DESCRIPTION: The module presents the communication method called Heritage Interpretation. It offers a wide potential for the successful mediation of scientific knowledge for various target groups in national parks, science centers, museums, and public sites. Students will first study theoretical background, and read important articles and research in the field of interpretation, and present their findings. Afterwards they will discuss and evaluate best practices in the surroundings of Freiburg (for example Waldhaus Freiburg, National Park Nordschwarzwald). Finally, students will create their own interpretive project, such as a personal interpretation, audio tour, or app, using a literature survey, expert interviews, and field work. While working on their project they can access an international database with recommendations for Heritage Interpretation.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

ADDITIONAL COST: None

PREREQUISITES: Introductory university level courses in environmental sciences and interest in heritage Interpretation.

METHOD OF PRESENTATION:
- Lectures
- Discussions
- Group work
- Mind-Map
- Video clips
- Student presentations
- Field trips
- Generation Interpretive Offer
- Presentation Interpretive Offer

Additional material will be posted on Moodle. This platform is also the place to share assignments and to follow recent developments in the field. Participation is part of the student’s grade; therefore, all students are expected to contribute during classes.

REQUIRED WORK AND FORM OF ASSESSMENT:
- Class participation - 10%
- Student presentations - 20%
- Midterm paper - 30%
- Generation interpretive project - 40%

Class Participation Participation during discussions based on the required readings, lectures and personal experiences. Field trips in the surroundings of Freiburg and instructions for the own interpretive offer.

Midterm
The midterm paper (5 pages) will be a paper about the theme and the content of the interpretive offer with literature survey.

Student Presentations
a. Students will present the principles of Heritage Interpretation using PowerPoint, a flip chart and/or prepared hand-outs. Length 15 min per group (3 people).
b. Presentation of the interpretive offer in the field. Length: 30 min.

**Interpretive Project**
Students create their own Heritage Interpretation project, which could be a personal interpretation, audio tour, or app.

**LEARNING OUTCOMES:**
By the end of the course students will be able to:

- Critically evaluate literature on the philosophy, theory and practice of heritage interpretation
- Analyze various stakeholders' perspectives and interests related to heritage sites, phenomena, and objects.
- Develop interpretive themes based on multi-disciplinary materials in a wide range of different types of museums, heritage sites, places or protected areas.
- Define target audience profiles, and tailor all planning and conceptualization towards the selected primary and secondary target audiences.
- Identify issues, phenomena, views and events fit for the purpose of involving and actively engaging visitors in heritage interpretation and dialogue.
- Design electronic media that integrate interpretive texts (written and spoken), films, sounds and visualizations supporting the interpretive narrative.
- Seek informal visitor feedback during delivery and flexibly adjust and optimize delivery.
- Design and carry out assumptive evaluation studies for interpretive products of a site that employ appropriate methods to measure the extent of achieving management objectives.

**ATTENDANCE POLICY:**
IES Abroad courses are designed to take advantage of the unique contribution of the instructor, and the lecture/discussion format is regarded as the primary mode of instruction. Regular class attendance is mandatory.

- Every unexcused absence will lower your final grade by 5%.
- Tests/presentations missed during unexcused absences cannot be repeated.
- If you miss a class it is your responsibility to catch up on everything that was covered in class.
- If you cannot attend class because you are sick, please go and see a doctor. S/he will issue a doctor’s note.
- Without a doctor’s note your absence will count as an unexcused absence.

**CONTENT:**

<table>
<thead>
<tr>
<th>Week/Day</th>
<th>Content</th>
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<tbody>
<tr>
<td><strong>Morning (9AM-12:30PM)</strong></td>
<td><strong>Afternoon (1:30-4PM)</strong></td>
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<tr>
<td><strong>Week 1</strong></td>
<td><strong>Organizational issues, Introduction, Sustainability, Education for Sustainable Development, Heritage Interpretation: history (USA, EU, Germany) (lecture, game, mind mapping)</strong></td>
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<td><strong>3</strong></td>
<td><strong>Theory and Principles Heritage Interpretation (group work)</strong></td>
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| Week 3 1 | Digitalization Interpretive Offer I | Reading: Interpretive writing  
- Script and Leftridge 2006: 50-72 |
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<td>2</td>
<td>Consultancy in small groups</td>
<td>Digitalization Interpretive Offer II</td>
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</table>
| 3        | Presentations in the field with target group | Readings  
- Current Articles about Heritage Interpretation |
| 4        | Presentations in the field with target group | Optimizing the Interpretive offer |
| 5        | Wrap-up                           | Evaluation                                                       |

For the field trips come prepared with proper clothing in case of rain and cool temperatures. You will receive advance notice if you need to bring a lunch.

**REQUIRED READINGS:**


RECOMMENDED READINGS: