

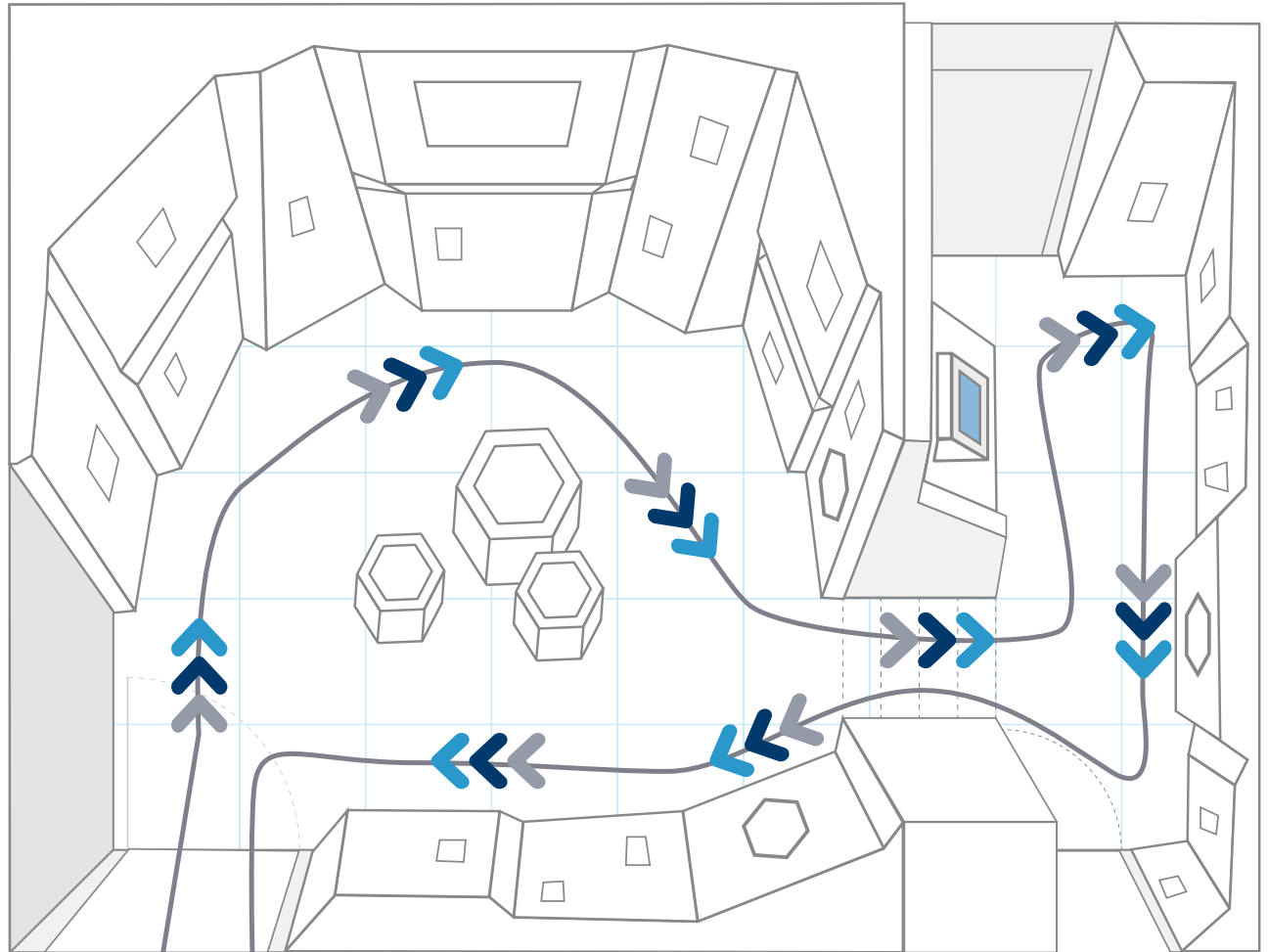


# Interpretation Planning Top 10 Tips

1

BDS

**Plan** your **space** and flow-through of your **audience**



