CULMS006B Develop and implement the interpretive/communication strategy for an exhibition

Release: 1

CULMS006B Develop and implement the interpretive_communication strategy for an exhibition

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to develop the overall interpretive/communication strategy for an exhibition. The unit focuses on analysis, strategy development, implementation and evaluation. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit	This unit applies to individuals responsible for the development and implementation of strategic communication approaches for any type of cultural exhibition. It requires the application of significant planning, organisational and communication skills underpinned by extensive knowledge of exhibition communication options. Work is undertaken autonomously in collaboration and consultation with others and often by individuals with management and team-leading responsibilities.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil

Employability Skills Information

Employability Skills   The required outcomes described in this unit of competency contain applicable facets of Employability Skills. The Employability Skills Summary for the qualification in which this unit of competency is packaged, will assist in identifying Employability Skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA	
1 Analyse communication needs	1.1	Analyse overall *exhibition* concept to determine broad parameters for the communication strategy
	1.2	Review other relevant exhibition documentation to inform strategy development
	1.3	Source relevant information on *audienceprofile* and conduct appropriate research on characteristics and needs
	1.4	Analyse the *links between audience*, *overall concept and proposed storylines and themes*
	1.5	Consult with appropriate colleagues and *stakeholders* to determine and clarify communication needs
2 Develop communication strategy	2.1	Develop the various *aspects of the communication strategy* based on analysis and consultation
	2.2	Develop *options and approaches* which take account of audience needs, overall objectives, operational

ELEMENT	PERFORMANCE CRITERIA	
		constraints and the principles of universal access
	2.3	Refine strategy through testing and challenging of ideas and approaches
	2.4	Consult with appropriate colleagues to ensure a co-operative and holistic approach to exhibition development
	2.5	Identify the need for *specialist advice* and assistance for the implementation of the communication strategy
	2.6	Prepare details of strategy in *appropriate format* and communicate to relevant colleagues and stakeholders
3 Oversee implementation of communication strategy	3.1	Organise/allocate *resources for development of materials* to support the communication strategy
	3.2	Monitor the production of materials and make appropriate adjustments to ensure communication objectives are met
	3.3	Facilitate continuing holistic approach through ongoing consultations with other exhibition personnel
4 Evaluate communication strategy	4.1	Develop and agree on appropriate evaluation mechanism with relevant stakeholders
	4.2	Evaluate success of communication strategy using agreed *evaluation mechanisms*
	4.3	Integrate knowledge gained from evaluation into future work activities

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- planning and organisational skills to develop an integrated and operationally realistic communication strategy for an exhibition
- problem-solving skills to address challenges and issues which arise in the realisation of the communication strategy
- research skills to identify and analyse a wide range of known and unknown information sources
- communication skills to undertake consultations at various levels with both colleagues and other stakeholders
- literacy skills to both analyse and communicate complex ideas
- numeracy skills to develop, allocate and manage resources.

Required knowledge

- roles of different people involved in the exhibition development process and how these interrelate
- role of an exhibition communication strategy and its impact on all aspects of exhibition development and implementation
- concepts of themes, sub-themes, storylines and interpretation within exhibition development
- principles of interpretation at a detailed level
- processes for drawing links between the collection, audience needs and interpretive approaches
- commonly used interpretive approaches, including specific techniques and technical issues associated with their use
- copyright, moral rights and intellectual property legislation and issues that impact on exhibition communication strategies
- cultural protocols relevant to the development of communication strategies, including those for the exhibitions of Aboriginal or Torres Strait Islander material
- principles of universal access and different audience communication needs, including potential specific needs.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: • demonstrated ability to develop and implement creative communication approaches which meet audience and organisational needs for a specific exhibition concept • detailed knowledge of different communication strategies and mechanisms used in the context of exhibition development.
Context of and specific resources for assessment	Assessment must ensure: • involvement of, and interaction with, an exhibition team to reflect the collaborative nature of the development process • access to an exhibition concept/idea for which a communication strategy can be developed • access to resources required to produce communication support materials.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate • evaluation of exhibitions for which the candidate has developed the communication strategy • evaluation of candidate's ability to develop and adapt options and approaches for different collection/exhibition scenarios. Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • CULMS005B Research and generate ideas for

EVIDENCE GUIDE

exhibition concepts.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

An *exhibition* may be held in many different contexts /environments, and these may include:

- museums
- galleries
- libraries
- other visitor attractions
- theme parks
- corporate events
- festivals

An *exhibition* may be:

- temporary
- permanent
- virtual
- travelling

Audience profile may relate to:

- age
- gender
- educational level
- familiarity with collection
- cultural preferences/cultural diversity
- special interest

RANGE STATEMENT

Links between audience, overall concept and proposed storyline and themes may relate to:	• appropriateness of different technologies • social /political/cultural • emotional • educational issues • special needs considerations • preferred learning styles
Stakeholders may include:	• boards of management • organising committees • other management • local community • local authorities • customers • colleagues • performers/artists • technical specialists • exhibition construction specialists • designers • curators • conservators • education officers • cultural groups related to the exhibition
Aspects of the communication strategy may include:	• physical display • labels • interactive elements • audio /audiovisual • promotional materials (brochures, tickets, posters) • live interpretation • publications • access issues • artist performance • story telling
Options and approaches may relate to use of:	• colours • fonts/typefaces • diagrams • graphics

RANGE STATEMENT

- photographs
- signs
- maps
- charts
- text
- pictorial depictions
- grammar and style

RANGE STATEMENT

Specialist advice and assistance may relate to:	• technology • construction • printing • graphic design • public relations • learning styles • audience needs • interactive/multimedia design
Appropriate format for strategy details may be:	• drawings • models • graphic formats • video • photographs • plans • verbal description • electronic presentations • printed report
Resources for development of materials may be internal or external and could include:	• specialist practitioners • budgetary allocation • equipment • tools • materials (papers etc.)
Evaluation mechanisms may be formative or summative and may include:	• surveys • informal customer or staff feedback • participation/attendance levels • patterns of usage/attendance • financial success • observation • interviews • focus groups

Unit Sector(s)

Not applicable.

Competency field

Competency field   Exhibition Development and Management