

Development of information boards

– Factors to consider –

- Goal: Show the work you're doing, especially when it is not possible for the public to experience it first-hand (e.g. subtidal oyster reefs).
- Define your audience/target group is key!
- Less is more. Reduce the text as far as possible and focus on take-home messages
- Define the minimum text size for your board, this determines the possible length of your text.
- Use language appropriate to the audience.
- In which languages does the information need to be displayed? Is the board addressing international audience? Consider this in spacing and design.
- Make it as eye-catching as possible, e.g. with images, infographics or great artwork representing the scientific facts you want to display.
- Always keep the copyright of those images in mind – Are you allowed to use it?
- Consider using QR codes (for further information on the homepage): saves space on the board and promotes action by the viewer.
- The location of the board should be somehow related to the project.
- Find out as early as possible what permissions are required to put the board up. Permissions may take some time to process by local authorities.
- Discuss with local authorities if there are any considerations or requirements regarding who can install the board and which materials are used. Is health and safety a consideration?
- The more boards you produce, the cheaper each single board will be: Is there a project you can collaborate with that also want to produce similar boards? Can you produce together?