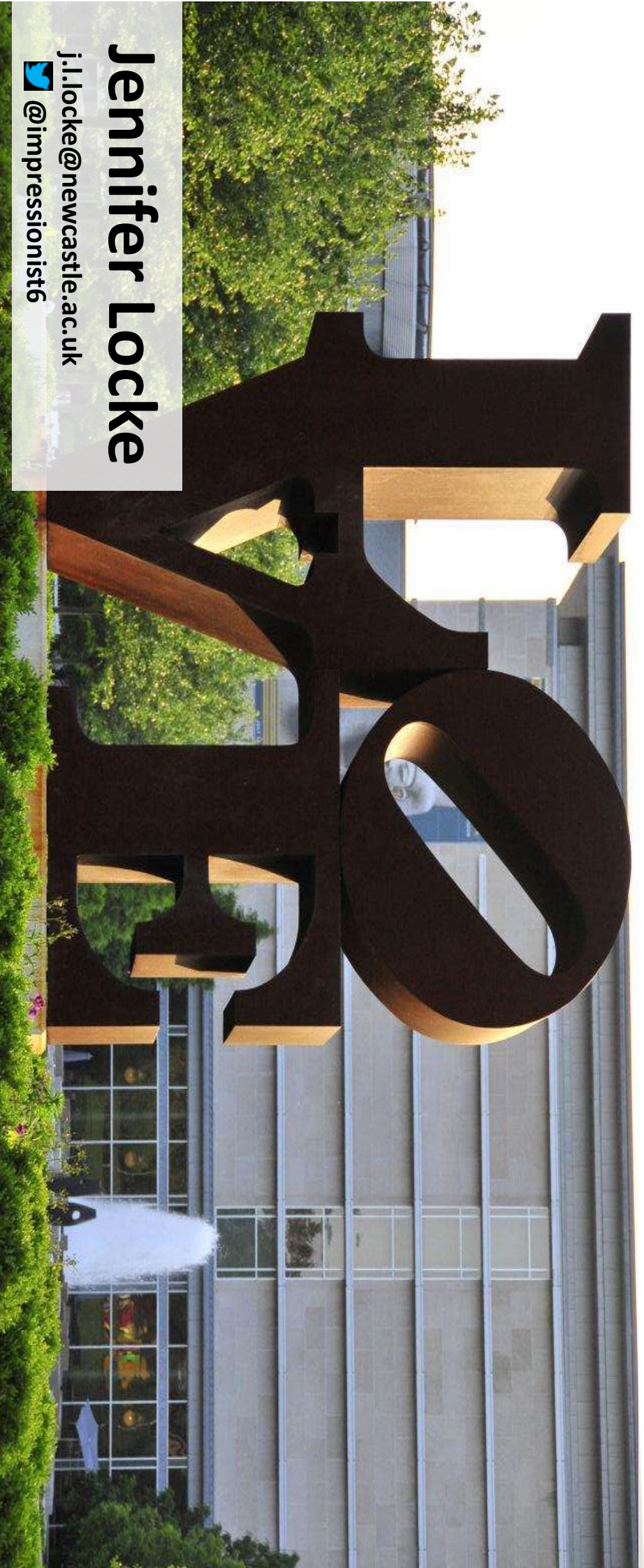


Research at the IMA


Indianapolis Museum of Art: Indiana, USA

Funded by the VSG Alison James Professional Development Bursary and Newcastle University



