

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

Title

A Child's View: COVID-19

March 15, 2020

Franklin Wong

Los Angeles, CA

Caption
Explains

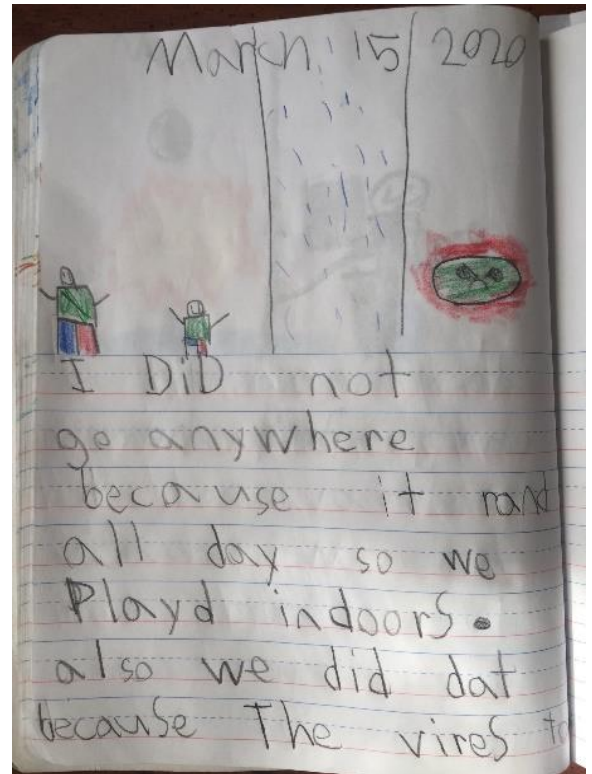
School journal, paper with pencil and
crayon

Submitted to the Autry Museum

Description
Informs

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?

Description
Engages



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 | • Question: Answer or ask a question |
| • Reflect: Think about something/Remember/Imagine | • 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.

PART II: MY FINAL OBJECT LABEL

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

Label Caption

Label Description
