



Australian Government

CUAEVP502 Develop and implement exhibition interpretive strategies

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Application

This unit describes the skills and knowledge required to develop, implement and evaluate overall interpretive strategies for exhibitions.

It applies to individuals who apply their skills are in cultural settings, such as museums, galleries and cultural centres. They tend to be autonomous, may lead and manage a team and consult and collaborate with stakeholders.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Cultural services - exhibitions and visitor programs

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Define communication needs	1.1 Analyse overall exhibition concepts to determine broad parameters for interpretive strategies 1.2 Review relevant exhibition documentation to inform strategy development 1.3 Source relevant information on audience profile and research their characteristics and needs 1.4 Establish links between audiences, concepts and proposed storylines and themes 1.5 Consult with appropriate stakeholders to confirm communication needs

ELEMENT	PERFORMANCE CRITERIA
2. Prepare interpretive strategies	2.1 Document aspects of interpretive strategies based on analysis and consultation and according to organisational policies and procedures 2.2 Develop options and approaches to take account of audience needs, overall objectives, operational constraints and the principles of universal access 2.3 Refine strategies through testing and challenging ideas and feedback from colleagues 2.4 Identify and source specialist advice where required 2.5 Prepare strategies in an appropriate format and within required timeframes 2.6 Communicate strategies to relevant colleagues and stakeholders
3. Oversee implementation of interpretive strategies	3.1 Organise internal and external resources for development of materials to support the interpretive strategy 3.2 Monitor the production of materials and suggest adjustments to ensure objectives are achieved 3.3 Facilitate coordinated approach through ongoing consultations with other exhibition personnel 3.4 Deal with problems that arise in ways that minimise disruption to work operations and schedules
4. Evaluate interpretive strategies	4.1 Establish appropriate evaluation mechanisms with relevant stakeholders 4.2 Use agreed evaluation mechanisms to assess the success of interpretive strategies 4.3 Share knowledge gained from evaluation with colleagues

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 1.3, 2.1, 2.4, 2.5, 3.2, 4.1, 4.2	Interprets textual and visual information to establish and monitor strategies

Writing	2.1, 2.5, 4.1, 4.2	- Prepares documentation using appropriate industry terminology in required format - Conveys ideas clearly and appropriately for the target audience
Oral communication	1.5, 2.1, 2.3, 2.4, 2.6, 3.3, 4.1, 4.3	- Interacts effectively in verbal exchanges, using language and features appropriate to the audience and context - Uses active listening and questioning skills to clarify information and to elicit the views and opinions of others
Numeracy	3.1, 3.2	Uses basic mathematical processes to manage resource and expenditure
Navigate the world of work	2.1, 2.2	Takes full responsibility for following policies and procedures
Interact with others	1.5, 2.1, 2.3, 2.4, 2.6, 3.3, 4.1, 4.3	- Collaborates and cooperates with others to contribute and elicit creative ideas that lead to effective joint outcomes - Uses appropriate conventions and protocols when communicating with colleagues and external stakeholders
Get the work done	1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 2.5, 3.1, 3.2, 3.3, 3.4, 4.2, 4.3	- Accepts responsibility for planning, developing and implementing interpretive strategies - Uses problem-solving techniques to identify, analyse and resolve issues - Evaluates outcomes of decisions and strategies to identify opportunities for improvement

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUA EVP502 Develop and implement exhibition interpretive strategies	CULEVP502A Develop and implement exhibition interpretive strategies	Updated to meet Standards for Training Packages and clarify intent. Minor edits to performance criteria.	Equivalent Unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>

Assessment Requirements for CUA EVP502 Develop and implement exhibition interpretive strategies

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Performance Evidence

Evidence of the ability to:

- determine broad parameters for interpretive strategy based on analysis of exhibition concepts and documentation, audience profile and potential storylines and themes
- refine options and approaches for strategies through consultation and testing, drawing on specialist advice where required
- develop operationally realistic exhibition interpretive strategies that meet audience and organisational needs
- implement interpretive strategies for exhibition concepts within required timeframes, dealing efficiently with potentially disruptive issues that arise
- select and use evaluation mechanisms that inform future work processes.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain roles of different people involved in the exhibition development process and how they interrelate
- discuss the purpose of an exhibition interpretive strategy and its impact on all aspects of exhibition development and implementation
- outline exhibition development concepts, including:
 - themes
 - sub-themes
 - storylines
 - interpretation
- explain principles of interpretation at a detailed level

- explain processes for drawing links between collections, audience needs and interpretive approaches
- discuss commonly used interpretive approaches, including specific techniques and technical issues associated with their use
- outline cultural protocols relevant to the development of interpretive strategies, including those for exhibitions of Aboriginal or Torres Strait Islander material
- outline principles of universal access and different audience communication needs, including potential specific needs
- explain the key features of evaluation mechanisms suitable to evaluate interpretive strategies.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- an exhibition concept or idea for which an interpretive strategy can be developed
- resources required to produce interpretive support materials
- interaction with others to reflect the collaborative nature of the development process.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

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