

Basic Parts of an Interpretive Plan

What Should be Included

All plans should include the following in some part of the plan:

- **Interpretive Goals and Objectives**
- **Profiles of Target Audiences**
- **Parameters** (including implications)
- **Inventory of Interpretive Opportunities** (Inventory of the features and other tangibles, and the stories that those tangibles can be used to tell)
- **Theme Hierarchy** (themes, sub-themes)
- **Desired Visitor Experience.** Mapping this experience, which includes taking advantage of interpretive opportunities, helps you identify the information network necessary to support that experience. With that information, you can select the medium, information to be communicated and location for all information delivery strategies necessary to support those experiences.
- **Media Prescription** (Interpretive Strategies to be developed)
- **Media Descriptions** (Information so a designer clearly understands the intent of that information delivery strategy such as objectives, themes or sub-themes to be communicated, target audience(s), location and a description. Sketches should be used if necessary for clarification. This section could include suggested method for evaluation.
- **Cost Range Estimates.** It is not realistic to expect to get an exact cost before the design is completed. However, the person needing the plan may need some number in order to budget implementation. Consequently, a cost *range* should be developed for each information delivery strategy.
- **Priority for Implementation.** Ideally, an entire Action Plan would be developed noting all tasks involved with implementation, such as forming a partnership with a stakeholder. It usually does not include task assignments, because the receiver of the plan needs flexibility at the time implementation begins. For the same reason, it does not usually include dates.

Order of Plan

Typically, the receiver of the plan first wants to know what they are supposed to do. Consequently, the sections on Audience Profiles, Parameters and Inventory of Interpretive Opportunities are usually included as Appendices. The main part of the document typically presents the following, in order:

- Executive Summary (optional)
- Goals and Objectives
- Theme Hierarchy
- Desired Visitor Experiences
- Media Prescription with Media Description included
- Cost Range Estimates
- Priority for Implementation or Action Plan
- Appendices

As noted the Appendices include Audience Profiles, Parameters and Inventory of Interpretive Opportunities. They should also include a bibliography of sources used to gather and check information used in the plan.