Signs on Trial

Design Tool or Distraction?
Do we fret over HOW...

AUDIENCE     LAYOUT     COST

FONTS        INSTALLATION

COLOR        DEADLINES

MATERIALS    CONTENT

LANGUAGE     APPLICATION

And forget to ask WHY?
PLAINTIFF’S COMPLAINT

Signs Diminish the Guest Experience. Less is More.
Please NO SMOKING ALCOHOL on the beach
SIGNS OFTEN CONFUSE US

RIGHT LANE MUST RIGHT LEFT

DO NOT ENTER

ENTRANCE ONLY
PEOPLE DON’T READ SIGNS OR THEY IGNORE THEM
Same with Cats

DON'T PET THE DOGS!
We agree that you need some signs.
Thoughts to Ponder

- Signs can easily lessen your staff’s interaction with visitors. “I don’t need to show them anything at the exhibit... there’s a sign!”
Thoughts to Ponder

- We believe in “unstructured play” and “discovery.” Signs can easily become counterintuitive to these two beliefs.
EXPERT
DESIGN
DEFENSE

SIGNS MATTER
When children look and listen carefully, they are learning to observe the world around them. When they try things out, and try them again, they are learning to problem-solve. When they use their observations to think about what might happen next, they’re learning to predict. They’re developing the basic skills they’ll need to find science learning anywhere!

Cuando los niños ven y escuchan atentamente, están aprendiendo a observar el mundo que los rodea. Cuando tratan algo una vez y otra vez, están aprendiendo a resolver problemas. Cuando utilizan sus observaciones para imaginar lo que pudiera pasar después, están aprendiendo a predecir. ¡Están desarrollando las habilidades básicas que necesitarán para encontrar el aprendizaje de la ciencia en todas partes!
SIGNS
ASSIST US
DESIGN TIP: CLEAR AND PROMINENT
DESIGN TIP: COLOR, PATTERN AND REPEAT
DESIGN TIP:
SCALE AND RECOGNITION
You have 1 hour and 30 minutes. Let's plan your visit!
Which special exhibits do you want to see?

Our Global Kitchen: Food, Nature, Culture

The Butterfly Conservatory
Flying Monsters
Spiders Alive!
Creatures of Light

USE OF DIGITAL TECHNOLOGY
DESIGN TIP: SIMPLE AND STRAIGHTFORWARD
UNIVERSAL LANGUAGE, COLOR AND PLACEMAKING
Using the Guiding Principles

The Guiding Principles should be referenced on an ongoing basis. The team should be able to answer YES to the following questions for each initiative.
- Is it people focused?
- Is it intuitive?
- Is it on-brand?
- Is it flexible?
- Is it responsible?
- Is it managed?
CASE #1
“First Impressions”

Exhibit A
CASE #1
“First Impressions”
Exhibit B
CASE #1
“First Impressions”
Exhibit C
CASE #1
“First Impressions”
Exhibit D

Rules
* Have fun!
* Gum and tobacco free environment
* Children under 18 must be accompanied by an adult
* Restrooms are for museum visitors only
CASE #2
“Behave”

Exhibit A

Mind your Museum Manners

Help children make the most of their visit by encouraging them to:

- Walk in the museum.
- Use indoor voices.
- Put items away after exploring.
- Share and play gently.
- Respect the museum and other visitors.

Caregivers...
Thank you for playing along with your children and supervising them at all times!

Interested in volunteering? Inquire at the front desk or contact us online: www.iExploreMore.com
CASE #2
“Behave”

Exhibit B

Caregivers...
Thank you for playing with your children and supervising them at all times!
CASE #2
“Behave”
Exhibit C

GROWN-UPS,
help kids share the rink.
- Take Turns
- Keep Sticks Low
CASE #2
“Behave”

Exhibit D

This space is designed for infants and pre-walkers.

Help us keep the floor clean for crawling children. Please remove your shoes or use the shoe booties before entering.
CASE #2
“Behave”

Exhibit E
CASE #2
“Behave”

Exhibit F
Watch Me Play

Your child is growing, changing and learning to do amazing things everyday. Our Nursery is a great space to observe these phenomenal moments in your child’s life.

