

## Interpretation

### Good interpretation

- Connect with an audience
- Provoke their attention
- Be pleasurable
- Interesting and meaningful
- Well-organised, easy to use and understand
- Have a clear theme and idea



Leaflets

Panels

Guided trails

Signage



## A Dummies guide to 21<sup>st</sup> century interpretation

Ok some of you might be thinking I'm not good with gadgets or technology.

What's an audio trail, an MP3, a QR code or a smart phone and how could any of these help my site and its facilities ?





## Potentials

- Appeal to younger audiences
- Reach different audiences- partially sighted
- Allows access to those unable to visit a site to still experience what is there
- Pre planning by visitors
- Allows simple evaluation



## New types of Interpretation to consider

- Audio trails and Tours
- Bluetooth activated panels and trails
- QR codes - information points and marketing aids

## Potential to create your own audio tours

- Is money or funding tight but you want to update and refresh your on site interpretation?
- you can always have a go at making your own audio trail all you will need is a microphone someone confident enough to narrate, you can get free editing software online to create your mp3 files
- <http://audacity.sourceforge.net/>

