

**Paving the Way for STEM in History Museums**  
**Constructing a Narrative: Writing about STEM for a Specific Audience**

**ACCESSIBILITY, READABILITY, AND VOICE**

**Accessibility:**

Access Smithsonian, Inclusive experiences and access for all: <https://www.si.edu/access>

National Park Service, Accessibility Guidelines: <https://www.nps.gov/subjects/hfc/accessibility.htm>

Readability scale for interpretive text: <http://www.thewriter.com/what-we-think/readability-checker/>

Grade	Score	Reading age	Which is like
4	100+	9 to 10	<a href="#">This sign</a>
5	90	10 to 11	Most comic books
6	80	11 to 12	<i>Harry Potter</i>
7	70	12 to 13	Large chunks of The Writer's website
8	65	13 to 14	Many of Obama's speeches
9	60	14 to 15	BBC news website
10	50	Start of college (high school)	<i>The Financial Times</i>
11	40	End of college	Most of William Shakespeare
12	30	University	<i>Harvard Law Review</i>

**Design:**

Color Contrast Checker: <http://webaim.org/resources/contrastchecker/>

McKenna-Cress, Polly and Janet A. Kamien. *Creating Exhibitions: Collaboration in the Planning, Development, and Design of Innovative Experiences*. Hoboken, NJ: John Wiley & Sons, 2013.

Readability: <http://www.thewriter.com/what-we-think/readability-checker/>



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**Interpretation:**

"Accidentally agile: An interview with the Rijksmuseum's Taco Dibbits":

<https://www.mckinsey.com/business-functions/organization/our-insights/accidentally-agile-an-interview-with-the-rijksmuseums-taco-dibbits?cid=other-eml-alt-mkq-mck-oth-1810>

"Exhibiting Absence": <https://medium.com/@lubar/exhibiting-absence-36c5552613ba>

Ham, Sam. *Environmental Interpretation: A Practical Guide for People with Big Ideas and Small Budgets* (North American Press, 1993)

Hueck, Karin and Rafael Quick. "The Clues to a Great Story." [Clues to a Great Story](#)

"I am a historian, I make exhibits": <http://contingentmagazine.org/2019/03/20/i-make-exhibits/>

"It Takes a Village: Are You Getting These 6 Perspectives for Your Exhibition?" <https://www.aam-us.org/2018/08/24/it-takes-a-village-are-you-getting-these-6-perspectives-for-your-exhibition/>

Jones, Dale. "Personal Connections and the Great Cosmic Soup," *History News* v.63, n.2 (Spring 2008): 14-18. ["Personal Connections and the Great Cosmic Soup"](#)

Leftridge, Alan. *Interpretive Writing*. Fort Collins, CO: InterpPress, 2006.

National Association of Interpretation, blog: <https://interpnet.wordpress.com/>

Paul, Anne Murphy. "Your Brain on Fiction," *New York Times*, March 17, 2012. Available online: <http://nyti.ms/OBHsET> ["The Neuroscience of Your Brain on Fiction"](#)

Serrell, Beverly. *Exhibit Labels: An Interpretive Approach* (Lanham, MD: Rowman & Littlefield, 2015.)

Spock, Daniel. "A Practical Guide to Personal Connectivity," *History News* v.63, n.4 (Autumn 2008): 11-17. ["A Practical Guide to Personal Connectivity"](#)

Tilden, Freeman. *Interpreting Our Heritage*. (Chapel Hill, NC: University of North Carolina Press, 1957).

"The Elephant in the Museum: Learning and Visitor Experience"

<https://medium.com/@invisiblestudio/the-elephant-in-the-museum-learning-and-visitor-experience-f5c77e463c8c>

Wallace, Margot. *Writing for Museums*. Lanham, MD: Rowman & Littlefield, 2014.

"What makes a great museum label?": <https://www.museumnext.com/article/what-makes-a-great-museum-label/>