

## NAS Part III Managing Archaeology Module

### *Popular Publication for Archaeology*

#### Aims

This course will provide an introduction to the necessity for publication and the importance of good quality popular publications. It will cover the principles involved in planning your publication, and the skills needed for writing and for illustrating your project. The same principles apply whether one is aiming at print publication, electronic publication, a public exhibition or a PowerPoint presentation. There will be explanation and discussion of what is needed, in both general and specific terms, including planning during a project about what will be needed for a successful and useful publication, and ensuring that the right information and images are acquired during fieldwork and research.

The course is aimed at individuals undertaking the NAS Training programme, as well as amateur or professional archaeologists wanting to develop their presentational and/or writing skills.

Participants should come to the course with some examples of what they think are good popular publications e.g. – webpages, leaflets, booklets or press articles. Participants will receive copies of ‘*The Forton Lake Archaeology Project – Forton’s Forgotten Fleet*’ and ‘*The Search for Colossus*’; examples of popular publications prior to the course date.

#### Course Outline

- What is publication?
- Types of popular publication
  - Internet based publication
  - Press releases
  - Leaflets
  - Booklets
  - CD Rom
  - PowerPoint presentations
- Presentation skills
- Copyright and referencing
- Planning for images

#### Teaching Outcomes

Participants will have been introduced to the principles of good presentation and dissemination, will have been given a range of useful tips for achieving clarity and user friendliness in and helped to understand what makes a good publication using a number of case studies including The Forton Lake Archaeology Project, the Earl of Abergavenny and sites adopted under the Adopt-a Wreck scheme.

#### NAS Part III point allocation

Managing Archaeology Module: 4 points Maximum

#### National Occupational Standards for Archaeology Units

Unit 1(AC1) Research and analyse information to achieve objectives

### **Course Timetable**

*(Times are approximate and subject to change)*

|               |  |
|---------------|--|
| 09.00 – 09.15 | Welcome and introduction   |
| 09.15 – 10.00 | What makes a good or bad popular publication – examples from the class                                     |
| 10.00-10.30   | Internet/Web based publication   |
| 10.30-11.00   | Break  |
| 11.00-11.30   | CD Rom Publication   |
| 11.30-12.15   | Writing for the press  |
| 12.15-12.45   | Press release exercise   |
| 12.45-1.30    | Lunch  |
| 1.30-2.15     | Presentations (PowerPoint)   |
| 2.15-3.00     | Leaflets/promotional displays  |
| 3.00-3.15     | Break  |
| 3.15-3.45     | Popular Booklets – using examples of Forton and Colossus provided to participants in advance of the course |
| 3.45-4.15     | Back Cover text  |
| 4.15-4.45     | Review of good and bad popular publications  |
| 4.45-5.15     | Discussion/questions   |