EXHIBITION APPRAISAL FORM

BACKGROUND

The Exhibition Appraisal Form has been developed as part of the project, Museums Actively Researching Visitor Experiences and Learning (MARVEL). The project aims to understand and measure museum learning, with a particular focus on adolescents.

MARVEL is a joint initiative between the University of Technology, Sydney (UTS) and industry partners the Australian Museum, Sydney; Museum Victoria; the National Museum of Australia, Canberra; and Sovereign Hill Museums Inc, Ballarat. The members of the Research Team are:
- Dr Janette Griffin, UTS
- Dr Des Griffin, Consultant
- Professor Susan Groundwater-Smith, University of Sydney/UTS
- Dr Lynda Kelly, Australian Museum Audience Research Centre
- Kimberley Pressick-Kilborn, UTS

This form was developed and tested by members of the MARVEL Project Team, based on both literature and findings from previous studies that shaped the team's approach to learning.

REFERENCES

Books
McLean, K. (1993). *Planning For People in Exhibitions*. Washington: Association of Science Centres-Technology Centres.
Serrell, B. (2005). *Judging Excellence: A Framework for Assessing Excellence*. Washington: Association of Science Centres-Technology Centres.

Journals/journal articles
Allen, S. (2004). Designs for Learning: Studying Science Museum Exhibits That Do More Than Entertain. *Science Education, 88*(Supplement 1), S17-S33.
Various. (Fall 2000). Critiquing Exhibits: Meanings and Realities. *The Exhibitionist*.
Various (Spring 2000). Thinking Critically About Exhibits. *The Exhibitionist*.
Various (Spring 2001). Striving for Excellence in Exhibitions. *The Exhibitionist*.

Websites
Judging Excellence: A Framework for Assessing Excellence in Exhibitions from a Visitor-Experience Perspective (http://www.msu.edu/%7Edillenbu/EJ/home.html)

FURTHER INFORMATION AND FEEDBACK

Janette Griffin
Janette.Griffin@uts.edu.au

Lynda Kelly
lynda.kelly@austmus.gov.au

EXHIBITION APPRAISAL FORM

The purpose of this form is to record your impressions of the exhibition in terms of the visitor experience and learning. It has been developed based on both literature and findings from MARVEL 1 that have shaped the MARVEL Team's approach to learning. Not every question may be relevant, if that is the case then mark N/A. Also give examples of what you mean where possible. You could also use a camera to provide examples of the observations and claims you are making.

EXHIBITION NAME/INSTITUTION _____

APPRAISER NAME/DATE _____

AUDIENCE: What audience do you think this exhibition is targeted to? (you can circle more than one)

under 10   10-15   late teens   young adult (18-30)   seniors

families   schools   special interests

CONTENT

1.   Exhibition content at right level for intended audience
        low   average   high   N/A
        1   2   3   4   5   6

2.   Authority of museum clear, using strategies such as authored texts
        low   average   high   N/A
        1   2   3   4   5   6

3.   Structure/themes/sections clearly delineated
        low   average   high   N/A
        1   2   3   4   5   6

4.   Content is accurate
        low   average   high   N/A
        1   2   3   4   5   6

5.   Exhibit content encourages links to visitor's lives
        low   average   high   N/A
        1   2   3   4   5   6

Content Comments

COMFORT

1.   Exhibition is attractive and entices the visitor to enter
        low   average   high   N/A
         1   2   3   4   5   6

2.   Lighting is sufficient to read text & see objects
        low   average   high   N/A
         1   2   3   4   5   6

3.   Sound is contained (no interference) and at appropriate level (can hear it)
        low   average   high   N/A
         1   2   3   4   5   6

4.   Visitor can immediately see what exhibition is about
        low   average   high   N/A
         1   2   3   4   5   6

5.   Temperature at right level for comfort
        low   average   high   N/A
         1   2   3   4   5   6

6.   Text and graphics at the right physical position and height
        low   average   high   N/A
         1   2   3   4   5   6

7.   Text and graphics at the right font size
        low   average   high   N/A
         1   2   3   4   5   6

8.   Text and graphics positioned so that objects are related to labels
        low   average   high   N/A
         1   2   3   4   5   6

9.   Sufficient places to sit and rest
        low   average   high   N/A
         1   2   3   4   5   6

10.   Displays at level that takes account of various heights and mobility of visitors
        low   average   high   N/A
         1   2   3   4   5   6

Comfort Comments:

COHERENCE

1. Logical links between exhibits and different sections of exhibition are clearly signposted
    low   average   high   N/A
    1   2   3   4   5   6

2. Directions about use of hands-on exhibits clear and easy to understand
    low   average   high   N/A
    1   2   3   4   5   6

3. Text clearly written and in logical sequence
    low   average   high   N/A
    1   2   3   4   5   6

4. Placing of labels relative to objects to enhance understanding
    low   average   high   N/A
    1   2   3   4   5   6

Coherence Comments:

_____

_____

CHALLENGE

1. More than one perspective presented
    low   average   high   N/A
    1   2   3   4   5   6

2. Promotes question asking
    low   average   high   N/A
    1   2   3   4   5   6

3. Opportunities for visitor to reach their own conclusions/explore further
    low   average   high   N/A
    1   2   3   4   5   6

4. Promotes/provokes thinking about issues
    low   average   high   N/A
    1   2   3   4   5   6

Challenge Comments:

_____

_____

MARVEL

CONTROL AND CHOICE

1. Visitors able to make decisions about their path through exhibit
low		average		high	N/A
1	2	3	4	5	6

2. Interactive devices easy to understand and use
low		average		high	N/A
1	2	3	4	5	6

3. Experiences come in variety of formats for different ways of learning
low		average		high	N/A
1	2	3	4	5	6

4. Visitor able to understand meaning regardless of what path they follow
low		average		high	N/A
1	2	3	4	5	6

Control and Choice Comments:

COLLABORATION

1. Exhibition encourages discussion and sharing of information
low		average		high	N/A
1	2	3	4	5	6

2. Group able to cluster around an exhibit
low		average		high	N/A
1	2	3	4	5	6

Collaboration Comments:

MARVEL

CURIOSITY AND CONTINUING LEARNING

1.   Exhibition explicitly encourages visitors to explore further beyond, e.g. via websites
        low   average   high   N/A
         1   2   3   4   5   6

2.   Associated events and programs clearly indicated
        low   average   high   N/A
         1   2   3   4   5   6

Curiosity & Continuing Learning Comments:

_____

_____

_____

_____

CORE MUSEUM ACTIVITIES

1.   When you walk into the museum you get an understanding of what it's all about and
        where to find things
        low   average   high
         1   2   3   4   5

2.   Adequate signage to toilets, cloaking, baby change rooms, other facilities
        low   average   high
         1   2   3   4   5

3.   Accessible for wheelchairs/strollers
        low   average   high
         1   2   3   4   5

4.   Meet and greet staff efficient, friendly and helpful
        low   average   high
         1   2   3   4   5

Core Museum Activities Comments:

_____

_____

_____

MARVEL

USE THIS PAGE FOR ADDITIONAL GENERAL COMMENTS

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____