

T10 – *R v. Sylliboy* Persuasive Poster

Poster/Exhibit Design Guide

Learners should consider how the design of their poster impacts the message that they want to get across, and who will hear it. Identifying who their audience might be as well as a design to engage those audiences will be helpful in approaching this exercise.

For example, this design strategy, which is popular in Museum design and administration, accommodates three audience types: Streakers, Strollers, and Studiers/Scholars/Readers (depending on the source referenced and inclusivity of the author). Designers will use titles, font size, and graphics in different ways to engage all three audiences based on how much attention each audience is likely to give a poster. This is a great way to consider what information is most important to communicate. In this design strategy, educators and learners can imagine how multiple posters work together as an *exhibit*.

Note: an individual does not always fall neatly into one category of audience member. In fact, one's audience type can change *in the middle of a poster or exhibit*. This is why the key to this design strategy is to consider all three audience types in their poster, or in the exhibit as a whole.

Streakers are people who pass by a poster, but don't read it carefully. Titles in large fonts, key quotes, and images have to tell the story quickly. At this level, only primary messages are conveyed. Thinking about the information someone only scanning a poster will get is a helpful way to be clear about what the main point of the poster needs to be. Asking the question: if someone only had ten seconds to look at my poster, what information do I want them to walk away with?

Strollers are people who will spend a little more time examining a poster. They might stop to read short text blocks or photo captions. Strollers will get primary messages in more detail, but are not going to stop and engage with the nitty-gritty, or more in-depth information found in longer-text blocks.

Studiers/Scholars/Readers are people who will read all the content on a poster or in an exhibit, and want to know every detail. Smaller font with more text is appropriate for this audience type, and there is room for inclusion of particularly interesting information, unusual facts, or more nuance on the poster itself.

Educators can find helpful information about this design strategy here:

Tim Willis, "The Art of Writing for Exhibitions," *BC Museums Association*, (April 2019): <https://museum.bc.ca/brain/the-art-of-writing-for-exhibitions/>

Tim Willis, "The Art of Storytelling in Exhibitions" *BC Museums Association*(April 2019): <https://museum.bc.ca/brain/the-art-of-storytelling-in-exhibitions/>

