

Pierre Berton Heritage Centre

Script & Graphics Sampling

Task Force Meeting
June 12, 2017

Exhibit Mode Plan - Overhead

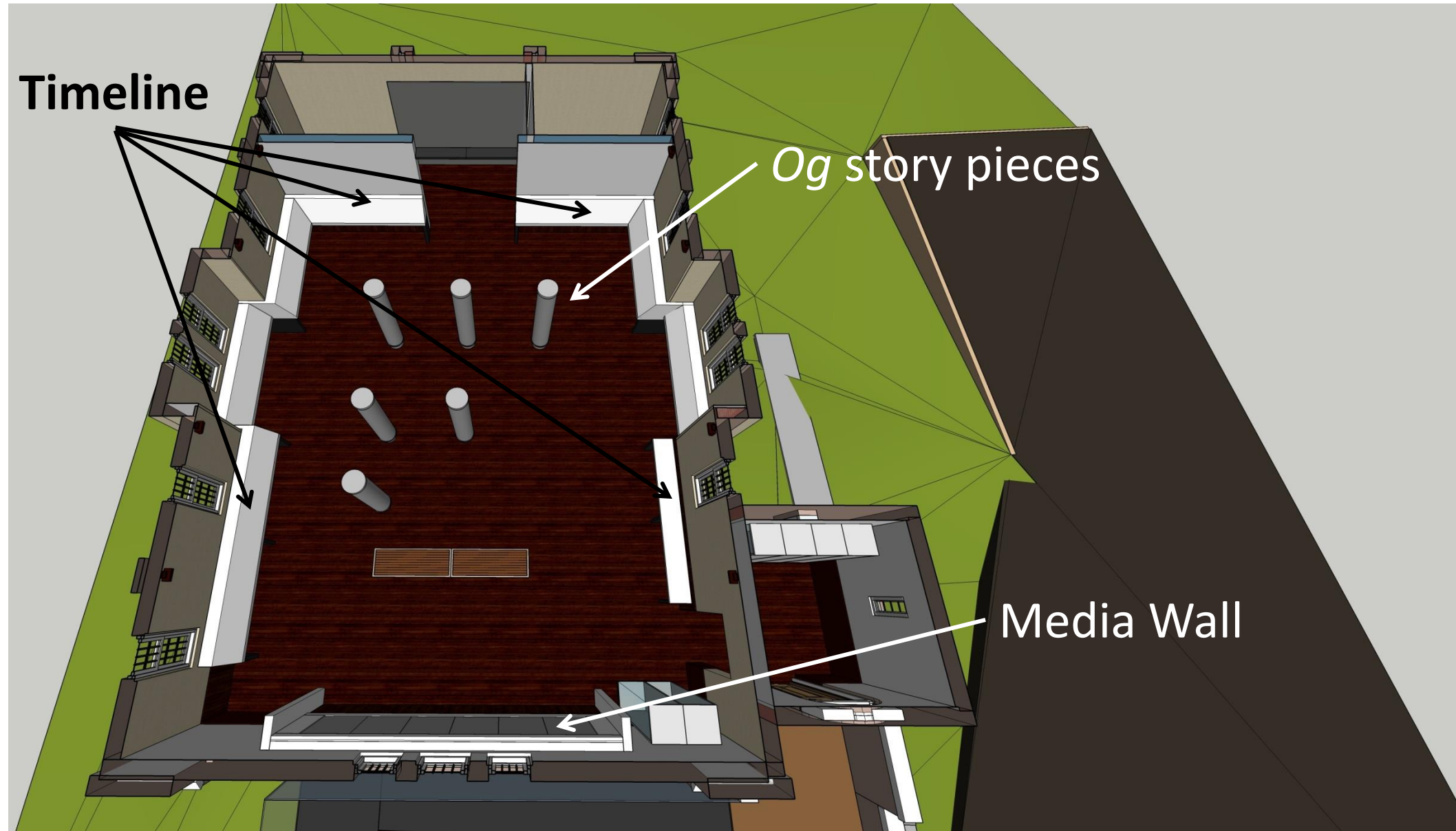


Exhibit Mode Rendering



Temporary Display Mode Plan - Overhead



Temporary Display Mode Rendering



Event Mode Plan - Overhead



Event Mode Rendering



Text Hierarchy

Level 1: on walls at upper level

- Quotations from Pierre Berton that express large concepts and big ideas

Level 2: on walls at mid-level

- Quotations from Pierre Berton's writing giving an overview of a particular historical period or event described on the timeline below

Level 3: text on the Historical Timeline

- Level 3A – a short contextualizing summary of an historical event, written by CL
- Level 3B – quotations from Pierre Berton's writing to show the vigorous style in which he brought history to life, evoking everyday lives and events
- Level 3C – captions for photographs, written by CL

Highlighted Events in Kleinburg History

Text Hierarchy & Sample Text

Level 1: on walls at upper level

- Quotations from Pierre Berton that express large concepts and big ideas

Example – Above Media Wall:

The nation is bound together by its creative artists and not by parallel lines of rusting steel.

