Index

A
Abstract structure, 79
Accent lighting, 34
Accessibility
American with Disabilities Act and, 91
hearing impairment and, 94–95
improving, to signs and exhibits, 91–97
removal of physical barriers and, 91–92
vision impairment and, 52
Action, 52–53
Active sentences, 62
Active verbs, 63
Adaptation to lighting, 34
Adolescents, 110
Adult literacy, tests of, 55–56
Age, appealing to different groups, 104–10
“Aha” moment, 69–72
Ambience of your interpretive facility, 33
Ambiguous statements in titles, 48
American with Disabilities Act (1990), 91
Analogies, 17–18, 36–38, 72
everyday, for biological concepts, 19
Analogous colors, 51
Anecdotes, 65, 116
Apartheid, using hot interpretation to present information about, 84
Aquariums, 3
Art
clip, 77
interpreting, 89–91
line, 77
Art galleries, 1, 3, 86, 89, 90
Artifacts, everyday, 86
Artist-in-residence program, 90
Asymmetry, 49–50
Attention
gaining visitors, 27–38
methods of attracting, 35
Attention span, 112–13

Attracting power, 117
Audience. See also Visitors
appealing to mature, 96–97
identifying, 14–16
interpretation in demonstrating understanding of, and respect for, 11–12
making personal connection with, 5–7
Audio presentations, 93
Audiotaped stories, 86
Audio tour, 23
Audiovisual displays, 86–87

B
Background information, 90
Balance
formal, 49
informal, 40–50
striking, 36–40
of visual weight, 48
Best-practice signage interpretive, 121
placement, 89
Biological concepts, everyday analogies for, 19
Boardwalks, 14, 23, 31, 87
Body-kinesthetic intelligence, 106
Body text, size of, 40
Botanic gardens, 3
Bottlenecks, 119
signs in creating, 32
Braille signs, 92
Brainstorming, 18
Browsers, 9

C
Capital letters, 43
Captioning videos, 95
Cartoons, 106
Child-friendly alternatives, 108
Children
grabbing attention of, 102–4
museums for, 103–4
signs for, 89, 104, 106–6, 111–13
trails within regular exhibits for, 111–13
Clip art, 77
Cloze Test for Reader
Comprehension of Text, 60
Coloring table, 112
Colors, 40, 50–52
analogous, 51
coding of visitor settings, 2
combinations of, 51–52
complementary, 51
cool, 50
effects and, 50
mature audiences and, 96
moods and, 50
for titles, 30
Color vision impairment, 51–52
Comparisons, 109
Complementary colors, 51
Comprehensibility tests as alternative to readability tests, 50
Comprehension, Cloze Test and, 60
Computer exhibits, 109
Concept map, 17
Concepts, 9
abstract, 80
biological, 18, 19
intangible, 1
key, 16
reinforcement of, 9
translation of, 3, 4
universal, 17
Connections, making important, 64–66
Contextual Model of Learning, 69
Contrast, 40
balance between harmony and, 87
for titles, 36
Control
interpreters role in, 8
of learning, 5, 10–11
Controversial issues, presenting, 83–84
Conversational style, 40
Cool colors, 50
Creative techniques for special purposes, 83–98
Crowding, reducing, 32
Interpretation, continued
in demonstrating understanding of, and respect for audience, 11-12
in engaging visitors in learning experience, 10-11
intended audience, 5-7
making personal connection with, 5-7
organization of, 8-9
principles for effective, 4-5, 39
in providing or encouraging novel and varied experiences, 7-8
treating as conversation, 62
Interpretative options, interest in, or satisfaction with different, 24
Interpretive center, 23
Interpretive facility, ambience of your, 33
Interpretive hook, 30
Interpretive plans
defining objectives, 13-16
illustration in, 79
process of, 13-21
Interpretive settings
entertainment in, 8
social interaction in, 99-102
Interpretive signs and exhibits, 1-12, 3
categories of, 1
checklist of, 121-23
evaluation of, 22-25
numbers of words for, 43-44
placement of, 38
pros and cons, 21-22
reasons for, 3
uses of, 4
Interpretive trails, procedure for designing, 88-89
Interviews, focus group, 116
Intrapersonal intelligence, 106
Italics, 43
Itims, everyday, 86
J
Jargon, 9
avoiding, 62
avoiding technical, 55
Jokes, 37
K
“Kids’ Corner,” 104
Knockan signs, 22
“Knockan Theory” (Ham), 35
Knowledge
background, 11, 71
current, 74, 97
eexisting, 5, 6
Knowledge, continued
expansion of, 1
in-depth, 101
newly acquired, 6
preexisting, 12
prior, 69, 70, 71, 84, 121
sharing similar, 115
specialist, 74
visitor, 22, 25
Knowledge gain, 117
L
Labels
on illustrations, 81
reading of, by children, 103
Landmarks, drawing, in relief, 2
Layering
of signage, 104
successive, 77
of text, 9, 12, 69, 74-77, 104, 122
Lead sentences, 62
Learning
control of, 5, 10-11
fostering, in visitors, 69-81
free choice, 69-72
informal, 69-72
interpretation in engaging visitors in, 10-11
overcoming difficulties in, 95-96
Legibility, 51, 96
Length
of lines, 40
of paragraphs, 40
of sentences, 48
Lighting
accent, 34
adaptation to, 34
diffuse, 34
natural, 32-33
sign placement and, 32-34
Line art, 77
Line length, 41
Line of vision, sign placement and, 28-29
Linguistic intelligence, 106
Lip-reading, 95
Literacy, 58-59
international adult levels, 59
Living history displays, 110
Location of signs, 27-32
Logical-mathematical intelligence, 106
Long-term memory, 70-71
Loop formation, 88
M
Magnification aids, 93
Maps, 77
Margins
flush left, 11-12
flush right, 42
ragged right, 41-42, 42
Mature audiences, appealing to, 96-97
Memory
long-term, 70-71
short-term, 70
working, 96
Message, getting across, 60
Metaphors, 17-18, 72
Mindfulness principles, 5
Minimalist approach, 22
Misconceptions, addressing common, 17
Mock-ups, 116
Models, 8, 13
balance, 39
cost-benefit, 39
learning, 30
three-dimensional, 52
for visually impaired, 93
weighted, 109
Moods, color and, 50
Movement, adding to signs, 38
Multiple intelligences, 106
Multisensory exhibits, 87
Museums
for children, 103-4
war, 83-84
Music, making, without sound, 94-95
Musical intelligence, 106
N
Naturalist intelligence, 106
Natural lighting, 32-33
relying on, 32-33
Noosa National Park, interpretative components of management plan for, 20
Novel experiences, providing, 7-8
Number of words, 43-44
O
Objectives
defining, 13-16
turning your, into themes, 16-18
Observation, 119-20
formal, 119
informal, 119
Open-ended questions, appropriate for focus group interviews, 119
Open-ended statements, 118-19
Oral histories, 55
Oral interpretive tools, 95
DESIGNING INTERPRETIVE SIGNS

