



DESIGNING A DISPLAY FOR THE IDEAS FAIR

WHY PRESENT A DISPLAY FROM YOUR GROUP?

The Ideas Fair offers a way for you to show how you planned and organized your group's event or action as well as showing the results of your efforts. The Fair offers you a way to share your experience and ideas, serving as an inspiration and action guide to others.

WHAT DO THE IDEAS FAIR DISPLAYS LOOK LIKE?

Displays typically are arranged on tables, using three-panel display boards, usually 4ft wide and 3ft high. Often only 3 linear feet will be available for each display.

Several important features can be seen in this group of displays.

- Black provides better contrast.
- Photos attract attention.
- Large type helps visibility.
- Avoid crowding of content.
- Color creates interest.

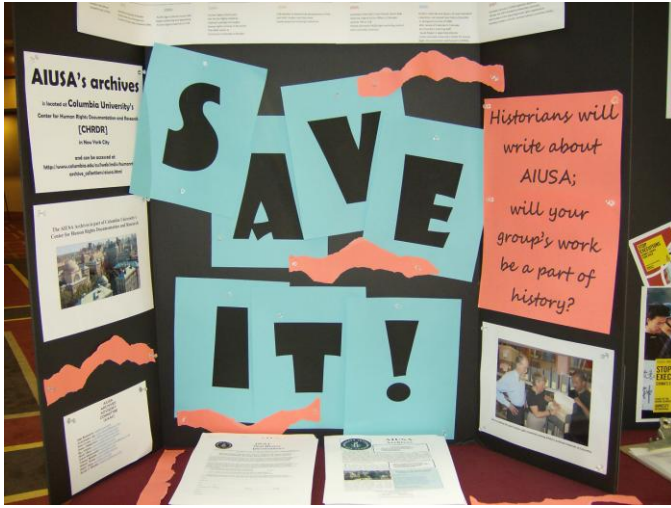


Members attending an AI conference are usually very busy! They hurry from event to event. With many displays closely packed, participants may glance at a particular display for only a few seconds. Therefore your display needs to be designed to GRAB and then HOLD the attention of visitors.

To Grab and Hold:

- Focus on ONE event/idea.
- Use as few words as possible
- Use large, bold type
- Include bright, colorful pictures.
- Use color...
- Avoid clutter by including only the essentials.
- **Limit handouts/documents/actions on table in front of display.**
- Make your display self-explanatory. (You will not want to spend time standing beside your exhibit.)

Here are two successful displays which use these suggestions.



ADVANTAGES

- One theme
- Large clear lettering
- Few words
- Self explanatory
- Shows originality in design
- Uses color for background

Photograph by Ellen Moore

ADVANTAGES

- Clear title and theme
- Relates theme to UDHR
- Tells story of a group's campaign
- Locally-focused action
- Good number of photos, well distributed
- Captions on photos relate them to story
- Uses color in headings and borders



NOW YOU ARE READY TO DESIGN YOUR DISPLAY

You can use the following step-by-step suggestions for preparing your own display, or invent your own.

Plan to use a standard 4ft x 3ft triptych. If you are traveling by air, check with the Regional Office for the site of the conference to see if they will have display boards on site to loan.

Plan the content of your display. Remember to keeping it very SIMPLE.

STEP 1. Make your main heading (title). What action or idea do you wish to feature?

