

National Park Service
U.S. Department of the Interior



Meaningful Media

The Power of Text,
Images, and Interpretive Design

EXPERIENCE YOUR AMERICA

Foundational Planning for Media

- Who does media planning?
- What is media planning?
- Why plan your media project?
- When do you plan?
- How do you plan for a media project?

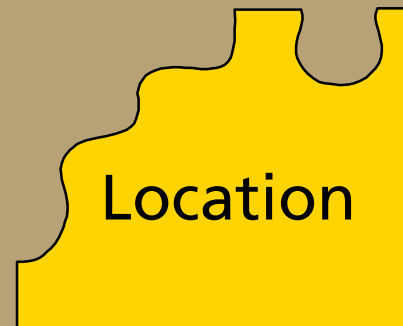
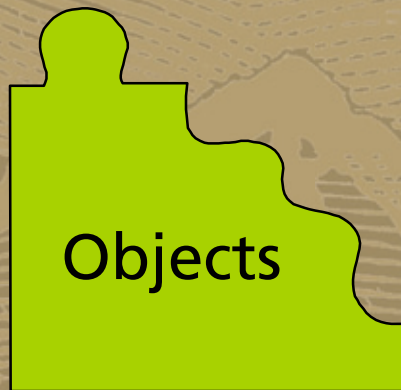
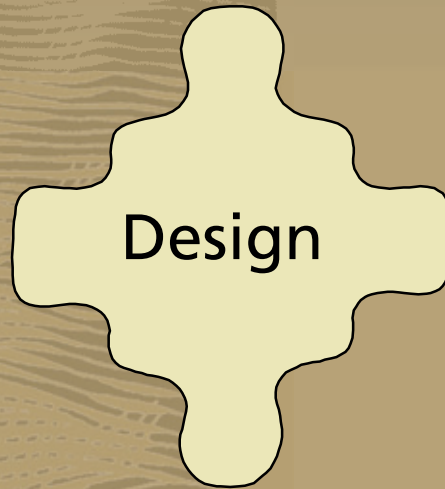
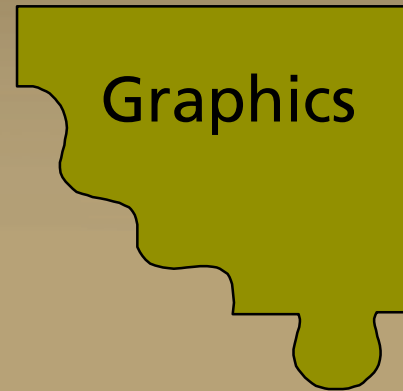
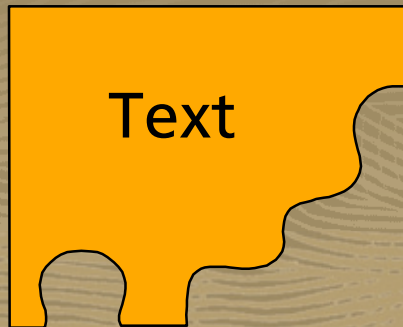


Interpretive Structure of Media

An interpretive media product is:

