



Australian Government

CUAEVP512 Develop and manage exhibition interpretive strategies

Release: 1

CUA EVP512 Develop and manage exhibition interpretive strategies

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

Application

This unit describes the skills and knowledge required to develop, implement and evaluate overall interpretive strategies for exhibitions. It involves sourcing information to determine communication needs, preparing and overseeing implementation of interpretive strategies and evaluating the success of interpretive strategies.

The unit applies to those who use their skills 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. Determine communication needs	1.1 Analyse overall exhibition concepts and determine parameters for interpretive strategies 1.2 Review required exhibition documentation to inform strategy development 1.3 Source required information on audience profile and research characteristics and needs 1.4 Establish links between audiences, concepts and proposed storylines and themes 1.5 Confirm communication needs in consultation with required

ELEMENT	PERFORMANCE CRITERIA
	stakeholders
2. Develop 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 that account for audience needs, cultural sensitivities, overall objectives, operational constraints and the principles of universal access 2.3 Test strategies and ideas with required personnel and refine as required 2.4 Identify need for and source specialist advice as required 2.5 Prepare strategies in format that meets organisational policies and procedures and within required timeframes 2.6 Communicate strategies to required colleagues and stakeholders
3. Oversee implementation of interpretive strategies	3.1 Organise internal and external resources for development of materials according to organisational policies and procedures 3.2 Monitor the production of materials according to organisational policies and procedures and suggest adjustments as required 3.3 Facilitate coordinated approach through ongoing consultations with other exhibition personnel 3.4 Deal with problems that arise in ways that minimise disruption according to organisational policies and procedures
4. Evaluate interpretive strategies	4.1 Establish applicable evaluation mechanisms with required stakeholders 4.2 Assess the success of interpretive strategies using evaluation mechanisms according to organisational policies and procedures 4.3 Share knowledge gained from evaluation with colleagues

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Numeracy	Manages resources and expenditure using basic mathematical processes
Oral communication	- Interacts effectively in verbal exchanges, using language and features applicable to audience and context - Clarifies information and elicits views and opinions of others using active listening and questioning skills

SKILL	DESCRIPTION
Reading	Establishes and monitors strategies through interpretation of textual and visual information
Writing	- Prepares documentation using appropriate industry terminology in required format - Conveys ideas clearly and according to organisational policies and procedures for the target audience
Initiative and enterprise	Evaluates outcomes of decisions and strategies and identifies opportunities for improvement
Planning and organising	- 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
Problem-solving	Identifies, analyses and resolves issues using problem-solving techniques
Self-management	Takes full responsibility for following policies and procedures
Teamwork	- Contributes and elicits creative ideas in collaboration and cooperation with others - Uses appropriate conventions and protocols when communicating with colleagues and external stakeholders

Unit Mapping Information

Supersedes and is equivalent to CUA EVP502 Develop and implement exhibition interpretive strategies.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for CUA EVP512 Develop and manage exhibition interpretive strategies

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- develop and manage interpretive strategies for at least one exhibition according to exhibition concepts, including:
 - determining parameters for interpretive strategy based on analysis of exhibition concepts and documentation, audience profile and potential storylines and themes
 - refining options and approaches for strategies through consultation and testing, drawing on specialist advice where required
 - developing operationally realistic exhibition interpretive strategies that meet audience and organisational requirements
 - working within required timeframes and dealing with potentially disruptive issues that arise according to organisational policies and procedures.

In the course of the above, the candidate must:

- select and use evaluation mechanisms that inform future work processes
- adhere to cultural sensitivities throughout developing and implementing exhibition interpretive strategies.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- roles of different people involved in the exhibition development process and how they interrelate
- the purpose of an exhibition interpretive strategy and its impact on all aspects of exhibition development and implementation
- organisational policies and procedures for developing and implementing exhibition interpretive strategies, including those relating to:
 - disruption minimisation strategies
 - cultural protocols

- timeframes and schedules
- documentation requirements
- exhibition development concepts, including:
 - themes
 - sub-themes
 - storylines
 - interpretation
- principles of interpretation
- processes for drawing links between collections, audience needs and interpretive approaches
- commonly used interpretive approaches, including specific techniques and technical issues associated with their use
- cultural protocols relevant to the development of interpretive strategies, including those for exhibitions of Aboriginal or Torres Strait Islander material
- principles of universal access and different audience communication needs, including potential specific needs
- key features of evaluation mechanisms suitable to evaluate interpretive strategies.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- 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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