

KOHL'S
**Design
It!Lob**

QUARTER TWO

EXPLORING DISCOVERYWORLD

step 1
IDEATION

step 2

GRAB YOUR MATERIALS

step 3

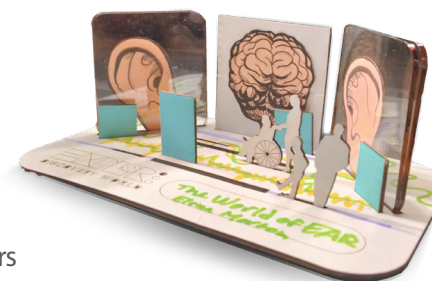
MAKE A PROTOTYPE!

VISIT [DISCOVERYWORLD.ORG](https://discoveryworld.org) FOR MORE INFO
USE [#KOHLSDSIGNITLAB](https://twitter.com/KOHLSDSIGNITLAB) TO SHARE YOUR PROJECTS!

APRIL: MINI EXHIBIT

5-10 MINUTES ALL AGES

We are taking an in-depth look at the design process of a Discovery World Exhibit. Make your own mini exhibit and learn about the unique way our Designers approach creating installations.



WHAT IS AN EXHIBIT?

An Exhibit is a display used to showcase an object or an idea. Exhibits use a combination of graphics, research, objects and staging to teach you something new!

DESIGNING GOOD EXHIBITS

An Exhibit needs to be a fun and engaging experience in which you learn something. It must be accessible and understandable. If you cannot figure out what to do with the exhibit initially, the interactives are not working.

Make sure to jump off from a key message, guiding guest through your main idea followed by secondary idea, tertiary idea, and fun facts.

DISCOVERY WORLD'S UNIQUE DISPLAY'S

Discovery World has a unique set of circumstances. We are on the edge of Lake Michigan and the edge of Milwaukee.

We try to be reflective of both by keeping views uncovered. Our Aquarium side gets plenty of natural light and our tech side has beautiful views of the Milwaukee skyline.



QUESTIONS TO ASK YOURSELF

- ☐ Is my Exhibit safe and accessible?
- ☐ Where is my exhibit?
- ☐ How do I interact with my exhibit?
- ☐ What can a guest learn from my exhibit? Does it connect with anything that the guest may already know?
- ☐ How will this exhibit influence someones day to day life?

