

Generating Success: Understanding Interpretive Projects

What does it really take to produce interpretive signs and media?

AGENDA

Introduction(s)	5 mins
Resources needed for interpretive projects	15 mins
Typical project timelines and workflow	20 mins
Expect the unexpected: bottlenecks and obstacles	20 mins
Questions and discussion	15 mins

Resources Needed Interpretive Sign Project

Task/Service/Product	Skill	Resources	Time	Budget	Other
Project Management		Access to staff and resources, nec. Authority, chain of command			
Meeting Facilitation • Team • Internal • Board/Committee • Stakeholders • Public					
Planning					
Design					ADA
Research/Writing					
Editing					
Illustration					
Photography					Acquisition + time and \$
Graphic Arts/Layout		In-design			
Fabrication Files					
Fabrication					On-going communication
Installation					
Warranty and Maintenance					
Other					

Resources Needed Interpretive Sign Base/Frame Project

Task/Service/Product	Skill	Resources	Time	Budget	Other
Project Management		Access to staff and resources, nec. Authority, chain of command			subcontractors
Meeting Facilitation • Team • Internal • Board/Committee • Stakeholders • Public					
Planning					
Design					ADA
Drawing					
Fabrication					On-going communication
Installation					ADA
Warranty and Maintenance					
Other					

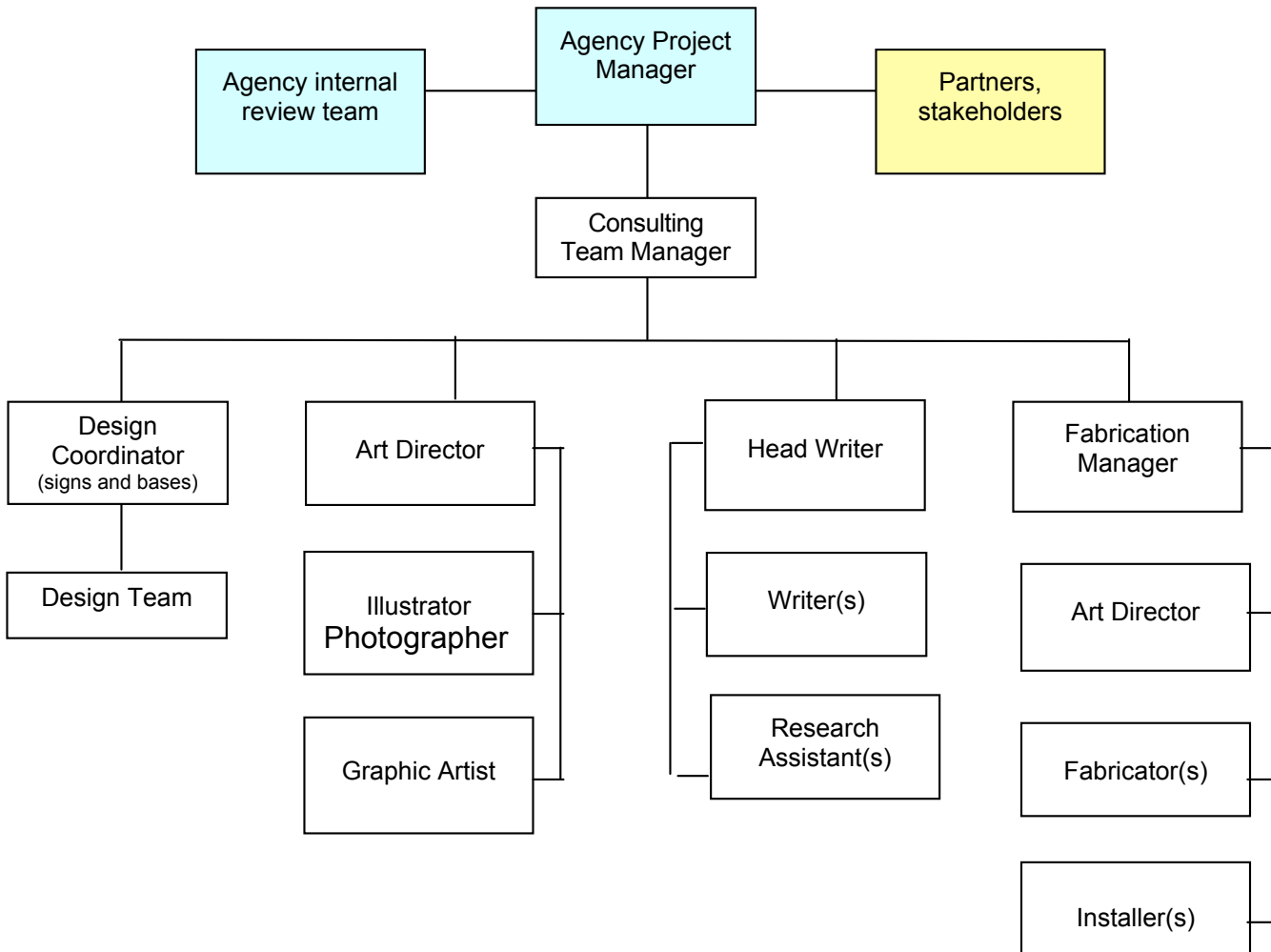
Resources Needed Interpretive Exhibits Project

