
1. **Knowing your visitors**
   - [ ] Have the main visitor group/s been identified?
   - [ ] Have visitors' likely interests and needs been documented?
   - [ ] Have visitors' previous experiences and knowledge been considered?

2. **Conducting an inventory of assets**
   - [ ] Does interpretation focus on the special/rare/different characteristics of the site or attraction?
   - [ ] Have activities or events in the area been included in the visitor experience?

3. **Developing topics and themes/messages**
   - [ ] Has the major topic/s been identified?
   - [ ] Have core themes/messages based on the topic/s been developed?
   - [ ] Are the themes/messages clearly stated?
   - [ ] Are the themes/messages supported by stories and facts?

4. **Designing interpretive content**
   - [ ] Have catchy titles been used to attract visitors' attention?
   - [ ] Is the content clearly organised into an introduction, body and conclusion?
   - [ ] Does the introduction include clear definitions of central terms and concepts?
   - [ ] Does the conclusion clearly reinforce the messages and concepts discussed?
   - [ ] Have metaphors, analogies and personal stories been used to present information?
   - [ ] Is the information presented accurate and up-to-date?
   - [ ] Is the content interesting and thought provoking?
   - [ ] Does the interpretation encourage visitors to solve problems and/or make decisions?
   - [ ] Does the content engage visitors' emotions?
   - [ ] Has humour been used where appropriate?
   - [ ] Do signs and displays ask visitors stimulating and appropriate questions?
   - [ ] Does the interpretation include a range of presentation techniques (eg. flaps, models, quizzes, audio visual components)?
   - [ ] Does the interpretation require visitors to use different senses (eg. touch, smell, hearing)?
   - [ ] Does the interpretation suggest ways in which new information can be integrated into visitors' daily lives?
5. Matching interpretation to visitors

☐ Is the information relevant for the target audience? In particular, does it 'connect to' their previous knowledge and experiences?
☐ Does interpretation build on experiences visitors may have had at other sites/attractions in the area?
☐ Is the interpretation sensitive to the different social and cultural backgrounds of visitors?
☐ Does interpretation take into account the needs and limitations of 'special' groups (e.g., families and visitors with disabilities)?

6. Assessing readability and formatting

☐ Are sentences short and easy to understand?
☐ Does the level of language match the reading ability of the target audience?
☐ Are there any sentences that could have double meanings or be interpreted in a manner not intended?
☐ Are signs written in 'layers'?
☐ Is the font and size of text easy to read?
☐ Is the text well spaced?
☐ Do the colours chosen for text, illustrations and background match the sign's content and tone?
☐ Do illustrations match and enhance the sign content?
☐ Are illustrations clear and easy to see?
☐ Does the placement of text and illustrations look balanced?

7. Constructing signs and displays

☐ Do the construction materials reflect the 'feel' of the sign/display content?
☐ Are the materials durable enough for the intended purpose?
☐ Have issues of maintenance, vandalism and longevity been considered?

8. Positioning signs and displays

☐ Are signs placed where visitors will see them (e.g., in direct line of vision, at natural stopping points)?
☐ If signs aren't directly in front of the attraction, are they within easy viewing distance and clearly matched to the feature/s being described?
☐ Could some visitors (e.g., children and those in wheelchairs) have difficulty accessing signage and/or interactive displays?
☐ Is there enough space for people to view signage in comfort?
☐ Have seats been provided where appropriate?
☐ Has reflection from natural and artificial light been minimised?
☐ Are the colours used appropriate for the available lighting conditions?