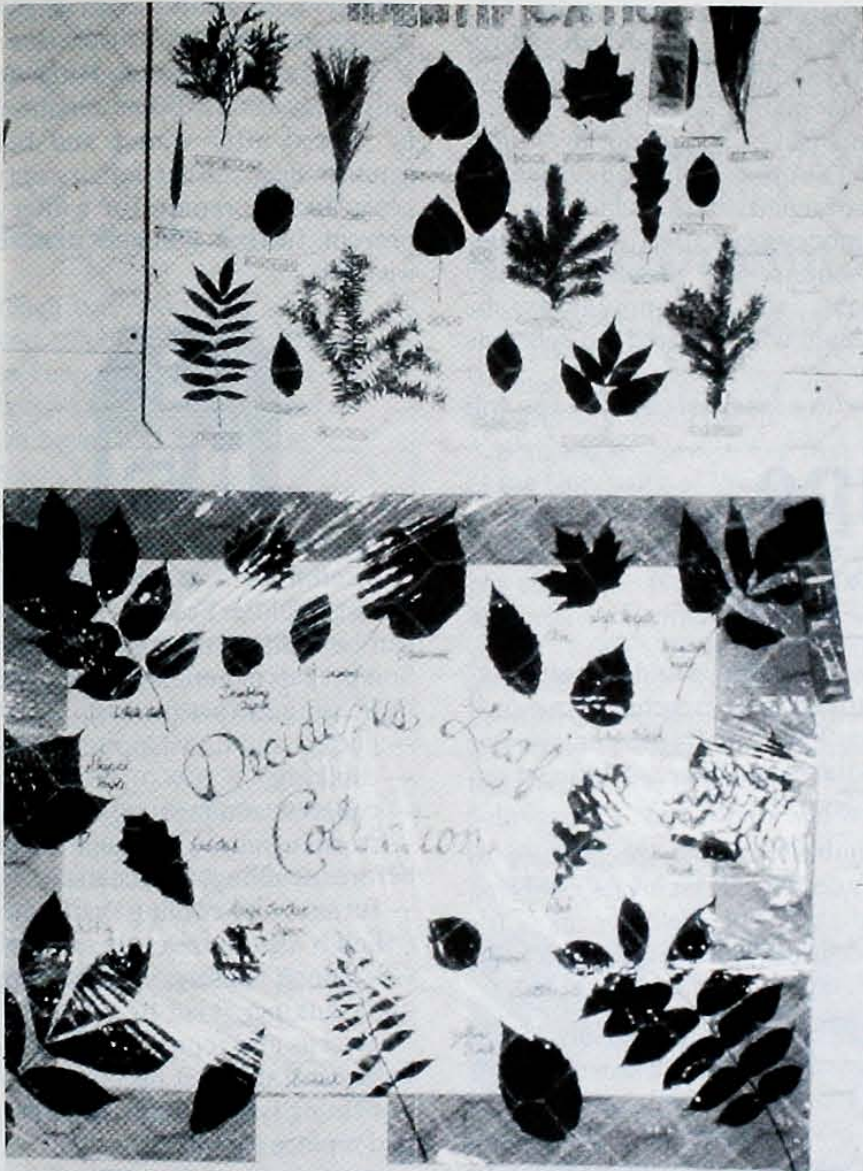
Our eye needs an object to first look at and then comfortably move to the rest of the exhibit. This is why the two-mountain display is poor, since our eye can't decide which should be seen first.

The "attention-getter" or focal point can be achieved by height, colour, an unusual poster, an interesting article or contrasting texture.

## Sketch

This is perhaps the most important part in planning your exhibit. Make rough sketches early in the planning stage. Put your ideas on paper considering posters, display items, colours. Remember to include the eye catcher, lettering and spacing.

By keeping these building blocks in mind, exhibit making need not be a task no one wants to do. Make your exhibit an educational project, have eye appeal, keep it simple and be enthusiastic.



*The focus of this exhibit is not clear. The use of cellophane to cover the exhibit is distracting and distorts what is actually on the display board. The lettering is not bold enough to be quickly recognized and catch the attention of the passer-by.*