Jennifer Locke

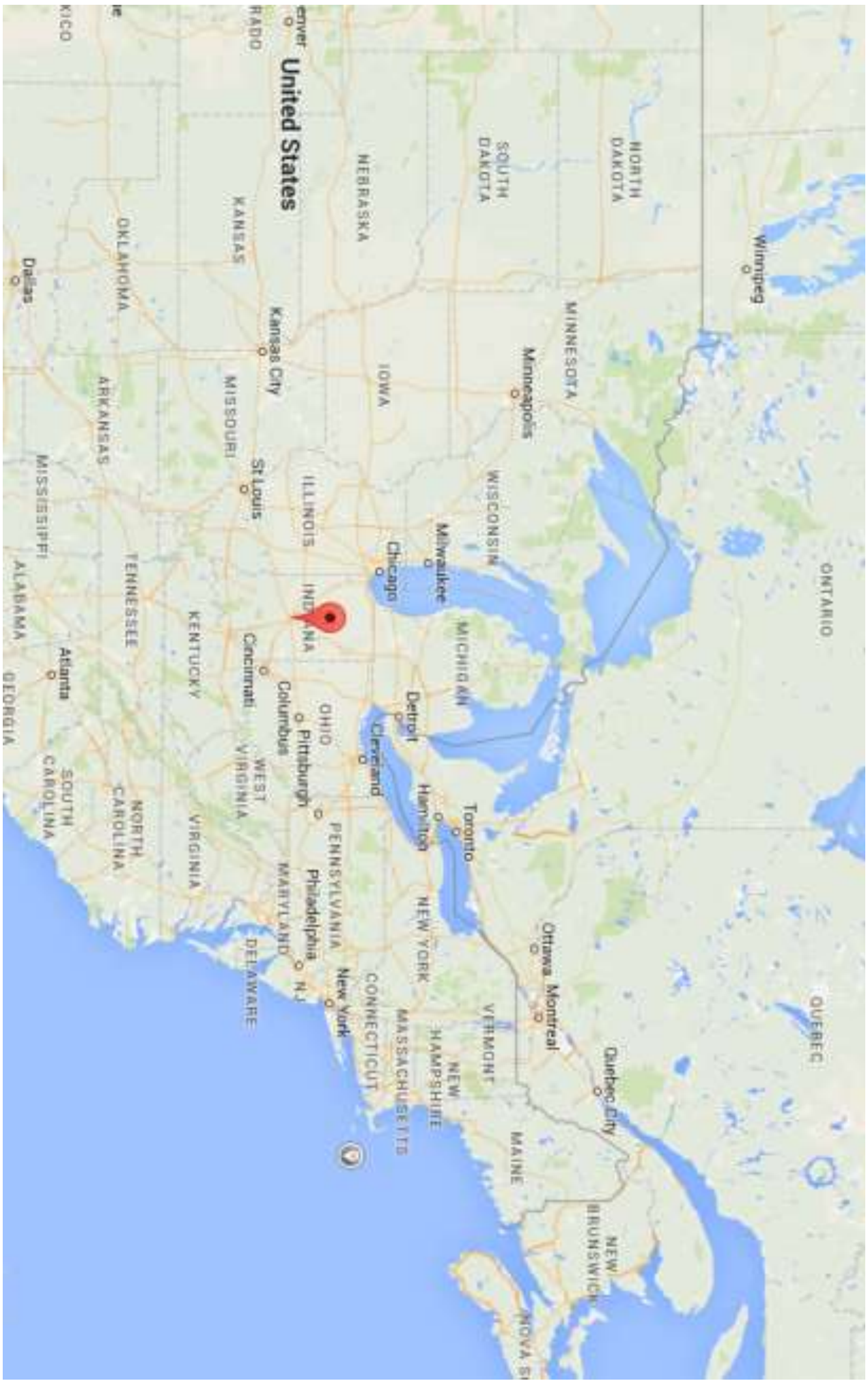
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Introduction

- Invited to the Indianapolis Museum of Art in June 2015
- Conducted PhD fieldwork within the Department of Interpretation, Media and Evaluation
- Conducted interviews, examined planning/strategy documents and analysed displays
- Prior to this I knew very little about visitor studies- despite my previous role as a museum learning officer!





