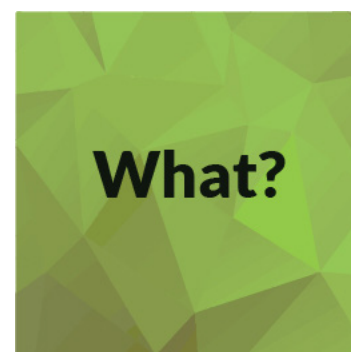


What is the key message or messages to be conveyed?

The message(s) refers to what the public should remember as a result of experiencing the device. There may be one or more messages, varying in quantity according to the scope of the project. For example, if the device is a one-minute radio vignette, one message will be sufficient, whereas if the device is an exhibition, there may be a greater number of messages.



Example

Intent: To convey a legend

Objectives:

- Share our oral tradition;
- Promote our language;
- Hold an encounter with an Elder and the youth

Messages:

The legend's moral or lesson.

Our Elders are important for the transmission of our legends.

Legends share our history.

Legends are a good way to learn our language.

Intention					
Transmit a legend					
Objectives for transmission and/or dissemination (what?)	Selected public (who?)	Context (when and where?)	Messages (what to remember afterwards?)	Experience (what to experience?)	Means (how?)
Share our oral tradition	preschoolers	Childcare centre	The legend's moral or lesson. Legends share our history.		
Promote our language		The school's kindergarten class	Legends are a good way to learn our language.		
Hold an encounter with an Elder and the youth		Weekly or once a year	Our Elders are important for the transmission of our legends.		