

CALENDAR DESCRIPTION

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: RESOURCE INTERPRETATION

Code No.: FOR 363-3

Program: FISH AND WILDLIFE/PARKS & RECREATION/FOREST MANAGEMENT

Semester: 6

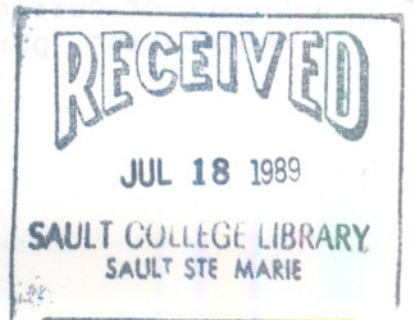
Date: MAY 1989

Author: D. MURPHY

New: _____ Revision: _____ X

APPROVED: *[Signature]*
Chairperson

July 10/89
Date



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SPECIFIC OBJECTIVES: Students will be able to:

1. Prepare simple exhibits and displays.
2. Demonstrate methods for proper placement and displaying of an exhibit.
3. Demonstrate solutions for exhibit problems with: labels, visual noise, materials and vandalism.
4. Give a quality slide show presentation.
5. Identify common errors in slide shows.
6. Explain, and use Canadian Wildlife Service assessing sites checklist.
7. Operate and maintain AV equipment.
8. Demonstrate public relations techniques.
9. Explain proper method of dealing with the mass media and press releases.
10. Produce a natural resource poster which meets criteria for:
 - . promotion of student project
 - . attracting attention
 - . conveying a message
 - . design
 - . originality
 - . workmanship
11. Present a project orally to the class, and written to the instructor, that focus on a particular aspect of natural resources.

The project will make use of a slide show, exhibit plan, poster, and public relations techniques in such a way that if it was presented to the public it would enhance knowledge of and concern for natural resource management.

12. Compose a series of relevant questions related to their project.

In addition, the course will include guest lecturers speaking on topics of current interest dealing with fish, wildlife, recreation, parks, and forest management.



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PHILOSOPHY/GOALS:

To increase the students' ability to -

Interact with employers and the public in a professional manner.

Have the skills to convey their employers' point of view effectively.

After completing this course, students should be able to put together a presentation utilizing slide shows, exhibits, posters, newsletters and public relations techniques.

METHOD OF ASSESSMENT:

Public Relations	15%
Slide Show	10%
Poster	10%
Exhibit Plan	15%
Oral and written presentation	30%
Content Test	10%
Attitude and participation	10%
Pass will be -	60%
	70% - B
	80% - A
	90% - A+

Presentations not made on the due date will be worth a maximum "C" grade. Written presentations are due on the same date.

Attitude and participation marks will be lost for:

- poor evaluation of presentations
- not attending presentations or field trips

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TOPIC NO.	PERIODS	TOPIC DESCRIPTION
1	2	Discussion of: -course outlines and objectives -course evaluation -projects Explanation of Interpretation Principles of Interpretation Themes
2	1	Guest speaker
3	2	Exhibits -advantages and disadvantages -types -exhibit plan - location construction cost security evaluation
4	all day	Fort St. Joe Critique of signed interpretive trail Discussion with naturalist on park P.R. Exhibit viewing
5	1	Guest speaker
6	2	Sault Ste. Marie Museum Staff will explain: -process of presenting a major exhibit -costs involved -security precautions -P.R. techniques used
7	3	Critique of exhibit and display slides A.V. equipment use and maintenance
8	1	Guest speaker
9	2	Review of poster techniques Exhibit presentations

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TOPIC NO.	PERIODS	TOPIC DESCRIPTION
10	1	P.R. techniques -red herring, bandwagon, testimonial etc. -planning for strong point emphasis -ongoing evaluation -developing media contacts -preparing public service announcements -making use of public transit ads. and shopping centre booths
11	2	Exhibit presentations
12	1	Guest speaker
13	2	Slide show and exhibit presentation
14	1	Guest speaker
15	2	Slide show
16	1	Guest speaker
17	2	Poster slide show Review of Canadian Wildlife Service assessing sites checklist
18	1	Guest speaker
19	2	Poster and project presentations
20	1	Guest speaker
21	2	Project presentations
22	3	Project presentations
23	1	Content test
24	2	Project presentations

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REFERENCE TEXTS:

- Carey, H.A. Jr. Exhibit Design and Production. College of Agriculture, Pennsylvania State University.
- Carey, H.A. Jr. Posters Design and Production. College of Agriculture, Pennsylvania State University.
- Grater, R.K. 1976. The Interpreter's Handbook. Southwest Parks and Monument Association.
- Packard, J.R. 1983. Wayside Exhibits. Parks Journal Vol. 8 #1, p.18-23.
- Planning and Producing Slide Programs. 1975 69pp. Pub. #S-30, Kodak Motion Picture and Audio-visual Markets Div., Rochester, New York.
- Serrell, B. 1983. Making Exhibit Labels. American Association Local History, Nashville.
- Sharpe, G.W. 1976. Interpreting the Environment. John Wiley and Sons, New York.
- Tilden Freeman. 1957. Interpreting Our Heritage. University of North Carolina Press, Chapel Hill.
- Trudel, M. 1981. A Guide to Working with the Media. National Recreation and Parks Association, Arlington, Virginia.