Exhibitions

“Laboratories”

Storytelling

Social media

Daryl Green
University of St Andrews

IFLA WLIC 2014, Lyon
RBMS Off-site day
Session no. 84
Brave New World: Teaching and Learning Special Collections Librarianship
Relating to your audience

- How to identify your audience

- Learn that researching your audience is as important as the material you are presenting

- How to find connections between individuals and items selected (group interests, hobbies, etc.)
- How to develop activities which engage groups of all backgrounds

- How to relate to school-children, teenagers, working class adults, and academics and researchers
-How to talk to various academic groups; relating the story of a collection or an item to research or conferences
Don’t aim too low

-some museums’ captions and exhibition catalogues are too elementary to the point of offence

-by writing too generally, too simply, you can offend and alienate your audience

-teach how to speak or write clearly
Pictures speak thousands and thousands of words
Pictures can describe 3D objects to a reader much quicker than words.

Teach how illustrations are ‘universal’ in their language.

Publicly accessible photographs in hi-res allow virtual readers to get ‘up-close’ to an object.
- how to invoke the human element

- the most impactful images of historic material is seeing someone touching them

- scale, tactileness, sense of connection
Thank you

dtg4@st-andrews.ac.uk