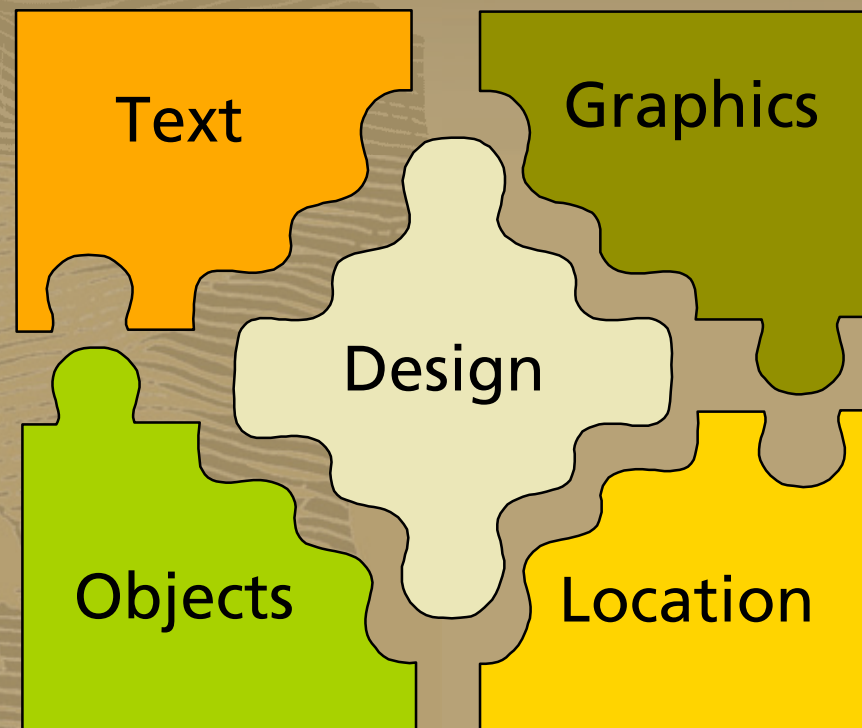
An organized structure or framework of tangible/ intangible links that are effectively developed **through a *planned association* of text, graphics, objects, design features, and other media elements** to facilitate opportunities for audiences to make their own intellectual and emotional connections to resource meanings.

Interpretive Media Elements

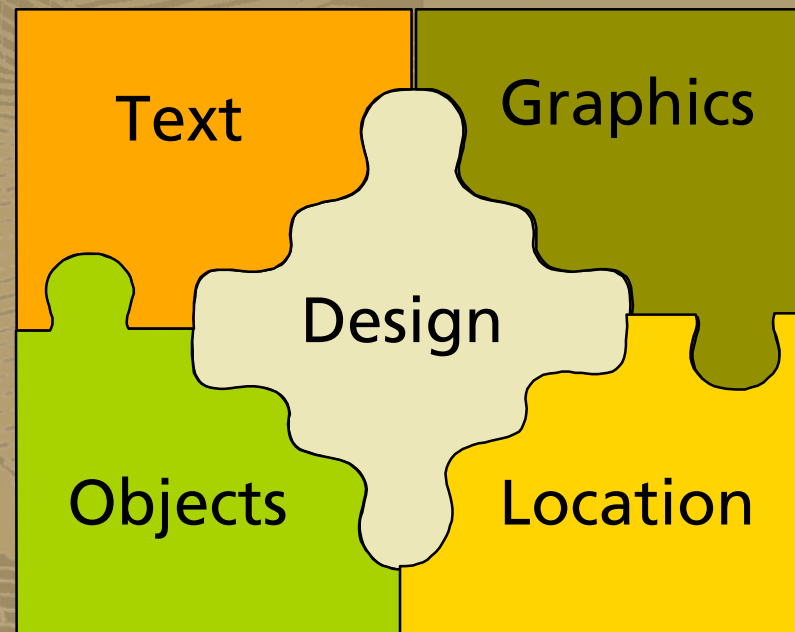


EXPERIENCE YOUR AMERICA

How does each element contribute to convey resource meanings?

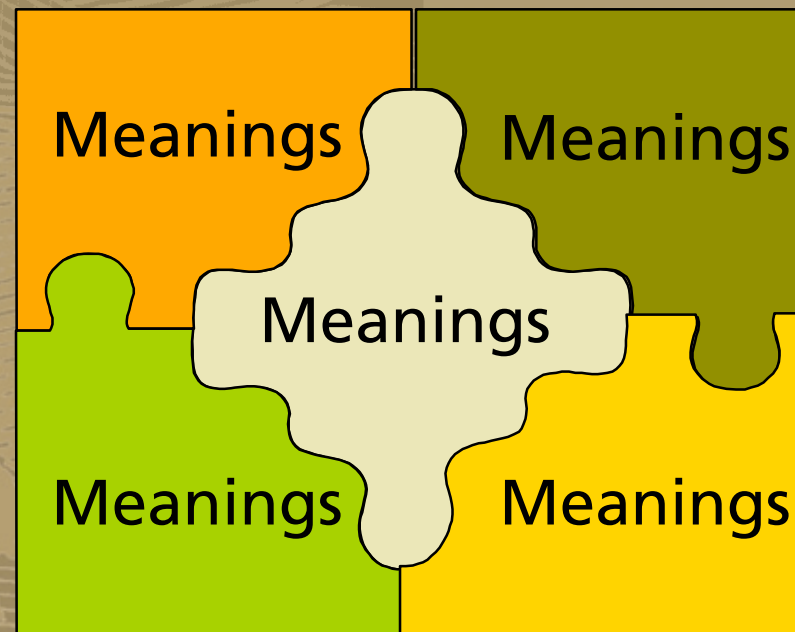


How do the elements *work together* to enhance access to resource meanings?