Task/Service/Product	Skill	Resources	Time	Budget	Other
Project Management		Access to staff and resources, nec. Authority, chain of command			subcontractors
Meetings/Outreach • Team • Internal • Board/Committee • Stakeholders • Public • Other					
Planning					
Design					ADA
Research					
Writing					2 nd language
Editing					
Illustration					
Photography					Acquisition + time and \$
Graphic Arts/Layout		In-design			
Engineering • Mechanical • Electrical • Computer		Auto-cad, laetolli software			
Fabrication Drawings Construction Documents					Know which you need
Codes / Permits					
Fabrication Files					
Fabrication • Carpentry • Metal Work • Laminates / Materials • Flooring • Lighting • Panels and labels • Static exhibits • Interactive exhibits • AV elements • Computer elements • Other					
Installation					

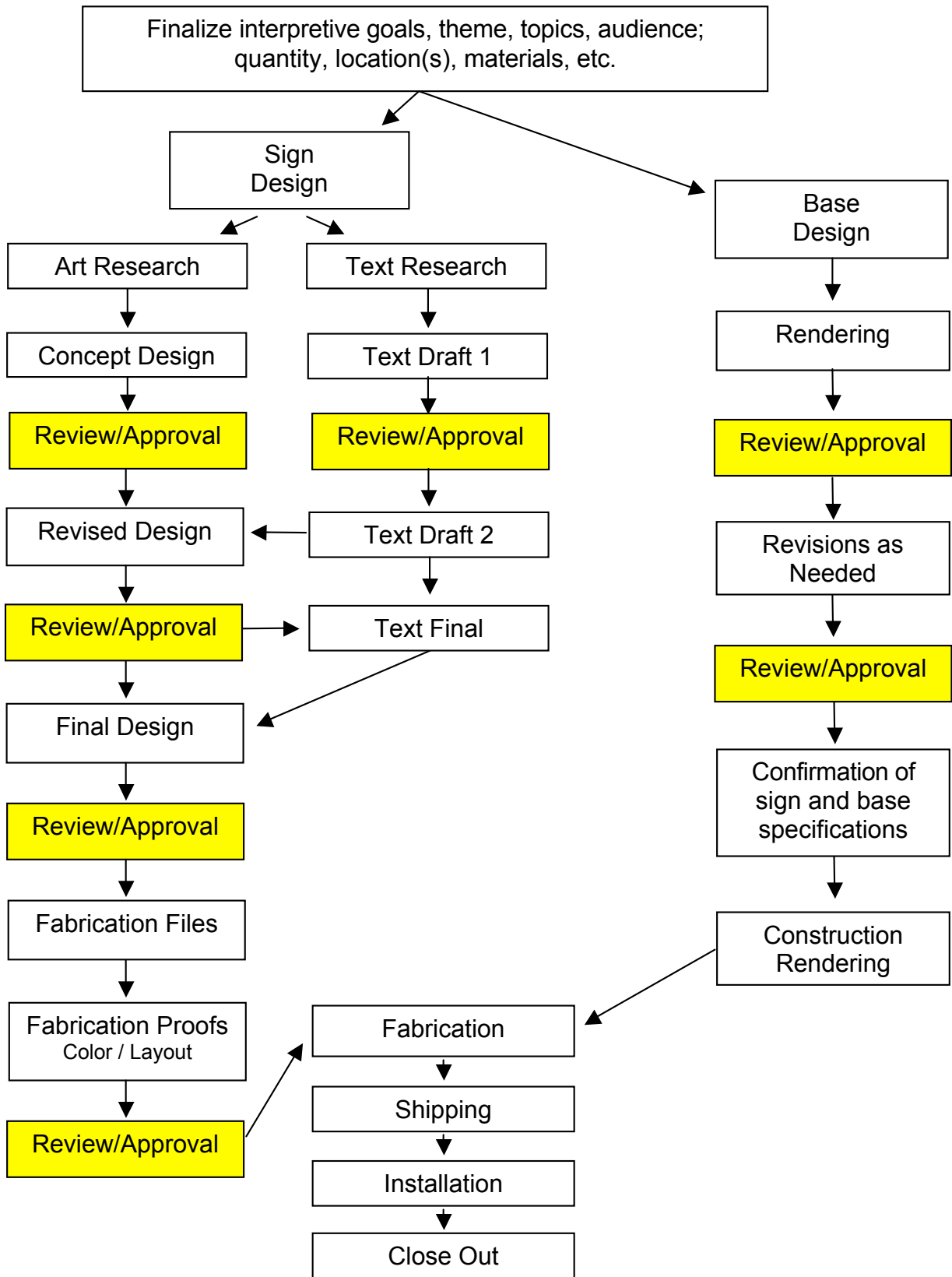
Warranty and Maintenance					
Other					

Project Team

Interpretive Signs and Bases Project



General Flow Chart Interpretive Signs and Bases Project



Typical Problems / Bottlenecks

- Scope / RFP / Contract
- Project Management
- Review/ Approval
- Graphics

Avoiding Problems / Bottlenecks

Scope / RFP / Contract

Scope

- Have an accurate scope of work describing the project well.
- Be sure the project is backed by adequate agency resources.
- Have a realistic timeline.
- Have a realistic budget.
- Have flexibility.

Avoiding Problems / Bottlenecks Scope / RFP / Contract

RFP

- Accurately and fully describe the project scope and deliverable(s).
- Request a reasonable response package (length, # of copies, samples).
- Have reasonable insurance/bond requirements.
- Have appropriate selection criteria and a reasonable selection process.
- Have realistic proposal deadlines (pre-bid meeting, questions, submittal).

Avoiding Problems / Bottlenecks Scope / RFP / Contract

Contract

- Request a reasonable response package (length, # of copies, samples).
- Have reasonable insurance/bond requirements.
- Have appropriate selection criteria and a reasonable selection process.
- Have the contract match the scope.
- Incorporate the contractor's budget/invoicing needs.

Avoiding Problems / Bottlenecks Project Management

- Have a single project manager with the appropriate access to resources and decision making authority.
- Define roles and responsibilities clearly.
- Determine communication procedures at start-up.

Avoiding Problems / Bottlenecks Review/ Approval

- Determine a realistic review period.
- Anticipate vacations, shifting priorities, emergencies.
- Have a single point person to consolidate internal responses and reconcile differences.

Avoiding Problems / Bottlenecks Graphics

- Objectively assess photos for content, quality, resolution.
- Budget appropriately for photo research and acquisition.
- Clarify use rights and credits.
- Plan an adequate amount of time for photos, illustrations, maps.