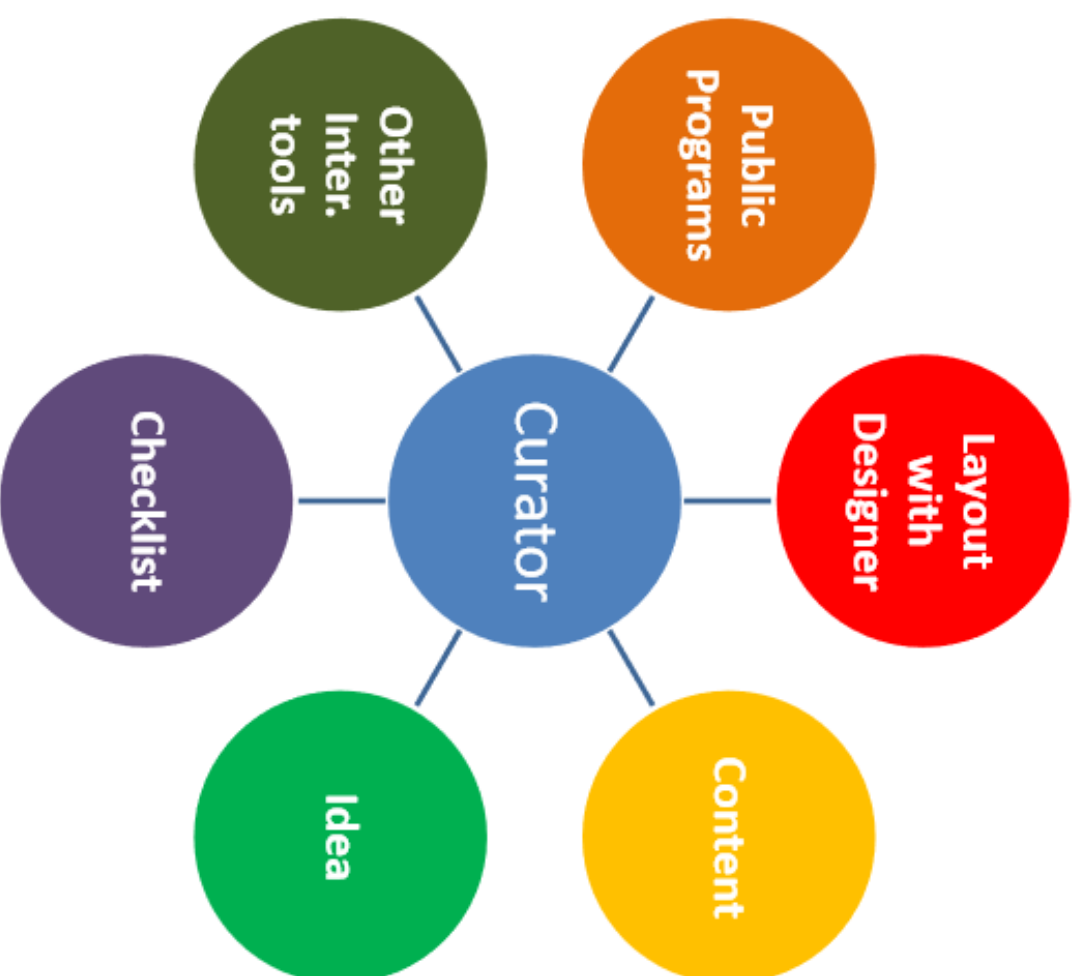


Indianapolis Museum of Art



Old Exhibition Model

Curators made
all decisions



New Exhibition Model

- More collaborative process
- Visitor-centred
- Strong emphasis on research and evaluation
- Core team includes:
 - Curator(s)
 - Interpretation Specialist
 - Evaluator
 - Designer
 - Exhibition Manager



Role of Evaluation

- **Audience research and evaluation has become central** to the exhibition development process; used before, during and after exhibitions
- **Evaluation informs everything:** exhibition concepts, content, types of interpretation and interactives, even titles and graphics
- **Methods:** front-end, formative, prototype testing, visual identity testing, title testing, remedial, summative



TELL US ABOUT YOUR PROGRAM EXPERIENCE.

1. WHAT TYPE OF PARTICIPATION DID YOU RECEIVE REGARDING THIS PROJECT? (Check all that apply)

None Very little Minimal Moderate Significant Very significant Other, please specify: _____

2. WHICH PROGRAMS DID YOU RECEIVE TRAINING?

3. ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE YOUR PARTICIPATION IN DECISIONS TO DESIGN DEVELOPMENT?

Program/Topic	1	2	3	4	5
Design/Architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Construction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE YOUR PARTICIPATION IN DECISIONS TO DESIGN DEVELOPMENT REGARDING THE PROGRAM'S VISUAL IDENTITY?

Program/Topic	1	2	3	4	5
Design/Architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Construction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What are you interested in knowing about this topic?

Handwritten notes and sticky notes on a whiteboard:

- photograph and videos of "old" Indianapolis
- where getting there?
- what kind of local support they get?
- areas of various expertise
- interested in fashion
- children's museum building
- see different things "wow" factor "Owl" factors
- skill alive?
- in this field - practical take all
- see life history work - date of work
- areas of various expertise
- children's museum building
- see different things "wow" factor "Owl" factors
- skill alive?
- in this field - practical take all
- see life history work - date of work

High interest topics (4-5)

High interest topics (4-5) sticky notes:

- conversation to start
- history of Indiana
- history of the art
- impact on art scene

Front-end: Indiana bicentennial

DISCOVER

THE

DIFFERENCES

This final print was created using five carved woodblocks and five different colors. Discover how the details on each block are different.

and five different colors. Touch the woodblocks to



Prototype testing:
printmaking
interactive

Results





Image credit: IMA



Less Text More Visuals



Multisensory Experiences



Multiple Platforms



Personal Connections



The Alison James Professional Development Bursary

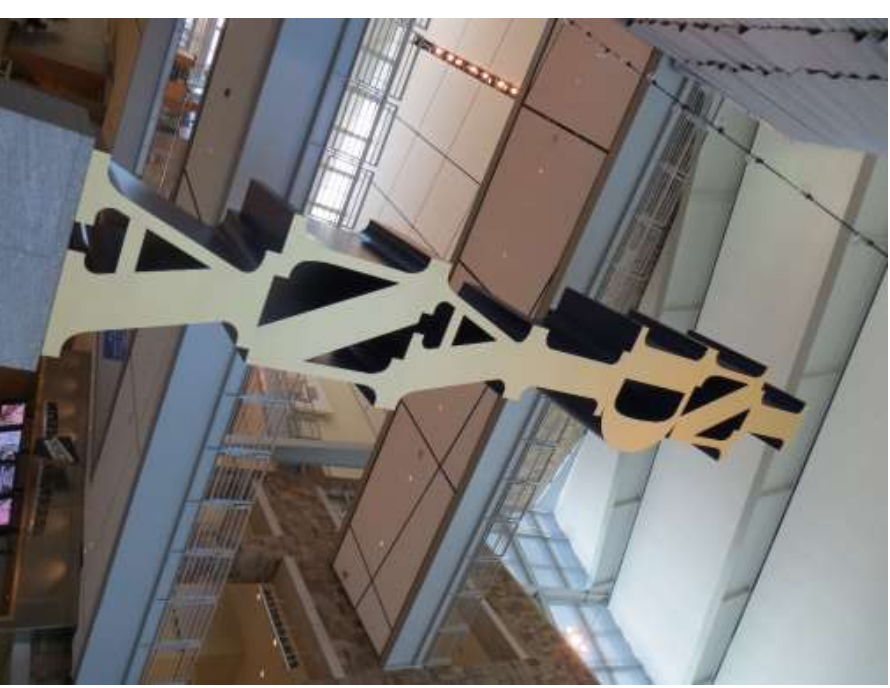


- The process is straightforward – not at all complicated (application + reference)
- Up to £500 award
- Really great opportunity!
- Covers travel, conference registration fees or other related expenses
- More information on the VSG website



What I took away from the experience...

- Gained a very good understanding of **approaches to evaluation**
- Had the opportunity to go **'behind the scenes'** at a US art museum and see how they work
- Learned about organizational change and **saw first-hand** how one institution is changing their approach to developing exhibitions
- Sparked a **strong interest in visitor studies** and audiences
- Visited an area of the US that I had never been to and visited other museums/galleries





Get In Touch:

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