Organization, 40
Orientation signs, 1–3
Outdoor interpretive panels or signs, 23
Outdoor settings, placement of signs in, 30
Outdoor signage, 32

P
Pace, 21
change of, 8
monotony, 8
working at own, 112
Paintings, 77
Participation
children’s, 102, 109
visitor, 10, 53, 100
Passive verbs, 63
Personal auditory equipment, 96
Personal connections, providing to audience, 5–7
Personal relevance, 40
Photographs, 77
Physical barriers, removing, 91–92
Pictures, 95
Pilgrimage sites, 86
Place, 17
constraints of, for interpretation, 14
Placement of signs, 27–32
Positive, expressing statements in the, 62
Preadolescents, 110
Preschoolers, 107–8
Previous experiences, analogies and metaphors in linking to interpretive message, 72
Principles of effective interpretation, 5–12, 121
Prior knowledge, 69, 70, 71, 84, 121
Pronouns, using, 62
Prototypes, 116
Punch line, 9
Puns, 37

Q
Quality interpretation, key ingredient in, 3–4
Questions, 36–38
anticipating and answering children’s, 104
asking provocative, 53
in titles, 48
Quotable quotes, 116
Quotes, 65
quotable, 116

R
Ragged right margin, 41–42, 42
Ramps, 91
Ranger slide show, 23
Readability of text, measuring, 55–59
Readability tests, comprehensibility tests as alternative to, 59
Readers’ perceptions of different sign formats and styles, 47
Reading, selective, 23–24
Religious sites, 86
Replicas, 93, 95
Research. See also Evaluation;
Surveys
on comprehensibility tests, 59
on effectiveness of interpretive designs, 35
on free-choice learning, 69
on instructional design, 40
on interactive elements, 52
on interpretative design, 47
literacy, 58
in nature reserves, 25
on number of words on signs, 44
readability, 62
science, 53
on text features, 55
on viewing of exhibits, 29–30
Riddles, 37

