

# CCSCCS74 SQA Unit Code H8YK 04

## Develop learning resources for a creative and cultural organisation



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### Overview

This unit is about providing learning resources for audiences, visitors, or customers to help them explore ideas and support interpretation, exhibitions or events related to a cultural heritage organisation. This involves developing the learning resources, for example digital or print materials, working with others such as designers, subject specialists, and educators and disseminating learning resources through appropriate channels to the target audiences.

#### Performance criteria

- You must be able to:*
- P1 identify learning and interpretation or audience development strategies
  - P2 research previous resources produced, taking inspiration from colleagues, other organisations and activities in the sector
  - P3 identify existing information materials and assess their suitability in supporting the learning activity, develop materials where necessary
  - P4 identify opportunities for new resources considering the demographics and needs of the audience
  - P5 identify themes, learning objectives and aims of the project and agree with relevant staff
  - P6 identify the budget, staffing and materials required to develop, produce and disseminate learning resources
  - P7 choose a format for the work to meet the learning aims and objectives and the learners needs
  - P8 brief or commission work
  - P9 research, write, design and develop resources ensuring all materials are clearly presented
  - P10 plan and conduct marketing
  - P11 trial the resources to see if they are effective using focus groups or target audiences develop materials according to feedback
  - P12 ensure your learning resources are relevant and accurate relating to their theme
  - P13 encourage learners to ask questions and seek clarification about the resource
  - P14 evaluate the learning resources before, during and after their use with reference to the learning objectives
  - P15 ensure all your work is quality assured and approved by relevant staff
  - P16 identify possible copyright and security issues, protecting materials in the appropriate way
  - P17 ensure materials are distributed appropriately to the relevant staff and audiences

**Knowledge and understanding**

*You need to know and understand:*

- K1 how to identify learning objectives and agree them with colleagues
- K2 how to research previous learning resources produced in the organisation and gain inspiration from the work of others in the sector
- K3 how to communicate learning objectives within the resources
- K4 how to present information in an interesting and lively manner and encourage the exploration of ideas through the resource material
- K5 different learning styles, and how to cater for these
- K6 how to develop materials for different audiences
- K7 how to brief others to write and design materials
- K8 different evaluation techniques
- K9 copyright and security procedures

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<b>Developed by</b>	Creative and Cultural Skills
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