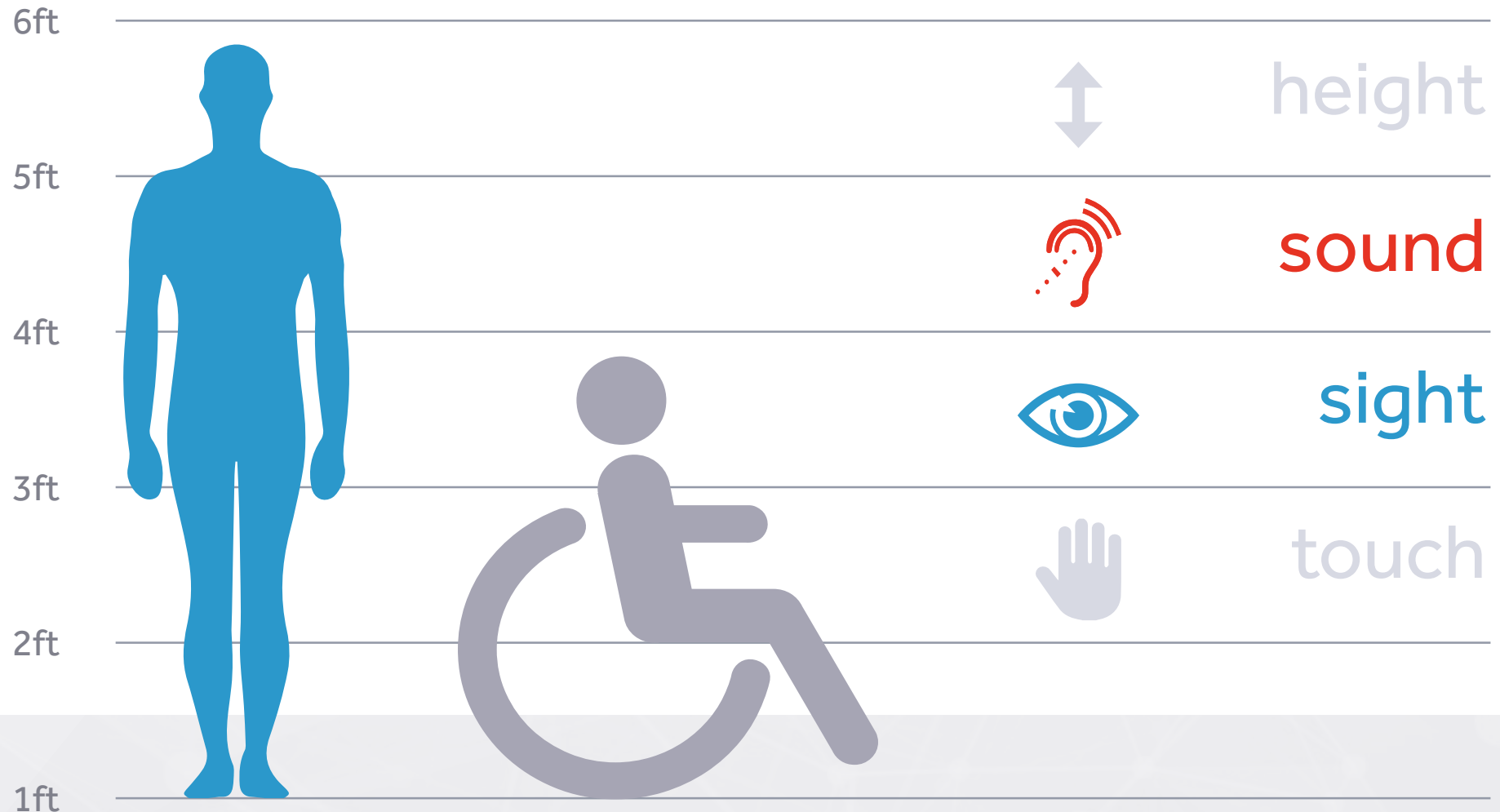
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# Tailor the **experience** to **appeal** to several **targets**

