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## 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

**Performance  
criteria**

*You must be able to:*

**Plan the use of resources**

- 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**

- 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

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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**

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

**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

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- 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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