GUIDELINES FOR EXHIBITION DESIGN ASSIGNMENT
ARTH 335: Exhibition Design

Each team of students is required to propose an exhibition design for 100 Years, 100 Objects. Your team’s design is due on Tuesday, 30 October 2012 when each team will present its design to a jury comprised of faculty, staff and students. The jury will vote to determine the winning design. Specific guidelines for this assignment and other important information follow below.

Team Assignments

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<tr>
<th>Team Seminary</th>
<th>Team College</th>
<th>Team Centennial</th>
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<tbody>
<tr>
<td>Gwyneth</td>
<td>Morgan</td>
<td>Christina</td>
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<tr>
<td>Maddie</td>
<td>Raquel</td>
<td>David</td>
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<td>Rose</td>
<td>Sarah</td>
<td>Hillary</td>
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<td>Sophie</td>
<td>Susan</td>
<td>Libby</td>
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<td>Walker</td>
<td>Rachel</td>
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Key Dates
Friday, 5 October 2012: Statement of Expectations Due at 5:00 p.m.
Tuesday, 30 October 2012: Exhibition Designs Due at 2:00 p.m.

Grading
~ Your contributions to and participation in this assignment account for 15% of your final grade. You are expected to contribute equally to your team’s design but will be graded individually.
~ To ensure that your expectations for yourself and of each other are clear, each team is required to submit a Statement of Expectations by 5:00 p.m. on Friday, 5 October 2012. (With thanks to Professor Torres for sharing guidelines for this aspect of the assignment.)
  o Your team’s Statement of Expectations should be a maximum of 500 words and should be submitted in hard copy in my mailbox near Ellison Lecture Hall. It should be single-spaced, have 1-1.25” margins, use 12 pt. font, and follow the basic assignment guidelines listed in the handout distributed on the first day of the course (and available on OnCourse). You may use bullets as needed.
  o It should include the following:
    ▪ Your work plan, which must include:
      • Planned team meetings and a schedule of tasks with completion dates.
      • A meeting with Michele L’Heureux, Gallery Director, to ask questions and to receive her advice and feedback regarding your proposed design. Michele is available on Wednesdays and Fridays. Please email her at lheureux_michele@wheatoncollege.edu to schedule an appointment.
    ▪ The division of labor (who will do what and by what date) designating
      • Who will write, who will research, who will compile, who will take on “visual” or “artistic” duties for the content and presentation, who will revise and proofread, as well as who will present to the jury, who is responsible for uploading your PowerPoint presentation prior to the presentation, and who will prepare handouts for the jury.
      • Tasks can be done individually or in collaboration.
    ▪ Plans for staying in touch with other members of the group.
      • These must be explicit and include contact information.
Grading (continued)

- Contingency plans detailing what happens if someone does not complete a task or misses a meeting, or if you get off schedule. For example, failure to complete a task will solicit one email/day for two days followed by an email to Leah Niederstadt and Zeph Stickney re: failure to complete the task.
- Designation of a liaison to communicate with your instructors.
- Names and signatures of all group members with dates.
  - The final aspect of this part of the assignment is a brief review (250 words) of your Statement of Expectations signed by all group members to be included with your exhibition design portfolio on 30 October 2012. This should follow the guidelines indicated above and should explain how each member contributed and describe any challenges and how they were resolved.

Materials/Gallery Restrictions

- A list of the 100 objects (and assigned authors) will be made available via GoogleDocs.
- Images of the objects will also be made available.
- Although not required to do so, you may develop a design that:
  - involves painting the gallery walls (or parts of walls);
  - requires hanging (a few, lightweight) objects from the ceilings; and/or
  - utilizes interactive/technology components such as a computer station.

Exhibition Design Format and Guidelines

Broadly defined, the exhibition celebrates the centenary of Wheaton Female Seminary becoming Wheaton College through the display of 100 objects from the College’s Gebbie Archives and its Permanent Collection. The show investigates the stories associated with objects donated between 1912 and 2012, exploring their creators and donors, and the histories tied to the objects themselves. It has not, however, been finalized beyond this. In other words, the narrative conveyed by your design is really up to your team to decide.

What story (or stories) do you want to tell?
What message(s) do you want your audience to take home?

The readings you have been assigned so far, as well as class discussions, guest lectures, and your own experiences with museums and exhibitions, should have provided a sense of the key elements of and questions related to exhibition design. The textbook by Lord & Lord is also an excellent resource.

