

**The Art Institute of Chicago / Engaging Collections in 3D  
Program Evaluation: Diwali Family Festival  
Instrument 1: Visitor Observation (Alsdorf Gallery)**

*Protocol*

Identify families that look like they are here to stay for the program (not passing through). Try to track/observe for the full duration of their interaction with the 3D scanning activity. Use one tracking sheet per family. Be as unobtrusive as possible. Take detailed notes; use backside/margins if necessary. Shoot for four families/hour.

*Observations*

1. Define the nature of the family-program interaction.
  - a. Duration of stay:
  - b. Specific activities investigated (scanning, observing scanning, observing artwork without participating in scanning, other):
2. Document possible signs of visitor enjoyment/engagement or **dissatisfaction/distractio**n. (Look for physical expressions: smiling/laughing, looking closely, asking questions, off-task activity, facial signals of confusion or frustration, and more. Listen for verbal expressions: "I like this, this is fun, come see this" or "I don't get it, I want to go, I'm bored.")
  - a. **E:**
  - b. **D:**
3. Capture communication among family members. Note the type of conversation (questions, sharing, discussion/debate, teaching/coaching, other). Focus on notable keywords related to the scanning experience, specific works of art, and 3D objects.
4. Capture collaboration among family members. Focus on evidence of playing and/or learning together. Focus on collaboration directly linked to the 3D scanning experience and/or related to making/viewing artwork.

5. Document possible signs of personal meaning-making/connection to the artwork. Look for physical expressions (looking closely, gathering friends around, other) and verbal expressions (“this reminds me of...” “I like this part because...”). Focus on keywords that relate the feelings to the 3D scanning/printing experience.
  
6. Document participant perception of 3D objects created/viewed. Focus on words participants use to describe the work (“experiment” or “art” or “garbage” or other). Focus on actions they take toward the work (take photo of/with it, ask to take it home, don’t pay it much attention, other).
  
7. Make notes about the appearance of program characteristics as related to the visitor experience.
  - Drop-in
  - Duration (10:30-3:00)
  - Collaborative emphasis
  - Multi-age
  - Specific content (southeast Asian art)
  - Weekend
  - Presence of teaching artist
  - Facilitated and self-guided components
  - Gallery & REC locations
  - Other

**Family Demographics**

Group size: \_\_\_\_\_

Adult Ages (approx.): \_\_\_\_\_

Child Ages (approx.): \_\_\_\_\_

Genders: F: \_\_\_\_\_ M: \_\_\_\_\_

**Evaluator Initials and Date:** \_\_\_\_\_