Level 2: on walls at mid-level

- Quotations from Pierre Berton's writing giving an overview of a particular historical period or event described on the timeline below

Example – Above Klondike segment of timeline:

And so, like the forward patrols of a mighty army, the first prospectors reach the last frontier and began, in the seventies and eighties, to infiltrate the Yukon Valley.

Text Hierarchy & Sample Text

Level 3A: text on the Historical Timeline

- a short contextualizing summary of an historical event, written by CL

Example – Klondike Gold Rush on Timeline:

The discovery of gold on a tributary of the Klondike River in the Yukon in 1896 led to a stampede of prospectors to the Klondike region between 1897 and 1899. This sudden influx of adventurers led to the founding of Dawson City (1896) and subsequently, the Yukon Territory (1898).

Level 3B: quotations from Pierre Berton's writing to show the vigorous style in which he brought history to life, evoking everyday lives and events

Example – PB on the Gold Rush

The prospectors came first in twos and threes with little more than a rucksack, a gold-pan, a short-stemmed shovel, and a phial of mercury, living on beans and tea and bacon...

Text Hierarchy & Sample Text

Level 3C: captions for photographs, written by CL

Examples

- Klondike Brewery card (no date) Photo: Pierre Berton Fonds, City of Vaughan Archives
- Hastily constructed shops in Dawson served the needs of Klondike prospectors, 1898.
Photo: Library and Archives Canada

Highlighted Events in Kleinburg History: on timeline, written by CL

Examples

- 1000 BCE - 600 CE The Carrying-Place Trail was an important trade route for Aboriginal Peoples and later traders along the Humber River, linking Lake Ontario with Lake Simcoe and the northern Great Lakes. Also known as the Humber Portage, the trail passed through Kleinburg.
- 1848 John Nicholas Kline buys 83 acres of land, where he built a sawmill and a gristmill.

Typography - Typeface Family

FRANKLIN GOTHIC DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

FRANKLIN GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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FRANKLIN GOTHIC BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typography Levels - Main ID

MAIN ID

large Pierre Berton
Heritage Centre identification

Title: Franklin Gothic
Medium

Size: 750 pt

Leading: 666 pt

Tracking: 0

BER

Typography Levels - Level 1

LEVEL 1 TYPOGRAPHY
is used for quotations that
express large concepts
and big ideas on the wall
at the highest level

Title: Franklin Gothic
Medium
Size: 850 pt
Leading: 875 pt
Tracking: 0

The

Typography Levels - Level 2

LEVEL 2 TYPOGRAPHY

overview quotations about a particular historical period or event on the wall, at the mid-level above the timeline section to which it refers

Title: Franklin Gothic
Medium

Size: 392 pt

Leading: 372 pt

Tracking: 0

Every

Typography Levels - Level 3A

1896

Gold Discovered in the Klondike

The discovery of gold on a tributary of the Klondike River in the Yukon in 1896 led to a stampede of prospectors to the Klondike region between 1897 and 1899. This sudden influx of adventurers led to the founding of Dawson City (1896) and subsequently, the Yukon Territory (1898).

LEVEL 3A TYPOGRAPHY

introductory text written
by Christine Lockett to
contextualize the
timeline event

Date

Title: Franklin Gothic Heavy
Size: 62 pt
Tracking: 0

Event

Title: Franklin Gothic Demi
Size: 30 pt
Tracking: 0

Event Text

Title: Franklin Gothic Book
Size: 35 pt
Leading: 50 pt
Tracking: 0

Typography Levels - Level 3B

LEVEL 3B TYPOGRAPHY

quotations from Pierre Berton's writing to show the vigorous style in which he brought history to life, evoking everyday lives and human experiences

Title: Franklin Gothic Book Italic

Size: 50 pt

Leading: 62 pt

Tracking: 0

Credit

Title: Franklin Gothic Book Italic and Book

Size: 25 pt

Tracking: 0

*The prospectors came first in twos and three
a short-stemmed shovel, and a phial of merc
Whenever they struck it rich a circus parade
Sylvan valleys became industrial bees' nests,
shack towns;*

— *Klondike: The Last Great Gold Rush, 1896-1899*

Typography Levels - Level 3C

LEVEL 3C TYPOGRAPHY

captions for historical
photographs

Title: Franklin Gothic
Medium

Size: 14.5 pt

Leading: 20 pt

Tracking: 0

Credit

Title: Franklin Gothic
Medium

Size: 9.5pt

Leading: 12 pt

Tracking: 0

Right: Hastily constructed shops in Dawson served
the needs of Klondike prospectors, 1898.

