

Resource 6.4 – More on Visual Methods of Evaluation

When we think about methods for evaluation, we often think about written and verbal methods first. However, often people's lives and experiences are more closely linked to visual methods e.g. children drawing, adults taking photographs. People often use visual images to represent their world and show what it is like.

Visual methods include:

- Drawing
- Photography
- Video
- Web / digital approaches.

Think about:

Who takes / made the picture?

Who / what is in the picture?

How has the picture been composed?

Can you follow the photo or drawing with a discussion to find out more about what the image represents and why?

It's not about taking good pictures, but about using the pictures to find out about people's view of the world.

Examples of how to use visual methods to evaluate:

1) Give participants cameras and to go out into the community or around the museum / library, asking them to record for example:

1. Places of interest and significance to them
2. Ways in which the museum / library has benefited the community
3. How has the museum / library created links into the community

2) Ask a family to make a film about their visit to the museum, taking photos or interviewing each other about what they think, recording the responses, using this to look at how families interact in the museum.

3) Ask children to draw pictures of their visit to the library, then interview them to find out how they perceive the library, and ways in which they have been able to make decisions and have felt that their opinions have been respected and taken into account during a project.