



Heritage

Brief Setters:

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University of Cambridge Museums



Miranda Stearn leads the Learning Department at the Fitzwilliam Museum, supporting a team dedicated to delivering a creative, inclusive and impactful learning service and enabling more people to be engaged by the Fitzwilliam and other University of Cambridge Museum collections.

Niki is the Opening Doors Project Coordinator for the University of Cambridge Museums. She works with the eight different museums to figure out ways for people to get involved in museum activities, like volunteering or apprenticeships.

Jennie is the Learning Associate for Widening Participation and Strategic Schools for the University of Cambridge Museum. She works across the museums to run activities and projects for young people, particularly secondary school students who might not normally get much chance to visit museums.

The University of Cambridge's museums and collections are for everyone. Together, the eight University of Cambridge Museums and Botanic Garden represent the UK's highest concentration of internationally important collections outside London. With more than five million works of art, artefacts, and specimens, the collections have supported nearly 300 years of investigation into the world around us.

Today, they bring together people from across the world to explore the big questions: from the earliest forms of life to the future of our planet. We work to deepen understanding of our world, inspire new thinking, and address local and global challenges.

CREATIVE
BRIEF



Heritage Creative Brief

Brief Title:

Planning a new exhibition using our collections

This creative brief is set by the **University of Cambridge Museums**, a group of museums which represent the highest concentration of internationally important collections outside London.

The Museums would like to set the challenge of planning a new exhibition using our collections. This will involve choosing a selection of exciting objects to exhibit, as well as a theme and title for the exhibition. Those who accept the challenge will also write short labels for their chosen objects and may wish to consider the design of their exhibition. The target audience for the exhibition is secondary school students and young adults.

To prepare students for this challenge, they will meet virtually with members of staff from both the **Whipple Museum of the History of Science** and the **Museum of Archaeology and Anthropology** to discover fascinating highlights from their collections.

This challenge would be well-suited to students working in groups, but would also work well for students working individually.

The University of Cambridge Museums hopes to share the exhibition concepts online to celebrate the students' work. This would be subject to discussion with individual schools.





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Suggested project timeline

Essential Skills Developed



WEEK 1

School: Live brief setting and Q&A. The creative brief will be set via pre-recorded video. Through a Zoom call (or similar), students will then have chance to ask the brief setter any questions, as well as virtually meeting staff from the Whipple Museum of the History of Science and the Museum of Archaeology and Anthropology to discover the most exciting objects in their collections.

Homework: Students will begin researching the museum collections online to find objects that interest them.

WEEK 2

School:

- Students will complete research into the collections independently/in groups and decide on which objects they would like to include in their exhibition and a theme for their exhibition. A maximum of 5 objects is recommended.

Homework

- Prepare to present work so far next week.

WEEK 3

School

- Students will present their response so far to the creative brief to their peers, having selected objects for their exhibition and chosen a theme.

Homework

- Prepare to present next week.

WEEK 4

School

- Live check in with brief setter. 2-3 students will be chosen by the teacher to present their ideas and receive feedback from the professional and their peers. The brief-setter will introduce the challenge of writing museum labels and give some top tips. .

Homework

- Students will write labels for their objects.

WEEK 5

School & Homework

- A digital portfolio of creative careers in the industry sub-sector will be provided. Students to review the digital portfolio of creative careers in industry sub-sector. Students may wish to explore the films produced by the University of Cambridge Museums on the range of careers available in the museum sector.

WEEK 6

School

- Students to feedback to teachers the creative careers they have researched.

Homework

- Students will consider the design for their exhibition.

WEEK 7

School

- Students will finalise plans for their exhibition, ensuring that they have made their object choices and written labels for these, as well as confirming their theme and title for the exhibition.

Homework

- Prepare to present next week.

WEEK 8

School

- Students will present final response to creative brief to peers and the brief setter.
- A select group of 4-6 students will be chosen by the teacher to present in order to get feedback from the brief setter and their peers.