young/**older couples** · families · **children**  
**academics** · specialists

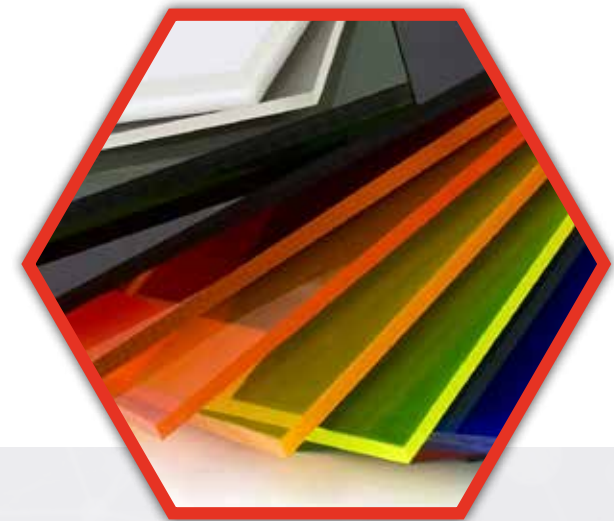
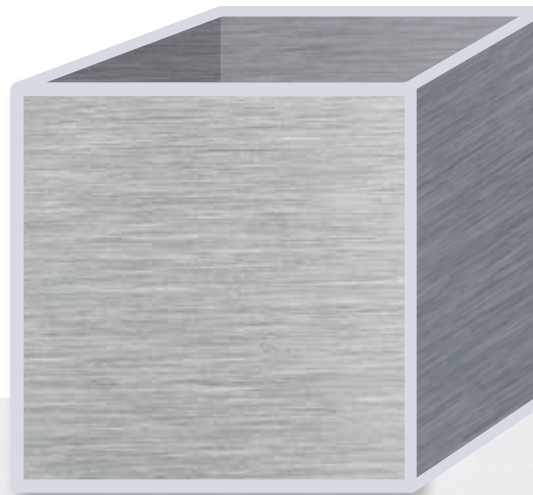


