

Name _____

Rubric for Label Copy

Trait	Excellent 5	Very Good 4	Adequate 3	Needs Improvement 2	Not Acceptable 1
CONTENT AND ORGANIZATION: The content and order of our exhibit labels help visitors understand our big idea.					
Our exhibit title communicates the big idea of our exhibit and captures visitors' attention.					
Our interpretive text panels are written in short paragraphs that address one key idea at a time and are accompanied by a visual device.					
Our captions clearly label specific objects, artifacts, images, and interactive devices.					
We include non-interpretive labels, when appropriate (credit panels, orientation signs, etc.)					
RELEVANCE: Our writing is relevant and useful to the visitor					
Our text is relevant to visitors because it relates to their personal experience, asks a question they might ask, poses a provocative question, or includes a quotation that draws them into the content.					
Our text is useful to visitors because it gives them something to "do" intellectually (agree or disagree with an idea, make a decision, draw a conclusion, or discover something new).					
Our text encourages conversation among visitors.					
VOICE: The tone of our writing is clear and consistent.					
Our copy is written in a consistent voice and it is clear who is "speaking" to the visitor (the school, an expert, a friend, a specific real or fictitious personality, etc.).					

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The voice of the writer conveys enthusiasm for the topic.					
Our language is clear; technical terms are used when appropriate and explained to the visitor.					
PRESENTATION: The visual quality, organization, and structure of our text make it easy to read.					
We use typographic devices to make key ideas obvious (e.g., bullet points to highlight certain ideas; italics, underlining, and boldface to make words stand out; and variations in font and size for emphasis)					
Our text is visible to the visitor; we use a 20-point font or greater for body text and 28-point to 48-point font for titles or text to be read at a distance, and we place copy within the visitors' field of vision.					
Our text panels are appropriate for a museum audience—50 words or fewer per panel.					
Our text is legible, presented in a readable font and with high-contrast typography.					
GRAMMAR: The text in our exhibit is grammatically correct.					
Our text panels are grammatically correct, are free of spelling errors, and include proper punctuation.					
Label Copy Score					
<i>How could you improve? List one or two goals for upcoming work.</i>					