

Unit AH2 Commission work on interpretative and educational media

Elements

AH2.1 Prepare a brief for a specialist to produce media

AH2.2 Select a specialist

AH2.3 Evaluate educational and interpretative media

Unit Commentary

This unit 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.

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AH2.1 Prepare a brief for a specialist to produce media

Performance Required

This will involve:

- a) Writing **briefs** that satisfy organisational, legal and site requirements
- b) Clearly describing, within the brief, the **learning and interpretative objectives** of the finished media
- c) Ensuring work objectives in the brief are clear, accurate and contain all relevant details
- d) Ensuring the achievement of the work objectives is practicable and realistic
- e) Identifying clearly the extent and type of audience for the exhibition or interpretative activity
- f) Ensuring the specifications are achievable with the available accommodation, resources and timescale
- g) Specifying clearly the **criteria for evaluating success** of the work

Occupational Context

- 1 **Briefs for:**
 - designers
 - subject specialists
 - educators
- 2 **Learning and interpretative objectives**
 - temporary/ long term use
 - for individual education/ public information/ policy change/ cultural heritage
- 3 **Criteria for evaluating success**
 - relating to organisational policy, including Best Practice
 - relating to public policy, social welfare/ education and cultural heritage
 - relating to delivered outputs, measurable outcomes and impacts
 - relating to the objectives, direction and promotion of the discipline of archaeological research and practice

Knowledge Requirements

You need to know and understand how to:

- Identify the audience
- Specify requirements to enable them to be met
- Specify criteria for evaluating the success of the specialist's work

- *You need to know about:*
 - The legal, organisational and site constraints
 - The appropriate format for different types of brief, and the information that should be included
 - How a brief differs for each type of specialist
 - The activities and features in the organisation that impact on the brief
 - The resource constraints on the brief
 - How the learning and interpretative objectives were agreed

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AH2.1 Prepare a brief for a specialist to produce media

Required Skills

You should demonstrate:

- Communication skills
- Budgeting
- Programme management

Evidence Required

You should provide evidence that you can prepare a brief for a specialist to produce media

The candidate should be questioned, based upon the documentation provided, to explore how they:

- prepare a brief for a specialist to produce interpretative or educational media.

The specialists involved must include designers, subject specialists and educators.

Evidence should be provided for media designed for temporary and long-term use.

Evidence Rules

The candidate should have been involved in commissioning at least 2 substantive projects.

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AH2.2 Select a specialist

Performance Required

This will involve:

- a) Obtaining information on specialists and assessing its reliability
- b) Defining selection criteria and the level of information required from those bidding for the work
- c) Specifying clearly the selection procedures and requesting the appropriate people to participate
- d) Matching information on applicants correctly against the selection criteria
- e) Identifying the factors affecting the selection decision and recording them
- f) Identifying and promptly obtaining any additional information needed to make the selection
- g) Informing the people who have been selected of the decision and confirming their willingness to proceed
- h) Informing the people who have not been selected of the decision as soon as possible

Occupational Context

Not applicable

Knowledge Requirements

You need to know and understand how to:

- Use data to draw accurate conclusions
- Remain impartial
- Record information on the selection process

You need to know about:

- The main sources of information on different specialists
- The aims of a tendering process

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AH2.2 Select a specialist

Required Skills

You should demonstrate:

- Clarity in communication
- Influence on decision-makers

Evidence Required

You should provide evidence that you can select a specialist

The candidate should be questioned, based upon the documentation provided, to explore how they:

- select a specialist to produce interpretative or educational media.

The specialists involved may include freelance writers, editors, designers, subject specialists and educators.

Evidence should be provided for media designed for temporary and long-term use.

Evidence Rules

The candidate should have been involved in commissioning at least 2 substantive projects.

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AH2.3 Evaluate educational and interpretative media

Performance Required

This will involve:

- a) Assess the interpretative or educational media against the evaluation criteria
- b) **Trial** aspects of the media where possible
- c) Assess whether the media produced meet the specifications of the brief
- d) Assess whether the media produced meet the specifications as outlined in the specialist's proposal
- e) Assess whether the media produced will **deliver** the learning and interpretative objectives
- f) Obtain feedback from users on the quality of the media
- g) Provide feedback on the evaluation to influence the selection process and to revise the media
- h) Review the suitability of the evaluation methods and make recommendations for **further improvements**

Occupational Context

1 Trial

- Pilot procedures
- Inviting initial responses and feedback to proposals
- Speculative investigation using previous research/ practice outcomes

2 Deliver

- To the targeted audience/s
- Within the designated time scale
- According to the proposal/ plans for interpretation
- Utilising the full capacity of organisational resources

3 Further improvements

- To evaluation measurements
- To monitoring data
- To processes and procedures
- To consultation and negotiation process

Knowledge Requirements

You need to know and understand how to:

- Run trials of materials
- Evaluate the impact of media on users
- Obtain feedback from users
- Review evaluation methods

You need to know about:

- How interpretative media can help people to understand and appreciate cultural heritage
- How educational media can help people to learn

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AH2.3 Evaluate educational and interpretative media

Required Skills

You should demonstrate:

- Evaluation processes and procedures
- How to assess the validity and reliability of outputs

Evidence Required

You should provide evidence that you can evaluate educational and interpretative media

The candidate should be questioned, based upon the documentation provided, to explore how they:

- evaluate educational and interpretative media.

The evaluation must include at least one written evaluation of the work of a specialist.

Evidence Rules

The candidate should have been involved in commissioning at least 2 substantive projects.