



دورة تدريبية متكاملة في تخطيط وتصميم المعارض المتحفية باحترافية



AGILE LEADERS
Training Center

23 - 27 Feb 2027

روما

دورة تدريبية متكاملة في تخطيط وتصميم المعارض المتحفية باحترافية

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Course Overview

The course is an intensive program designed to provide participants with a complete understanding of the intricacies involved in planning and designing museum exhibitions. This course covers essential topics such as museum exhibition planning, museum exhibition design, and exhibition planning, ensuring participants are equipped to create engaging and educational displays. Through practical exercises and expert guidance, participants will learn how to target audiences for museum exhibitions, engage specific audiences, and develop audience-specific exhibition strategies. Additionally, the course delves into exhibition language planning, catering to multilingual museum exhibitions, and ensuring language diversity in exhibitions.

Target Audience

- Museum curators
- Exhibition designers
- Museum educators
- Museum directors
- Cultural heritage professionals
- Art gallery managers
- Museum marketing and communication managers
- Aspiring museum professionals

Targeted Organizational Departments

- Curatorial departments
- Education departments
- Exhibition design teams
- Marketing and communication departments
- Visitor services departments

Targeted Industries

- Museums and cultural institutions
- Art galleries
- Heritage sites
- Cultural centers
- Educational institutions
- Government agencies related to culture and heritage

Course Offerings

By the end of this course, participants will be able to:

- Develop complete museum exhibition plans
- Design engaging and educational museum exhibitions
- Identify and target specific audiences for museum exhibitions
- Implement audience-specific exhibition strategies
- Plan and execute multilingual museum exhibitions
- Measure and achieve educational outcomes for museum visitors
- Utilize effective interpretative methods and exhibition scripting techniques
- Create compelling exhibition graphics and texts
- Design accessible and informative labels for museum exhibits
- Optimize text and image placement in exhibitions
- Apply typography and Braille provision in museum exhibitions
- Establish a strong identity and branding for museum exhibitions
- Design and place effective signage in museum exhibitions
- Create interactive museum exhibits and place interactive controls
- Secure and maintain exhibition objects
- Design and optimize display furniture and circulation spaces
- Implement effective display lighting techniques

Training Methodology

The course employs a variety of interactive training methodologies to ensure a complete learning experience.

Participants will engage in case studies, group work, and interactive sessions to apply the concepts learned. Practical exercises will focus on real-world scenarios, allowing participants to develop skills in museum exhibition planning, museum exhibition design, and exhibition planning. Feedback sessions will provide opportunities for participants to reflect on their progress and receive constructive criticism. The course will also include workshops on interpretative methods, exhibition graphics development, and exhibition scripting techniques.

Course Toolbox

Participants will receive the following materials and resources:

- complete course workbook
- Reading materials on museum exhibition planning and design
- Online resources and templates for exhibition development
- Checklists for audience-specific exhibition strategies

Course Agenda

Day 1: Foundations of Museum Exhibition Planning

- Introduction to Museum Exhibition Planning Topic 1: •
- Understanding Audiences Topic 2: •
- Identifying Specific Audiences Topic 3: •
- Exhibition Language Planning Topic 4: •
- Achieving Generic Learning Outcomes Topic 5: •
- Interpretation Methods Topic 6: •
- Reflect on the day's learnings and review key points Reflection & Review: •

Day 2: Effective Communication and Interpretation

- Communication Methods in Exhibitions Topic 1: •
- Scripting for Exhibitions Topic 2: •
- Writing for Exhibitions Topic 3: •
- Text Development Process Topic 4: •
- Creating Exhibition Graphics and Labels Topic 5: •
- Using Images for Exhibition Graphics and Labels Topic 6: •
- Reflect on the day's learnings and review key points Reflection & Review: •

Day 3: Designing for Accessibility and Engagement

- Positioning of Graphics Topic 1: •
- Viewing Bands: General Considerations Topic 2: •
- Viewing Bands: Pre-Five Audience Topic 3: •
- Typography in Museum Exhibitions Topic 4: •
- Type Layout and Usage Topic 5: •
- Braille Provision in Exhibitions Topic 6: •
- Reflect on the day's learnings and review key points Reflection & Review: •

