

# Exhibit Development Process

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## Start your project

Define: **Purpose**

**Scope** (size, budget, schedule, location)

Target **audience**

**Resources** available

**Team** (core team, extended team, advisors), establish a plan for collaboration (roles, responsibilities)

## Develop your project plan (many activities happening in parallel)

Articulate **goals, themes, messages, BIG IDEA**

**Document** your progress, circulate documents for **review and feedback** with clear deadlines

Use your documents as **contracts** with your planning team

Continue to gather **information** for content development and inspiration

**Organize** information, grouped as experiences and concepts, presented in physical 3-D space

**Reality check:** Do your ideas match your resources?

Create an **action plan** for development, design, evaluation, fabrication, installation

(integrating deliverables, schedule, budget)

## Add detail to your project plan

Define and refine the visitor **experience** (what to see, do, feel, learn?)

Explore multiple **design solutions**

## Evaluate your ideas and products

Integrate **input from users** throughout process (interviews, focus groups, surveys, prototype testing, observation)

Test: **Does it work** as intended? Do people **understand** the content?

Ask yourself: How can I **improve** it?

## Build your exhibit

**Collect** and **create** exhibit materials: objects, AV media, images, words, etc.

**Build, assemble, install** the exhibit, offsite as much as possible and then on location

## Revise and improve

After you think you're done, you may need to **make changes** to improve the exhibit as a whole

## Maintain your exhibit

Keep it **clean and working** well