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


Journals/journal articles


Websites


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 1  2  3  4  5  high  N/A

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

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

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

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

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:**

---

---

---

©University of Technology, Sydney/Australian Museum, Sydney
# COHERENCE

1. Logical links between exhibits and different sections of exhibition are clearly signposted  
<table>
<thead>
<tr>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

2. Directions about use of hands-on exhibits clear and easy to understand  
<table>
<thead>
<tr>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

3. Text clearly written and in logical sequence  
<table>
<thead>
<tr>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

4. Placing of labels relative to objects to enhance understanding  
<table>
<thead>
<tr>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

**Coherence Comments:**

---

# CHALLENGE

1. More than one perspective presented  
<table>
<thead>
<tr>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

2. Promotes question asking  
<table>
<thead>
<tr>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

3. Opportunities for visitor to reach their own conclusions/explore further  
<table>
<thead>
<tr>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

4. Promotes/provokes thinking about issues  
<table>
<thead>
<tr>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

**Challenge Comments:**

---

©University of Technology, Sydney/Australian Museum, Sydney
## CONTROL AND CHOICE

1. Visitors able to make decisions about their path through exhibit
   
<table>
<thead>
<tr>
<th></th>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Interactive devices easy to understand and use

<table>
<thead>
<tr>
<th></th>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Experiences come in variety of formats for different ways of learning

<table>
<thead>
<tr>
<th></th>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Visitor able to understand meaning regardless of what path they follow

<table>
<thead>
<tr>
<th></th>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Control and Choice Comments:**

---

---

---

---

## COLLABORATION

1. Exhibition encourages discussion and sharing of information

<table>
<thead>
<tr>
<th></th>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Group able to cluster around an exhibit

<table>
<thead>
<tr>
<th></th>
<th>low</th>
<th>average</th>
<th>high</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Collaboration Comments:**

---

---

---

---
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: