

EDITOR'S COMMENTS

I am very pleased to include Hugo Stibbe's IFLA report in this issue. In the past, we as a group tended to ignore international developments in that area of librarianship concerned with bibliographic description and bibliographic access. This cloistered approach is disappearing as we realize that international developments are bringing us the ISBDs and AACR II. The International Standard for Bibliographic Description has been developed by IFLA and it is very integrally related to AACR II. At the recent conference in Edmonton, Hugo was officially thanked for his efforts in the international realm where our bibliographic format is evolving. I also appreciate his efforts to ensure that you know what is happening and I hope that you will take the time to read his reports.

AACR 2 implementation is almost here. How are you implementing AACR 2? Is your library using a computer system which is helpful in your implementation? What is your source of bibliographic copy? Will there be a source of machine readable bibliographic copy for cartographic materials in Canada besides American sources? How are you planning for the future and what does your administration expect from you?

The above are questions which I hope some of you will answer by sending short reports to the Bulletin. Maybe you share my problem. Maybe someone else has our solution.

Robert Batchelder
Editor in Chief
ACML Bulletin

Notice to Contributors

Submissions which fall within the aims of the ACML are welcomed. All material submitted must be typed double-spaced and sent to the Editor in Chief. (The use of first class or registered mail is recommended.)

Aims of the ACML

The purpose of the Bulletin is to help fulfil the purposes of the ACML:

1. To promote interest in and knowledge of maps and map-related material.
2. To further the professional knowledge of its members.
3. To encourage high standards in every phase of the organization, administration and development of map libraries by: (a) providing for discussion of mutual problems; (b) exchanging information on experiences, ideas and methods; and (c) establishing and improving standards of professional services in this field.

DESIGN OF DISPLAYS AND EXHIBITIONS

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*Text accompanying
slide presentation
given at the 14th
Annual Conference*

In discussing exhibition design from my perspective as a designer I thought it would be worthwhile to give my definitions of design, exhibitions, and finally, to present a short formula for developing exhibitions. I have assumed that such exhibitions would be developed by a designer and an 'expert' working together. Sometimes this is not practical with small displays. In such cases the people involved in putting on the display should still try to implement the ideas given here. The most important idea is that the display is being mounted not for the benefit of those involved, but for the benefit of the prospective audience. Thus all decisions taken should be considered with the objective of improving the viewer's understanding and involvement in the display.

What is Design?

Design is defined here according to three components: aesthetics, organization, and communication.

Aesthetics is the style and finish brought to a project through design. It is often a reflection of contemporary taste. It also provides the viewer with clues as to the content and purpose of the display by giving visual emphasis to the important points and creating visual relationships among the items displayed.

Organization is another component of design. This refers to actually seeing a project through from its formative stages to its final installation. Others involved depend on the designer to define all the necessary pieces and put them together on schedule. The designer works out budgets, time schedules, makes up work orders, and in general transforms the abstract ideas into a physical exhibition.

The last component in this definition of exhibition design is communicating effectively with your audience. Communication is central to an exhibition's success. Studies of exhibition effectiveness have increased over the last few years. Through these studies the viewer's behaviour and interaction when at an exhibition are examined. One result of this is increased efforts to involve the spectator more completely in the exhibition. Many factors help in this: lighting effects, audio programmes, 'hands on' activities, and even the simple device of stating titles or labels in the form of questions. These means of communication have parallels in television. The goals of an exhibition and a TV commercial are very different, but the means used in providing visual clues which quickly add up to a very complex whole are much the same. In the same vein, an exhibition is not a book. The viewer does not approach an exhibition in the systematic way a reader approaches a book. It is important that an exhibition be different from a book both in its function and in its means of communication.

Finally, I have one qualification to make about these remarks on exhibition design. Design in a museum or archive context is different from other types of design. This difference is respect. Respect for the artifacts in their visual treatment; respect for the ideas being expressed; and respect for the artifacts in their actual treatment, according to principles of conservation.

What is an Exhibition?

An exhibition is an experience. As such they are in the same class of activity as concerts, the theatre, botanic gardens, historic sites and even zoos. The success of such activities is the result of the involvement possible for the viewer. Exhibitions often do not achieve the level of involvement found in some of these other activities.

In a complete environment the perceptions of the viewer can be totally involved in the things surrounding him. The viewer can absorb information without being aware of making any effort or having to overcome any barriers. Such environments are created through stimulation of the five senses. The sense most easily involved in an exhibition is sight. In conveying information it is important to translate as much as possible into visual terms: through illustrations, comparison, parallels and through the use of any other visual material. Copy can amplify and develop the ideas contained in the visual material, whether this is an artifact of intrinsic interest or auxiliary material presented for better understanding.

In developing exhibitions one should remember that they are best used to give the audience the 'feel' for a subject and not overload them with facts. It is the details of the actual presentation that will make an exhibition effective.