Photo: Library and Archives Canada

Typography Levels - Highlighted Events in Kleinburg History

HIGHLIGHTED EVENTS IN KLEINBURG HISTORY

local information about
Kleinburg

Date

Title: Franklin Gothic Heavy

Size: 51.5 pt

Tracking: 0

Information

Title: Franklin Gothic
Medium

Size: 20.5 pt

Leading: 25.5

Tracking: 0

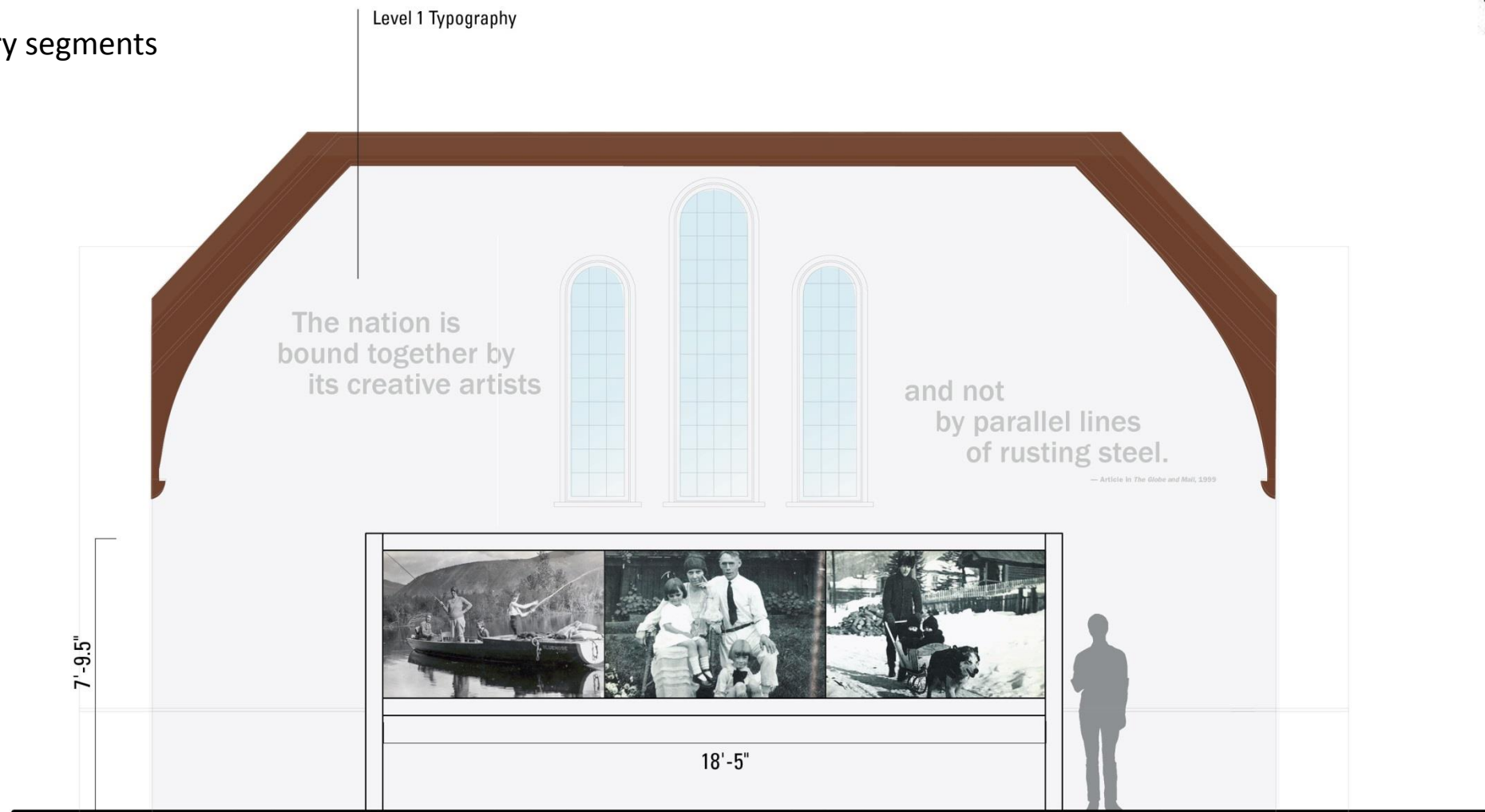
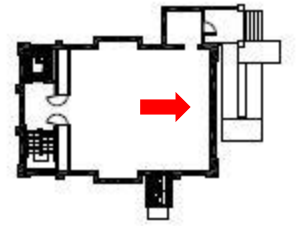
1904

