

# Description of roles and tasks for group work

*NB: The roles here below are simplified and reduced in number to make the workshop possible, a more complete presentation of roles and tasks will be given during the course.*

## Project Manager

- Responsible for effective project delivery to the Executive
- Co-ordinate project team
- Manage resources, budget and schedule
- Manage contracts with all external consultants
- Liaise with stakeholders and colleagues to gain feedback throughout project

## Content Developer / Content expert

- Provide expert knowledge of content
- Advise on additional suitable sources of expertise
- Ensure science content is accurately represented in the exhibition
- Advise on appropriate specimens to display and requirements for displaying them
- Provide expertise in developing detailed aims, objectives and visitor outcomes for the exhibition
- Help identify appropriate interpretation methods to communicate content to the target audience
- Ensure methods of interpretation effectively communicate content, achieve visitor outcomes and are suitable for target audience
- Undertake picture research
- Draft exhibition text for each Design Phase maintaining consistency of tone throughout exhibition

## Exhibition 3D and 2D Designer

- Help to identify creative solutions to communicating content
- Help to identify creative solutions that allow visitors to find their way easily around the space, physically and intellectually
- Generate design ideas that achieve the required look and feel of the space for the target audience
- Generate sketches and other visuals of the whole exhibition and exhibit areas
- Develop Graphic style for exhibition, colour palette, typeface, illustration
- Use knowledge and experience of current and future multimedia developments to help identify and advise on potential interpretation tools
- Research potential multimedia tools for use within the exhibition to help communicate particular content in the most effective way

## Audience Advocate and Marketing

- Help to identify expectations, knowledge and interests and learning needs of our audience
- Help to develop appropriate learning outcomes for exhibition
- Help to ensure the exhibition will provide a variety of learning opportunities to suit different learning styles
- Help to ensure that the communication techniques used are appropriate for the target audience(s).
- Help to define and develop audience engagement in the space (socially, emotionally, physically and intellectually)
- Help to identify requirements for market research and front-end evaluation
- Provide access to expertise in formative evaluation, audience research and other audience advocates
- Contribute expertise in public communications in order to help communicate content in a powerful way
- Ensure design reflects Organisation's Brand

## Proposed schedule for Workshop 4 group work

Participants work in 5 groups as arranged by facilitators.

### 1.

*30 minutes:* Participants of each group work together: Which order for the topics/stories you have identified? Which key messages at the beginning and at the end?

### 2.

*30 minutes:* The group split in sub-groups with different tasks:

- 3D and 2D designers develop size, circulation and idea for media
- Content developers reflect/write down on main messages of themed zones
- Audience advocates and marketing help both sub-groups to develop ideas tailored on audience needs
- Project managers control the flow of information among sub-groups

### 3.

*30 minutes:* Sub-groups work report back to the whole group and discuss together

### 4.

*20 minutes:* The group prepares the presentation under the coordination of the project manager