S
Safety, 108
Safety signs, 2–3
San serif styles, 43
Sans serif typefaces, 42
Satire, 106
Satisfaction of visitors, 6, 15, 24, 23, 115
Scanned images, 77
Schemata, 71–72
building bridge between new information and their existing, 72
Science center, formative evaluation for, 117
Selective reading, patterns of, 23–24
Senses, using, other than sight, 92–94
Sensory store, 70
Sentences
action, 62
lead, 62
length of, 48
limiting, 62
structure of, 95
supplying, 62
Sequencing
of exhibits, 29, 30
of stories, 64
Sequential exhibits, 9
Sequential experiences, 8
Serif styles, 43
Serif typefaces, 42
Setting, constraints of, for interpretation, 14
Short-term store memory, 70
Sight, using senses other than, 92–94
Sign language, 94–95
Sign placement
lighting and, 32–34
in outdoor settings, 30
Signs
advantages and disadvantages of, 21
best practice placement, 89
center of, 32
child-friendly, 104
for children 104–106, 89,
111–113, 104, 111–13
designing sets of, 87–89
effective placement of, 27
for families, 101–2
height of, 28
humor in, 37
improving access to, 91–97
as integral part of modern leisure experiences, 1
layered approach to, 104
number of words on, 43–44
proliferations of, ix–x
qualities of good, 1
time spent reading, 23
variety in, 47–48
Size, 40
Skaters, 9
Sketches, 77
Slang, 65
Smells of era or site, 86
Smithsonian Institution, Discovery Corners at, 8
Social interaction in interpretive settings, 99–102
Sound, making music without, 94–95
Sounds, 86
Spacing, 41–42
Spatial intelligence, 106
Spotlights, 34
Statements, open-ended, 118–19
Stories, 64–65, 109
audiotaped, 86
sequencing of, 64
Storyboards, 116
Streakers, 9
Strollers, 9
Structure
abstract, 79
easy-to-follow for interpretations, 8–9, 39
INDEX

Structure, continued
  of exhibits, 109, 122
  of text, 40, 62, 95
  of walks, 87, 88
Students, 9
Subheadings, 9, 102
Subthemes, 19
  choosing best tool for job, 19–21
Summative evaluation, 115, 118–20
Sunlight, 34
Surprise, 31
Surveys. See also Evaluation; Research
  exit, 120
  front-end evaluation using, 14
  in-house, 71
  of visitors, 15, 22
Symmetry, 49
Systematic evaluation, 115

T
  Tactile graphics, 92–93
  Take-home messages, 10, 51
Text
  amount of, 48
  breaking up, 44–47
  layering of, 9, 12, 69, 74–77, 104, 122
  selecting effective, 60–62
  spacing of, 41–42
  structure of, 40, 62, 95
Themes, 19
  choosing best tool for job, 19–21
  in connecting dots, 72–74
  defined, 16
  developing appropriate, 10
  developing prior to selecting illustrations, 79
  examples of effective interpretative, 17
  interpretation basing on, 9–10
  selection of, 87–88
  turning one topic into several interpretive, 18
  turning your objectives into, 16–18
  use of examples in, 48
Three-dimensional features in
  setting off titles, 36
Three-dimensional models, 52
Titles, 35–38
  ambiguous statements in, 48
  humor in, 48
  length of, 36, 48
  making catchier, 37
  questions in, 48
  three-dimensional features in
  setting off, 36
  type size for, 36
Traffic flow, 100
  optimizing, 32
  problems of, 119
Trails
  children’s, within regular exhibits, 111–13
  interpretative signs along, 3
  interpretive, 3, 88–89, 112
  signs for, 22, 32
  Transitional style, 43
  Transitional typefaces, 42
  Trial-and-error format, 117
Typefaces, 40, 42–43
  categories of, 42–43
Unexpected provocative statements, 36–38
Unseen themes, 49

V
  Varieties, 47–48
  color in adding, 50
  Verbs, 62
  using active vivid, 62
Virtual reality exhibits, 86–87
Visitor centers, 1, 2, 3, 15, 23, 115
Visitors. See also Audience
  allowing choice in interpretation, 10–11
  arouses emotions of, 83–86
  books of, 120
  directing, 66
  experiences of, 3, 4, 5, 6, 8, 10, 13, 17, 20, 21, 22, 32, 36, 53, 64, 67, 71, 84
  exploring perceptions of, 120
  flow of, 32, 38
  getting attention of, 27–38
  identifying management issues, 14
  keeping attention of, 39
  locating signs within line of vision, 29–29
  number of, 32
  popularity of signs with, 22–23
  surveys of, 15, 22
  techniques to foster learning, 69–81
  usage patterns of, 119
  Visual cues, 95
  Visual harmony, creating, 48–50
  Visual symmetry, 49

W
  War memorials, 86
  War museums, 83–84
  Warning signs, 2–3
  categories of, 1
  Wear and tear, examining patterns
  of, for signs placement, 28
  White space, 48
  Wildlife parks, 3, 15, 23
  Wildlife viewing, Interpretation
  signs for, 23
  Witticisms, 37
  Words
    number of, on signs, 43–44
    power of written, 55–60
  Working memory, 96

Z
  Zoos, 3, 69, 103