Characteristics of the ‘Ideal’ Exhibition

1. It makes the subject come to life.

2. It gets the message across quickly.

3. You can understand the point(s) it is making quickly.

4. There’s something in it for all ages.

5. You can’t help noticing it.

6. It allows you to test yourself to see if you are right.

7. It involves you.

8. It deals with the subjects better than the textbooks do.

9. The information is clearly presented.

10. It makes a difficult subject easier.

11. It gives just enough information.

12. It’s clear what you’re supposed to do and how to begin.

13. Your attention isn’t distracted from it by other displays.

(Based on a study of visitors to the Natural History Museum: M. Alt and K. Shaw, ‘Characteristics of Ideal Museum Exhibits,’ British Journal of Psychology 75.1984)