

Content	Method	Time
IV. Class Exercise	Slide program discussion	15 Minutes

Show slides of a variety of media and discuss them in terms of what kinds of interpretive needs could be met by each.

For example:

Slide #1 - collage of publications
 Slide #2 - simple publication (site bulletin)
 Slide #3 - more complex, full-color brochure
Continue this for a variety of media.

At the end of the exercise, discuss why you used a slide program for this:

- easy to project to a large group can see and discuss,
- not film or video, so it's easy to "stop" for discussion.

This exercise is a tickler to introduce the course goal - field exercise, lesson #10, part I.A. Do that here.

V. Factors in selecting media	Prepared flip chart list	10 Minutes
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- Planning documents
- Cost
- Location
- Permanency (temporary/long-term; but "temporary" has a tendency to become permanent)
- Audience (includes "special" needs - international, elderly, children, disabled)
- How medium will be used - sitting, standing, walking, indoors, outdoors, on-site, off-site
- Others
- **MAIN POINT:** **Interpretive message** (what we want to say) is where it all starts.

Prepared flip chart/list 10 min.

VI. **Wrap-up**

Summarize main points and lead into "Design" session