

## Final Project Planning Workshop

### What currently exists: Exhibition Context & Content

*Exhibition Basics:* title and short statement about it; where it is; when it's showing; temporary or permanent

*Content Description:* objects on display; the look and feel of exhibit space—how objects are organized within the space.

*Community Engagement:* programming connected to exhibition; audience participation opportunities (ex: post it response boards); lectures; tours; workshops.....

*Musuem Audience:* who is museum currently attracting; who is under-represented in their audience?

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### Action Plan: Who is your target audience and what activities, events, strategies have you designed to engage them?

#### **Target Audience:**

- What audience are you targeting and why.
- How will current audience be expanded by your efforts?
- How are you researching and get to know your target audience so that you can design engaging experience for them? What have you already learned about them? What are their interests?

#### **Community Engagement Strategy:**

- Based on what you are learning about your target audience—make a list of activities and strategies will you use to engage them with the exhibit?
- Examine your list and analyze in accordance with Design Principles: any changes you want to make, new ideas?
- Examine your list and analyze in accordance with Levels of Participation: are your strategies contributory, collaborative, co-creative or hosted? Do you have a mix of levels or a concentration in one area? Any changes or new ideas based on thinking about this?
- Examine your list and analyze in relation to Values of Participation: Learning, Social and Institutional value. What values do your strategies center around—is their a mix or a concentration in one area? Any changes or ideas you get from this analysis?