
Overview

This standard is for archaeologists who have responsibility for commissioning work on interpretative and educational media. In order to support and promote the interpretative and educational activities of the organisation, it is necessary to produce and evaluate media. This may involve preparing briefs for specialists (including designers, subject specialists, educators) to produce media. These briefs need to satisfy organisational and legal requirements, describe the learning and interpretative objectives of the finished media and clearly identify the extent and type of audience for the activities.

Specialists need to be selected from the bids received as a result of the briefs. This involves defining selection criteria and level of information required from those bidding for work, specifying selection procedures and selecting and confirming specialists. Once the specialists have completed their work, the media needs to be evaluated. This involves assessing whether the media produced meets the specifications of the briefs, and the specifications as outlined in the specialists' bids, obtaining feedback from people using the media, and providing feedback on the evaluation to influence the selection process and revise the media.

Performance criteria

You must be able to:

Prepare a brief for a specialist to produce media

- P1 write briefs that meet relevant technical and ethical standards and satisfy organisational, legal and site requirements
- P2 clearly describe, within the brief, the learning and interpretative objectives of the finished media
- P3 ensure work objectives in the brief are clear, accurate and contain all relevant details
- P4 ensure the achievement of the work objectives is practicable and realistic
- P5 identify clearly the extent and type of audience for the exhibition or interpretative activity
- P6 ensure the specifications are achievable with the available accommodation, resources and timescale
- P7 specify clearly the criteria for evaluating success of the work

Select a specialist

- P8 obtain information on specialists and assess its reliability
- P9 define selection criteria and the level of information required from those bidding for the work
- P10 specify clearly the selection procedures and request the appropriate people to participate
- P11 match information on applicants correctly against the selection criteria
- P12 identify the factors affecting the selection decision and recording them
- P13 identify and promptly obtaining any additional information needed to make the selection
- P14 inform the people who have been selected of the decision and confirm their willingness to proceed
- P15 inform the people who have not been selected of the decision as soon as possible

Evaluate educational and interpretative media

- P16 assess the interpretative or educational media against the evaluation criteria
- P17 trial aspects of the media where possible
- P18 assess whether the media produced meet the specifications of the brief
- P19 assess whether the media produced meet the specifications as outlined in the specialist's proposal
- P20 assess whether the media produced will deliver the learning and interpretative objectives
- P21 obtain feedback from users on the quality of the media
- P22 provide feedback on the evaluation to influence the selection process and to revise the media

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P23 review the suitability of the evaluation methods and make recommendations for further improvements

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Knowledge and understanding

You need to know and understand:

- K1 how to identify the audience
- K2 how to specify requirements to enable them to be met
- K3 how to specify criteria for evaluating the success of the specialist's work
- K4 relevant technical and ethical standards and legal, organisational and site constraints
- K5 the appropriate format for different types of brief, and the information that should be included
- K6 how a brief differs for each type of specialist
- K7 the activities and features in the organisation that impact on the brief
- K8 the resource constraints on the brief
- K9 how the learning and interpretative objectives were agreed
- K10 how to use data to draw accurate conclusions
- K11 how to remain impartial
- K12 how to record information on the selection process
- K13 the main sources of information on different specialists
- K14 the aims of a tendering process
- K15 how to run trials of materials
- K16 how to evaluate the impact of media on users
- K17 how to obtain feedback from users
- K18 how to review evaluation methods
- K19 how interpretative media can help people to understand and appreciate cultural heritage
- K20 how educational media can help people to learn

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