Telephones
arrived in Kleinburg

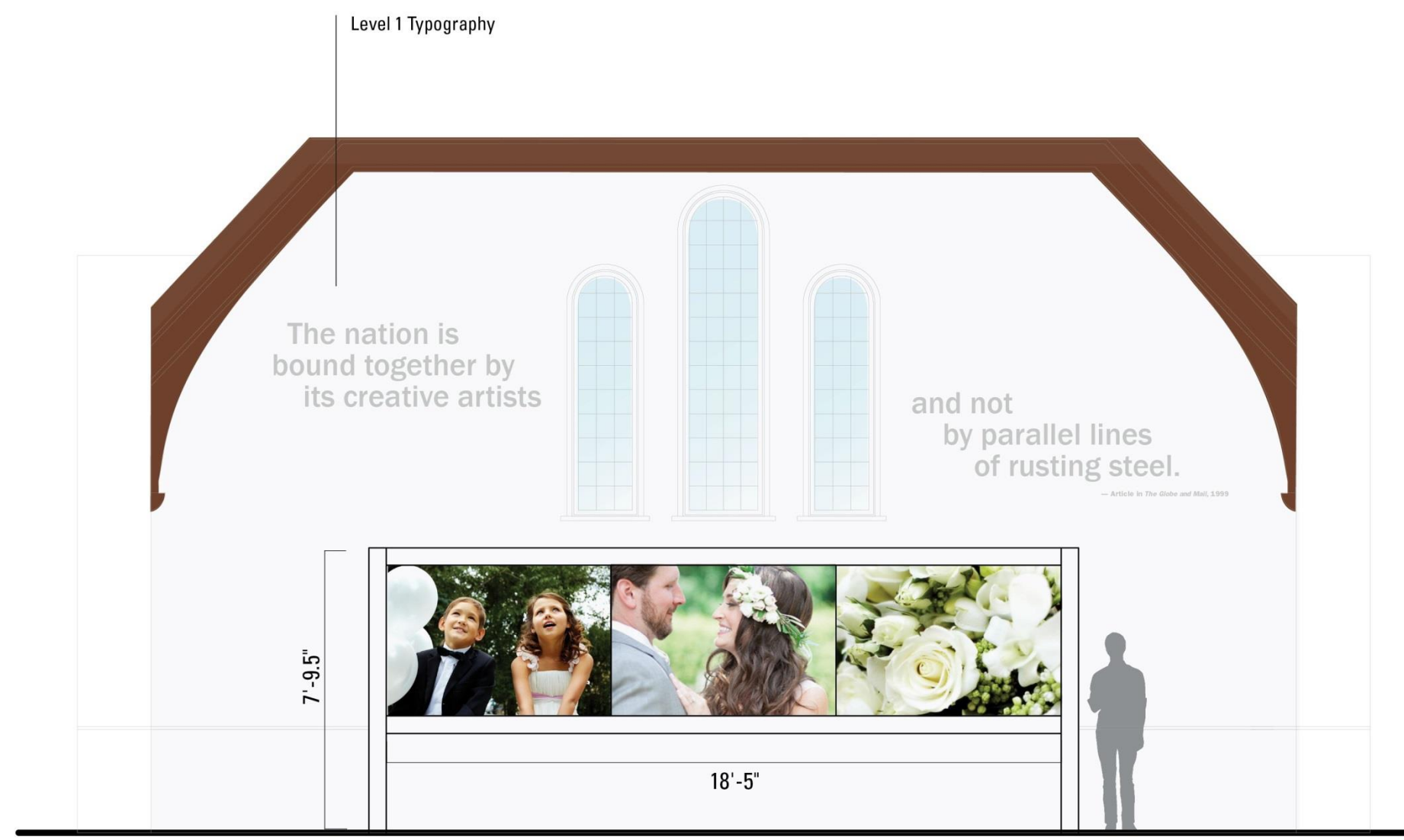
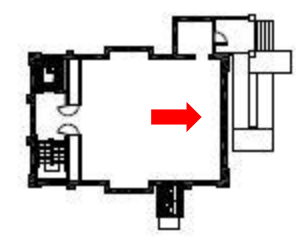
Media Wall - Exhibit Mode

