

Contents

Preface to first edition	<i>page</i> vii
Preface to second edition	ix
Acknowledgements	x
1 Introduction	1
Background	1
Museums and educational exhibits	2
The design tradition	3
Objects, ideas and exhibits	8
A second look at objects	10
2 The general framework	11
Stages of the operation	11
Learning from experience	14
3 Psychological and educational aspects of exhibition design	20
The <i>prima-facie</i> case	20
The empirical and theoretical case	21
Improvability and its limitations	22
The psychology of the exhibition visitor	22
The lure of novelty	24
The problem of attention	24
Balancing reward and effort	26
Some difficulties of empathy	26
Techniques of effective teaching	27
Subject-matter, content and structure	28
Assessing suitability	30
Order and format	31
The problem of success	32
Student success and difficulty	33
Overarching principles	33
Ways of knowing	34
Some physical convincers	37
General comment	38
4 Planning the work	39
Critical path analysis	39
The secondment problem	41
The exhibition brief	43
Cost control	45
5 The exhibition team	46
Subdivision of the main task	46
How long for how much?	46

6	Organising the intellectual content	<i>page</i> 50
	Elaborating the first outline	51
	Beyond the pilot exhibition	53
	Mapping content on to available space	55
7	Laying out the exhibition	56
	The starting point	56
	A case study	57
	Estimating the space	60
	Island displays	61
	Expressing a theme	61
8	The individual exhibits	64
	Some hazards of communication	65
	Function and sequence	66
	Maps and signposts	71
	Numbering exhibits	72
	Housing the exhibits	74
	Travelling exhibitions	76
9	Choosing media and their modes of use	78
	Selecting the medium	78
	Modes of use	79
	The ends to be attained	80
	The range of choice	83
	Helping the user	99
	Postscript	100
10	Disabled visitors	102
	Accessibility for the physically disabled	102
	Accessibility for the blind and the partially sighted	104
	Accessibility for the deaf	104
	Accessibility and the mentally disabled	104
	Conclusions	105
11	Conservation	106
	Light	106
	Humidity and its effects	107
	Air pollution	107
	Microclimates	108
	Security	109
	Maintenance	110

12	The specification	<i>page</i> 111
	The specification document	111
13	Scheduling, monitoring and controlling exhibit production	115
	Activities and outputs	115
	Scheduling and monitoring	118
	Three different timescales	120
	The smaller team	121
14	Improving the performance	122
	Publications	122
	Support activities	124
	Learning from experience	125
	Planning and organisation	126
15	Evaluation: its nature, limitations and dangers	127
	Evaluation and conflict	128
	Walking the tightrope	130
	A second look	132
	Evaluation in action	133
	Methodological limitations	136
	The psycho-dynamics and politics of evaluation	141
16	Designing and carrying out the evaluation study	144
	Classification of evaluation techniques	144
	Types of investigations in summative evaluation	145
	Types of investigations in formative evaluation	146
	Sampling visitors for museum evaluations: preliminary considerations	147

The arithmetic mean (\bar{x}) and standard deviation (s) of a sample variable	<i>page</i> 147
Standard error of the mean and sample size	150
Randomness and random sampling	153
Sampling museum visitors: practical considerations	155
Sampling and experimental designs for formative evaluation	156
Methods of data collection	158
Observation studies	159
Interviewing	159
Designing a questionnaire	161
Further issues of data collection: objective tests and rating scales	162
Validity and reliability	163
Coding the data	164
Analysing the data	166
Tables and graphs	166
Measures of central tendency and variability	166
Measures of relations or correlations	167
Analysis of differences	168
Reporting the data: writing the report	168
17 Replacement and renewal	171
The simple model	171
Balancing replacement and renewal	174
Two types of output	178
Looking forward	180
The short-term situation	182
Glossary	185
Bibliography	189
Index	194