

### Overview

This standard is about producing interpretive media such as printed material (e.g. leaflets, posters), displays, signs, trails, audio or audio visual interpretations. You must be able to prepare briefs for the production of interpretive media, monitor the production and evaluate the effectiveness of different kinds of interpretive media.

This standard is for individuals who have the responsibility for producing or overseeing the production of interpretive media.

## Performance criteria

### You must be able to:

- Prepare briefs for producing interpretive media
- P1 prepare briefs for interpretive media which meet organisational, legal and site requirements
  - P2 identify interpretive media that is appropriate for the intended audience and the interpretation objectives
  - P3 accurately identify resource requirements for realising the briefs
  - P4 prepare briefs that can be realised within the allocated budget and resources
  - P5 propose suitable alternatives where appropriate
  - P6 seek any necessary information and advice from appropriate sources
  - P7 present briefs in a form and level of detail suitable for further specialist design work to be carried out if required
  - P8 present briefs within agreed timescales
- Produce and monitor the use of interpretive media
- P9 agree timescales and delivery dates for the production of interpretive media
  - P10 agree any proposed changes to the production plan with the appropriate people
  - P11 monitor production progress regularly against agreed resource allocations and timescales
  - P12 ensure the interpretive media is produced within the planned budget and timescales
  - P13 ensure the interpretive media produced matches the design brief
  - P14 ensure that site-based interpretive media is located in accordance with the original brief
  - P15 ensure that printed materials are distributed in accordance with the original brief
  - P16 where necessary, promptly refer any problems with the production and use of interpretive media to the appropriate people
- Evaluate the effectiveness of interretive media
- P17 ensure that all evaluation criteria are clearly established and agreed with the appropriate people
  - P18 use evaluation methods that are appropriate to the situation and the audience
  - P19 carry out the evaluation in a manner which produces accurate and impartial data
  - P20 accurately record evaluation data
  - P21 ensure results accurately reflect the evaluation criteria and the available data
  - P22 draw conclusions from the evaluation on the effectiveness of the interpretive media
  - P23 present results and conclusions to the appropriate people in an agreed format and within agreed timescales

## Knowledge and understanding

You need to know and understand:

- Prepare briefs for producing interpretive media
- K1 types of interpretive media and how appropriate each is to particular circumstances
- K2 how to identify the resources required
- K3 sources of research information and how reliable these are
- K4 how to establish the purpose of the brief, the format and level of detail required in the brief, and timescales for submitting the brief
- K5 how to establish who the intended audience is and the learning objectives required
- K6 the consequences of failing to establish the relevant background before beginning to prepare the brief
- Produce and monitor the use of interpretive media
- K7 how to establish the details of the production
- K8 how to monitor progress
- K9 how to measure suitability of the product against the design brief
- K10 factors that could affect production/location and how these should be handled
- K11 limits of your own authority and from where to seek confirmation of changes
- K12 sources of assistance
- K13 how to deal with suppliers
- K14 what other individuals/organisations are involved and the nature of their involvement and responsibilities
- K15 reporting procedures
- K16 why it is important to regularly monitor production/siting/distribution
- Evaluate the effectiveness of interpretive media
- K17 how and with whom to establish valid evaluation criteria
- K18 different methods of evaluation and the costs and suitability of each for particular situations
- K19 how to carry out evaluations to produce as accurate and impartial data as possible
- K20 factors which can cause data to be skewed
- K21 methods of recording data and the suitability of each
- K22 how to analyse data and draw conclusions related to the evaluation criteria that are supported by the results of the analysis
- K23 why it is important to use methods which are likely to produce accurate and impartial data

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## Glossary

Interpretive media: leaflets, signs, displays, trails, audio, audio visual

Evaluation methods: questionnaires, observation, audience feedback, feedback from colleagues, feedback from employer

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Developed by Lantra

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Version number 1

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Date Approved March 2012

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Indicative review date March 2017

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Validity Current

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Status Original

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Originating organisation Lantra

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Original URN LANEC27

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Relevant occupations Ranger; Education and Interpretation Officer; Manager of Volunteers

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Suite Environmental Conservation

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Keywords leaflets; trails; design; brief

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