



Planning Your Interpretation

Thursday 9 February

DAY ONE

10.30- 10.45 Welcome and Registration

10.45 –11.15 **Understanding Interpretation**

Bryony Shepherd, Head of Interpretation

11.15-13.00 **Developing your Interpretation Plan**

- Audiences
- Context
- Key messages
- Aim of display
- Content outline / message hierarchy
- Methods of delivery
- Further research

13.00-13.45 *Lunch*

13.45 – 14.45 **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.

14.45 – 15.15 *Refreshments*

15.15-16.00 **Task: Interpret this!**

16.00-16.30 **Discussion and Close**

Writing Successful Text

Friday 10 February



DAY TWO

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