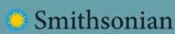


# MAKE THEM CARE: HOW TO CREATE MORE MEMORABLE AND COMPELLING EXHIBITS THROUGH INTERPRETATION, PART 2

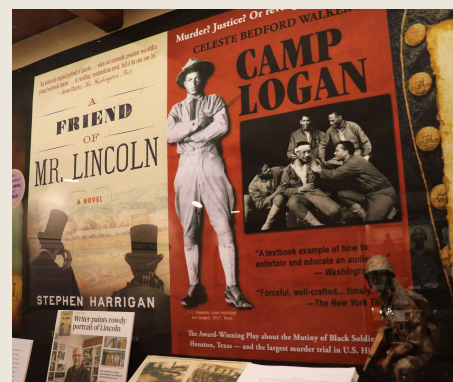
Erin McClelland  
July 30, 2020



## Recap

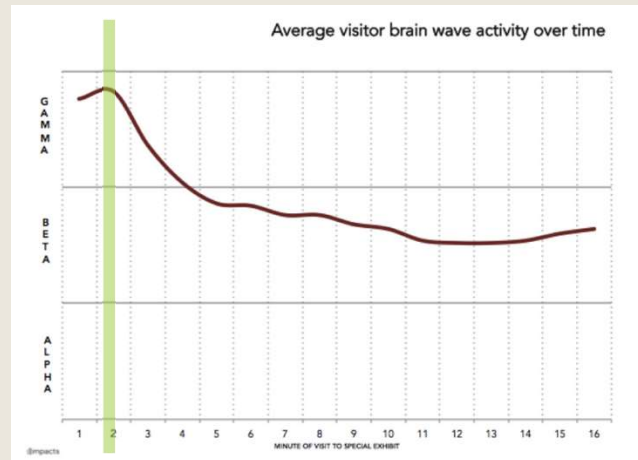
Last time we covered:

- Why being interpretive is worth it
- What universals are and how to incorporate them into your exhibits
- What a theme is
- How to write a theme



(Courtesy of Wittliff Collections)

## Remember This?



Colleen Dilenschneider, "Average visitor brain wave activity over time," Know Your Own Bone

## Thematic Structures



Overarching Theme: "Mustang Island has always been a place where people learned to adapt to the environment, and to adapt the environment to their needs."

Idea #1: The native people who lived here, the Karankawa, thrived in part because they adapted their diet to their coastal environment.

Idea #2: Anglo-American settlers made Corpus Christi a successful commercial hub by deepening Aransas Pass to accommodate deepwater ships.

Idea #3: Businessmen capitalized on Mustang Island's natural beauty and developed it into a tourist destination that still draws visitors today.

Mustang Island State Park

## Thematic Structures



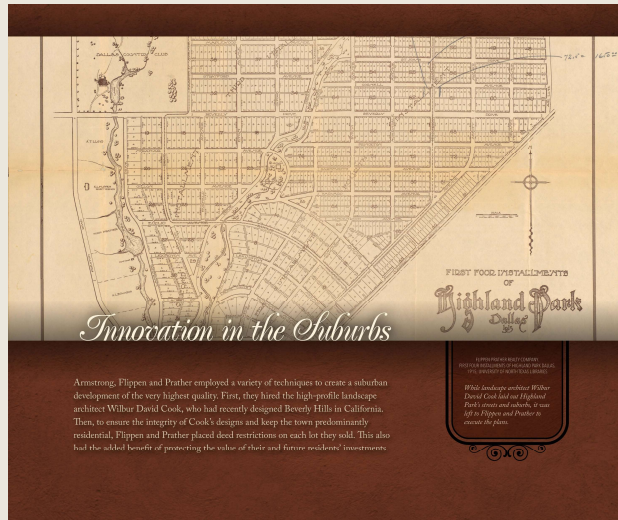
Town Hall, Highland Park, TX

## Thematic Structures



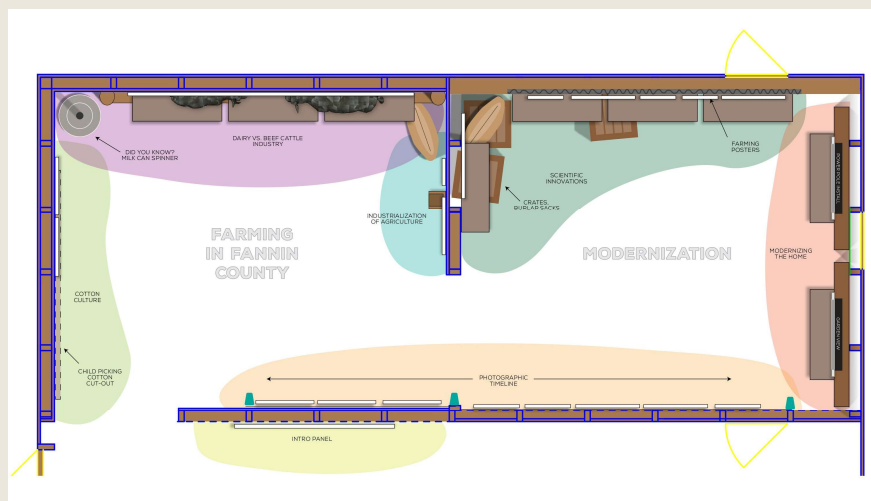
Town Hall, Highland Park, TX

## Thematic Structures



Town Hall, Highland Park, TX

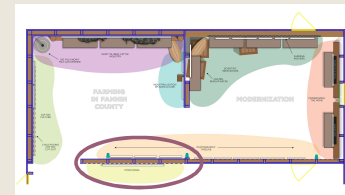
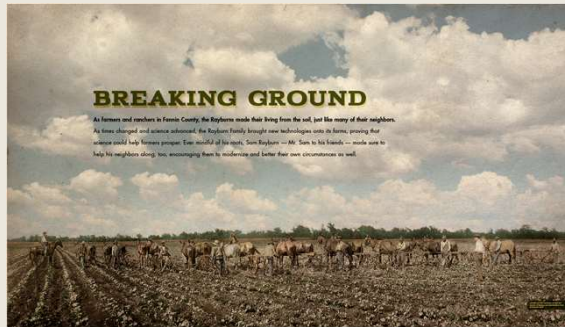
## Thematic Structures



