Museum & Visitor Center Exhibit Planning, Design, and Production Process FLOWCHART

Pre-Design

Pre-Design focuses on preparing a solid foundation for all work that follows, insuring that the project is logically structured and its goals are understood and realistically attainable. Project team members and stakeholders are identified and their roles defined.

Schematic Design

Alternative schemes are explored for organizing both the interpretive content and physical layout of the exhibits. By the end of Schematic Design, a preferred alternative has been selected and major stories, exhibit elements and presenta-tion techniques are illustrated and described.

Design Development

All major details of the project are accounted for. Design and content are integrated into coherent media presentations. Complex media elements requiring further development are fully described. The exhibit's physical structure and operational characteristics are established.

Production Documents

Technical drawings and specifications are completed, communicating details necessary for potential exhibit fabricators to understand, price, and begin work on the project. Pre-production planning and design tasks are initiated and coordinated with the exhibit production schedule.

Production Support

Cobeal provides creative and technical support during production, including follow-ups to complete development of specific exhibit elements, and review and direction to insure adherence to the original design intent.

Building Design

Close coordination between Cobeal (the exhibit/museum contractor) and the architect is required during design phases to insure that the design of the exhibit space and the exhibits are compatible. Decisions must be made regarding space configuration, lighting, power, and other exhibit/architectural interface issues.

Content Specialties

Acquisition of specialized exhibit content may occur in different ways to meet the project's requirements.

All of these tasks fall under the turn-key portion of the primary planning, design, and production scope of work.

The work is time consuming, so it should begin as soon as specific requirements have been finalized.

Original Art

Original illustrations, maps, and photographs may be produced under a separate contract or subcontracted through the planning and design or production contracts.

Image Acquisition

Reproducible images and their use rights may be acquired directly by client staff or by the planning and design contractor.

AV Programs

Audiovisual and interactive multimedia programs are often produced under a separate contract.

Custom Elements

Items like models, sculpure, taxidermy, and specialty electronics are often subcontracted through the exhibit producer but may also be contracted for separately.

Artifact Preparation

For organizations with the capability, this work is often performed by in-house staff. It may be contracted if necessary.

Production Contract Award

Post-award

The post-award meeting and site visit provide important information and direction for Cobeal to supplement the information in the contract documents.

Submittals

Shop drawings, proofs, and samples are submitted by all contractors for approval. Regular communication between Cobeal and the client is critical as details for most exhibit elements must be agreed upon prior to shop fabrication to avoid costly rework later.

Production

Exhibit structures are fabricated, graphics are printed and mounted, equipment is purchased, and all elements of the exhibition are integrated in preparation for installation.

Shop Inspection

All work that can be completed off-site is finished and set up in the fabricator's shop for inspection prior to shipment to the installation site.

Installation

Exhibit elements are delivered to the site in as complete a state as possible to minimize the amount of on-site work. Since installations are costly and labor-intensive, Cobeal carefully coordinates the sequence of work so that delays are minimized.

Closeout & Warranty

Important media resources acquired to create exhibit elements are archived during the closeout period. New exhibits typically include a one-year warranty for defects in materials, and workmanship.

Building Construction, Rehab, or Prep-Work

All of the construction work involving the building structure, finishes, and utilities falls within the Turn-Key scope of the project.

Close communication regarding construction details and completion schedules is required between all parties to insure a successful installation.

COBEAL S.A. DE C.V.

Turn-Key Planning and Design Contractor

(For more detailed requirements contact: Cobeal at: Info@Cobeal.com or call +52(55) 4324-7603)

Museum / Visitor Center Exhibit Planning and Design Process Summary Description

Pre-Design

Pre-Design focuses on preparing a solid foundation for all work that follows, insuring that the project is logically structured and its goals are understood and realistically attainable. Project team members and stakeholders are identified and their roles defined. Pre-Design includes these major tasks:

Pre-Design

Review planning documents.

Conduct scoping study at site.

Identify existing media resources.

- Develop Resource Package Abstract.

Evaluate architectural space.

Conduct Exhibit Planning Workshop.

Develop Project Brief including:

- Current overview of project, including updated information and understandings.
- Analysis of all project goals in terms of their effect on the development and successful completion of the exhibit.
- Analysis of the media budget, project schedule, and all other known parameters affecting the development and successful comple-tion of the project.

Conduct Front-End Evaluation.

Schematic Design

Alternative schemes are explored for organizing both the interpretive content and physical layout of the exhibits. By the end of Schematic Design, a preferred alternative has been selected and major stories, exhibit elements and presentation techniques are illustrated and described. Schematic Design includes two sub-phases:

Schematic I

Conduct content research.

Develop Resource Package Level I.

Conduct Charette (Big Picture Design)

Develop Design Alternatives including:

- Bubble diagrams.
- Written descriptions.
- Preliminary sketches.
- Class B and life-cycle cost estimates.

Schematic II

Participate in Value Analysis process.

Develop Preferred Alternative including:

- Written exhibit walkthrough.
- Overall design approach.
- Floor plan with individual exhibit areas & major elements identified.
- Sample elevations.
- Conceptual renderings / visualizations.
- Resource Package Level II (content to be used in each exhibit identified).
- Updated Class B and life-cycle cost estimates for Preferred Alternative.

Design Development

All major details of the project are accounted for. Design and content are integrated into coherent media presentations. Complex media elements requiring further development are fully described. The exhibit's physical structure and operational characteristics are established. Design Development includes two sub-phases:

Design Development I

Develop design including:

- Detailed floor plan and elevations.
- Sample graphic layouts / typography.
- Material, finish, and color proposals.
- Architectural modifications.

Develop content including:

- Text Level I (titles and descriptions).
- Identify major graphics and artifacts.
- Describe AV and interactive elements.
- Establish Content Management System (i.e., database, numbering system).

Design Development II

Develop all content in detail including:

- Text Level II (all text in draft form).
- Specify all graphic images and artifacts.
- Finalize AV / interactive treatments.
- Develop Reference Packages for specialized exhibit elements.

Create Graphic Layouts for all exhibits.

Update Exhibit Design Drawings.

Develop AV and interactive equipment specs.

Refine Class B and life-cycle cost estimates.

Verify all acquisition and treatment requirements for artifacts and display objects.

Conduct Formative Evaluation.

Production Documents

Technical drawings and specifications are completed, communicating details necessary for potential exhibit fabricators to understand, price, and begin work on the project. Pre-Production planning and design tasks are initiated and coordinated with the exhibit fabrication schedule. This phase includes these major tasks:

Document Preparation

Finalize Exhibit Design Drawings.

Prepare technical specifications and cut-sheets.

Update Graphic Layouts.

Material and finish samples.

Production Schedules.

Final Reference Packages for specialized exhibit elements in fabricator's scope of work.

Class A Production Estimate and updated life-cycle cost estimate.

Pre-Production

Develop completion schedule for all pre-production and production support tasks.

Text Level III (finalize all text).

Acquire graphics.

Graphic Production including:

- High-resolution scanning.
- Image manipulation.
- Production-ready files.

Develop scopes of work and finalize Reference Packages for specialized elements NOT in exhibit/museum fabricator's scope of work.

Initiate AV and interactive program production.

Production Support

Work in this phase includes creative and technical support during fabrication of the project, including Planning and Design Follow-ups required to complete development of specific exhibit elements, and Fabrication Support to insure adherence to the project's design intent. This phase includes these major tasks:

Planning and Design Follow-ups

Prepare all design and content revisions required for production.

Create original graphic content including:

- Original illustrations.
- Original photography.
- Original and adapted maps.

Provide creative direction to Cobeal contractors including:

- Illustrators.
- Photographers.
- Model makers.
- AV and interactive producers.

Fabrication / Installation Support

Review and comment on Exhibit Fabricator's submittals including:

- Shop drawings.
- Samples.

Participate in shop inspections.

Installation support including:

- On-site art direction.
- Focusing of lighting fixtures.

Update Content Management System data.

Support Summative / Remedial Evaluation.

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