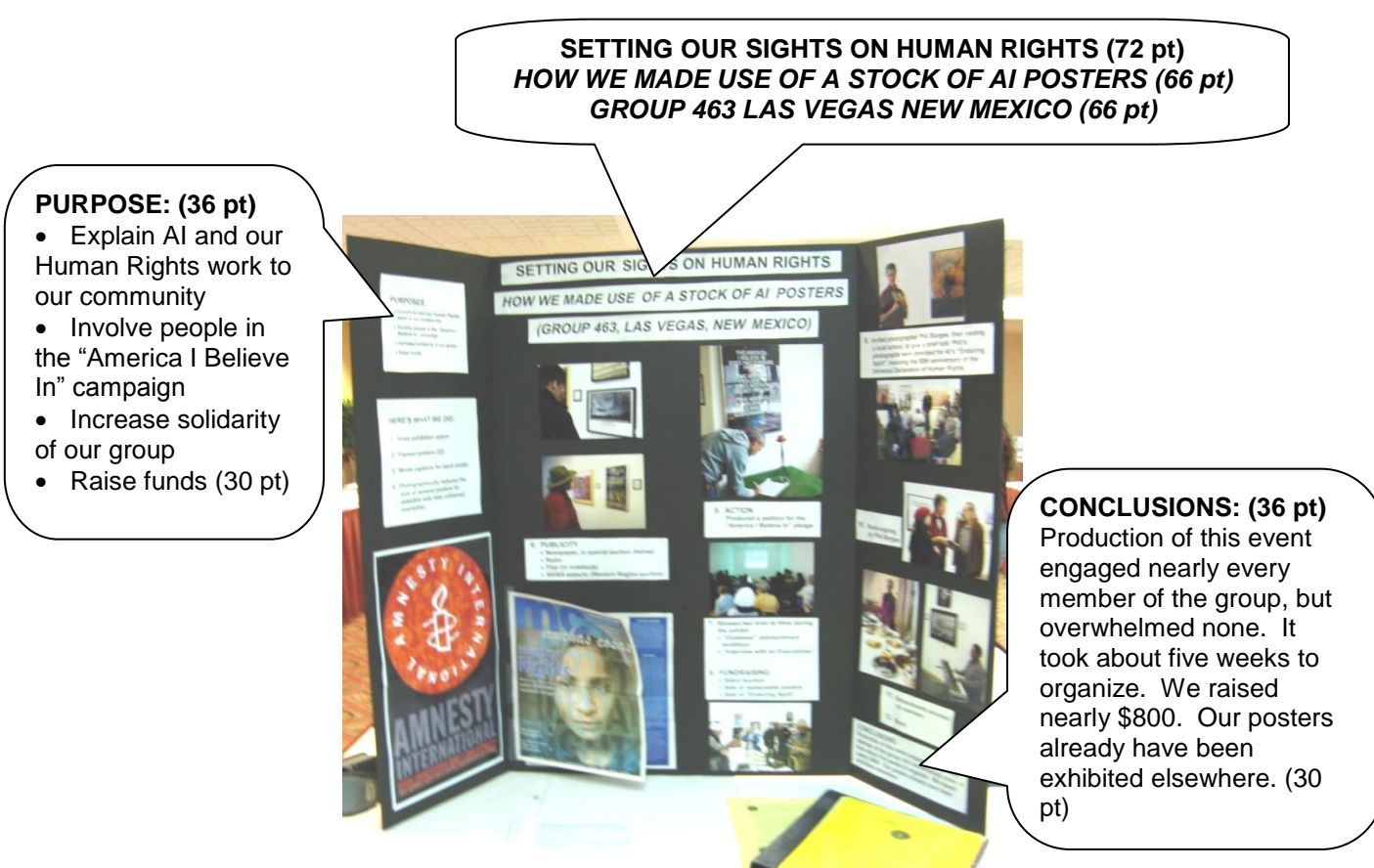
e.g. tabling for Shi Tao, concert for immigrant rights, demonstration for workers' rights etc.
Use 72 point font or larger; consider a colored border or background.

STEP 2. Make your subheading. Identify your group with its name or number and location.

This should be at least 60 point font. A different font, italics, or color will set it apart.

STEP 3. What did you do to plan your event? What were its purposes? Outline (no details) the main steps you took.

These sections should have large headings (at least 36 point), and the text will read easier in outline form with 24 or 20 point font, or larger. All headings and text should be bold. As a rule of thumb, all headings should be easily read from a distance of at least six feet, and text from at least three feet, by a person with normal vision. Everything can be printed on a standard-size printer attached to a home computer.



STEP 4. Show your event. Use large, colorful pictures with brief, clear, explanatory captions.

STEP 5. State what made the event a success (see conclusion above).

e.g., number of people attending, number of signatures on a petition, number of people interested in joining your group, publicity given to event in community. etc.

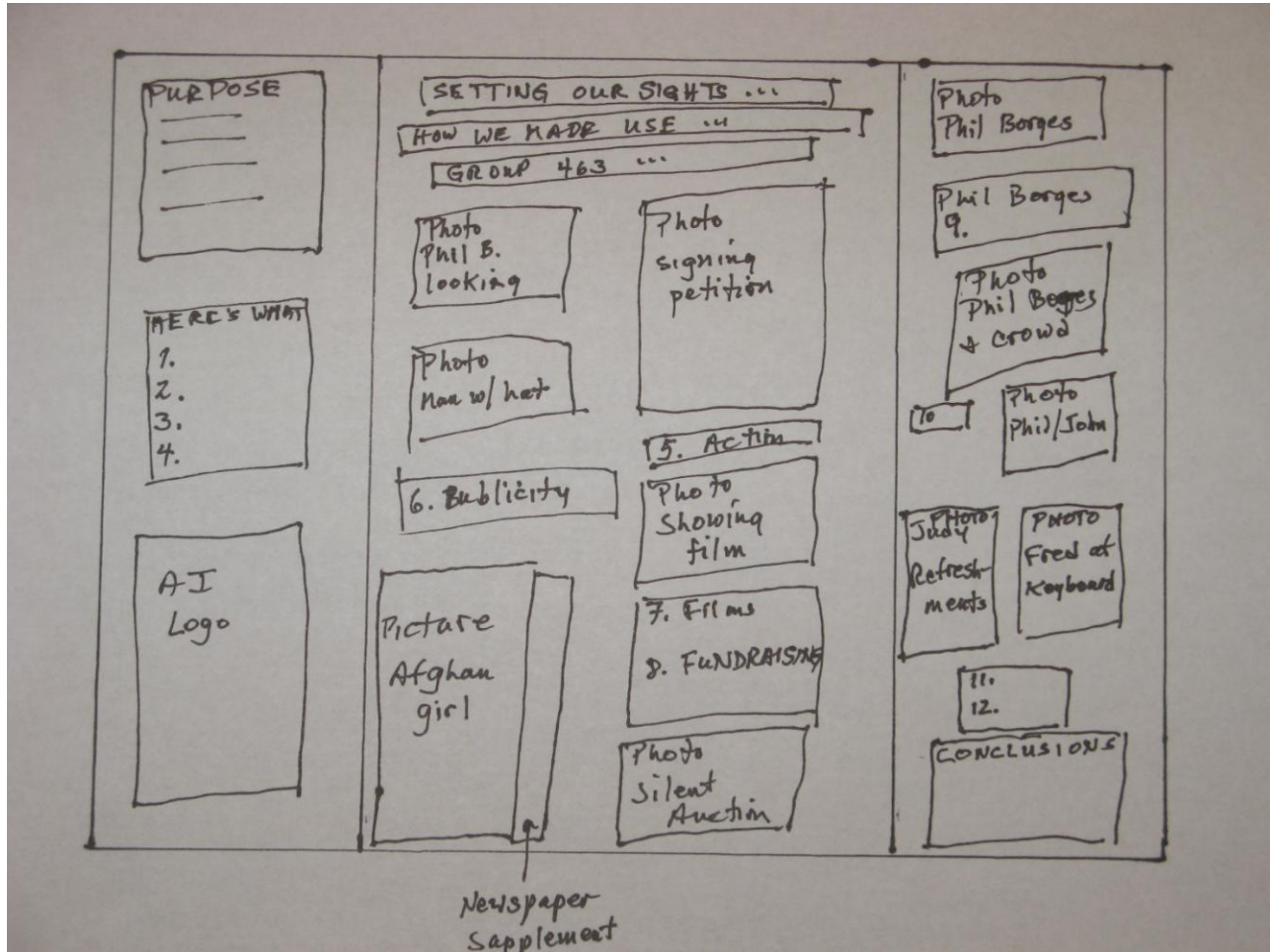
STEP 6. Arrange your materials, (title, headings, text, pictures, captions, etc.) for your display board.

Following is one possible arrangement:

Use the center board for the title, the name of your group, the theme of the event and to show the event itself.

Use the two side boards, one for the outline of the steps you took to organize and plan and the second for an account of what made the event a success.

Draw a sketch of your plan, showing where every part of the display will be placed. (The plan below refers to the display above.)



STEP 7. Use rubber cement (rather than tape or regular glue) for attaching your materials to the board.

This is especially important if you are borrowing a board, or if you plan to reuse your board and your materials. The items of the display can be removed easily from the display board, and any rubber cement remaining on the board can be rubbed off. This allows both board and materials to be used again. If you have arranged to borrow a board at the conference, plan to fasten the materials to a board after your arrival. Using your plan, this will probably take about half an hour. If you will not reuse your materials, arrange to send them to the AIUSA archives at Columbia University.