The Successful Exhibition

Now that we have looked at some general principles of exhibitions; here is a brief rundown of how a simple exhibition can be developed.

First you need a theme. An idea or subject which is exhibitable. An area of a collection which you would like to focus on, or maybe a concept you'd like to explore.

Next you should define your potential audience. Where will the exhibition be? Who will likely see it? Who do you want to see it? What general knowledge will they have? This definition must be specific if it is to have any validity. The general public is not an adequate definition. This should be broken down into sub-groups such as children 5-10 years, teenagers, adults with varying levels of related knowledge, etc. Once the audience is defined each succeeding step should be viewed from each group's perspective.

Your goals or aims should then be defined. What do you want your audience to get out of your chosen subject. Your goal must be specific. It should be written down and agreed to by all parties. It should be clear and concise, and it should sound interesting itself.

Next a hypothetical storyline is developed showing how the information and items on display follow from each other, with sub-topics, etc. branching out from the initial subject. The storyline is developed by the designer and expert. It includes the definition of subject areas, selection of artifacts and research where necessary. The storyline should undergo revisions. This is not sign of failure but rather a sign that everyone is working at making the exhibition a success. Out of this storyline a script is developed, with artifacts listed, illustrations chosen, and copy written. From this, the designer works at organizing, arranging and developing a layout taking into consideration the space to be used, the information and resource material, and the items to be displayed. This layout will also be revised and will possibly necessitate changes in the storyline. Eventually the layout will be finalized and then the physical work of construction, assembly and installation begins. Once this is completed the exhibition becomes a reality.

One caution: even with adequate planning there is a good possibility that last minute adjustments will improve the exhibition. Keeping an open mind right to the end can often lead to real improvements. I hope the procedure outlined in this section is of help in developing exhibitions. The main principle to remember is that an exhibition is initiated for people and purposes other than the preferences of those involved.

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REPORT FROM THE LANDS DIRECTORATE, ENVIRONMENT CANADA

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*This report was
given at the 14th
Annual Conference*

The Lands Directorate has had the opportunity to address the annual meeting of the Association of Canadian Map Libraries for the past number of years. It has become a pleasant tradition to bring the delegates up-to-date on Lands Directorate's activities over the past year.

The Lands Directorate was formed in 1971 with the creation of Environment Canada. Our mandate is to promote wise, efficient and environmentally sound use and management of Canada's land resource. In the limited time available, only a quick overview of projects and products produced over the last year is possible. We would encourage for you to contact us directly concerning any specific interests or questions this presentation may arouse.

Over the past year, this Directorate has strengthened its external contacts by preparing and printing pamphlets for general distribution. Such brochures have dealt with new reports or descriptions of our activities and programs. Specifically, I refer to a new publications list (Lands Directorate Publications, March 1980), a brochure on our computerized land data handling system (Canada Land Data System, 1980), two advertising pamphlets on some of the latest publications (Environmental Planning Resource Book, and Canada's Special Resource Lands) and finally a colour brochure describing the directorate and its activities (Lands Directorate, 1980). A quarterly newsletter called Land which focuses on land use policies, programs, and issues in Canada has seen its first issue released.

To best describe our latest efforts, I'll base my discussion along the seven different report series that the directorate publishes.

1. Canada Land Inventory Reports

This series presents Canada Land Inventory data and offers new uses and interpretations of such information. The Canada Land Inventory has national data on land capability for agriculture, forestry, recreation, wildlife as well as land use. The past year has seen two reports prepared which are now in their final preparation stages: No. 16, Land Capability for Wildlife - Waterfowl and No. 17, Land Capability for Wildlife - Ungulates.

In addition a new sub-series, the Canada Land Inventory Data Report Series was begun in 1980. It will present raw data compilation by political, physiographic and theme areas. The first ones, soon to be available, will be the individual Prairie provinces on land capability for agriculture by census sub-divisions.

2. Map Folio Series

Two substantial publications have been released over the past 12 months. Firstly, Folio No. 4 entitled Canada's Special Resource Lands provides a national perspective on six major land uses: agriculture, outdoor recreation, wildlife, forestry, urban growth and energy. It includes some 88 maps in its presentation. Since its release last summer, this 232 page compendium of information has received very favourable response, especially from the educational community. Its distribution and feedback is being monitored by a questionnaire enclosed with every copy. Distribution is being handled by the Department of Supply and Services (D.S.S.). It has been a top seller at D.S.S. and is an excellent value at \$12.00.

Secondly, Map Folio No. 5 entitled Rural-Urban Land Conversion examines the land changes around urban centers whose population exceed 25,000. Using air photos, it tabulates the rural land that has been built-up between the years 1966 and 1971 according to its land capability. This 71-page report is composed of six fold out maps and has many maps and tables. D.S.S. is again the distributor and the report is a good buy at \$9.00.