The Power of Interpretive Media

ALL elements work together for
maximum access to *meanings*

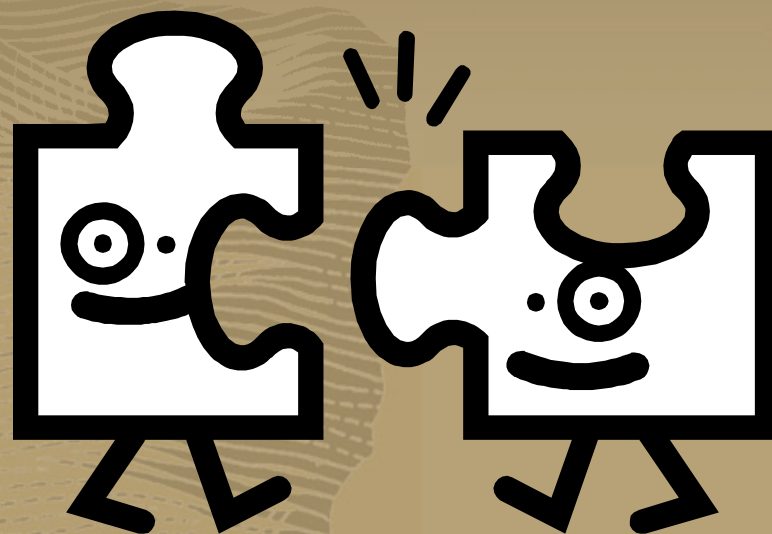


EXPERIENCE YOUR AMERICA

Two Skill Sets

Interpretation

Design



“Interpretive Design”

EXPERIENCE YOUR AMERICA

National Park Service
U.S. Department of the Interior



Meaningful Media

Interpretive Text and Typography

EXPERIENCE YOUR AMERICA

Types of Writing

- Scientific or historical
- Technical
- Informational
- Creative Writing
- *Interpretive Writing*

Interpretive Writing

- Draws from any and all these writing styles
- Intentionally provokes a response
- Connects readers to the meanings and significance of the resource(s) being interpreted

Effective Interpretive Writing

- Uses a variety of techniques
- Develops links to resource meanings
- Provides clear focus for the reader
- Says something meaningful

Developing Meanings-based Text for Interpretive Media

- Establish the “so what”
- Consult with a designer
- Write for the medium
- Look at graphics or thumbnail layouts as you write

Black|Bears—Friend or Foe?

Word spacing **Letter spacing**

Point Size

Like several other animal species, black bears are often misunderstood. Unfortunately, what most people know about bears comes from Hollywood portrayals that make them out to be either savage beasts waiting to attack us, or big soft “Teddy bears” just looking for a friend in the forest. What are bears really like? You might be surprised to find that they are a lot like us.

Leading ↑↓

Line Length

NPS Rawlinson
Serif Typeface

Frutiger
San Serif Typeface

Serif  **Bxly**

No
Serif  **Bxly**

Word Recognition

 **Bxly**

Caps/Lower Case

 **BXLY**

All caps

Site Name Goes Here

Site name is set in 28 pt. Frutiger LT Std 65 Bold, or use the Paragraph Style "Black-band site name".

National Park Service
U.S. Department of the Interior



Complete site name here
Second line, if necessary
Third line, if necessary

Site Bulletin Title Here

Site Bulletin title set in 20 pt. Frutiger LT Std 65 Bold

Use the complete site name above (e.g. Palo Alto Battlefield National Historic Site) set in 8/10 Frutiger LT Std 65 Bold or use Paragraph Style "Black-band NPS/DOI".