Sam Rayburn House State Historic Site, Bonham, TX



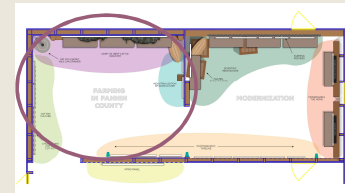
## Thematic Structures



As farmers and ranchers in Fannin County, the Rayburns made their living from the soil, just like many of their neighbors. As times changed and science advanced, the Rayburn Family brought new technologies onto its farms, proving that science could help farmers prosper. Even mindful of his roots, Sam Rayburn -- Mr. Sam to his friends -- made sure to help his neighbors along, too, encouraging them to modernize and better their own circumstances as well.

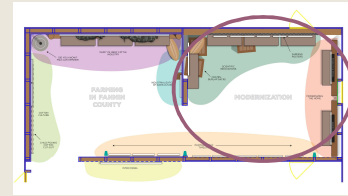
Sam Rayburn House State Historic Site, Bonham, TX

## Thematic Structures



Sam Rayburn House State Historic Site, Bonham, TX

## Thematic Structures



Sam Rayburn House State Historic Site, Bonham, TX

## Layering Information

### Type of Visitor

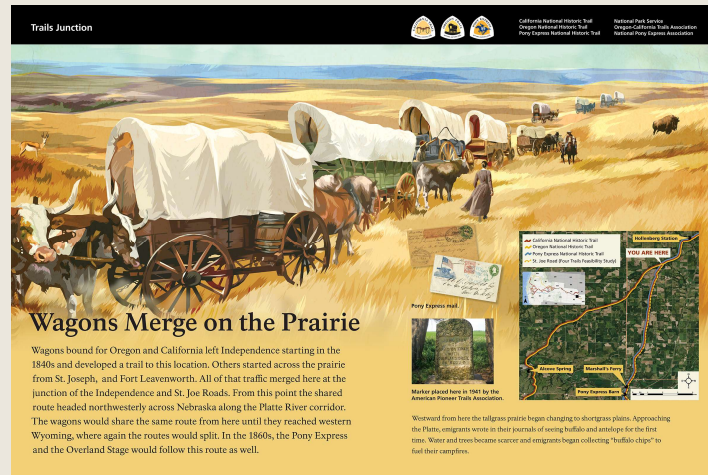
- Streakers: Read top-level information (titles, subtitles)
- Strollers: Read introductory text, skim text blocks & captions
- Studiers: Read every last word

### Implications for Your Planning

- You need a snappy but informative title that's going to hook them fast.
- Keep your summary text and captions concise (50 words)
- Even though they'll dig the deepest, you still want to cap word count at 250 words per panel

Adapted from Exhibit Makeovers: A Do-It-Yourself Workbook for Small Museums by Alice Parman and Jeffrey Jane

## Layering Information



Trails Junction wayside, Kansas

## Layering Information

**Job-rated: 1951**

# DODGE EXPRESS

**Truck**

**Here's Why DODGE EXPRESS is a better, FASTER, MORE ECONOMICAL choice than other trucks.**

**Smart Runny Deals...**

**WORK WHEELS**

Many locals recalled Sam Rayburn driving around Bonham in an old, beat-up pickup truck. This was his work truck, and he often drove it out to his ranch in Ivanhoe, around the family farm, and to run errands in Bonham. He purchased the truck from his friend, Lee Morrow, at the Yates-Morrow Company dealership in Bonham for \$1,022 in 1951.

**FIXED UP BUT NOT FLAWLESS**

Mr. Sam's truck was given a fresh coat of paint in 1978, and was further restored in 2016. Many of the dents in the body and fenders were left in place on purpose. Sam Rayburn had a reputation for being an accident-prone driver, and it's believed he's responsible for most of the dents and dings you see.

DODGE MARKETS ITS TRUCKS AS "JOB-RATED" FOR HEAVY-DUTY WORK. IT HIGHLIGHTS THE TRUCKS' POWERFUL ENGINES AND GREATER CARRYING CAPACITY THAN COMPETITOR MODELS.

**Expresses Right for Your Toughest Jobs!**

1. Power steering with 100 lbs. of weight on the steering wheel. 2. 100 lbs. of weight on the steering wheel. 3. 100 lbs. of weight on the steering wheel. 4. 100 lbs. of weight on the steering wheel. 5. 100 lbs. of weight on the steering wheel.

Sam Rayburn House State Historic Site, Bonham, TX

## Layering Information



Briscoe Center for American History, Austin, TX

## Layering Information



Briscoe Center for American History, Austin, TX



## Join us next week for:

Give 'Em Something to Talk (and Think) About: Strategies for Engaging and Provoking  
Exhibit Audiences

Thursday, August 6, 2020, at 10:00 a.m.

## Find this week's resource sheet at:

<https://www.thc.texas.gov/local-exhibits>

## This training was made possible by:

