

Mastering Museum Exhibition Planning and Design Training Course

4 – 8 January 2027
Barcelona

AGILE LEADERS
Training Center

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Ref: 36298_22368 **Date:** 4 – 8 January 2027 **Location:** Barcelona **Fees:** 5700 Euro

Course Overview

The course is an intensive program designed to provide participants with a complete understanding of the intricacies involved in planning and designing museum exhibitions. This course covers essential topics such as museum exhibition planning, museum exhibition design, and exhibition planning, ensuring participants are equipped to create engaging and educational displays. Through practical exercises and expert guidance, participants will learn how to target audiences for museum exhibitions, engage specific audiences, and develop audience-specific exhibition strategies. Additionally, the course delves into exhibition language planning, catering to multilingual museum exhibitions, and ensuring language diversity in exhibitions.

Target Audience

- Museum curators
- Exhibition designers
- Museum educators
- Museum directors
- Cultural heritage professionals
- Art gallery managers
- Museum marketing and communication managers
- Aspiring museum professionals

Targeted Organizational Departments

- Curatorial departments
- Education departments
- Exhibition design teams
- Marketing and communication departments
- Visitor services departments

Targeted Industries

- Museums and cultural institutions
- Art galleries
- Heritage sites
- Cultural centers
- Educational institutions
- Government agencies related to culture and heritage

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Course Offerings

By the end of this course, participants will be able to:

- Develop complete museum exhibition plans
- Design engaging and educational museum exhibitions
- Identify and target specific audiences for museum exhibitions
- Implement audience-specific exhibition strategies
- Plan and execute multilingual museum exhibitions
- Measure and achieve educational outcomes for museum visitors
- Utilize effective interpretative methods and exhibition scripting techniques
- Create compelling exhibition graphics and texts
- Design accessible and informative labels for museum exhibits
- Optimize text and image placement in exhibitions
- Apply typography and Braille provision in museum exhibitions
- Establish a strong identity and branding for museum exhibitions
- Design and place effective signage in museum exhibitions
- Create interactive museum exhibits and place interactive controls
- Secure and maintain exhibition objects
- Design and optimize display furniture and circulation spaces
- Implement effective display lighting techniques

Training Methodology

The course employs a variety of interactive training methodologies to ensure a complete learning experience. Participants will engage in case studies, group work, and interactive sessions to apply the concepts learned. Practical exercises will focus on real-world scenarios, allowing participants to develop skills in museum exhibition planning, museum exhibition design, and exhibition planning. Feedback sessions will provide opportunities for participants to reflect on their progress and receive constructive criticism. The course will also include workshops on interpretative methods, exhibition graphics development, and exhibition scripting techniques.

Course Toolbox

Participants will receive the following materials and resources:

- complete course workbook
- Reading materials on museum exhibition planning and design
- Online resources and templates for exhibition development
- Checklists for audience-specific exhibition strategies

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Course Agenda

Day 1: Foundations of Museum Exhibition Planning

- **Topic 1:** Introduction to Museum Exhibition Planning
- **Topic 2:** Understanding Audiences
- **Topic 3:** Identifying Specific Audiences
- **Topic 4:** Exhibition Language Planning
- **Topic 5:** Achieving Generic Learning Outcomes
- **Topic 6:** Interpretation Methods
- **Reflection & Review:** Reflect on the day's learnings and review key points

Day 2: Effective Communication and Interpretation

- **Topic 1:** Communication Methods in Exhibitions
- **Topic 2:** Scripting for Exhibitions
- **Topic 3:** Writing for Exhibitions
- **Topic 4:** Text Development Process
- **Topic 5:** Creating Exhibition Graphics and Labels
- **Topic 6:** Using Images for Exhibition Graphics and Labels
- **Reflection & Review:** Reflect on the day's learnings and review key points

Day 3: Designing for Accessibility and Engagement

- **Topic 1:** Positioning of Graphics
- **Topic 2:** Viewing Bands: General Considerations
- **Topic 3:** Viewing Bands: Pre-Five Audience
- **Topic 4:** Typography in Museum Exhibitions
- **Topic 5:** Type Layout and Usage
- **Topic 6:** Braille Provision in Exhibitions
- **Reflection & Review:** Reflect on the day's learnings and review key points

Day 4: Identity, Branding, and Interactive Design

- **Topic 1:** Identity, Branding, and Partnerships
- **Topic 2:** Signage and Orientation
- **Topic 3:** Signage Heights and Use of Symbols
- **Topic 4:** Designing Interactive Museum Exhibits
- **Topic 5:** Interactive Listening Stations
- **Topic 6:** Location and Measurements of Controls
- **Reflection & Review:** Reflect on the day's learnings and review key points

Day 5: Object Display and Exhibition Furniture

- **Topic 1:** Object Display, Maintenance, and Security
- **Topic 2:** Object Placement: General Visitors and Children
- **Topic 3:** Displaying Cased Objects and Materials
- **Topic 4:** Wall and Ceiling Mounted Objects
- **Topic 5:** Designing Display Furniture and Seating
- **Topic 6:** Optimizing Display and Circulation Spaces
- **Reflection & Review:** Reflect on the day's learnings and review key points

How This Course is Different from Other Museum Exhibition Planning Courses

The course stands out due to its complete approach and practical focus. Unlike other courses, this program delves deep into both the theoretical and practical aspects of museum exhibition planning and design. Participants will benefit from hands-on exercises, real-world case studies, and interactive sessions that cover a wide range of topics, including museum exhibition planning, museum exhibition design, and exhibition planning. The course also emphasizes the importance of targeting specific audiences, engaging audiences with diverse strategies, and planning multilingual exhibitions.