

Society of Editors (NSW) at the National Editors Conference

Professional Development Workshop



Editing for Museum Exhibitions and Publications

Presented by Jennifer Blunden
Words on the Wall consultancy

Wednesday, 7 September 2011, 9.00 a.m. to 4.00 p.m.

Venue: Dockside Conference Centre, Sydney

Cost: \$250 for Society members, \$295 for non-members
(includes lunch, and morning and afternoon tea)

To book a place, register online at www.editorsnsw.com/conference2011.htm

Museums and galleries produce vast amounts of text for exhibitions and a diverse range of print and multimedia materials, offering staff and freelance editors an unusually varied and stimulating range of projects. This practical, interactive workshop explores in detail the particular features and challenges of editing within a museum context, with a special focus on exhibition text.

Topics will include:

- The museum as a unique language environment... and a unique publishing environment
- The diversity, needs and particular characteristics of museum audiences
- Key findings from recent research into communication in a museum context and implications for editors and writers, including a critical look at a number of common frameworks and assumptions about language
- The interaction of design, context, language and style
- The editor's role, in particular in defining and managing the project brief, and in balancing issues of scholarship and accessibility
- 'Top 10' principles and practice of good (museum) editing
- Resources, contacts and organisations—tips for finding museum work.

In an exhibition, the visitor experience is non-linear, informal, multimodal and often social, where written texts become as much a part of a social interaction as a means of imparting information and ideas. This places a number of unique demands on exhibition texts and the language they use. Through discussion, review and a range of practical exercises, this workshop will help editors develop the skills needed to work on museum exhibition and publication projects.

About the presenter:

Jennifer Blunden is a writer and editor who specialises in developing texts for museum exhibitions and publications. She was formerly the senior exhibitions editor at the Powerhouse Museum and the Art Gallery of NSW. She currently works as a writer and editor at Freeman Ryan Design and, through her consultancy Words on the Wall, consults to a number of cultural institutions around Australia. Jennifer has a background in linguistics and language development, a Masters degree in Public History and is currently undertaking a doctorate at the University of Technology Sydney, looking in particular at the strategies used by museum writers and editors in creating (written) exhibition texts.

New Horizons
for Editing and Publishing

National Editors Conference
Sydney, 7 to 9 September 2011
www.editorsnsw.com/conference2011.htm