Multiple programme options

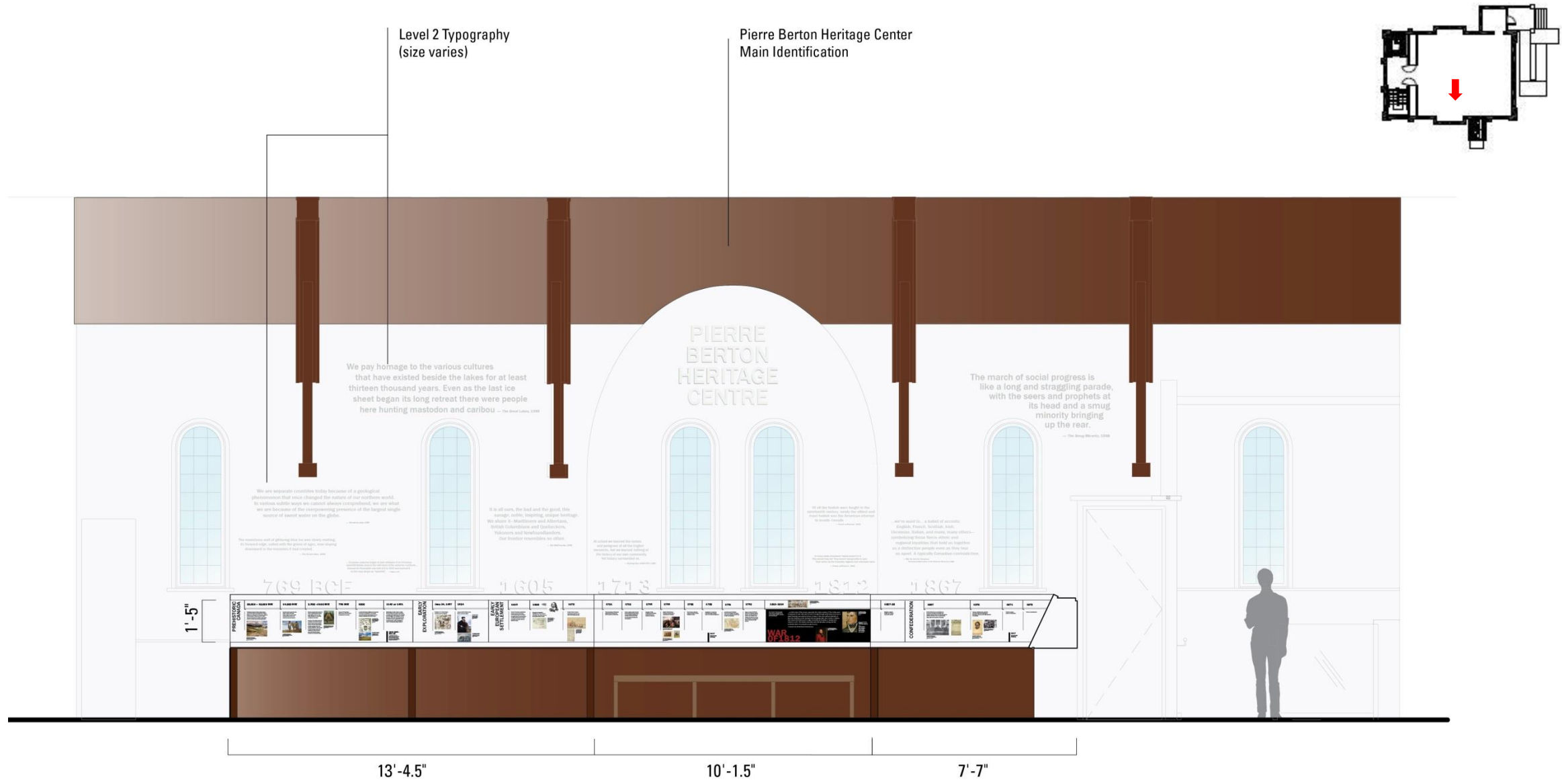
- PB Life
- Canadian History segments



Media Wall - Event Mode

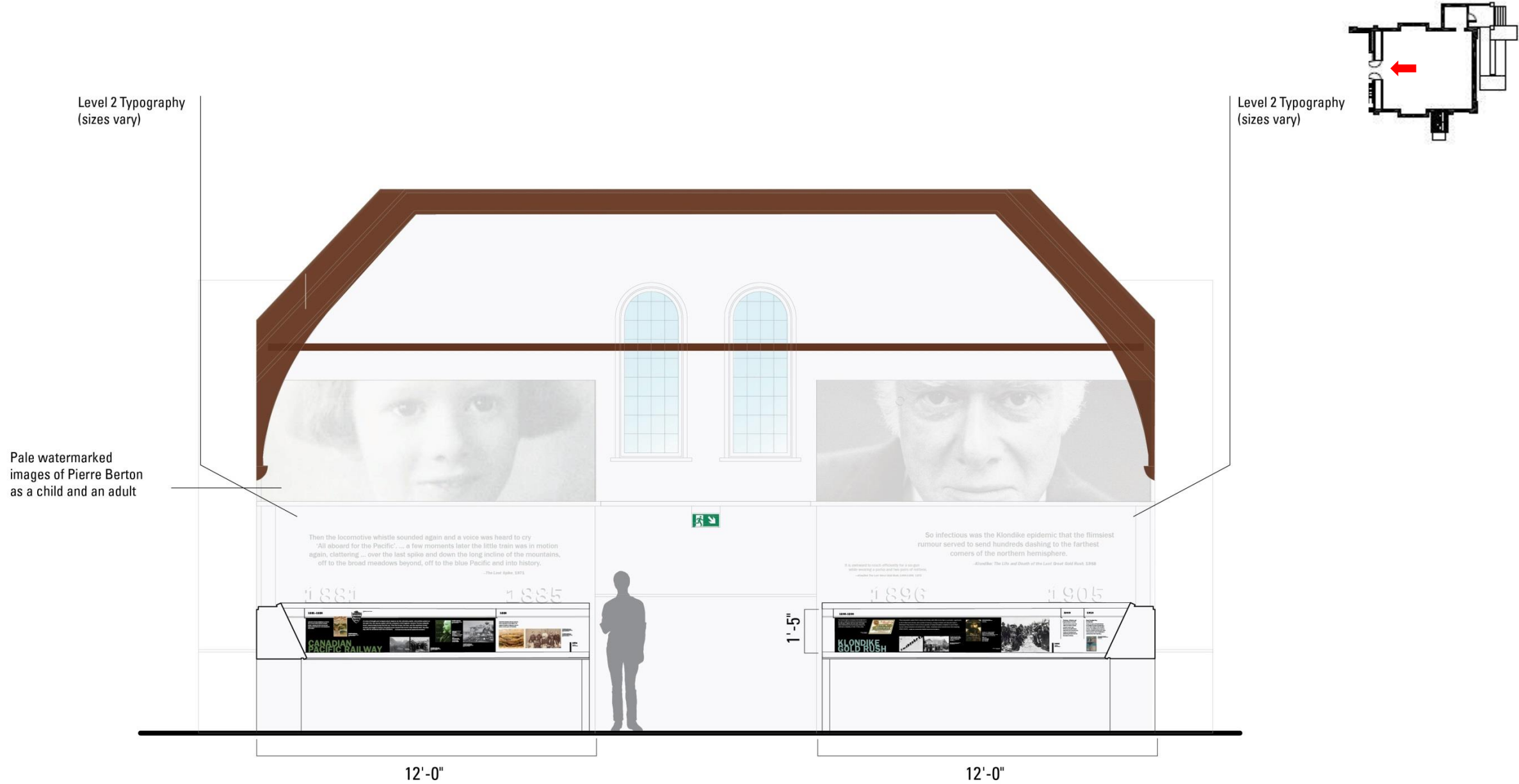


Perimeter Elevation

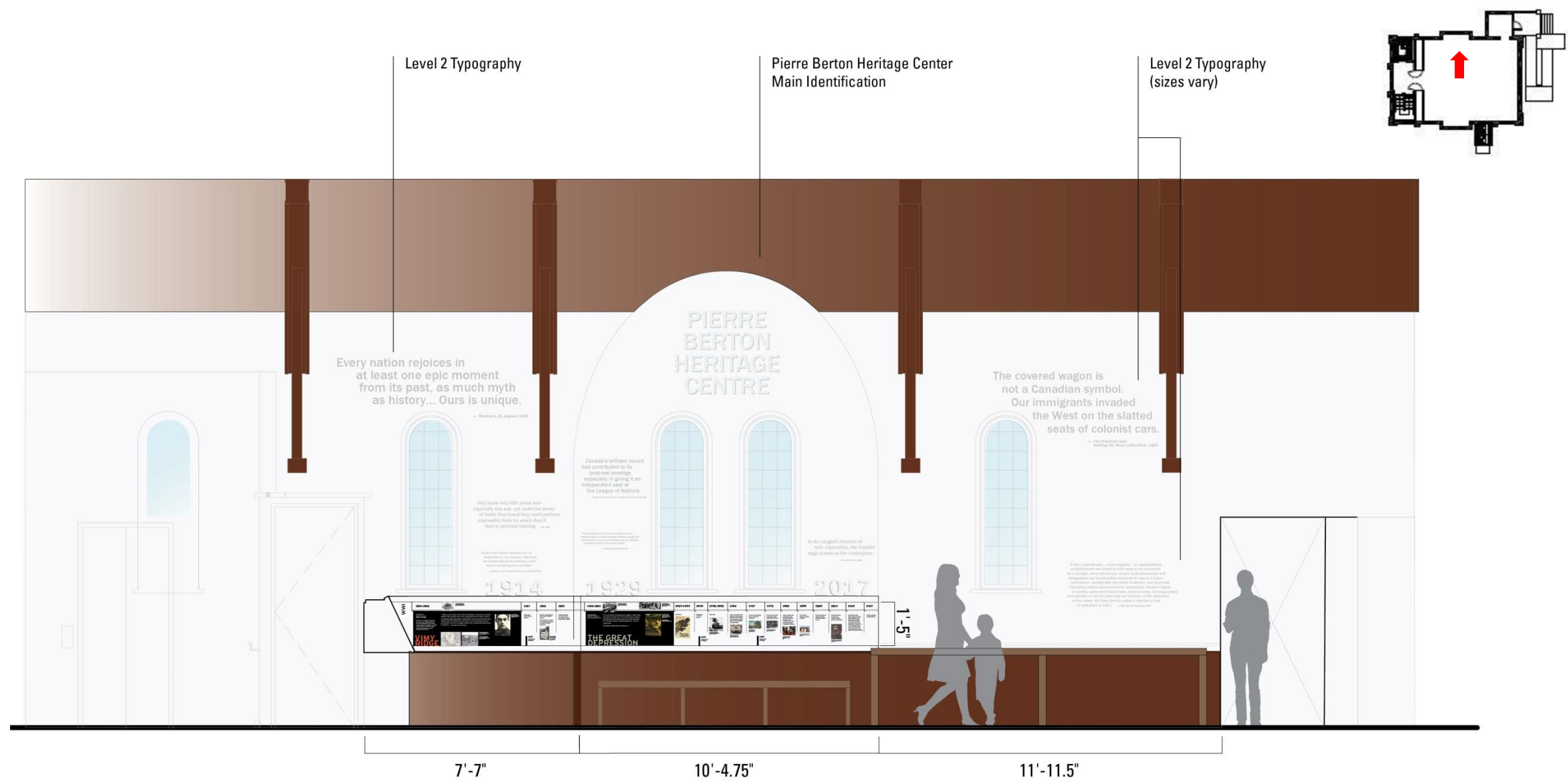


NOTE:
Colour scheme TBD

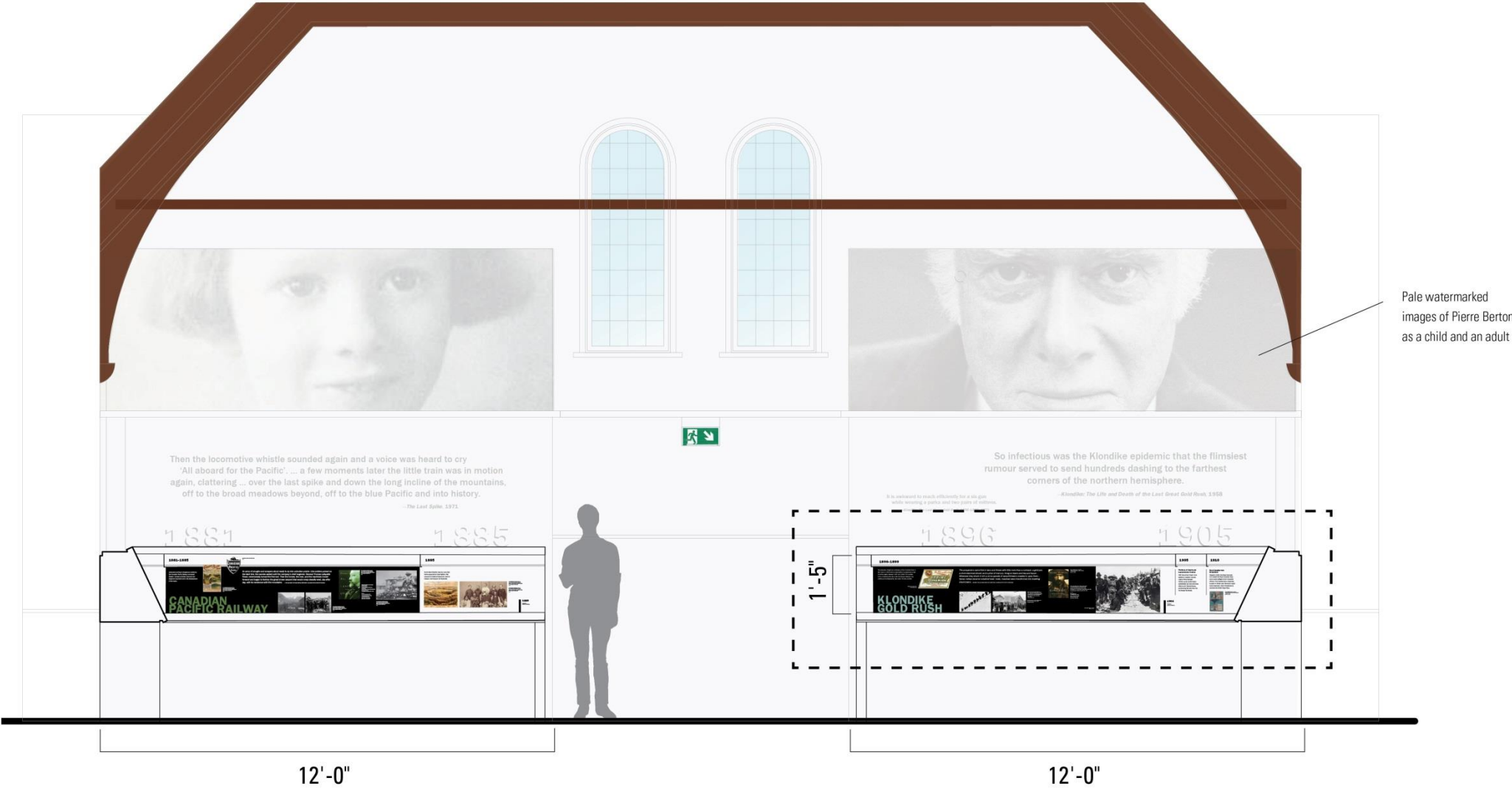
Perimeter Elevation - Back Wall



Perimeter Elevation



Timeline Detail



Timeline Detail

1896

1905

1896-1899

The discovery of gold on a tributary of the Klondike River in the Yukon in 1896 led to a stampede of prospectors to the Klondike region between 1897 and 1899. This sudden influx of adventurers led to the founding of Dawson City (1896) and subsequently, the Yukon Territory (1898).



