Planning and Writing Your Interpretation

Thursday 8 September

DAY ONE

10.30- 10.45	**Welcome and Registration**
10.45 –11.15	**Understanding Interpretation**
	Bryony Shepherd, Head of Interpretation
11.15-13.00	**Case Study: Europe 1600-1800**
	Using the recently refurbished Europe 1600-1800 galleries as a case study, participants will look through the interpretation strategy for these galleries including the highlights and challenges.
13.00-13.30	***Lunch***

13.30 – 14.45   **How to develop your Interpretation Plan**
- Audience
- Key messages
- Aim of display
- Context
- Content outline
- Methods of delivery
- Further research

14.45 – 15.15	***Refreshments***
15.15-16.00	**Task: Interpret this!**
16.00-16.30	**Discussion and Close**

Friday 9th September

DAY TWO
Writing Successful Text

10.30- 11.00   **What makes Effective Museum Text?**
Bryony Shepherd will introduce the key considerations when writing effective text for labels and panels.

11.00 – 11.45   **Gallery Text at the V&A: A ten point Guide (part one)**
In the first part of this session, participants will look at key methods to apply when writing gallery text, including identifying your audience and ensuring your message is clear.

11.45-12:45   **Task: Good and Bad Practice- looking at labels in situ**
V&A Galleries

12.45– 13.15   *Lunch*

13.15 – 13.45   **Review of Task: Good and Bad Practice- Looking at labels in situ**

13.45 – 14.15   **Gallery Text at the V&A: A ten point Guide (part two)**
In the second part of the session, participants will look at what makes successful gallery text, taking into consideration narrative, tone, structure and hierarchies

14.15-14.30   *Refreshments*

14.30 – 16.00   **Gallery Text at the V&A: A ten point Guide (part three)**
The final part of the session will focus on methods of creating relevance and inviting audience engagement through text

16.00-16.30   **Discussion and Close**