

# THE FRANKLIN INSTITUTE **Exhibit Process Guide**

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This document is intended to define the roles of the exhibit team as well as to be a guide for scheduling purposes. It should be used as a reference to understanding individual responsibilities within the larger whole, not a step-by-step to creating exhibits. An awareness of the team's key review points should help individuals create their own personal time schedules. This outline will be applied and tailored to each exhibit as they roll out.

There will be other adjustments and changes as we go, but this document should be a helpful reference as we begin to develop and design exhibits for The Franklin Institute of the 21st Century.

## **Phase I: Initial Concept**

**3-6 months**

### ***Point Person: Lead Exhibit Developer***

Lead developers work with the literature, research (in and out of house), collections resources, subject matter specialists, and a front-end evaluation; ie. topic, story-line, and base-line information testing, to describe the projects overall conceptual framework.

### ***Products include:***

Initial Concept Document (8.5" x 11")

#### **From Developers**

- proposed size and location
- initial project description
- expected audience
- expected outcomes
- evaluation results
- exhibit concept and element outline

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#### **From Designers**

- design & produce "Initial Concept Document"
- overall look and feel sketches
- conceptual bubble diagrams
- Base Model

#### **From Project Manager**

- overall budget
- overall schedule

This phase ends with approval from the President (and Program Committee?) for the project to continue.

If the project already has initial funding, (full funding?) the team goes on to the next phase.

- \* If the project must now be funded, there is a hiatus of an unspecified time in which the team creates:

#### **From Developers**

- proposals for government and other funding agencies

#### **From Designers**

- presentation books for corporate or individual donors

## **Phase II: Concept Development/Schematic Design**

**4-8 months**

### ***Point Person: Lead Exhibit Developer***

Working with subject matter and/or community advisors, assistants, design, production and maintenance staff, developers begin to refine ideas, do more focused research, obtain sources for specific objects, photos, footage, etc., and use formative evaluation techniques (mainly prototyping and observation and interview) to create an exhibit outline, script, schedule and budget that fits the original parameters of the Initial Concept phase.

### ***Products include:***

Schematic Design Document (11" x 17")

#### **From Developers**

- draft exhibit content outline document
- draft label copy
- draft object list (with dimensions and photographs)
- conformation of all in-kind contributions, media, and objects in writing
- evaluation report
- define the "special" elements
- AV storyboards, prototypes, & sources for most interactives
- define interpretive program and staff needs

#### **From Designers**

- floor plan and perspective sketches
- typical graphic format
- draft graphic element schedule
- draft photo/illustration schedule (xerox copies or scans of images)
- specifications and construction drawings for "special" elements that must begin production immediately.
- prototypes in production
- study model
- draft color/finish boards

#### **From Project Manager**

- a detailed working schedule & budget
- cost estimate for "special" elements and other unknowns

A museum wide presentation or "brown bag" lunch should happen at the beginning of this phase.

During this phase there will be a series of content, preliminary design and budget reviews for each exhibit section.

This phase ends with a overall review of the content, design, schedule and budget.

### **Phase III: Final Concept/Design Development**

**3-6 months**

#### ***Point Person: Lead Exhibit Designer***

Exhibit and Graphic designers, work with developers to continue to refine and finalize all exhibit elements ie. panels, cases, lighting, mechanical/electrical interactives, etc. All elements to be decided and design finalized at the end of this phase. Developers produce final (reviewed and proof read) label copy. Project manager to continue budget and schedule surveillance, and begin specifications.

#### ***Products include:***

Design Development Document (11" x 17")  
Beginning Construction Documents (30" x 40" sheets)

#### **From Developers**

- all final text/label copy
- final object list (with dimensions and photographs)
- final delivery of all contributions, media, and objects
- final evaluation of prototypes

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#### **From Designers**

- all exhibit elements decided and design finalized
- color/material/finish boards
- final prototyping of all interactives
- floor plan and elevations finalized
- revised typical graphic format
- final graphic element invoice
- final photo/illustration invoice (copies or scans of all images)
- final model completed at end of phase

#### **From Project Manager**

- revised budgets for all production
- revised production schedule
- send out package for better defined cost estimates
- work with fabricators to review and revise details
- final review for all "special" elements that are in production.

This phase ends with final review and approval of exhibit as a whole (concepts and design) from the President.

This phase will include a review by the Program Support staff if they will be installing and/or maintaining the exhibits.

