

## **Workshop: Producing Interpretation and Learning Materials**

**Friday 29 April 2022**

Led by Heritage Consultant Anne Mason, who is also the Project Manager.

Venue: Village Hall.

First Session:

Guidelines for those planning and producing interpretation as part of a heritage project including:

- why do you want to interpret something?
- who should be involved in the interpretive process?
- what are your specific aims and objectives?
- what are you interpreting?
- who you are interpreting for?
- what messages do you want to communicate?
- what stories do you want to tell?
- the themes and ideas that you want visitors to take away with them
- the objectives : learning; emotional objectives; behavioural and promotional objectives
- what is worth interpreting and is special about the heritage asset
- why interpretation needs to be done
- what factors will affect the implementation of the aims and objectives.
- how evaluation will be carried out and by whom.
- the appropriate mediums to use – determined by aims, resources, audience, site characteristics, themes and objectives
- Analysis of examples of existing interpretation so that 'best practice' can be seen as the desirable standard and 'poor practice' avoided.

Three following sessions:

Your opportunity to write text and research images for two interpretation panels and a village trail leaflet, with guidance from Anne Mason.