Gallery Walk

May 19, 2010

Today's class is organized as a "gallery walk" of the 5 projects in an advanced draft stage.

GOAL: Constructive criticism that will help us get to the best possible "products" for our "clients" -- to give them the best possible value added.

SETUP: Tables set up as presentation booths with one person from each group explaining the product, as in a trade show.

PROCESS: All the people who are not presenting will be wandering through the gallery, checking out 4 products (you already know your own group's).

1. You are all in the role of **art reviewers**, collecting information for your reviews. The information that you collect will be in the form of answers to the following questions:

- **What really stood out as EXCELLENT. Why?**

- **Was there anything that was somewhat confusing or hard to understand? A** mismatch between product and audience or product and message, perhaps? Describe (briefly).

- **Do you have any concrete suggestions?** (only answer this question if you actually have concrete suggestions. You can know that something doesn't quite work without knowing how to fix it -- it is not your project, after all).

2. After about 45 minutes, I'll check in with the reviewers to see if you are ready to organize your observations into individual 1-minute report backs. I will give you all 15 minutes to prepare, during which time the 5 presenters who were holding down the booths can take turns showing each other their products.

3. We will then reconvene as the entire class and share our observations, our answers to the three questions.   I will record your observations one question at a time.

4. We will then break out into our teams for half an hour so that each team can:
- Reflect on how this process might inform our setup for June 2.
- Discuss/decide what feedback your group will respond to and how you will report those decisions back to the larger group.

5. We will reconvene one more time before we close the class to talk about what from this day to we want to replicate on June 2, and what we want to do differently.