



PREPARING YOUR SUBMISSION: WHAT YOU NEED TO KNOW

Interpretive Media Development

The interpreter will plan and develop an interpretive product (i.e., temporary interpretive exhibit, interpretive wayside panel, one interpretive element/section of a larger exhibit, interpretive site bulletin or interpretive park publication, interpretive bulletin board, interpretive section of a web page). *For the reviewer's reference, please include in your submission a brief statement of **the context** in which this media product will be used.* This statement is for reference only, and will not be assessed.

Remember, regardless of how well written or designed, a purely informational/orientation product will not meet the certification requirements. In addition, if the interpretive effectiveness of the product relies on text alone, it will not satisfy the standards. This review assesses how *all elements work together* contribute to interpretive effectiveness. You may find it helpful to submit something in draft form, but all products submitted should include developed text, clear graphic facsimiles, and proposed layout. Ideas, text, graphics, etc., contributed by others are acceptable, but the final design and layout of the product you submit **MUST** be your work. The emphasis in this module is on your ability to bring all of the elements together successfully to achieve interpretive effectiveness (articulated in the rubric) in the draft you submit.

Complete and submit the attached "Product Submission Form" for each certification you attempt. The interpreter will submit **THREE COPIES** of the project in the form of drawings, photographs, sketches, or other clear representations for review.

REMEMBER:

Always check your work against the assessment rubric before you submit the product for review

Review your work with your supervisor as you develop it. When you feel the project is ready, submit three copies to

Becky Lacome, Acting Training Manager, Interpretation,
Mather Training Center,
P.O. Box 77, Harpers Ferry, WV 25425,
Attn: Product submission

NOTE:

Your project may be designed and submitted coupling more than one Full Performance module. You may develop one product, to be reviewed in any combination of one, two, three, or four of the Full Performance modules—if your circumstances allow. The product will be measured against each certification standard separately.

If you choose, you may develop a separate product for each Full Performance module, and submit them individually as you have in the past. If you choose to combine the reviews and address more than one module with a single project, be sure to **INDICATE CLEARLY ON YOUR PROJECT WHICH FULL PERFORMANCE MODULE** (Planning Park Interpretation, Media Development, Interpretive Leadership, Research/Resource Liaison) you wish to have the project reviewed under.

What happens next?

The training manager will send your project to two peers who are trained certifiers. Each will independently review and then discuss the project using the *Assessment Rubric for Benchmark Competency: Interpretive Media Development*. This peer review process determines whether the product meets the certification standards. Those meeting the certification requirements will receive a letter from the training manager.

Those approaching certification may revise and resubmit their entry, making the adjustments prompted by feedback provided by the reviewers, and discussions with their supervisor. If you have your project reviewed against multiple certification standards, and one or more elements are judged to be approaching certification, only the portion(s) approaching certification need to be revised and resubmitted. Questions about the process can be answered by any of your curriculum coordinators or the training manager.

* Certification in this area serves the overall development of employees in Ranger Careers positions, and meets the NPS national standard for interpretive media development. Certification is a point-in-time assessment. Long-term performance is measured at the park level. Eligibility for promotion is determined by the supervisor and park.