**Phase IV: Construction Documents/ Graphic Production     2-4 months**

***Point Person: Lead Exhibit Designer***

Exhibit and Graphic designers, working with developers, and in/out of house design and production resources, refine the materials to produce working drawings and specifications for construction of all exhibit elements. Project manager to send out final construction documents for bids.

***Products include:***

Specification Document (8.5" x 11")

Final Construction Documents (30" x 40" sheets)

**From Developers**

- initial teachers guide
- start marketing materials
- develop program

**From Designers**

- final construction documents for all exhibit elements
- all final graphic layouts (all production completed digital or otherwise)
- all prototyping revisions completed

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**From Project Manager**

- final specifications (to include quality standards, sample requests, fabrication requirements, etc.)
- final production schedule
- final budgets for all production
- revised installation schedule

The phase ends with completion of all construction documents and graphic production. Completed package is sent out to Exhibit Fabricator for final bids and construction.

**Phase V: Fabrication/Installation**

**3-6 months**

***Point Person: Project Manager***

Working with in and out of house production, project manager with the help of the designers oversee the on- time on- budget production and installation of all exhibit elements. Developers prepare program (teacher materials, floor and theater demonstrations, online resources, kits, merchandise, etc.) and other ancillary materials, and are on call for any last minute details. A museum-wide coordinating committee is formed to prepare for the opening.

**From Developers**

- staff training in program
- continue program and marketing materials
- initial teachers guide handed out for feedback

**From Designers**

- review complete installation of all exhibit elements

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**From Project Manager**

- final installation schedule
- all construction administration
- staff training in maintenance
- oversee and approve construction and installation of all exhibit elements

This phase ends with the complete installation of the exhibit.

## **Phase VI: Opening and Punch List**

**1-3 months**

All team members spend time on the floor to observe and fix immediate problems and are on call for the press and any problems experienced by floor staff. Developers continue to train and critique for program, and they prepare an evaluation scheme for remedial evaluation. Project managers and designers prepare a maintenance manual.

### **From Developers**

- punch list
- staff training continue
- remedial evaluation scheme

### **From Designers**

- punch list
- all exhibit documentation begun
- final graphic layout document (with final text) begun
- all as built drawings compiled for archives

### **From Project Manager**

- punch list
- maintenance manual begun
- final exhibit report begun

## **Phase VII: Revisions and Documentation**

**3-6 months**

All team members in remedial evaluation work. Project managers create a revision budget and schedule based on this and see that it is completed by the end of the revision period. A summative evaluation is designed and completed. Photo documentation is arranged and a complete archive is created that includes press materials, program materials, drawings, media sources, maintenance manual, photos, label copy, materials, and sources for all purchases of replacement materials and any set-asides for future program or maintenance. Developers complete a final report for funders.

### **Products include:**

Maintenance Manual (8.5" x 11")

Final Exhibit Report (8.5" x 11")

Remedial & Summative Evaluation Reports (8.5" x 11")

### **From Developer**

- remedial & summative evaluation
- revised teachers guide

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### **From Designer**

- all exhibit documentation finalized and archived
- final graphic layout document (with final text)
- all as built drawings completed for archives
- graphic and interactive revisions

### **From Project Manager**

- final shop drawings and maintenance manual
- final exhibit report
- final budget
- proposal for traveling versions, sales of components or other spin-off

<b>Phase I: Initial Concept</b> Point Person: Lead Exhibit Developer	<b>3-6 months</b>
<b>Phase II: Concept Development/Schematic Design</b> Point Person: Lead Exhibit Developer	<b>4-8 months</b>
<b>Phase III: Final Concept/Design Development</b> Point Person: Lead Exhibit Designer	<b>3-6 months</b>
<b>Phase IV: Construction Documents</b> Point Person: Lead Exhibit Designer	<b>2-4 months</b>
<b>Phase V: Fabrication/Installation</b> Point Person: Project Manager	<b>3-6 months</b>
<b>Phase VI: Opening and Punch List</b> Point Person: Project Manager	<b>1-2 months</b>
<b>Phase VII: Revisions and Documentation</b>	<b>3-6 months</b>

\* Phase II - VI are the five key months that can take one to two years to complete. The initial concept Phase can begin long before the exhibit process is initiated, and can last an indefinite amount of time. Grants and proposals are to be completed before Phase I begins. Phase VII also has a more flexible time frame but should be completed within a six month period.