Display Planning Template

A. Why? The Purpose of the Gallery

1. Working title of gallery or display

2. What's the story/central message? *Try to sum up in one sentence.*

3. Mission statement? Key aim(s) of gallery? *Does it fit with the vision of the museum?*

4. How will you measure the success of this gallery?

5. Main themes /key messages

6. Sub themes

b. Who? Audiences

1. Which users is this gallery aimed primarily at?
E.g. general visitor, specialist, family group etc.

2. What opportunities will there be for different learning styles?
Visual , Auditory, Kinesthetic

3. What does the audience know/feel about subject already?

4. What has consultation shown about what (these) visitors want to see / receive information?

5. Which stakeholders will you involve in the development of this gallery and when?

6. What key ideas/ areas need to be addressed in future consultation?

c. What? The Nature of the Display

The overall ambience…

1. Style *What will the space look like? How do we want the visitor to respond?*

2. Atmosphere *How will it make the visitor feel? What will the space say to visitors? Will it convey the theme without them reading anything?*

The collections…

3. What sort of material/collections?

4. Star objects?

5. Any other resources we could use that are not objects?
E.g. Film, oral history, photos etc

6. Are there any other objects that we need to source? *Set dressing etc*

The display…

7. Key method(s) of displaying objects *Will items need cases, open display, mix? Any constraints with objects? Or opportunities? Opportunities for addressing learning styles and GLOs here*

8. What are your ideas for interpretation? *How will you get your central message across? Your main themes and sub themes?*

9. How will the objects/story be arranged? *Will it be thematic? Or chronological? Contextual? Will some objects have priority?*

11. Ideas for media? *AV/ films, oral history pods...*

12. Ideas for 'extra experiences'? *Interactives, handling stations, oral history units, reflection areas, model, ambient sound, smells?*

13. How will you ensure the gallery is accessible as possible?

d. Where?

1. Restrictions? *– floor loading, ceiling heights, immoveable objects, power supply, lighting considerations, access, lift transfer space etc.*

2. Opportunities? *- beams to hang from, great/no natural light, key gallery on visitor route E.g. First/last gallery on floor/route etc.*

3. Other functions of the space? *Space for formal talks, space for small groups, family fun area, reflection space, work space, storage of resources/ equipment etc?*

Completion date:

Key Milestones:

Budget:

Team: