

## **Exhibit Design Checklist**

Design Your Exhibit With a Target Audience in Mind

Below is a list of questions you can ask yourself and others in your organization as you evaluate the design of your next exhibit.

- Is your organization name professionally presented and located at the highest possible point in your exhibit?
- Are your graphics easily read from 10-20 feet away?
- Is the exhibit theme easily read and presented with memorability in mind?
- Is the key point in your graphics prominently positioned?
- Are your tables the right height for the planned activities?
- Are the video screens/monitors large enough and at the right height for easy viewing?
- Are your presentations clear, concise, and not too long?
- Is the demonstration area large enough for planned activities?
- Is the lighting adequate for easy viewing of the exhibit?
- Is there adequate storage space to eliminate a cluttered exhibit?
- Are the graphics and back-lighted transparencies easily read from 10-20 feet away?
- Is there adequate table space for lead-generating activities?
- Do the colors attract the eye? Are they pleasing to the senses? Are they memorable?