**PURDUE AGRICULTURE EXHIBIT DESIGN CENTER**

**DESIGN BRIEF**

**EXHIBIT AREA:**

**CONTENT SPECIALIST** (name, title, department, college):

Office Phone:  
Email:

**WRITER:**

**DESIGNER:**

**TIMELINE:**

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Script:</td>
<td></td>
</tr>
<tr>
<td>Design:</td>
<td></td>
</tr>
<tr>
<td>Fabrication (with interactives):</td>
<td></td>
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<tr>
<td>Installation:</td>
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**MISSION STATEMENT:**

**TARGET AUDIENCE:**

**LEARNING OBJECTIVES** (up to five; use active verbs i.e. name, identify, match, etc.) *The viewer will be able to:*

1.  
2.  
3.  
4.  
5.  

**KEY POINTS** (up to five; the take home “so what?” messages)

1.  
2.  
3.  
4.  
5.
<table>
<thead>
<tr>
<th>EXHIBIT TITLE:</th>
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1. **Design Document**

2. **Concept (exhibit story)**

3. **A. Script**
   - **B. 3D Design (layout)**
   - **C. Interactives**
     - Conceptualization
     - Prototyping
     - Fabrication

4. **Storyboard**

5. **Assets**