

1. Define Goals/Purpose of Exhibit.

- A. Define objectives for the entire exhibition and for specific components
- B. Establish exhibit themes and desired visitor experience
- C. Curators develop preliminary exhibit concepts and techniques, in collaboration with designer and larger exhibit team

2. Define Design Criteria with particular attention paid to:

- A. Curatorial objectives, including but not limited to sequencing or grouping of objects
- B. Ways to illustrate concepts
- C. Educational goals
- D. Conservation requirements
- E. Visitor's experience in the gallery, comfort, and gallery fatigue
- F. Architectural and life safety issues, building codes, ADA compliance
- G. Marketing and Development goals for the exhibit

3. Preliminary Design

- A. Develop floor plan and traffic flow, considering proposed circulation in exhibit
- B. Create planning database that organizes and tracks all exhibit elements—labels, graphics, artworks, programs, floor plans
- C. Create design concepts that reinforce exhibit theme
- D. Produce key elevations and introduction wall
- E. Manage the creation or adaptation of maps for exhibit use
- F. Early identification of special items that take a long lead time (e.g. loans, major conservation).
- G. Write treatments for audiovisual programs, interactive exhibit, and other media elements
- H. Consult with conservators regarding proper display technique
- I. Write scopes of work for contracted elements of work
- J. Develop project budgets and work schedules

4. Exhibit Design Process

- A. Prepare bubble plans for exhibit spaces (planning the use of particular spaces in gallery)
- B. Utilize object and image database, use themes to organize layout
- C. Layout objects in an engaging and accessible manner
- D. Develop ways that the layout reflects and supports museum's interpretive goals
- E. Work with architects and engineers to ensure that facilities design is coordinated with exhibit design
- F. Review and incorporate curator's comments about exhibit design
- G. Specify typography, colors, finishes or fabrics, and materials for exhibits
- H. Check emerging exhibit technologies and bring them into projects where feasible and suitable

5. Formative Evaluation (this is done before the exhibit design is finalized)

- A. Mockups to test concepts, plot out full sized 2D objects, such as paintings, for trial wall placement
- B. White model of exhibit hall with scaled art works and furniture drawn in
- C. Assess exhibit designs for educational objectives

6. Production of exhibit display, Installation, mounting of objects, environmental graphics

- A. Monitor project progress during the fabrication phase to ensure that design intent is being met.
- B. Ensure that museum visual identity standards are incorporated into banners, sponsor panels, and media where appropriate
- C. Direct the fabrication and installation of exhibit, monitoring overall progress and quality control
- D. Track projects and budget expenditures using project management software