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.