# Be **aware** of and work within **restrictions**

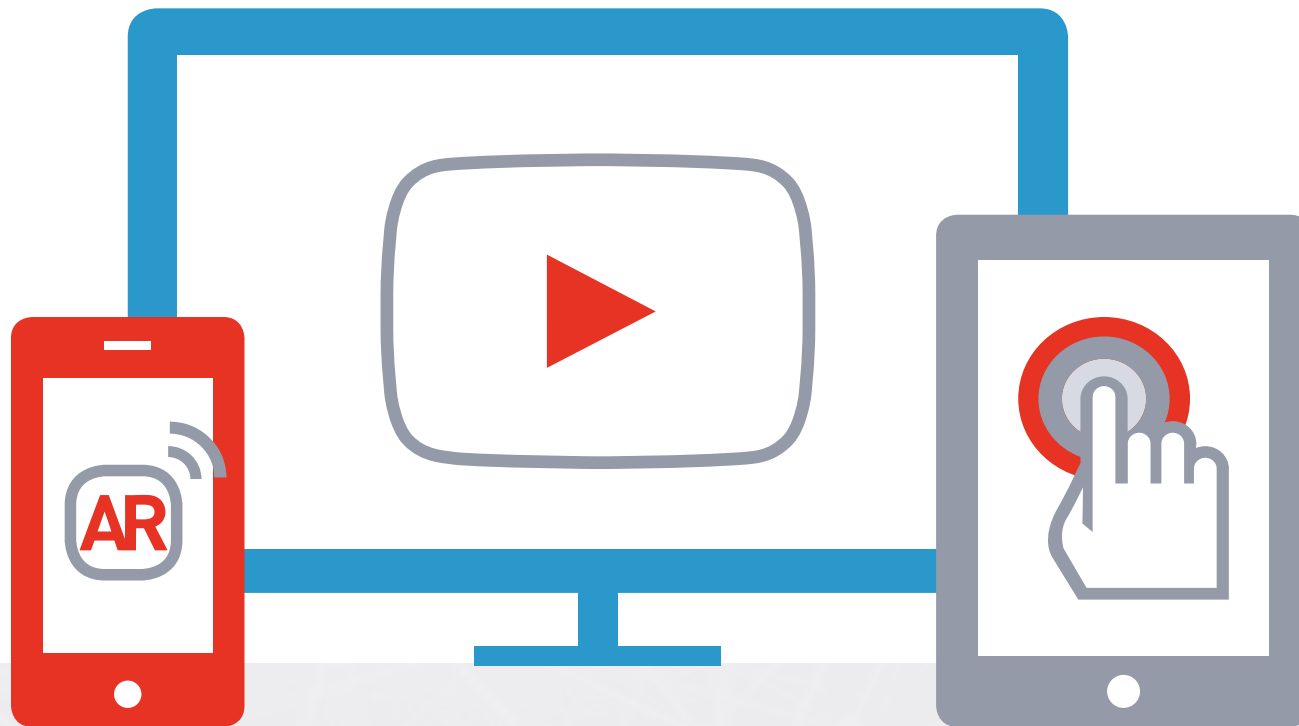


# Harmonise **materials** with your **project**

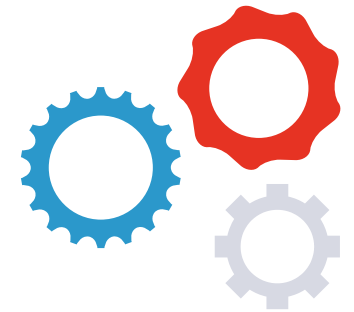
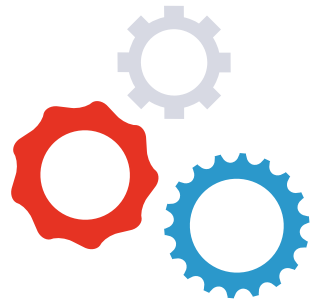
man-made: **acrylics** · pvc · **mdf** · **rubber** · metal... or  
natural: **wood** · **rope** · reeds ... or a combination...



Make the **experience interactive**  
touchscreen · app · augmented reality · video



Make your **content engaging**  
**pose questions** · **add clues** · make it fun

