



# Wayside Exhibit Development Process

Summary Chart (For more detailed requirements see <http://www.nps.gov/hfc/products/waysides>)

## Project Startup

Project Startup focuses on preparing a solid foundation for all work that follows, ensuring 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.

### Project Startup

- Establish the funding available for the project and any time restrictions for completion.
- Identify the number of potential wayside exhibit sites and subjects.
  - Create a list of potential exhibit locations and topics based on park primary themes and management issues.
- Determine the logistical complexity of the site visit and the time required to complete the site visit.
- Identify existing site-specific graphic resources.
  - Develop a graphics notebook containing potential graphics for use when evaluating exhibit sites during the site visit.
- Establish the project team:
  - Identify the project coordinator
  - Identify subject-matter experts
  - Identify project reviewers
  - Identify media specialists
- Establish the site visit agenda:
  - Determine kickoff meeting and participants
  - Determine logistics for visiting exhibit sites
  - Determine closeout meeting and participants

## Site Analysis

Wayside exhibit planner and designer, working with the park staff and subject-matter experts, evaluate potential exhibit sites and determine exhibit purposes and content based on site-specific features and events and park primary themes.

### Site Analysis

- Conduct kickoff meeting with key park staff and partners.
  - Review what makes an effective wayside
  - Review wayside exhibit planning and design process
  - Review wayside exhibit accessibility requirements
  - Review panel and base material choices
  - Review park's project roles and responsibilities
- Analyze wayside exhibit sites
  - Visit potential exhibit sites with park staff and subject-matter experts
  - Identify exhibit site-specific significances using available graphic materials
  - Identify each exhibit's purpose, orientation, panel size, and site conditions
  - Develop initial thumbnail sketches to facilitate discussions and agreement regarding exhibit content and interpretive approach
  - Photograph exhibit sites and site-specific features
  - Conduct closeout meeting with superintendent, identifying a preliminary schedule, budget, and project scope

## Project Proposal

A proposal document is prepared using the Wayside Exhibit Planner Database. The proposal identifies the project's scope including cost estimates, schedule and other pertinent project data.

### Project Proposal

- Develop proposal
  - Identify exhibit locations and purposes
  - Identify exhibit design direction through the development of thumbnail sketches
  - Determine panel sizes and materials, base materials and styles
  - Identify map and graphic needs
  - Develop Class B cost estimate
  - Draft the project agreement
- Proposal review, revision, and approval:
  - Submit proposal, cost estimate, and project agreement for review
  - Revise proposal and project agreement based on park changes
  - Obtain approval signatures for revised proposal and project agreement
- Conduct front-end evaluation at this stage
- Reference and graphics package request:
  - Based on the approved proposal, request a reference and graphic package from the park, rich in primary resource material and site-specific graphics
  - Evaluate reference and graphic package once received and request additional materials as necessary to round out the package

## Draft Plan

Guided by the proposal, reference material and graphic package, the planner will re-search each exhibit topic and working with the designer develop draft wayside exhibit layouts that are compiled into a Wayside Exhibit Plan for review and approval.

### Draft Plan

- Develop draft plan:
  - Study reference and graphics package and conduct additional research on exhibit topics as necessary
  - Prepare draft interpretive exhibit text, following *HFC Editorial Style Guide*
  - Select potential graphics
  - Create site-specific graphic layouts
  - Conduct team reviews and edits
  - Submit draft wayside exhibit plan for review and approval
- Conduct formative evaluation at this stage:
  - Prepare exhibit mock ups and present to diverse visitor audiences
- Revise draft plan based on park comments and formative evaluation:
  - Revise exhibit text
  - Revise graphic layouts
- Acquire photos, art, and maps:
  - Procure graphics and use rights
  - Develop and procure art
  - Develop and procure maps

## Final Plan

Assemble final text, photos, maps, diagrams, and art for final review and approval prior to production. Changes to exhibit elements are only minor at this stage of exhibit review.

### Final Plan

- Complete all design and text revisions.
- Complete editorial review and make all text changes to exhibit layouts
- Place all final graphics in layouts:
  - Final approved art
  - Final approved maps
  - Final high-resolution photos
- Compile and submit final Wayside Exhibit Plan for approval:
  - Makes any minor final adjustments to the text and layouts
  - Final approval to move forward with production



# Wayside Exhibit Production Process

Summary Chart (For more detailed requirements see <http://www.nps.gov/hfc/products/waysides>)

## Production Files

Based on the approved Wayside Exhibit Plan a production-ready package is developed for fabrication. The production package includes digital layout files, high-resolution graphic and map files, fonts, color proofs, production notes for the fabricator, and a base (hardware) order.

### Production Files

Conduct review of all exhibits full size. Corrections are made and production-ready files are created at full scale in high-resolution.

Production notes are prepared and attached to the production-ready files to guide the fabricator.

11x17 production target proofs for each exhibit are prepared for use by the fabricator as content and color measures.

A courtesy copy of production proofs is provided to the park for their files. Changes are made only if an omission or error is made at this stage of the process.

## Fabrication

Panels are imaged from digital files. Fabricator provides production proofs for review. Once corrections are made the exhibits are produced as porcelain, inkjet fiberglass, or inkjet high-pressure laminated panels. Bases are fabricated and shipped.

### Fabrication

Fabricator outputs production-ready files and provides HFC with production proofs.

Production proofs are inspected and corrections made base on 11x17 production target proofs.

Panels are fabricated and shipped for inspection and acceptance. Approved panels are shipped to the park. Rejected panels are returned to the fabricator for correction and resubmitted.

Bases are fabricated and shipped directly to the site, for inspection. Hardware problems are documented and addressed prior to contract approval.

## Site Prep

Park prepares wayside exhibit sites for installation, making certain sites accessible to all visitors and are safely approached.

### Site Prep

Park establishes safe entrances and exits at overlooks and pull-offs where exhibits will be located.

Wayside exhibit pads are made level and hard.

Exhibit sites have clear, unrestricted views of park features referred to in the exhibits.

## Installation

Wayside Exhibit installation is performed by the park or contractors.

### Installation

Park refers to any custom installation drawings during installation.

Waysides are oriented in the correct direction of view. The Wayside Proposal may serve as a guide.

Bases are installed meeting accessibility height, surface, and space requirements.

Conduct summative evaluation of all wayside exhibits at this stage. Make adjustments to the exhibit panels as appropriate.

## Closeout/Warranty

Project coordinator confirms that the park is satisfied with the newly installed exhibits and takes any steps to rectify issues. Any remaining funds and all reference and graphic materials are returned. The exhibit production files are properly filed and archived.

### Closeout/Warranty

All project production-ready files are returned by the fabricator.

All reference and graphic materials are returned to their sources.

Critical project materials are archived:

- Warranty agreements for the various exhibit products
- Production Files
- final Wayside Exhibit Plan
- a copy of all original graphic materials purchased for the project
- graphic use-rights agreements

## Maintenance/Rehab

The site manager is provided with a wayside exhibit maintenance kit and informed how to properly clean and maintain the new exhibit panels and bases. The site manager maintains the exhibits biannually. As wayside exhibits need replacement the site manager initiates fabrication orders.

### Maintenance

Wayside exhibit maintenance kit, which includes written instructions for maintaining the exhibit, can be used by park volunteers, site managers, or others taking responsibility and pride in the site.

As exhibits fade, fail, are vandalized, or need updating the park initiates a fabrication order.