NHD Displays: Getting the Message Across

Color & Text

Use color that complements your text, resist using color that will over-power your text or make it illegible.

Use only one standard typeface. Keep titles and text at standard font sizes that can be read from a distance of at least 3-5 feet away (Display text needs to be large enough for people walking by to read it).

Digital presentations must choose color and text that work well together. Whatever format is chosen, it needs to be easily read. The information presented needs to be more important than a favorite color.

A simple, clean, legible typeface works better than a fancy illegible one.

Construction

Use 2D and 3D designs that bring interest to your subject. Design a display that will draw viewers in for a closer look. Use materials that add texture and color to your display for added appeal. Think outside the box when you design your display. Does it have to be the basic rectangular shape? What was happening in the world during that time period? Can these things be used within the display?

Provide a neat, creative, design while following all the given requirements for text size and construction.

Balance your display evenly so everything isn't on one side. If you have a focal point, make sure that you draw your viewers attention to that area through color, or design changes.

A clean appearance is important, globs of glue or duct tape holding pieces together take away from the appearance of a display, no matter how great the information might be.