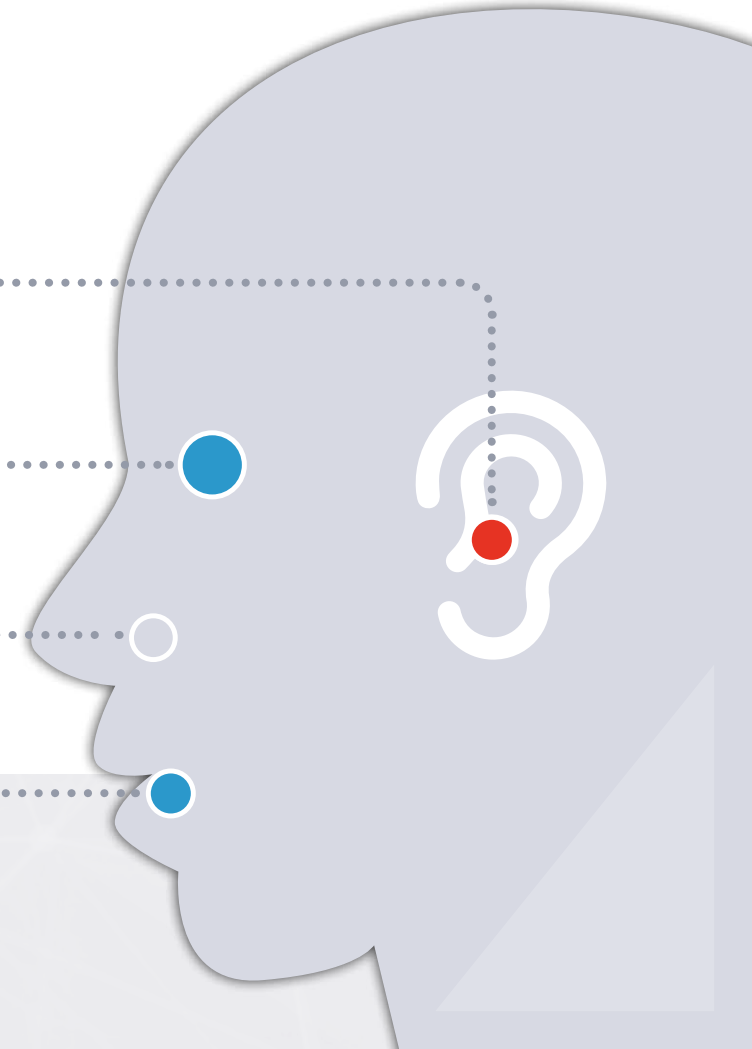


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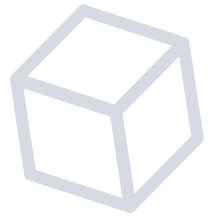
BDS

# Play on all **senses**

get your audience to **touch**, taste, see, **smell** and **hear** your story.



