HANDOUT: ELEMENTS OF AN EFFECTIVE EXHIBIT

Orientation

Make sure the title and subtitle of the exhibit are prominent features of the design.
Make the main idea or thesis clear to the viewer.

Segmentation

Organize the exhibit into subtopics.
Use design elements to make subtopics clear to viewer.

Explanation

Use clear and concise captions and text to:
1. Identify pictures, objects, or documents.
2. Interpret Information for the viewer.