AUTRY LABEL WRITING

Labels are located next to objects and act as a written guide that includes:
1) a caption that explains what the object is
2) a description that informs or tells the audience about the object
3) a description that engages or tries to get the reader/audience interested in the object

Example from Collecting Community History Initiative

**A Child’s View: COVID-19**

March 15, 2020
Franklin Wong
Los Angeles, CA
School journal, paper with pencil and crayon
Submitted to the Autry Museum

A school journal entry of the first day of distance learning during COVID-19 from Franklin Wong of Los Angeles, CA. The journal expresses Franklin’s feelings about playing indoors in both words and images. How did the reasons for playing indoors change for Franklin on March 15, 2020?
PART I: DRAFTING AN OBJECT LABEL

Write a draft label about your object using the information and the steps below.

A. Label Caption: Explains/Describes

Labels explain what the object is by identifying or listing the important information about the object. Explain what your object is by writing a label caption in the space below. If you don’t have an answer for one of the items below, leave it blank.

Title: _________________________________________
Date: _________________________________________
Creator: _______________________________________
Materials used: ________________________________

B. Label Description: Informs and Engages

Part 1: Inform

Labels inform or tell about the object by

- Telling a story, not just listing facts.
- Presenting information about the object topic for visitors to learn.
- Encouraging visitors to look back and forth between the label and the object.

Tell the audience the story of your object and what you want them to learn. Try and tell them in a way that makes them look at the object. Write this in the space below.

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Part 2: Engage

Labels engage or try to get the audience interested by asking the audience to

- Observe: Look closely at something
- Reflect: Think about something/Remember/Imagine
- Question: Answer or ask a question
- Do: Do something with what they learned – take action

Pick one of the following ways above to engage the audience and get them interested in the object. Write this in the space below.

_____________________________________________________________________________________
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_____________________________________________________________________________________
PART II: MY FINAL OBJECT LABEL

Use the information from Part I to write your final label.

Label Caption

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Label Description

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AUTRY MUSEUM
Challenge • Discover • Celebrate
THE CAMERON FOR THE AUTRY