

Faculty of Higher Education

Subject Code	TOE609
Subject Name	Designing Thematic Interpretation
Credit points	6
Study Level	Year 2
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Yoshi Abe
YoshiA@angliss.edu.au

Subject Overview	<p>Visitors' experiences can be greatly enhanced through communication that explains the context of the location or attraction they are exploring. Communication methods can include signage, digital and audio-visual materials, maps and brochures along with oral communication provided by guides and other subject experts. This subject provides an introduction to models, theories and approaches used by visitors when exploring tourist locations. Student will be required to critique existing examples of interpretive material and design and develop interpretation media for set locations.</p>
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Learning Outcomes	Compare and contrast models of interpretation and communication theories
	Explain how the different principles of interpretation have shaped various interpretive products
	Identify the interpretive needs and expectations of eco-tourists
	Evaluate existing examples of interpretive and presentation media for tourism locations
	Design effective interpretation media to enhance tourism visitor experiences

Assessments	Details	Weighting
	Essay	25%
	Report	35%
	Interpretive media presentation	40%

Graduate Attributes addressed in this subject	Preparedness
	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to consolidate knowledge
	Scholarly skills
	Interpersonal and Teamwork skills
	Communication skills