Day 4: Identity, Branding, and Interactive Design

- Identity, Branding, and Partnerships Topic 1: •
- Signage and Orientation Topic 2: •
- Signage Heights and Use of Symbols Topic 3: •
- Designing Interactive Museum Exhibits Topic 4: •
- Interactive Listening Stations Topic 5: •
- Location and Measurements of Controls Topic 6: •
- Reflect on the day's learnings and review key points Reflection & Review: •

Day 5: Object Display and Exhibition Furniture

- Object Display, Maintenance, and Security Topic 1: •
- Object Placement: General Visitors and Children Topic 2: •
- Displaying Cased Objects and Materials Topic 3: •
- Wall and Ceiling Mounted Objects Topic 4: •
- Designing Display Furniture and Seating Topic 5: •
- Optimizing Display and Circulation Spaces Topic 6: •
- Reflect on the day's learnings and review key points Reflection & Review: •

How This Course is Different from Other Museum Exhibition Planning Courses

The course stands out due to its complete approach and practical focus. Unlike other courses, this program delves deep into both the theoretical and practical aspects of museum exhibition planning and design. Participants will benefit from hands-on exercises, real-world case studies, and interactive sessions that cover a wide range of topics, including museum exhibition planning, museum exhibition design, and exhibition planning. The course also emphasizes the importance of targeting specific audiences, engaging audiences with diverse strategies, and planning multilingual exhibitions.

فئات الدورات التدريبية

الدورات التدريبية في مجال البيئة والاستدامة	دورات إدارة الجودة وتطوير العمليات
دورات إدارة و تحليل البيانات ودورات علم البيانات	دورات إدارة و تطوير الموارد البشرية
دورات الذهن السيرياني ودورات تقنية المعلومات	دورات الاتصال الجماهيري و السياسات والعلاقات العامة
دورات التدريب القانوني والهشتريات والتعاقدات	دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات
دورات الحوكمة وإدارة المخاطر والامتثال	دورات السكرتارية و إدارة المكاتب
دورات الصحة والسلامة والذهن المهني	دورات الصيانة ودورات المجالات الهندسية المتنوعة
دورات المحاسبة و التهويل و دورات الإدارة المالية	دورات المهارات الشخصية وتطوير الذات
دورات في مجالات القيادة والإدارة	دورات معتمدة من قبل هيئات دولية
دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية	



معدن التدريب

أكرا غانا	أثينا اليونان	أبوظبي الإمارات العربية المتحدة
الجبيل المملكة العربية السعودية	استنبول تركيا	أهستردام هولندا
الرياض المملكة العربية السعودية	الدوحة قطر	الدار البيضاء المغرب
المنامة مملكة البحرين	الكويت الكويت	القاهرة مصر
بانكوك تايلند	باكو أذربيجان	باريس فرنسا
برلين ألمانيا	برشلونة إسبانيا	براغ جمهورية التشيك
تيليسي جورجيا	بوكيت تايلاند	بورتو البرتغال
جنيف سويسرا	جاكارتا جمهورية إندونيسيا	تورنتو كندا
روما إيطاليا	حلي الإمارات العربية المتحدة	جوهانسبرغ جنوب أفريقيا
سنغافورة سنغافورة	سان دييغو الولايات المتحدة الأمريكية	زنجان تنزانيا
شيكاغو الولايات المتحدة الأمريكية	شرم الشيخ مصر	سيول كوريا الجنوبية
طوكيو اليابان	طشقند أوزبكستان	طرابزون تركيا
فرانكفورت ألمانيا	عن بعد منصة زووم	عمان المملكة الأردنية الهاشمية



مدن التدريب

كيب تاون جنوب افريقيا	كوالالمبور ماليزيا	فيينا النمسا
لندن المملكة المتحدة	لشبونة البرتغال	لانكاوي ماليزيا
مسقط سلطنة عمان	هدريد اسبانيا	ماربيا اسبانيا
ميونخ ألمانيا	ميلان إيطاليا	مونترو سويسرا
	نيويورك الولايات المتحدة الأمريكية	نيروبي كينيا