CCSAPAG4
Plan and deliver archaeological interpretative activities

Overview

This standard is for archaeologists who have responsibility for the interpretation of archaeological material and sites, for education, display and other public-oriented purposes. Once an idea for an interpretative activity has been formulated, there is a need to realise this idea. This involves deciding on the subject for interpretation and learning, identifying the appropriate media and specifying the target audience. This standard covers planning an interpretation project and evaluating its success

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Performance criteria	**Plan the use of resources**
You must be able to:	P1 identify the theme for the activity
	P2 define the target audience (numbers and composition)
	P3 identify and apply relevant technical and ethical standards
	P4 ensure that the activity is in accordance with internal and external policies and guidelines
	P5 set clear targets including learning outcomes for the activity
	P6 identify the appropriate materials and methods for delivering the theme to the target audience and achieving the learning outcomes
	P7 plan the resources and timescale required to deliver the activity
	P8 secure the resources required
	P9 ensure that all relevant health and safety and other legal, professional and ethical conditions are complied with
	P10 evaluate the results of the activity including the learning outcome

Deliver and evaluate an interpretative activity

You must be able to:

P11 ensure the interpretative activity is an honest interpretation of the subject matter

P12 deliver the interpretative activity in a manner that meets the needs of the audience

P13 encourage members of the audience to ask questions and seek clarification at appropriate stages

P14 choose sites and locations for the interpretative activity that are appropriate environments and allow maximum visibility

P15 handle information and items carefully and ensure that the latter are undamaged

P16 conduct the interpretative activity within the resource and time constraints

P17 clearly establish appropriate success criteria

P18 evaluate the activity using only the established success criteria

P19 base all conclusions and subsequent recommendations on the results of the evaluation

Develop information materials to support an interpretative activity

You must be able to:

P20 identify existing information materials and assess their suitability for the interpretative activity

P21 identify the different requirements of users of the information

P22 ensure the generated information materials are suitable for the purpose and type of interpretative activity

P23 produce information materials within resource and time constraints

P24 ensure the information materials are capable of attracting interest and enthusiasm in the interpretative activity

P25 ensure the information materials contain valid and reliable information and honest interpretations

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Knowledge and understanding

You need to know and understand:

K1   relevant technical and ethical standards

K2   how to plan and resource an activity

K3   how to identify, achieve and evaluate appropriate learning outcomes

K4   the internal and external policies, guidelines and codes and policies for social inclusion relating to education and learning, including the national curriculum

K5   the different learning styles and emotional responses that individuals may possess and appropriate methods for meeting them

K6   appropriate interpretative and learning themes

K7   relevant legislation and codes of conduct

K8   how to identify potential sources of public and private sector funding

K9   how to ensure evidence presented retains its integrity

K10   how to pace and sequence activities for different audiences

K11   how to adapt interpretative activities for different audiences

K12   how to encourage audience participation

K13   how to ensure maximum visibility

K14   how to draw accurate conclusions

K15   the subject matter at the heart of the interpretative activity

K16   what constitutes an honest interpretation of the subject matter

K17   why evaluation is important

K18   what size the audience should be for different interpretative activities

K19   what constitutes an appropriate environment for the interpretative activity

K20   the resource and time constraints relating to the interpretative activity

K21   the health and safety regulations that should be met

K22   how to review and assess the suitability of information materials

K23   how to undertake research to identify audience reaction to specific media

K24   how to ensure objectivity and test the reliability and accuracy of information

K25   the different users of interpretative materials

K26   the purpose and type of interpretative activity

K27   how different information materials contribute to the interpretative activity

K28   the resource and time constraints on the production of information materials

K29   how information materials can attract interest and enthusiasm for interpretative activities

K30   what interpretation is and how it differs from providing information

K31   the consequences of failing to check the currency, accuracy and reliability of information.

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Developed by	Creative and Cultural Skills
Version number	2
Date approved	January 2012
Indicative review date	January 2016
Validity	Current
Status	Original
Originating organisation	Creative and Cultural Skills
Original URN	CCSAPAG4
Relevant occupations	Archaeologist; Conservation Officer;
Suite	Archaeological Practice
Key words	Archaeology; Archaeological Practice; Conservation; Heritage