

## The Exhibit Design Process and the Visitor Experience

by Rosalyn Rubenstein  
Master's Thesis (1984)  
University of Toronto

The thesis discusses exhibit design as a problem-solving process which influences the quality of the visitor experience. It is argued that the inclusion of two new problem-solving steps as integral parts of the design process would further enhance the quality of the visitor experience. The first is selection of a "teaching strategy"; the second is selection of an "interpretive approach." Both steps are explained including the various options of each which may be chosen by exhibit planners and designers, as well as the ultimate implications for visitors.

## The Discovery Gallery: Discovery Learning in the Museum

by Ruth Freeman  
Royal Ontario Museum (1989)

In its dual role of public gallery and education program, the Discovery Gallery is subject to ongoing evaluation of the effectiveness of its displays and its use by visitors. The publication describes the numerous studies carried out by the gallery's staff and by outside experts. These include an attendance analysis, tracking study, and visitor survey conducted both in the summer and fall, as well as studies designed to evaluate specific displays. A summary of naturalistic evaluation of school group use of the gallery is also provided. New displays were developed by purposefully incorporating the observed visitor behavior patterns into specific discovery learning approaches. Display in the gallery are described both before and after the changes were made.

For information on ordering this report, contact: Publication Service, Royal Ontario Museum, 100 Queen's Park, Toronto, Ontario, Canada, M5S 2C6, (416) 586-5581.

### DID YOU MISS SOMETHING IMPORTANT?

Did you miss the 1990 Visitor Studies Conference? Don't fret! You may still capture the essence of the Conference by ordering the Conference Proceedings to be published in the Fall, 1990. Contact: Center for Social Design, P. O. Box 1111, Jacksonville, AL 36265. Phone: 205-782-5640

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