

1. **Identify and evaluate the requirements of users of exhibitions or interpretative activities**

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| **Component Standard** | **Modules and Year of Study** | **Examples** |
| Meets Component Standard  Fully (F) or Partially (P)  Please indicate which modules are core  *Optional choices in italics*  Please indicate what Year of Course | Please give at least two examples where the modules meet the component standard  e.g. module X = Lecture & Practical  module Y = Tutorial & Workshop |
| **Identify current and potential users and their needs**  identify the makeup of and characteristics of current users  identify those in the target group who do not participate and their characteristics  obtain information from all relevant sources to inform an analysis of factors affecting user participation  categorise current and potential users in relation to potential needs  consult groups representative of the target audience to determine their current and future needs  assess the feasibility of attracting the specified audiences  relate the information gathered to the organisation's learning and communications strategy  report the results of the analysis accurately and clearly in an appropriate format  comply with relevant legislation and guidelines on consumer research |  |  |
| **Evaluate the impact of exhibitions or interpretative activities on users**  determine the criteria for success  select the evaluation methods and implement them correctly using suitable and valid information collection methods  access all relevant sources of information  analyse and quantify the results of the evaluation, recording them clearly in an appropriate format  provide feedback on the evaluation to influence the strategy for learning and to revise the evaluated activity  review the suitability of the evaluation methods and make recommendations for further improvements |  |  |