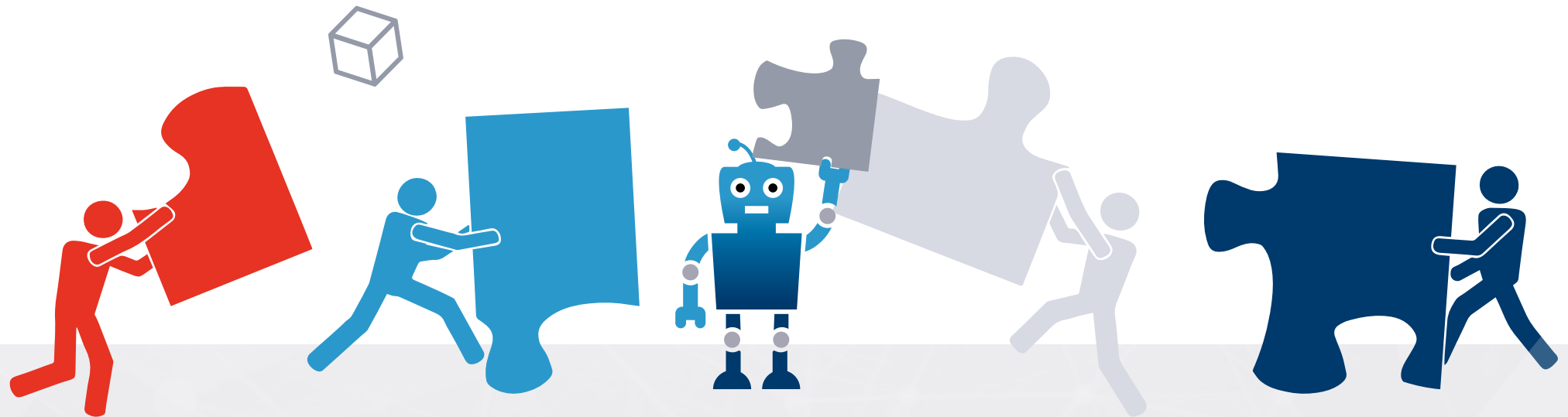




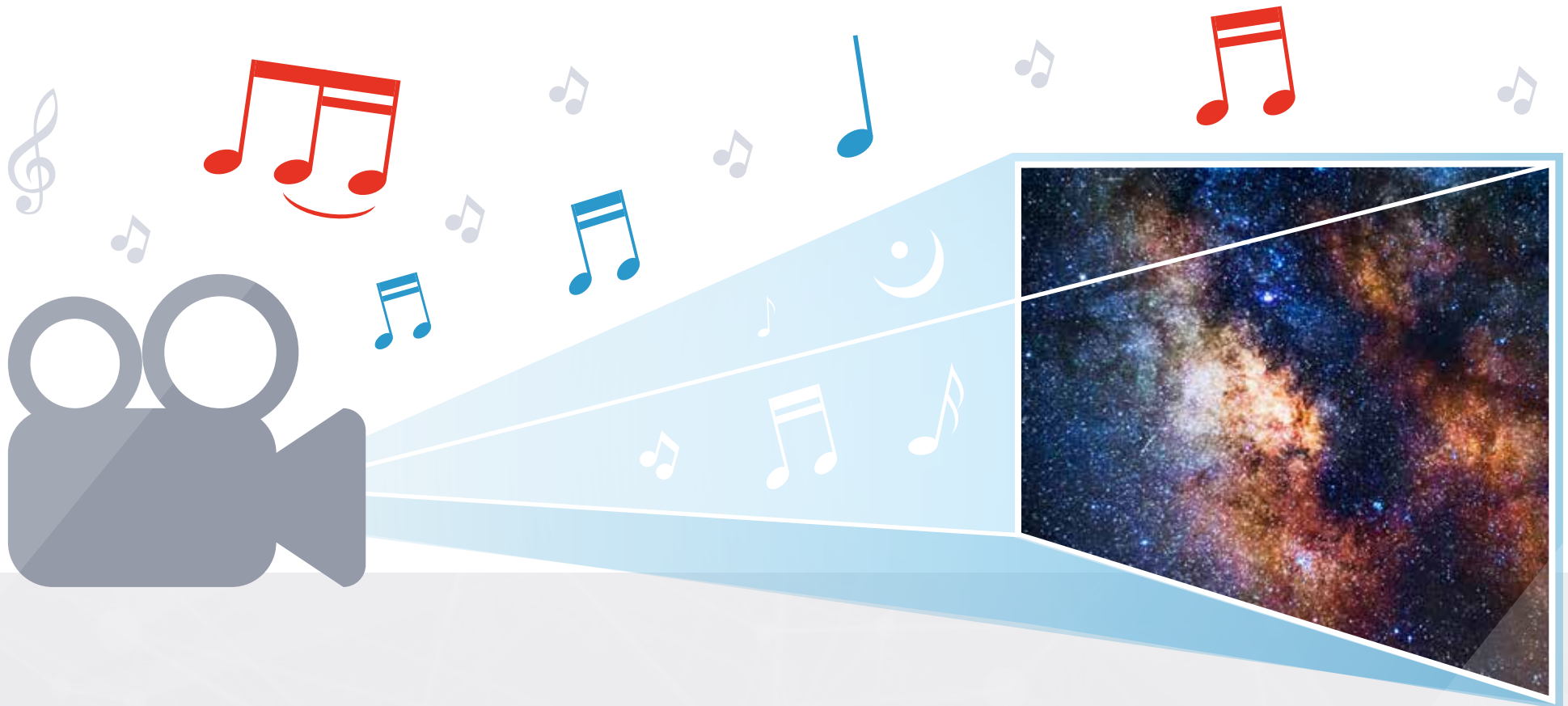
# Make your audience **participate** on site or **virtually**



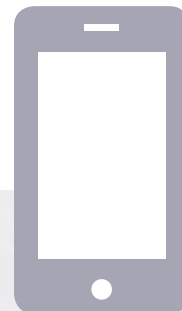
re-enactment · online game/quiz · pole · competition  
**3D interactive tools** · colour-in · identify the species

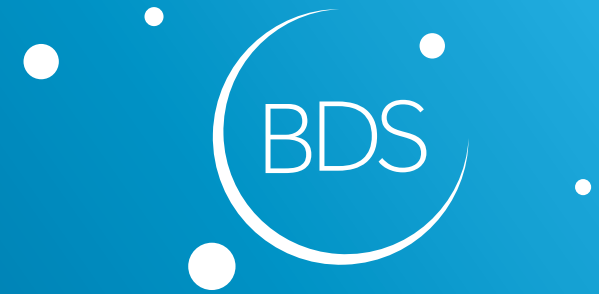


Take your **audience** to a **new world**  
using projection, **light** and **sound**...



Get your **audience** to come back.  
Offer an **incentive**, something to  
**take-away** that **encourages**  
further research...





information beautifully presented

**Get in touch for chat**

**01387 733060**

