

Engaging Audiences: Writing effective Gallery Text



Friday 16 March

PROVISIONALPROGRAMME

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| 10.30 – 11.00 | What makes Effective Museum Text?
Bryony Shepherd, Head of Interpretation will introduce the key considerations when writing effective text for labels and panels. |
| 11.00 – 12.00 | Gallery Text at the V&A: A ten point Guide (part one)
In the first part of this session, participants will look at key methods to apply when writing gallery text, including identifying your audience and ensuring your message is clear. |
| 12.00 – 13.00 | Task: Good and Bad Practice – looking at labels in situ
<i>V&A Galleries</i> |
| 13.00– 13.40 | <i>Lunch</i> |
| 13.45 – 14.15 | Review of Task: Good and Bad Practice – looking at labels in situ |
| 14.15 – 15.15 | Gallery Text at the V&A: A ten point Guide (part two)
In the second part of the session, participants will look at what makes successful gallery text, taking into consideration narrative, tone, structure and hierarchies. |
| 15.15 – 15.30 | <i>Refreshments</i> |
| 15.30 – 16.30 | Gallery Text at the V&A: A ten point Guide (part three)
The final part of the session will focus on methods of creating relevance and inviting audience engagement through text. |
| 16.30 – 17.00 | Discussion and Close |