Exhibition Planning and Evaluation Tool

# General Information

|  |  |
| --- | --- |
| Exhibition Title: |  |
| Project Manager: |  |
| Project Team Members (Content Expert, Designer, Education Specialist, Community partners?): |  |
| Exhibition Start and End Date: |  |
| Gallery (or galleries) and Sizes (approximate linear feet): |  |
| Stakeholders (Who are you accountable to internally and externally?): |  |

# Exhibition Description

Overview and Thesis Statement (Brief Description, Themes, and the “Why?”):

Context (How does this exhibition relate and support the museum’s mission and goals?):

Objectives for the Museum:

1.
2.

Objectives for the Visitor:

1.
2.

Audience (Demographic info, things to keep in mind, target community, etc.):

# Exhibition Budget

Funding Source and Amount (Is fundraising needed?):

|  |  |  |
| --- | --- | --- |
| Item | Estimated Expense | Actual Expense |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| TOTAL: |  |  |

Deadlines and Responsibilities
Specific dates by which work is to be presented, phased, complete, etc. Each task can be broken down into smaller tasks by the Responsible Team Member.

|  |  |  |  |
| --- | --- | --- | --- |
| Task | Timeframe | Team Member Responsible | Due Date |
| Brainstorming/Topic Research |  |  |  |
| Exhibit Story line/Interpretive Framework |  |  |  |
| Object Selection |  |  |  |
| Layout/Flow |  |  |  |
| Materials/Supplies |  |  |  |
| Label Copy |  |  |  |
| Graphics |  |  |  |
| Marketing Plan |  |  |  |
| Gallery Preparation |  |  |  |
| Object Installation |  |  |  |
| Label Installation |  |  |  |
| Clean Up |  |  |  |
| Object/Label Deinstallation |  |  |  |

# Object Selection

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Artist | Title | ID # | Dimensions | Placement | Display Needs |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

# Exhibition Look and Feel

Think about creating an experience for visitors.

Color Themes:

Design Elements:

Ambient Experience (lighting, music, etc.):

Educational/Interactive Components:

# Exhibition Programming

How can you encourage people to visit the exhibition?

Opening Reception:

Additional Events (Workshops, Artist Talks, Demonstrations, etc.):

Marketing Needs:

# Internal Reflection/Evaluation

What worked?

What did not work?

Ideas for future exhibition planning?

Relevant Audience Feedback?