

# 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

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

## Resources Needed Interpretive Sign Base/Frame Project

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

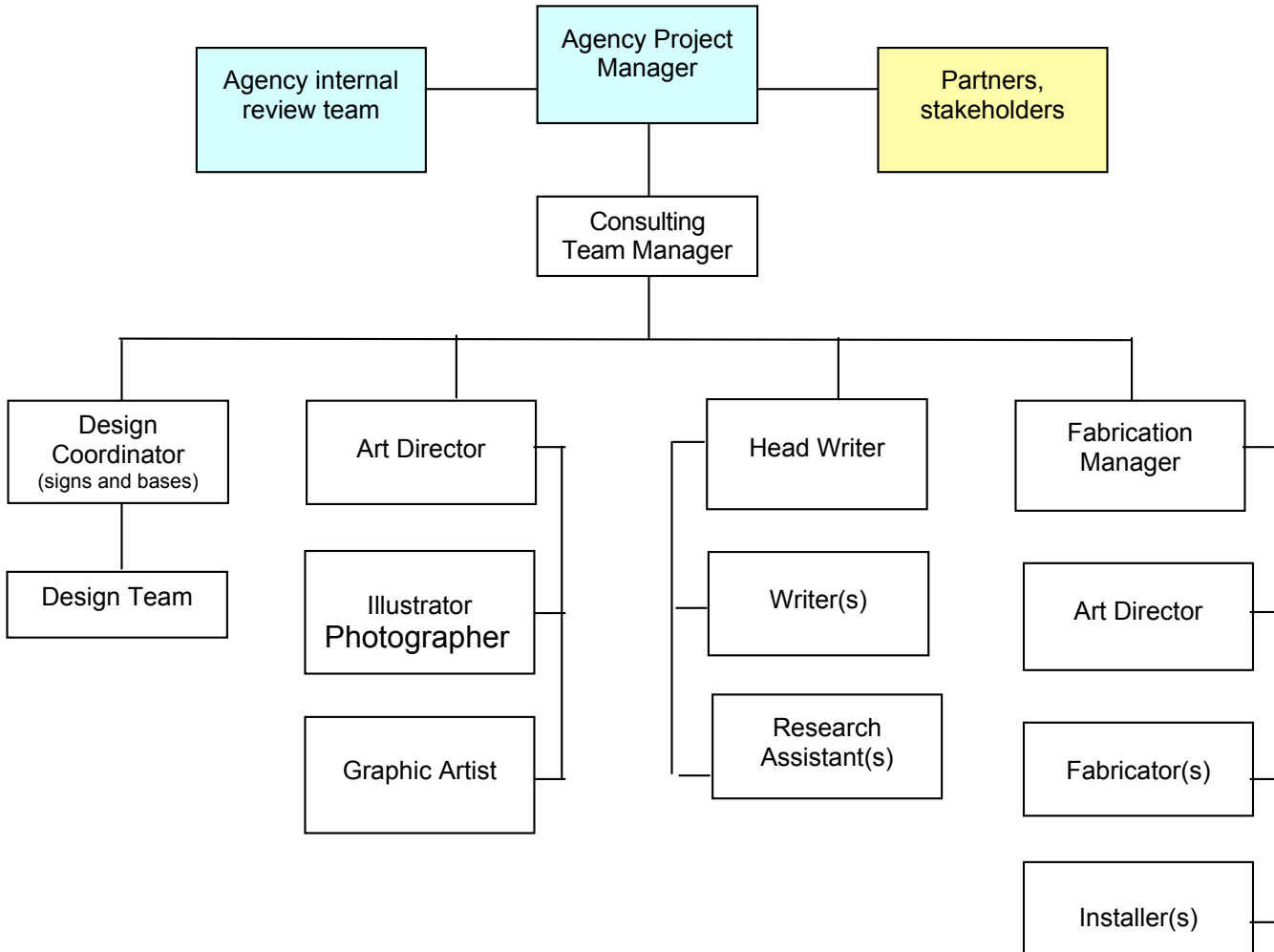
## Resources Needed Interpretive Exhibits Project

