



## **Recommended for Grades 6-12**

Wisconsin Academic  
Standards for Science:  
D.8.2, D.8.8, G.8.6,  
G.12.3

Wisconsin Academic  
Standards for  
Art and Design:  
A. 8.1., A.8.6, C.8.7,  
D.8.1, D.8.2

Program length:  
Approximately  
40 minutes

Maximum of 30 students

Please be aware, the exhibit  
gallery is dark and contains  
flashing lights.

Contact  
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## **Neon Signs: Where Art Meets Science**

### **Overview**

The exhibit, Neon: Darkness Electrified, features about 30 vintage advertising signs from the collection of local neon artisan Jed Schleisner. These handcrafted signs present an opportunity to learn about everything from design to advertising to science.

In this guided tour, students will be engaged in a discussion of how neon signs are made. Students will be asked to think critically about why neon was (and sometimes still is) used in advertising, the pros and cons to using neon technology, and its affect as a medium on US society. Students will closely observe the signs, and the will be asked to design (draw) a neon sign based on what they have seen in the exhibit.

### **Student Learning Objectives**

1. Students will learn how neon signs are crafted by watching a short video of the process.
2. Students will learn how electricity interacts with neon and other noble gases to light up vacuum tubes.
3. Students will learn how and why neon became a popular advertising medium.
4. Students will learn how neon designs changed over time.