

Name _____

Rubric for Exhibit Design

Trait	Excellent 5	Very Good 4	Adequate 3	Needs Improvement 2	Not Acceptable 1
ORGANIZATION: Information is organized to make visitor interpretation easy.					
The orientation to the exhibit explains its purpose and layout.					
The big idea of the exhibit is clear.					
The storyline (visitor learning goals) support the big idea.					
The images and objects tell the exhibit story.					
Exhibit components make sense when viewed alone and together.					
The concluding message provides closure, reinforcement, or new insight for the visitor.					
CONTENT: Information is clear, complete, and accurate and provokes interest in the subject.					
The exhibit answers the focus question and develops the big idea.					
The exhibit presents information, generates curiosity, changes ideas or feelings about the topic, or motivates action.					
The storyline (visitor learning goals) represents important key issues about the focus question and big idea.					
Various points of view are represented accurately.					
Information is accurate and facts are substantiated.					

Trait	Excellent 5	Very Good 4	Adequate 3	Needs Improvement 2	Not Acceptable 1
PRESENTATION: The visual appeal, organization, and structure of the exhibit make visitor interpretation easy.					
The type of exhibit (immersion, collection, dramatization, etc) is a good match for the content.					
The graphic look and feel of the exhibit is a good match with the big idea and storyline.					
Visual devices and label copy compliment each other and together, tell the story.					
There is no visual clutter in the exhibit.					
EFFECT: Based on formative and summative evaluation data, exhibit attracts visitors, holds their attention, and teaches the intended message.					
The exhibit is engaging to visitors; it has attracting power and holding power.					
The visitor understands the big idea.					
The visitor finds personal meaning in the presentation; the exhibit makes connections to prior knowledge, is relevant to their visitors' lives.					
The exhibit changed the visitors' perspectives by enriching what they already knew, teaching them something new, changing their ideas or feelings about the topic, or motivating them to act.					
Exhibit Score					
<i>How could you improve? List one or two goals for upcoming work.</i>					