

## Synopsis of a cultural transmission and/or diffusion device

This work process allowed the project in the making to be clearly defined. Depending on the scale of the project, the following phases often require conveying and explaining the project, when seeking funding, introducing the project team or bringing together collaborators. With the information from the chart of guidelines, it is now possible to write a summary that will enable its proper communication. This summary is called a synopsis. The synopsis is usually short, about ten sentences may suffice. Here is the framework for writing an effective synopsis:

Note: Each bullet point corresponds to the information from one column of the chart of intent.

What? The intention of the project.

Why? The objectives for transmission and/or dissemination.

For whom? The selected public.

When and where? The context.

How? The means.

What will be experienced? The experience.

What will be retained at the end of the experience? The messages.