

## AI-Optimised Museum Labels Evaluation Grid

Feature	Detailed description	Evaluating rating (0-2)
Content Optimization		
<b>Completeness of Information</b>	Presence of essential elements to understand the artwork's scene.	- Fully achieved/mainly achieved(2) -Partially achieved (1) -Not achieved/almost ignored (0)
<b>Logical progression of information</b>	Sequentiality of the label's section as specified in the rewriting instructions	- Fully followed/mainly followed(2) - Partially followed (1) -Not followed/almost ignored (0)
<b>Hallucinations and biases</b>	Presence of eventual hallucinations and biases that may provoke a misleading interpretation of the artwork.	- Fully absent/mainly absent (2) - Present (1) - Consistently present (0).
Readability and Formatting optimization		
<b>Overall length</b>	It considers the length of the text in respect to the range established in the prompt (ex. 250-290 words).	- Fully followed/mainly followed(2) - Partially followed (1) - Not followed/almost ignored (0)
<b>Text structure</b>	It evaluates the organization of the text (no more than 4 or 5 lines for paragraph, evaluating the presence of bullet points, subtitles, bolded keywords and 45 characters per line.	- Fully followed/mainly followed(2) - Partially followed (1) - Not followed/almost ignored (0)
<b>Sentence simplicity and correctness</b>	It assesses the use of active voice instead of passive ones, subject placement at the beginning of the sentence structure and eventual grammatical errors.	- Fully followed/mainly followed(2) - Partially followed (1) - Not followed/almost ignored (0)

<b>Syntax structure</b>	It evaluates the use of a simple structure without many subordinates, spoken language style tone, a single concept per sentence, the proximity of related information, the use of direct questions to arouse the visitor's interest.	<ul style="list-style-type: none"> <li>- Fully followed/mainly followed(2)</li> <li>- Partially followed (1)</li> <li>- Not followed/almost ignored (0)</li> </ul>
<b>Technical terms</b>	It assesses the presence of technical terms that should be avoided or at least explained.	<ul style="list-style-type: none"> <li>- Fully absent/mainly absent(2)</li> <li>- Present (1)</li> <li>- Consistently present (0).</li> </ul>