This flowchart can be used in conjunction with the Preliminary Media Development Worksheet to aid in project definition for any media product. The determination of a product's purpose/objectives as primarily interpretive or primarily informational is a critical step in the process.

Review the project foundation:

- Purpose and need (based on LRIP, emerging resource issues, etc)
- Audience
- Desired outcomes
- Expectations
- Constraints
- Delivery method/medium options

Define specific desired outcome(s):

Orientation, safety, resource protection, subject information, inspiration, motivation, appreciation, provocation, stewardship

Primary objectives are interpretive

Primary objectives are informational

Define interpretive focus:

- Identify all intangible meanings and universal concepts (tangible-intangible links) associated with the subject matter
- Focus in on a central idea/thematic concept and specific connection-based objectives
- Reassess the delivery method/medium choice

Start planning interpretive content and structure:

- Choose the meanings/universal concepts that will provide the broadest access to the central idea and best facilitate the connection-based objectives
- Begin to determine how to best develop and structure opportunities for connection to these meanings (what interpretive methods/techniques and what associations of text, graphics, objects, etc)