

Kid Curators[®] Tips for Writing Label Copy

Keep it visual. Write about what the visitor can see in your display.

Limit Length: Visitors will not read long paragraphs of text in a museum.

Therefore, you will have to write copy that is crisp, clear, and to the point.

- You will learn a lot as you conduct research, and you may not be able to write about everything. Search for **important ideas** to include in your copy.
- Write text panel/s that contain no more than **50 words**—typically one short paragraph to address one key idea.
- Make sure to make your point **powerfully**, even though your copy is brief. Give your draft copy to three “editors” for feedback. Consider giving it to a parent for feedback.

Paraphrase: Write in **your own words**; do not copy directly from your source material (unless you are including a quotation).

Involve the Visitor: Make your text **relevant** to the visitor. Ask yourself, “What does the reader need to know?”

- Make text **personal** for the visitor—write about an experience or feeling common to most people.
- **Ask a question**, when appropriate, to engage the reader. This may be a question the visitor might have, or it can be a thought provoking question that you create.
- **Encourage participation** among visitors. This can be done by raising questions, presenting ideas, or suggesting an activity.