Exhibit Design

The following statements are based on Rob Lunde’s (Science World Content Designer) presentation in class.

10. Avoid subjects that require the user to know a lot about the subject

* Make your presentation a story
* Make your presentation narrow
* Something that people already know a little about

9. Show! Don’t tell

* Pictures and graphs are much better than words
* Stronger message with pictures than words. Images that tell stories
* Any way to present visually

8. Don’t make the exhibit too hard

* Test your exhibit with the target audience (friend, or people not familiar with the exhibit)
* Make fewer pieces to avoid anxiety

7. Simple Effective instructions

* Try 1st -> Watch others-> Ask questions -> Read instructions (what people will normally do rather than reading the instructions)
* Make instructions in order of operation (start with action word, as few words as possible, most 7 steps)
* Use pictures for instructions where possible (again show, don’t tell)
* Take pictures of you doing the steps so that someone else can follow

6. Use good design

* Catches the users eye
  + Make things vertical, Flat things are not compelling.
* Colour helps. Dark colours on white pop. Will attract the eye and other observers
* Design to make the actions intuitive (ideally will not need instructions: ie cup)
  + Avoid bad designs (ie door handles that are not intuitive)
* Avoid making things too big or small that will be hard to use or handle
* Try common gameplay mechanisms
  + This will mean that you don’t need instructions.

5. Take people from what they know to what they don’t know

* Gross is ok
* People know how skunks smell, may not know about other animals that also have defense mechanisms
* Tell people a new story

4. Exhibits are not textbooks

* An exhibit is one concept
* Example: Wheelchair race about the muscles in the arm. At the end, arms are sore, so you know that those muscles are working
* Design towards “take-away message’ not statistics or Jargon
  + Make exhibit fun – this will help people remember
* Provide additional content for visitors who want more information
  + Avoid walls of text - Layer information (binder with extra information)
  + Tell people where to get more information (youtube)
  + Too much information at once discourages visitors
* Make things sharable

3. Tell stories from a new angle

* Grossology – Silvia Bramsey
  + Talk about human body, but what people or curious about
* Make relevant

2. Choose a relevant subject

* Pick something that is interesting to you and to your audience
* Body worlds found a way to preserve bodies in a different way, vacuum systems to replace liquids with elastic substance which preserves forever
  + People were interested for many reasons, but a lot because people are curious about how the body words

1. Test your ideas

* Design -> Test -> Analyse (repeat)
* Basically scientific method
* Iterative design

Questions to ask yourself

Who is your audience?

What is your goal?

What are the takeaway messages?

How will you know that you have succeeded?