

Session 1

**SPARK**

**your**

**creativity**

# What is interpretation?



Heritage interpretation is an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information. - Freeman Tilden



# Why interpret?

Through interpretation, understanding...

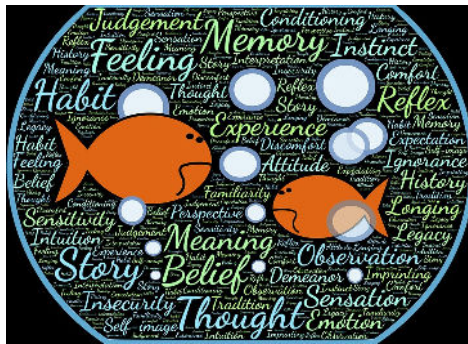
Through understanding, appreciation...

Through appreciation, protection.

- Freeman Tilden



# Tilden's key principles



Any interpretation that does not somehow **relate** what is being displayed or described to something within the personality or experience of the visitor will be sterile.

Information, as such, is not Interpretation.  
Interpretation is **revelation** based upon information. But they are entirely different things.  
However all interpretation includes information.



# Tilden's key principles



The chief aim of Interpretation is not instruction, but **provocation**.





# What do you need to start writing?

An interpretive plan which tells you:

- Who is it for? – The audience
- Why are we doing it? - Objectives
- What are we interpreting? – The assets and the messages
- Where and how will we interpret? – interpretive media – what and where; how many panels and how they relate to other media / objects

# What do you need to start writing?



Your writing preparation should include:

- Your content research
- An idea of potential images (photos, illustrations)
- A list of graphic panels required
- An agreed / defined word count
- An approach to tone of voice



Time for a break!





Break out



What works well and doesn't work well  
in graphic panels?

# How audiences engage



- **Streakers** – most of the audience, they read only the title and maybe the first paragraph
- **Strollers** – they will read more, if it catches their interest
- **Studiers** – may be only 20% of the audience, they read everything!

# How audiences engage



Which one are you as a visitor?

- Streaker?
- Stroller?
- Studier?

What affects your engagement?

## ACTIVITY

Put your thoughts in the chat box

# Tone of voice



You may want to adapt your writing style to:

- Suit the audience(s)
- Work with the message being conveyed
- The organisation's voice / brand

Tone of voice will influence the way you use words and the words that you use.

See Woodland Trust example of brand tone of voice

**Apologetic**

**Why should you  
support nature?**

**You could make  
a difference.**

**We're trying to  
save woodlands.**

**Unapologetic**

**Mother nature can't  
go it alone.**

**It's your turn to stand  
up for trees.**

**We're fighting  
for the woods.**



### Embellished

**The gorgeous green lush of  
Salem Thrift.**

**Visit the velvet green glades  
and admire the mystical  
leafy canopies, in our  
enchanted forest.**

**The glorious woodlands  
of Britain are dwindling  
every day, but the power for  
change is in your hands.**

### Unembellished

**The sprawling forest  
of Salem Thrift.**

**Run. Climb. Dig. Catch.  
Create your own adventure  
with the Woodland Trust.**

**Protect a piece of history.  
Donate £10 today.**



## Expected

**The enchanted forests are  
waiting for you.**

**This is an automated email.  
Do not reply.**

**Spot a hornbeam and a  
rowan with  
the Woodland Trust  
Tree Guide.**

## Unexpected

**Work out. Without the  
gym membership.**

**Want to talk? I can't reply.  
Instead, email  
[hello@woodlandtrust.org.uk](mailto:hello@woodlandtrust.org.uk)**

**Separate the wood  
from the trees with  
our tree guide.**



# Tone of voice



Your voice  
is...

Describe the  
personality traits of  
the voice

Write like  
this...

Write something as a  
positive example of  
the use of that voice

Not like  
this...

Write a counter  
example to the  
positive use of the  
voice

Because...

Set out your rationale  
– what have you  
chosen this tone of  
voice?

Any Questions?



# Before the next webinar



Things you should do (follow the handbook):

- Develop your mini interpretive plan
- Gather together your content research (and have an idea of images)
- Develop your tone of voice