The prospectors came first in twos and threes with little more than a rucksack, a gold-pan, a short-stemmed shovel, and a phial of mercury, living on beans and tea and bacon ... Whenever they struck it rich a circus parade of camp-followers crowded in upon them.... Sylvan valleys became industrial bees' nests, meadows were transformed into brawling shack towns;

— Kipling: The Last Great Gold Rush, 1896-1899, 1956



Left: Prospectors make the grueling trek up the Dillard Pass, to reach Bowson City at the mouth of the Klondike River. The Northwest Mounted Police located that each prospector spent almost with \$20 kg of extra food, creating several more trips necessary.

Below: Bowson and Hudson Rivers

Right: Heavily constructed ships in Bowson served the needs of Klondike prospectors, 1898

Below: Bowson and Hudson Rivers



Cover photograph from Pierre Burton's
Alfredus: the Last Great Gold Rush, 1896-1898

Published as 2000

10

100

OTHER BOOKS ABOUT THE GOLD RUSH BY FIELD
The Golden Rule, The Story of the American South.

The Alsatian Power: The LFs and Zwadd of the Le

See <http://www.fox.com>

The Chronicle (1984)

Trade of '90, City of Gold (1992)
Before the Gold Rush (1993)

Kings of the Frontier (LPH 3)



1905

Provinces of Alberta and Saskatchewan Created

With the arrival of ever more settlers in western Canada, Liberal Prime Minister Wilfrid Laurier (1896-1911) established two new provinces, Alberta and Saskatchewan, partitioning the land from the Northwest Territories.

