

# GEM

We connect &  
learn together

## GEM Intermediate Course: *Heritage Interpretation 2020*

If you want to develop your understanding and application of interpretive good practice, then this course is for you!

**What will you gain?** Freeman Tilden, the “Father of Interpretation” believed that interpretation is an art, but one which can be taught. We will share the skills of this “art” and explore Tilden’s other principles of interpretation through hands-on learning. You will discover the background and context for interpretive theory and be supported to put it into practice in a meaningful way.

*“It’s been really helpful to have a framework to work within and to gain a better understanding of the principles that lie behind good interpretation”*

### **Who is it for?**

This course is aimed at learning professionals with responsibility for planning, delivering or managing learning programmes across the heritage sector. It is most suited to those already involved in interpretation in their organisation, especially those looking for ways to improve or build upon their practice.

### **Who runs the course?**

Sarah Oswald is a creative coach with over 20 years’ experience in heritage interpretation, which she shares as the course director for *Heritage Interpretation*. She has worked in consultancy, on projects large and small, and in community heritage and loves to use that experience to help coach, mentor and train others in the sector.

### **When & where is it?**

This virtual course will take place over 6 weeks and will be run online through 3 x 1.5 hour and 3 x 2-hour interactive lectures, ‘at home’ activities, and a participatory discussion forum. Participants are highly encouraged to take part in the live lectures, but they can also catch up with recorded sessions afterwards.

The course will be a mix of discussion and sharing of perspectives and experiences, practical working individually and in small online groups and some presentation of theory by the course director.

### **Course fee**


It is **£125 for GEM and AHI members** and **£160 for non-members**.

### **How to apply?**

To apply for this course, please download a [booking form](#) and email it to [office@gem.org.uk](mailto:office@gem.org.uk) or send it to **GEM**, Joiners Shop, Historic Dockyard, Chatham, Kent, ME4 4TZ

### **Got a question?**

Check out the FAQs below or get in touch at [office@gem.org.uk](mailto:office@gem.org.uk).

 Association  
for Heritage  
Interpretation

 ARTS COUNCIL  
ENGLAND

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## FAQs

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### What are GEM's intermediate courses?

*Heritage Interpretation* is one of five GEM intermediate level courses, developed as part of the ACE-funded *Learning & Sharing Centre* project in 2016-18 (LSC). These intermediate courses are aimed at supporting the professional development of mid-career heritage educators and will address the core competencies identified by GEM, to help raise professional standards in the sector.

*Heritage Interpretation* was developed in partnership with the Association for Heritage Interpretation (AHI). It was developed in line with GEM's core competencies, which were produced in 2015 through consultation with experts in the sector, and the AHI core competencies, which were produced as part of the InHerit project working across Europe.

### Who is the course for?

If you want to develop your understanding and application of interpretive good practice, then this course is for you. This course is aimed at professionals with responsibility for planning, delivering or managing learning programmes across the heritage sector. It is most suited to those already involved in interpretation in their organisation, especially those looking for ways to improve or build upon their practice.

### What are the benefits and what will I gain?

*Heritage Interpretation* will provide practitioners the opportunity to develop their understanding and application of interpretive good practice. Participants will share skills and explore the principles of interpretation through hands-on learning. The course will explore the background and context for interpretive theory and support participants in putting it into practice in a meaningful way.

During the course participants will have the opportunity to:

- Work in small, passionate peer groups to apply theory in practice.
- Develop understanding and skills using virtual museum tools.
- Network and work with others at a similar stage in their careers.

- Explore virtual learning and digital networking skills.
- Evidence professional development against GEM and AHI's competencies.
- Have some fun with practical applications of theory.

By the end of the course participants will:

- Have an understanding of how to prepare an interpretive plan.
- Appreciate and be able to apply the theory that underpins interpretation.
- Have produced an interpretive plan.
- Upon completion, participants will be awarded a certificate of achievement.

### **When & where is the course taking place?**

This virtual course will take place over 6 weeks and will be run online through 3 x 1.5 hour and 3 x 2-hour interactive sessions involving teaching and group discussion, 'at home' activities, and a participatory discussion forum. Participants are highly encouraged to take part in the live lectures, but there will also be a possibility to engage with the recorded sessions afterwards.

The course will be an engaging mix of discussion and sharing of perspectives and experiences, practical working individually and in small online groups and some presentation of theory by the course director.

Course participants can choose how much time to commit to the at-home activities, discussion forum and assessed piece of work. However, as a guide you should allow the following on top of the weekly interactive webinars:

- approximately 2 hours per week for the at home activities
- up to 30 minutes per week to participate in the discussion forum

The assessed piece of work is built up through undertaking the at-home activities, but you may want to allow additional time in the final week of the course to complete this.

### **Who runs the course?**

Sarah Oswald is a creative coach with over 20 years' experience in heritage interpretation, which she shares as the course director for *Heritage Interpretation*. She has worked in consultancy, on projects large and small, and in community heritage and loves to use that experience to help coach, mentor and train others in the sector. Sarah is director of The Authentic Spark; providing coaching, training, facilitation and interpretive scripting in the heritage sector. She works to help people find their "spark" of creativity.

### **How many participants will be on the course?**

The course is for a minimum of 10 and a maximum of 25 participants. Places are limited so that each participant may benefit from personal guidance of the course director. ***Please note, we would normally***

GEM Intermediate Course: *Heritage*  
*not run the course if there are fewer than 10 participants who book, in the event of a course cancellation all paid bookings will be entitled to full refunds.*

### **Course fee?**

The course fee is £125 for GEM and AHI members (£160 for non-members). *The course fee must be paid in full at least one week before the course begins.*

### **How to apply?**

To apply for this course, please download a [booking form from the GEM website](#) and email it to [office@gem.org.uk](mailto:office@gem.org.uk).

Booking forms must be submitted at least two weeks before the workshop date. The deadline for booking for the April 2021 course is 31 March 2020.

### **Any questions?**

If you have a question that hasn't been answered here, please contact the GEM Office at [office@gem.org.uk](mailto:office@gem.org.uk).