

HANDOUT: LEVELS OF TEXT

Introduction to the use of labels on historical exhibits

A TOWN BUILT ON IRON

The main title introduces the topic and attracts viewer interest.

***“The Evolution of
Hibbing, Minnesota,
1880-1980”***

The subtitle focuses the topic and limits what the project will interpret.

Moving the Town

A subject label breaks down the topic into smaller parts for explanation and organization. These labels guide the viewer around the exhibit.

The original town site of Hibbing was located over a rich lode of iron ore.
Because the ore was more valuable than the town, the buildings of
Hibbing were moved to a new site in 1919.

Captions are the most detailed label and provide the opportunity for interpretation. These should be short, active, and clear.