

### 1. Knowing your visitors

- Have the main visitor group/s been identified?
- Have visitors' likely interests and needs been documented?
- Have visitors' previous experiences and knowledge been considered?

### 2. Conducting an inventory of assets

- Does interpretation focus on the special/rare/different characteristics of the site or attraction?
- Have activities or events in the area been included in the visitor experience?

### 3. Developing topics and themes/messages

- Has the major topic/s been identified?
- Have core themes/messages based on the topic/s been developed?
- Are the themes/messages clearly stated?
- Are the themes/messages supported by stories and facts?

### 4. Designing interpretive content

- Have catchy titles been used to attract visitors' attention?
- Is the content clearly organised into an introduction, body and conclusion?
- Does the introduction include clear definitions of central terms and concepts?
- Does the conclusion clearly reinforce the messages and concepts discussed?
- Have metaphors, analogies and personal stories been used to present information?
- Is the information presented accurate and up-to-date?
- Is the content interesting and thought provoking?
- Does the interpretation encourage visitors to solve problems and/or make decisions?
- Does the content engage visitors' emotions?
- Has humour been used where appropriate?
- Do signs and displays ask visitors stimulating and appropriate questions?
- Does the interpretation include a range of presentation techniques (eg. flaps, models, quizzes, audio visual components)?
- Does the interpretation require visitors to use different senses (eg. touch, smell, hearing)?
- Does the interpretation suggest ways in which new information can be integrated into visitors' daily lives?

### 5. Matching interpretation to visitors

- Is the information relevant for the target audience? In particular, does it 'connect to' their previous knowledge and experiences?
- Does interpretation build on experiences visitors may have had at other sites/attractions in the area?
- Is the interpretation sensitive to the different social and cultural backgrounds of visitors?
- Does interpretation take into account the needs and limitations of 'special' groups (eg. families and visitors with disabilities)?

### 6. Assessing readability and formatting

- Are sentences short and easy to understand?
- Does the level of language match the reading ability of the target audience?
- Are there any sentences that could have double meanings or be interpreted in a manner not intended?
- Are signs written in 'layers'?
- Is the font and size of text easy to read?
- Is the text well spaced?
- Do the colours chosen for text, illustrations and background match the sign's content and tone?
- Do illustrations match and enhance the sign content?
- Are illustrations clear and easy to see?
- Does the placement of text and illustrations look balanced?

### 7. Constructing signs and displays

- Do the construction materials reflect the 'feel' of the sign/display content?
- Are the materials durable enough for the intended purpose?
- Have issues of maintenance, vandalism and longevity been considered?

### 8. Positioning signs and displays

- Are signs placed where visitors will see them (eg. in direct line of vision, at natural stopping points)?
- If signs aren't directly in front of the attraction, are they within easy viewing distance and clearly matched to the feature/s being described?
- Could some visitors (eg. children and those in wheelchairs) have difficulty accessing signage and/or interactive displays?
- Is there enough space for people to view signage in comfort?
- Have seats been provided where appropriate?
- Has reflection from natural and artificial light been minimised?
- Are the colours used appropriate for the available lighting conditions?