

You Make Bristol Text-writing guidelines

Text at M Shed

M Shed aims to present the story of the people of Bristol, told in their voices. We have tried throughout to avoid a dry, authoritative museum voice.

We have short labels and text panels at M Shed because most museum visitors do not read long pieces of text. It is important that the labels catch visitors' attention and then convey information clearly and succinctly.

Aim of You Make Bristol Captions

You Make Bristol is a display created by the community. Members of community groups have nominated and chosen the people included, and will write all the captions.

We want the captions you write for the You Make Bristol display to be in your own voice. We want them to have personality, and to stand out from the other labels in the galleries. They should sound like you speaking to a friend.

Practical Details

- The word limit for each caption is **65 words**. That's about two sentences, so you can only include the absolutely key pieces of information.
- The captions need to be suitable for a general audience and easy to understand.

Hints and Tips

Please see the separate presentation notes for hints and tips, and practical examples of how to write a caption.