

BRAINSTORMING – Think Like an Exhibition Designer

Think of Your Audience:

1. Who is your audience for this exhibition?
2. How do you plan to appeal to your intended audience?

Design Choices:

1. Do you plan to display the art salon style or with a center line? Why?
2. What colors come to mind when thinking about the artworks or theme you chose?
3. How do you plan to use those colors in the exhibition (e.g. wall text, accent walls, etc.)?

Guiding Visitors around the Space:

1. How do you plan to guide visitors around the space? Do you want the artwork to be displayed chronologically, by a timeline, or by what you think is most visually appealing? WHY?
2. Name three or four accent pieces that you plan to highlight in the exhibition. How will you highlight them (e.g. placement, hung on an accent wall, etc.)?
3. How can you engage your audience in new and innovative ways?