We invite you to be a part of these moments as they unfold.

You’ll be amazed by the wonder of your child.
CASE #3

“Educate”

Exhibit B

Parent Tip

Toddlers develop abilities
to recognize and manipulate
different shapes, colors and sizes.

Los infantes desarrollan capacidades para reconocer
y manipular diversas formas, colores y tamaños.

Consejo para los Padres
CASE #3
“Educate”

Exhibit C
CASE #3
“Educate”

Exhibit D
CASE #3

“Educate”

Exhibit E
CASE #4
“Warn”
Exhibit A

Please do not touch.
CASE #4
“Warn”

Exhibit B
CASE #4
“Warn”
Exhibit C

NOTICE
CLIMB RECOMMENDED FOR AGES 5 AND OLDER
CASE #4

“Warn”

Exhibit D
CASE #4
“Warn”

Exhibit E

please do not allow your child to climb on the railing or stand on the wooden ledge.
CASE #5
“Play Rules”

Exhibit A

Tools of Engagement

- Mistakes lead to learning
- Ask questions
- Knowledge comes with practice
- Experiment with different materials
- Remember, process is more important than final product
CASE #5
“Play Rules”

Exhibit B

THE POWER OF PLAY
For your child, play is not just a way to have fun and burn energy, it is essential for learning and development.

As your child explores invents and builds, they are working on the following skills:

Cognitive: By persisting through challenges toward his or her goal, they learn how to problem solve and gain new knowledge.

Social: Through play, your child learns to share, cooperate, and understand the need to compromise to reach their goals.

Vocabulary: You can support your child’s development by asking questions like “how do you know,” “what is this,” and “what would happen if.”

FORCES AT WORK
Your building has a lot of unseen forces acting on it - trying to pull it down while you try to build it up - or helping you hold it up, too!

For example:

- Gravity is the force pulling things toward the center of the Earth - “down to the ground” to us on the surface. Anything we build must be able to support everything in or on it - and it has to support its own weight, too!

- Mass is all of the stuff that makes up the building and its contents. If the center of mass is outside of the building’s “footprint” (base), the object will fall over.

- Distribution of load is how much weight each support has to hold up. (A 100-pound pig has 25 pounds of pressure on each leg, and a 100-pound person has 50 pounds per leg.) This means that if you spread weight out over more supports, each support can be smaller.

TRY THIS!

- Try building a tower that gets bigger the higher it goes. Is it more or less stable than one that gets smaller as it gets higher?

Mow love to wonder, and that is the seed of science.

- Ralph Waldo Emerson

STEM CAREERS
Children express their natural curiosity through play, they strengthen their scientific thinking and problem-solving skills.

By encouraging this desire to learn, you are preparing your child to be a leader in tomorrow’s STEM fields and industries.

For example:

- **Engineering** – Designing bridges and arches that hold towers that stay standing, and ramps to carry objects to place are challenging tasks that inventive engineers face.

- **Math** – When children build, they are noticing each block’s width, shape, and weight, and then making a decision on which block will work best for their purpose.

I try to give people a different way of looking at their surroundings. That’s art to me.

- Maya Liu
Johnny’s Rules

Before you get started, here are a few things to do:

1. Always wear goggles and an apron.
2. Keep your workspace clean for you and the next person.
3. Work together with a grownup when you are having trouble.
4. Follow directions to use tools properly.

And don’t forget — plan, practice, and be patient! Tools take time.

Antes de empezar, deberías hacer lo siguiente:

1. Siempre usa gafas y un delantal.
2. Mantén la limpieza de tu espacio para ti y para la próxima persona.
3. Trabaja con un adulto cuando tengas dificultad.
4. Respetar las instrucciones de uso de las herramientas.

Y no te olvides: ¡planifica, practica y sé paciente! Usar herramientas lleva tiempo.
CASE #5
“Play Rules”
Exhibit D