

Best Practices for Wayside Exhibits

Power Point Outline

Starting a Project

Who starts a project?

Visitor Experience Planning

Subject matter expertise & resources

Professional vs. in-house talent

Engage plan/design team

Resolve conflicting interests up front

Begin with the end in mind

Exhibit Location Issues

Seek locations with a view

Exhibits will “caption the landscape”

Agree to maintain viewscapes

Be unobtrusive, respect the historic scene

Read from car, or standing at site?

Audience: Locals or tourists?

Design exhibit pads accessible for all

Panel Systems and Styles

Coordinate graphic look and feel

Use layout templates

Readable typography, concise text

Display credits and authorities properly

Consider language options

Exhibit Content

Use ratio of 2/3 images, 1/3 text

Large images can be powerful

May use artifacts as images

May use URLs, key words, or QR codes

Handle sensitive subjects with care

Avoid language that might offend

Have subject experts validate content

Make stakeholders contributors vs. critics

Exhibit Materials and Maintenance

Panel materials: strengths and weaknesses

Select carrier structures

- Standard low-profile units
- Upright units
- Multiple-panel units
- Small units, specialty signs

Using special enhancements

Plan for maintenance and replacement

Exhibit Costs and Fund Sources

- Planning and research cost
- Layout design cost
- Fabrication costs
- Installation costs

MHAA and State funding

Other fund sources

Budget for cyclic rehab or replacement

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