



**UNIVERSITI TEKNOLOGI MARA**

**PMG550: PARK AND AMENITY MANAGEMENT STUDIO I**

<b>Course Name (English)</b>	PARK AND AMENITY MANAGEMENT STUDIO I <b>APPROVED</b>
<b>Course Code</b>	PMG550
<b>MQF Credit</b>	6
<b>Course Description</b>	This course is designed to provide students with the understanding and skills necessary to be a resource interpreter. This will be accomplished by exposing students to the principles and techniques of interpreting natural, cultural and historical resources to diverse audiences. It also provides students with the skills and knowledge in designing the environmental interpretation plan through a series of interpretation themes and media development. Applying these skills and knowledge is critical in ensuring that park resources are protected and visitors have opportunities for experiences which strengthen their connection to the resource.
<b>Transferable Skills</b>	Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal framework.
<b>Teaching Methodologies</b>	Lectures, Studio, Field Trip, Tutorial
<b>CLO</b>	<p>CLO1 Demonstrate an understanding of the environmental interpretation and its significance in park planning and management.</p> <p>CLO2 Propose through verbal and in writing the effective interpretation plan for park planning and management.</p> <p>CLO3 Design interpretive media that integrates the principles of interpretation in communicating the interpretive messages to the audience.</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Topic 1 - Introduction</b> 1.1) Learning concepts 1.2) Recreational learning	
<b>2. Topic 2 - Principles of Interpretation</b> 2.1) Tilden's Interpretive Principles 2.2) The Model of Interpretation	
<b>3. Topic 3 - The Interpretive Planning Process</b> 3.1) The interpretive planning model 3.2) The inventory of interpretive opportunities	
<b>4. Topic 4 - Interpretive Themes Development</b> 4.1) Zoning and concept plan 4.2) Main Theme and sub-themes development	
<b>5. Topic 5 - Planning and Designing Interpretive Trail</b> 5.1) Types of trails 5.2) The trail planning process 5.3) Self-guided trails	
<b>6. Topic 6 - Planning for Interpretive Exhibits</b> 6.1) Types of interpretive exhibits 6.2) Mapping exhibit	
<b>7. Topic 7 - Planning Conducted Programs</b> 7.1) Planning programs and activities	
<b>8. Topic 8 - Effective Interpretive Media Design</b> 8.1) Producing interpretive guides 8.2) Plan and design interpretive panels	



Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Interpretive Media 1	10%	CLO3
	Group Project	Interpretive Media 2	15%	CLO3
	Individual Project	Interpretive Writing	10%	CLO3
	Individual Project	Peer assessment	10%	CLO2
	Presentation	Interpretive Resource Presentation	10%	CLO2
	Presentation	Interpretation Plan Presentation	10%	CLO2
	Test	Open-ended questions	10%	CLO1
	Written Report	Interpretive Resource Report	10%	CLO2
	Written Report	Interpretation Report	15%	CLO2

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> <li>• John A. Veverka 2015, <i>The Interpretive Trails Book: Effective Planning and Design</i>, MuseumsEtc [ISBN: 978-191014452]</li> <li>• John A. Veverka 2011, <i>Interpretive Master Planning: Volume 1 - Strategies for the New Millennium</i>, MuseumsEtc [ISBN: 1907697233]</li> <li>• John A. Veverka 2011, <i>Interpretive Training Handbook</i>, MuseumsEtc [ISBN: 1907697365]</li> <li>• Cinnamon Catlin-Legutko and Stacy Klingler 2013, <i>Interpretation: Education, Programs, and Exhibits (Small Museum Toolkit)</i> AltaMira Press [ISBN: 978-075911339]</li> <li>• Michael P. Gross, Ronald Zimmerman, James Buchholz, Jim Buchholz 2006, <i>Signs, Trails, and Wayside Exhibits</i>, Univ Wisconsin Stevens Point [ISBN: 0932310478]</li> </ul>	<ul style="list-style-type: none"> <li>• Susan K. Jacobson, Mallory D. McDuff, Martha C. Monroe 2015, <i>Conservation Education and Outreach Techniques</i>, Oxford University Press, USA [ISBN: 0198716699]</li> <li>• James Everett Katz, Wayne LaBar, Ellen Lynch 2011, <i>Creativity and Technology: Social Media, Mobiles and Museums</i>, MuseumsEtc [ISBN: 190769711X]</li> <li>• Freeman Tilden, R. Bruce Craig 2007, <i>Interpreting our heritage</i>, The University of North Carolina Press [ISBN: 0807858676]</li> <li>• Alan Leftridge 2006, <i>Interpretive Writing</i>, InterpPress [ISBN: 1879931214]</li> <li>• Douglas M. Knudson, Ted T. Cable, Larry Beck 2003, <i>Interpretation of cultural and natural resources</i>, Venture Pub [ISBN: 1892132397]</li> <li>• Michael P. Gross, Ronald Zimmerman, James Heintzman, Donna Zimmerman 2002, <i>Interpretive Centers: The History, Design and Development of Nature and Visitor Centers (Interpreter's Handbook Series)</i> Schmeekle Reserve [ISBN: 0932310435]</li> <li>• John A. Veverka 1998, <i>Interpretive Master Planning</i>, Acorn Group [ISBN: 1881150011]</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	