1910

**Royal Canadian Navy
Established**

Passed in 1910, the Naval Services Act created the Royal Canadian Navy and a naval college to train Canadian officers. The initiative was a response to panic in Britain over Germany's rapid naval expansion, which threatened to overtake the British Royal Navy.



Lowen's Igneous dikes all small, concentrated
adjacent all, and the elevated terrain.
This shows an increase in

1904

Telephones
arrived in Kleinhan

Timeline Detail

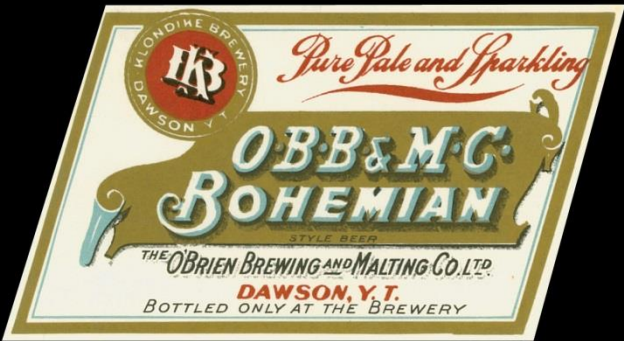
Level 3A Typography

1896-1899

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Klondike Brewery card (no date).
Photo: Library and Archives Canada

Level 3C Typography



Level 3B Typography

The prospectors came first in twos and threes, with a short-stemmed shovel, and a phial of mercury. Whenever they struck it rich a circus parade followed. The Sylvan valleys became industrial bees' nests and the shack towns;

— Klondike: The Last Great Gold Rush, 1896-1899, C.


KLONDIKE GOLD RUSH




Timeline Detail

Level 3B Typography


Level 3C Typography



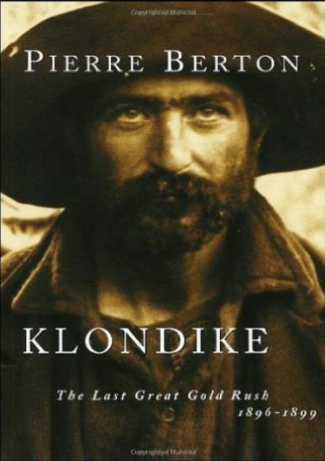
The prospectors came first in twos and threes with little more than a rucksack, a gold-pan, a short-stemmed shovel, and a phial of mercury, living on beans and tea and bacon ... Whenever they struck it rich a circus parade of camp-followers crowded in upon them.... Sylvan valleys became industrial bees' nests, meadows were transformed into brawling shack towns; — Klondike: The Last Great Gold Rush, 1896-1899, 1958



Left: Prospectors make the gruelling trek up the Chilkoot Pass, to reach Dawson City at the mouth of the Klondike River. The Northwest Mounted Police insisted that each prospector equip himself with 520 kg of solid food, making several round trips necessary.
Photo: Library and Archives Canada



Right: Hastily constructed shops in Dawson served the needs of Klondike prospectors, 1898.
Photo: Library and Archives Canada



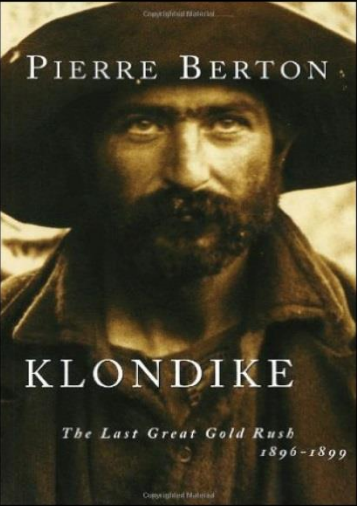
Timeline Detail

Level 3C Typography

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Northwest Mounted Police
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king several round

d shops in Dawson
dike prospectors, 1898.



Cover photograph from Pierre Berton's
Klondike: the Last Great Gold Rush, 1896-1899,
published in 1958.

Photo: Library and Archives Canada

OTHER BOOKS ABOUT THE GOLD RUSH BY PIERRE BERTON

- The Golden Trail: The Story of the Klondike Rush* (1954)
- Klondike: The Last Great Gold Rush, 1896-1899* (1958)
- The Klondike Fever: The Life and Death of the Last Great Gold Rush* (1959)
- The Klondike Quest: A Photographic Essay 1897-1899* (1983)

For teens:

- Bonanza Gold* (1991)
- The Klondike Stampede* (1991)
- Trails of '98, City of Gold* (1992)
- Before the Gold Rush* (1993)
- Kings of the Klondike* (1993)

Mail arriving in Dawson City, 1898.

Photo: City of Vaughan Archives



Timeline Detail

Level 3A Typography

Level 3C Typography

1905

1910



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Royal Canadian Navy Established

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Lorem ipsum dolor sit amet, consectetur
 adipiscing elit, sed do eiusmod tempor.
 Photo: Library and Archives Canada



1904

**Telephones
arrived in Kleinburg**

Highlighted Event
from Kleinburg History

Precedents: Exhibit Info Rails



Thank You ... *questions* ?