To complement Map Folio No. 5, rural conversion between 1971 and 1976 will be examined in an upcoming report. This report will also compare this time period to the earlier 1966-71. The publication may be released in the Land Use in Canada Series; it will not be map oriented as was Folio 5. Expected availability is at some point during this fiscal year.

Similar to the thematic approach of Folio No. 4, a National Land Resource Perspective on Environmental Stress on Land has just been begun. It is an 18 month project looking at both natural and man made activities and actions that may constrain eventual land resource use. It will address such environmental concerns as chemical contamination, waste disposal, erosion, scarification and mis-management of land. The approach is likely to be based on numerous case studies but producing a national perspective and its land resource considerations.

3. Northern Land Use Information Series

The past year has seen the production of 26 1:250,000 scale map sheets on the Kazan Upland region. These have followed the established series format and provides baseline information on the north including wildlife, fish resources, native hunting and trapping, ecological overview as well as a range of socio-economic and cultural information. Map area no. 8, the Wager Bay-Back Lowland maps should be available in late fall of this year. This joint project between the Department of Indian and North Affairs and Department of Environment has participated in a task force which has recently prepared a green paper on the Lancaster Sound Area. The paper had addressed present and potential land uses and capabilities in response to the growing demands for renewable and non-renewable resource development. The Northern Land Use Program may in the future extend its mapping into the northern parts of the provinces, as a joint federal-provincial effort as well as produce thematic perspectives on the north on such subjects as cariboo, native land use areas and perhaps archeological/historical sites.

4. Land Use in Canada Series

Reports in this series discuss land use issues and problems in Canada. They examine causes and consequences of major land use problems with emphasis on trends and solutions. Report No. 17 entitled Changing Values of Canada's Farmland 1961-1976 has been released. This paper documents changes in value of farmland using census data and explores factors causing such changes and their impact on the farming community.

The presentation is comprised of interpretive text, maps as well as statistical tables.

Forthcoming in the series is the third and final report on Prince Edward Island's Land Development Corporation. The report will examine the Corporation's role and impact on land purchases, disposal and use within the province. A contracted case study examining exurban settlement around Montreal should be available this year. As well, a national agricultural land loss study, using the Saugeen Basin in Ontario as a case example, should also be available.

5. Working Paper Series

The Occasional Papers series has been terminated and replaced by this new Working Papers series. The series will address narrow or specific interest areas which are "spinoffs" of major research themes. It is a low cost, limited distribution series. To date three reports have been printed: No. 1, The Ecology of Reclamation of Land Disturbed by Mining: A Selected Bibliography; No. 2, Analysis of the United States Experience in Modifying Land Use to Conserve Energy; No. 3, The Influence of Exurbanite Settlement on Rural Areas: A Review of Literature.

Work is currently underway on data analysis of urban centered regions for the 23 cities in Canada whose populations are 100,000 or greater. It will be analyzing land uses for three years 1968, 1972 and 1977 and use agricultural land capability. This is a joint headquarters and regions project and data for the cities of Calgary, Edmonton, Quebec City, Chicoutimu-Jonquière,

Oshawa and Vancouver should be forthcoming in the next three years. It is a low profile, limited edition release. A final summary report will be prepared for all cities with a 3 to 5 year time period. This project will progress so more information will be available next year. The results of this project will probably be available in another report series yet to be established.

6. Ecological Land Classification Series

The series theme is on the development of approaches of ecological land classification and its application to resource planning, management and environmental impact assessments. It acts as a vehicle for publishing workshops by the Canada Committee on Ecological Land Classification as well as specific ecological surveys.

Reports Nos. 8, 9, 10 and 11 have been published recently. Report No. 8 outlines the map production methods for the ecological maps of James Bay. (Le système écologique, unité de base de la cartographie écologique: l'inventaire du Capital-Nature du territoire de la Baie James). Report No. 9 details the soil and vegetation classification of the James Bay area. (Les tourbières de la Baie James: la végétation et les sols). Report No. 10 is a regional report based on a soil and vegetation classification and provides a 1:1,000,000 scale ecological map of James Bay. (Carte écologique du territoire de la baie-james). Report No. 11 is a report on the workshop which focused on the wildlife component in ecological land surveys (Land/Wildlife Integration).

A map of the ecoregions of Canada at about a 1:5,000,000 scale is currently underway as well as continued work on ecological surveys and preparation of ecological guidelines.

7. Miscellaneous Reports

A contract was completed last year which resulted in the preparation of Environmental Planning Resourcebook. It is a general information base concerning planning and resource problems and is illustrated by some 99 case studies. It is a handy, where to find it, information book. It was co-published and is now available from Multiscience publishers in Montreal at \$15.50. Another good buy.

I should note that all reports should be available in both official languages and to consult the publications list for their precise titles.

Thank you for providing this opportunity to address the delegates and I hope that some of the publications are of direct interest to you. For any additional questions, please do not hesitate to contact us.