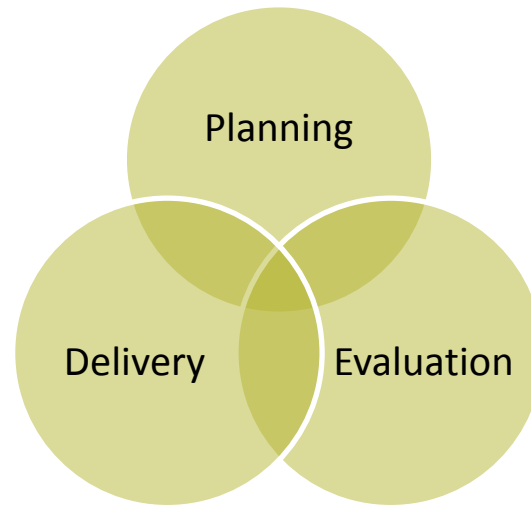


## AHI Full Member Core Competencies

A professional interpreter needs to be competent in three areas of interpretation, planning, delivery and evaluation.



**Interpretation planning** is defined as: a process to help guide delivery and evaluation of interpretation. Planning should include consideration of relevant factors such as objectives, resources, audiences, messages and suitable media. Specialists in particular media can choose to show their planning competence with respect to that discipline only, for example an experienced guide can demonstrate their planning competencies in relation to planning their guided tours or walks.

Core competencies of interpretation planning:

<b>Interpretive principles</b>		
2.1	Knowledge of interpretive good practice including key reference documents and guidance	
<b>Management / resources</b>		
2.2	Knowledge of the 'bigger picture' when planning interpretation, for example by taking lead from/referring to site management plans, business plans, policies etc.	
2.3	Ability to calculate a budget for delivering interpretation	
<b>Audiences</b>		
2.4	Involving and communicating with other personnel, project team or stakeholders	
2.5	Identifying target audience/s needs and characteristics	
<b>Themes / messages</b>		
2.6	Researching and identifying relevant source material and stories to inform interpretation	
2.7	Developing interpretive themes or messages	
<b>Media</b>		
2.8	Identifying appropriate media through which to deliver interpretation	

**Interpretation delivery** is defined as: employing suitable media to deliver the planned interpretation. Delivery can relate to the design or development of content for a range of media including face to face such as guided experiences and live interpretation, displays, exhibits, interactives and virtual media.

Core competencies of interpretation delivery:

<b>Manage delivery</b>		
3.1	Brief colleagues/staff/sub-contractors/consultants to support the delivery of interpretation	
3.2	Coordinate the delivery of interpretive media	
<b>Develop interpretive content</b>		
3.3	Produce text, visual, spoken or interactive content for target audiences	
3.4	Produce interpretive media that delivers the interpretive themes or storylines	
<b>Audience experience</b>		
3.5	Create interpretation that successfully delivers the interpretive themes or storylines to your intended audience	

**Interpretation evaluation** is defined as: formal or informal, qualitative or quantitative evaluation techniques that are used to inform and improve interpretation development and delivery. It can include watching visitors, talking to visitors after interpretation has taken place, questionnaires, online feedback, peer observation and many other methods. Again if a specialist in one form of media e.g. design, writing, live interpretation, then evaluation competencies can be demonstrated in that form.

Core competencies of interpretation evaluation:

<b>Evaluation practice</b>		
4.1	Understand evaluation techniques and methods that can be used to inform interpretation	
<b>Implementing and using evaluation</b>		
4.2	Use formal or informal feedback from colleagues/staff/audiences to inform interpretation delivery	
4.3	Demonstrate how evaluation has improved the quality of planning or delivery	