

## Developing successful exhibitions

# Design Brief Template

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## 1. Designer's Deliverables

### 1.1 Tender sphere/scope

Which areas are considered by the tender?

### 1.2 Deliverables

Plans, elevations, concept proposals, etc.

### 1.3 Checklist

Creativity, current technology, integration with the building, etc.

## 2. Client Organisation

### 2.1 Mission

State the Mission of the organisation if it has one.

### 2.2.Values

State the Values of the organisation if there are any.

### 2.3. Objectives

State the Objectives of the organisation.

Note: Objectives are usually specific e.g. attract 50,000 visitors in five years.

## 3. Visitors

### 3.1 Target Audiences

e.g. adults, families with children (5-12 years), secondary schools, graduates, post-graduates, international.

### 3.2 Gallery capacity, dwell time and circulation

### 3.3 Draft Visitor Outcomes

- Knowledge and understanding
- Enjoyment, inspiration and creativity
- Skills
- Attitudes and values

- Activity, behaviour and progression

## 4. Content and Interpretative Approach for the exhibition

### 4.1 The Concept

### 4.2 Vision

### 4.3 Interpretative Approach

### 4.4 Key content themes

### 4.5 Organising the exhibition

It includes maps and the description of main zones, for example as follows:

<p><b>Zone 1 - Title</b></p> <p>General Description (topic and visitors experience; 7/10 lines)</p> <p>Main Themes (list)</p> <ul style="list-style-type: none"><li>• XXXX</li><li>• XXXX</li><li>• XXXX</li></ul>
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## 5. Design Approach

### 5.1 Key Design features

Main choices on interactivity, multimedia, immersive environments, visitor experiences.

### 5.2 Additional facilities

Seating, learning spaces, etc.

## 6. Design Challenges and Considerations

### 6.1 Accessibility

State what legal national standards there are

## 6.2 Collections

State what collections are to be displayed and what security and environmental controls are needed

## 6.3 Cultural considerations

e.g. some Muslim countries require segregation, arrive as multi-generational groups and require more personal space.

## 6.4 Languages

How many languages are required.

## 6.5 Sustainable Design

Do you want to meet carbon emission standards (e.g. low energy lighting), sustainable materials (e.g. not use plastics or oil-based paints)?

## 7. Schedule for Delivery

Identify start and completion dates and key approval dates for each phase.

## 8. Budget

Identify budget that has been agreed for the exhibition.

## 9. Management and Approvals

### 9.1 Key roles and responsibilities

Identify individuals in the project team and their responsibilities; identify others that may need to be involved.

### 9.2 Internal communication

Identify how the project team will be managed, who reports to senior managers, who instructs.

### 9.3 Meetings

Identify the frequency of the development meetings and approval meetings.

### 9.4 Progress reporting

Identify how the exhibition development will be monitored and reported e.g. what has been completed, what is under development, what activity is behind schedule and action to be taken to correct.

### 9.5 Development and approval process

Identify what needs to be approved and who needs to approve it.

## 10. Deliverables

## 11. Content and potential exhibit matrix

<b>Zone 1 - Title</b>	
<b>Overview</b>	
<b>General Description</b>	
<b>Main Themes</b>	<ul style="list-style-type: none"><li>• XXXX</li><li>• XXXX</li><li>• XXXX</li></ul>
<b>Ideas for AV imagery and audio</b>	<ul style="list-style-type: none"><li>• XXXX</li><li>• XXXX</li><li>• XXXX</li></ul>
<b>Potential specimens and objects</b>	<ul style="list-style-type: none"><li>• XXXX</li><li>• XXXX</li><li>• XXXX</li></ul>
<b>Potential interpretive approach including interactives</b>	<ul style="list-style-type: none"><li>• XXXX</li><li>• XXXX</li><li>• XXXX</li></ul>
<b>Potential stories</b>	<ul style="list-style-type: none"><li>• XXXX</li><li>• XXXX</li><li>• XXXX</li><li>•</li></ul>
<b>Visitors outcomes</b>	<ul style="list-style-type: none"><li>• XXXX</li><li>• XXXX</li><li>• XXXX</li></ul>