Creating an Information-Based Exhibit
History of Sports: Kunz

The Goal of an Information-Based Exhibit is to “transmit” specific information to visitors through a combination of displays, informational text, and informational videos.

10 Tips to Great Museum Exhibit Design

1. Design Accessible, Attractive, Inviting, Involving Environments: It is important to design exhibit environments and elements that visitors find attractive, welcoming, and easy to get involved with.

2. Present Real Objects/Phenomenon: People go to museums to see and experience things they can’t easily experience in their everyday lives. This includes seeing rare art objects, artifacts, and animals; seeing and experiencing unusual physical phenomenon; and being “Wowed!”

3. Meet Visitor Expectations:
   - Design so visitors can have some fun
   - Design to meet the expectations visitors have for an educational experience
   - Design to encourage social interaction
   - Design to engage all the senses
   - Design to pique curiosity, surprise and intrigue

Key Points for Designing Engaging Exhibits

- Design Accessible, Attractive, Inviting, Involving Environments
- Present Real Objects/Phenomenon
- Meet Visitor Expectations

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4. Support Direct Experiences with Labels, Staff Explainers, and Opportunities for Engagement:

- Provide labels/staff explainers directly supporting exhibit experiences that:
  - Identify what’s there
  - Point out things to notice
  - Provide instructions
  - Suggest things to do
  - Raise questions
  - Answer questions
  - Connect to other experiences

- Encourage cooperative engagement by:
  - Providing collaborative activities for parent/child, peers, and family groups
  - Suggesting opportunities for conversation
  - Physically designing exhibits for multiple participants
  - Provide related educational programming such as:
    - Films
    - Demonstrations
    - Discovery carts
    - Facilitated activities, experiments in exhibit
    - Take home materials