Questions to Consider

In creating your team’s exhibition design, keep in mind – and address in your jury presentation – the following questions:

- Who is your audience?
- What is your key narrative?
- What are your key Themes/Focus Areas and how will these be conveyed to the visitor, whether via the physical layout, exhibition text, and/or some other means, such as the use of color or icons?
- What objects relate to/convey these Themes/Focus Areas?
- What is the take-home message(s) for your audience?
- How will visitors move through your exhibition?
  - How will the traffic flow? What are the key sight lines?
  - Are you using a chronological approach? Thematic approach? Both? Neither?
Exhibition Design Format and Guidelines (continued)

- Object Display
  - How will you utilize the space? Which objects will be placed where?
  - Which objects will you place in cases? On pedestals? On the walls? Hanging from the ceiling? Which objects will you display utilizing other means, e.g., on the floor, on a low platform, at a computer station?

- Exhibition Text
  - Where will you place the Main Introductory Statement?
  - Where will you place the title wall text?
  - Where will you place Theme/Focus Area text, if applicable?

- How will visitors know that they have moved from one area of the exhibition to another or which objects are related to which Themes/Focus Areas?

- How will visitors know that podcasts are available and for which objects podcasts have been recorded?

Design Components

For this assignment, you are expected to produce the following components:

1. A detailed layout that clearly indicates:
   a. Themes/Focus Areas;
   b. Traffic flow;
   c. Key sightlines;
   d. Planned placement of all 39 MUST USE objects as indicated in the document ARTH335_FinalObjectList_2Oct12, accessible by GoogleDocs;
   e. The placement of major cases, pedestals, and text; and
   f. The placement of any interactive/technology components.

2. A written 1-page statement explaining your exhibition design, your rationale for it, and the key message(s) you want your audience to take away from your exhibition.

3. A draft Main Introductory Statement.

4. Draft text for each Theme/Focus Area and Object Labels for at least two objects in each Theme/Focus Area.

5. A PowerPoint presentation incorporating and explaining all of the above.

Remember to spell-check and copy-edit all written work. Each team member should sign the Wheaton College Honor Code on the written 1-page statement about your exhibition design.

You are strongly encouraged to think creatively, keeping in mind the space with which you have to work, the available cases and pedestals (see the Pedestal/Case Inventory document, which is available on OnCourse), and the limited budget we have for mounting, framing, etc. At this point, you are NOT expected to identify where each object will be placed, but your design should enable the jury to understand the narrative underpinning the exhibition and the take-home message(s) as well as what you consider to be the key Themes/Focus Areas, where the 39 MUST USE objects would be placed, and how you would use interpretive text and interactive/technology components, if applicable.
**Jury Presentations**
- Each team will have 20 minutes to present its design to the jury.
- The presentations will occur in the Woolley Room of Mary Lyon Hall.
- You are NOT required to have all members speak in the presentation but your Statement of Expectations should clearly indicate who will present to the jury and who is responsible for arriving early to upload your PowerPoint to the computer and to confirm that it works.
- A 5-minute Q&A period will follow each presentation.
- Present using PowerPoint.
- Prepare the following handouts for the jury: draft Main Introductory Text, proposed design layout, a sample Theme/Focus Area text, a sample Object Label. You will need 12 copies.
- The order of presentations will be determined by drawing team names out of a hat on 23 October 2012. You should be prepared to present by 2:00 p.m. that afternoon, although the presentations will not start until 2:30 p.m. Each team will have the opportunity to rehearse from 1:00-2:20 p.m.

**Access to the Archives and the Collection Study Room (145 Watson)**
- The Marion B. Gebbie Archives is generally open 8:30 a.m.-4:30 p.m. Monday-Friday, although it is occasionally closed for class visits. Contact Zeph in advance to make an appointment to view objects and related documentation held in the Archives. She can be reached by phone at x3712 or by email at zstickne@wheatoncollege.edu.
- The Permanent Collection (Collection Study Room (CSR)) does not have regular hours. Generally, you can access objects and related documentation in the CSR on Tuesday and Friday mornings from 9:00am-12:00pm and Wednesday and Thursday 9:00am-5:00pm. You must, however, email Leah Niederstadt at least 48 hours in advance to make an appointment.

*Please remember when working with the objects and related documentation:*  
- Food and drink is NOT allowed AT ALL in the Archives.
- No food or drink may be placed on any table on which objects are placed in the CSR. If you bring food or drink into the CSR, please place it on the Tea Table. Please do not chew gum in the CSR.
- Please wash and dry your hands upon entering the CSR or after eating or drinking.
- While working with the objects in both the Archives and CSR, you may only use pencils or a laptop to take notes.
- Please handle all materials VERY CAREFULLY. Ask for guidance when handling objects and only do so while wearing gloves, unless otherwise instructed. If you touch your face or hair, or sneeze into your hands, please change your gloves. (The oils on your skin and hair can cause damage.)
- Please remove scarves, key lanyards, and heavy or dangling jewelry before handling objects.
- If any damage occurs to an object or documentation while you are handling it, immediately inform Zeph Stickney or Professor Niederstadt.

**As always, please email or call with any questions or stop by during office hours. You can also email to arrange an appointment.**