Interpretive Structure of Media Products
Tenets for Concept Development

❖ An interpretive media product presents an organized structure or framework (conceptual and spatial) of tangible/intangible links that are effectively developed -- through a *planned association* of text, graphics, objects, design and other media elements -- to facilitate opportunities for the audience to make intellectual and emotional connections to resource meanings.

❖ Interpretive media development involves effectively creating, altering and/or manipulating a physical space or environment in order to facilitate connections between the audience and resource meanings.

❖ Media concept development applies the elements of the "Interpretive Equation"* (Knowledge of the Resource, Knowledge of the Audience, Appropriate Techniques) in two equally important integrated layers to create interpretive opportunities:

> ### Content
> --info/graphics/objects/resources (tangibles)
> --meanings, significance and universal concepts (intangibles)
> --themes and objectives
> --interpretive framework/structure
> --conceptual accessibility
>
> ### Space/environment
> --basic design elements
> --flow/direction
> --interactive design
> --physical organization and structure (hierarchy and/or layers)
> --interrelationships
> --use/presentation of tangibles
> --physical and conceptual accessibility

Choose a panel/section of an existing interpretive exhibit or wayside, or page from an interpretive publication or website in your park, and analyze its interpretive structure, based on the tenets outlined above.

• Identify all the tangible/intangible links that are developed through an association/combination of text, graphics, objects, audio/video, design, etc. Are they arranged in a hierarchy (conceptual and/or spatial) to maximize interpretive effectiveness?

• Have the space and content of the panel/page been structured/arranged to enhance interpretive effectiveness? How could the spatial and content structure be improved to maximize access to resource meanings?

- Apply the elements of the Interpretive Equation* – how is knowledge of the audience (KA) and knowledge of the resource (KR) reflected in the spatial and content structure of the product? Are identifiable interpretive techniques a part of the structure (i.e. questioning, word pictures, stories, quotes, analogies, compare/contrast)? Are they appropriate techniques (AT) – appropriate for the audience and the medium?

- Do all the elements of the media product – text, graphics, objects (if applicable), and design – "work together" to create opportunities for the audience to form their own intellectual and emotional connections** with the meanings/significance inherent in the park resources being interpreted? If so, how?

- How do specific graphic elements facilitate and/or enhance opportunities for intellectual and emotional connections to resource meanings?

*See Foundations of Interpretation for more information on tangibles, intangibles and universal concepts, and the Interpretive Equation

** Opportunities for intellectual and emotional connections to the meanings/significance of the resource: Which opportunities tend to provoke learning, insight, discovery, revelation, understanding of context, relationships, or cause and effect? Which opportunities tend to inspire or provoke feelings like awe, wonder, empathy, curiosity, amazement, nostalgia, concern, regret, grief, or anger? Which opportunities seem to be both intellectual <u>and</u> emotional?