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

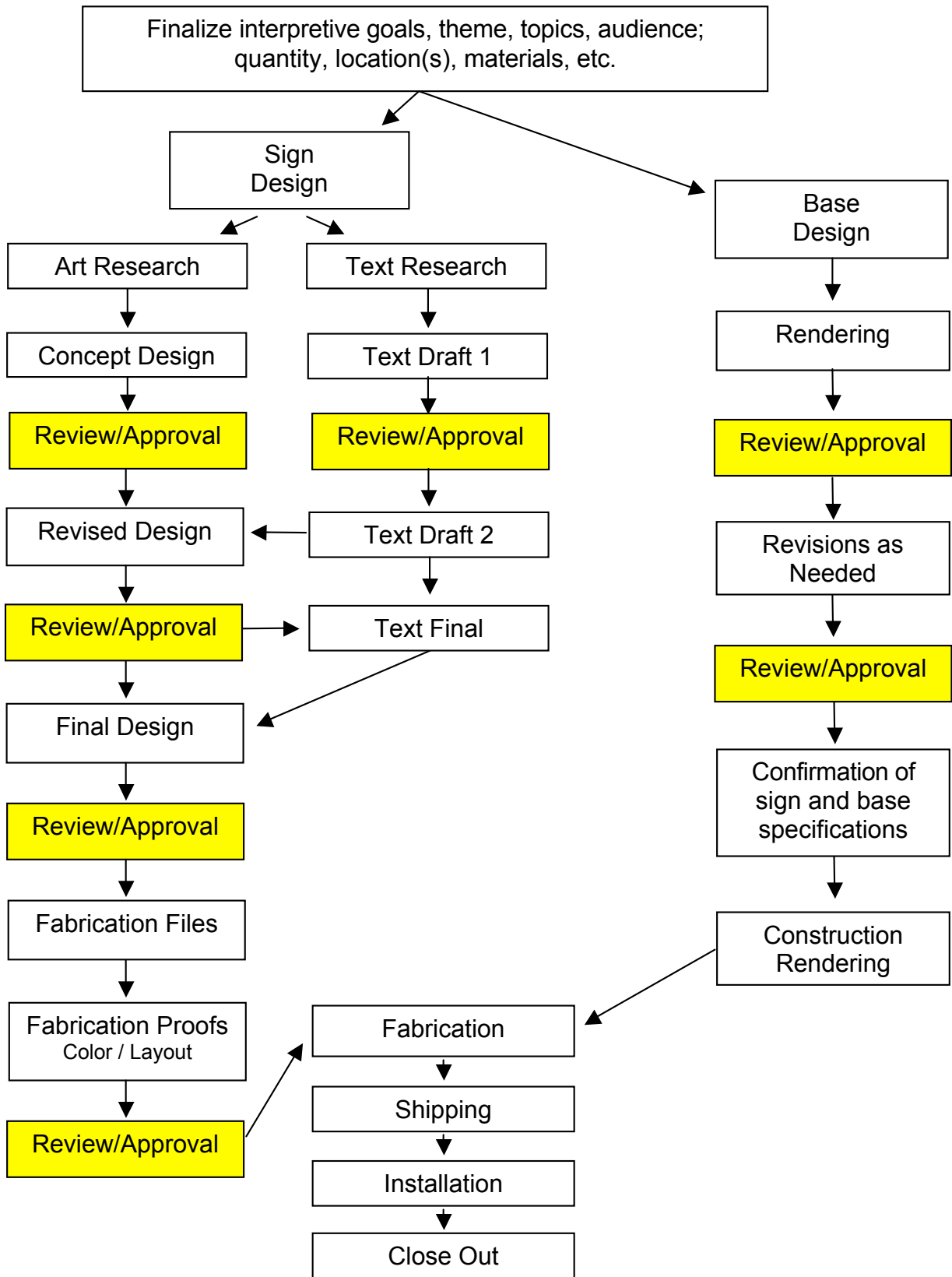
<b>Warranty and Maintenance</b>					
<b>Other</b>					

# 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.