Analyze a WAGOLL: Exhibits

Task: Study an exhibit WAGOLL ("What a Good One Looks Like") and record what you notice.

Instructions: Curators are authors. They communicate ideas using words, artifacts, images, multimedia, and the physical design of an exhibit. By studying how professional curators make these choices, we can better understand the messages their exhibits convey—and gather ideas for creating exhibits of our own.

Use the guiding questions in each box to examine a different aspect of the exhibit. Record specific details about what you notice and how each curatorial choice shapes your experience or understanding.

Organization

Guiding Question	What You Notice
How is this exhibit organized? (chronologically, thematically, geographically, etc.)	•
What are the central parts/sections of the exhibit?	•
What patterns do you see in how the artifacts are presented?	•
What else do you notice about the organization of the exhibit?	•

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Claim

Guiding Question	What You Notice
What is the exhibit's central claim?	•
Where did you find the exhibit's central claim?	•
If you had to make an educated guess, what central question is this exhibit trying to answer?	•
What else do you notice about the exhibit's message?	•

Content

Guiding Question	What You Notice
What kinds of artifacts are in the exhibit?	•
What do you notice about how the artifacts and/or exhibit is described?	•
What kinds of colors/lights/visuals are used in the exhibit?	•
What else do you notice about the exhibit's content?	•

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