



VIRAL

Writing texts and Labels
Process

Elderberry



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Learners will learn more about the principles of writing effective text and labels, such as achieving a clear and consistent tone, as well as the importance of the scripting process and balancing good text with good design.

Learners need to take the below hints and tips into consideration when undertaking the tasks:

- Start with information directly related to what visitors can see, feel, do, smell, or experience from where they are standing
- Vary the length of the sentences
- Use short paragraphs and small chunks, not large blocks of information
- Metaphors are better for other forms of narrative, not labels
- Alliteration is an easy device to overuse
- Exclamation marks in labels shout at readers and force emphasis on them
- Humour should be used sparingly
- Use quotations when they advance the narrative and are necessary
- Expect visitors to want to read
- Use informative paragraph titles and subtitles
- Have a snappy ending
- Newspaper journalism is not a good model as articles are written with the assumption that readers will not read everything
- Stay flexible within the label system – labels that all look the same become boring to read
- Interrelate labels and their settings
- Include visitors in the conversation: encourage their participation





