

Exhibition Critique 1
Your Name
IMM 470-02 Fall 2015

Critique of Exhibit Name

Overview of the Exhibit

Where is it, what's it communicating, who's it for, how is it presented (web, mobile, kiosk, installation)

Target Audience

Identify the exhibit's target audience. Who is it speaking to? Kids? Seniors? Students? Adults? These are the users in the user story technique we learned about in week 2.

Message

What message is the exhibit trying to communicate? Is it narrow and deep about one specific object? Broad and narrow about the relationships between many objects? How many layers of interpretation does it communicate? Basic info like creator, title, creation date and description? Or does it also provide historical and/or cultural context? Does it communicate how the object was created and/or how it works?

Critique

Is the target audience the right audience for this exhibit?

Does the exhibit succeed in communicating what it intends?

Is the message successful in a language the target audience can understand?

Is the delivery vehicle appropriate for the audience and the message?

How could the exhibit be improved to better deliver its message to its target audience?