This is a main head, labeled "Head-A" in the Styles menu

Introductory text is labeled "Introduction-text" in the styles menu. It is set in 11/15 NPS Rawlinson OT Oldstyle Book as a single column that measures six inches wide and begins .08 inches below the bottom of the image. *Italics* and **bold** are set in NPS Rawlinson OT Oldstyle Book Italic and NPS Rawlinson OT Oldstyle Bold. Three-point (3 pt) horizontal rules are used to separate text sections and are eight inches wide. The distance from the rule to the next text block is .08 inches. The distance from the preceding paragraph to the rule is .2 inches.

"Head-A" is set in 11/13 Frutiger LT Std 65 Bold

This is sample text type, labeled "Text" in the styles menu. Text type is 9/12 NPS Rawlinson OT Oldstyle

inson OT Oldstyle Book Italic and NPS Rawlinson OT Oldstyle Bold. The rest of this is dummy text.

EXPERIENCE YOUR AMERICA

Teddy Bear or Savage Beast?

Like several other animal species, black bears are often misunderstood. Unfortunately, what most people know about bears comes from Hollywood portrayals that make them out to be either savage beasts waiting to attack us, or big soft “Teddy bears” just looking for a friend in the forest. What are bears really like? You might be surprised to find that they are a lot like us.

One of the most important things to know about black bears is that they are very shy. However, like humans, they are curious and will investigate—often without the intruder even knowing they are being watched. They also have an incredible sense of smell and detect anything that wanders into their environment. If by chance you are downwind and come face-to-face with a black bear, it will most likely be a brief encounter because the bear will usually retreat—unless there are bear cubs nearby. Like us, black bears prefer to wander peacefully around their habitat, explore, raise their young, sleep and eat.



Black Bear

EXPERIENCE YOUR AMERICA



Teddy Bear or Savage Beast?

Like several other animal species, black bears are often misunderstood. Unfortunately, what most people know about bears comes from Hollywood portrayals that make them out to be either savage beasts waiting to attack us, or big soft “Teddy bears” just looking for a friend in the forest. What are bears really like? You might be surprised to find that they are a lot like us.

Bear Encounters

Black bears are shy and have an incredible sense of smell. If you are downwind when you see a bear,

**Speak calmly,
do not run,
retreat slowly.**



Blue Ridge Parkway

National Park Service
U.S. Department of the Interior

Blue Ridge Parkway National Park



Black Bears



Friend or Foe?

Like several other animal species, black bears are often misunderstood. Unfortunately, what most people know about bears comes from Hollywood portrayals that make them out to be either savage beasts waiting to attack us, or big soft “Teddy bears” just looking for a friend in the forest. What are bears really like? You might be surprised to find that they are a lot like us.

Similar to People

One of the most important things to know about black bears is that they are very shy. However, like humans, they are curious and will investigate—often without the intruder even knowing they are being watched. They also have an incredible sense of smell and detect anything that wanders into their

environment. If by chance you are downwind and come face-to-face with a black bear, it will most likely be a brief encounter because the bear will usually retreat—unless there are bear cubs nearby. Like us, black bears prefer to wander peacefully around their habitat, explore, raise their young, sleep and eat.

EXPERIENCE YOUR AMERICA

National Park Service
U.S. Department of the Interior



Meaningful Media

Working with Images

EXPERIENCE YOUR AMERICA

Meaningful Illustrations & Images

- Identify the intangible meanings for each potential image and which meanings are universal concepts
- Identify the potential opportunities for intellectual and emotional connections to those meanings that may be presented just through the images themselves
- Select the images that best enhance and amplify the meanings in the text

Interpretive Images Assignment

- Brainstorm a list of meanings that might be associated with each of the photos in the handout.



EXPERIENCE YOUR AMERICA



EXPERIENCE YOUR AMERICA



EXPERIENCE YOUR AMERICA



EXPERIENCE YOUR AMERICA



EXPERIENCE YOUR AMERICA



EXPERIENCE YOUR AMERICA



EXPERIENCE YOUR AMERICA



EXPERIENCE YOUR AMERICA



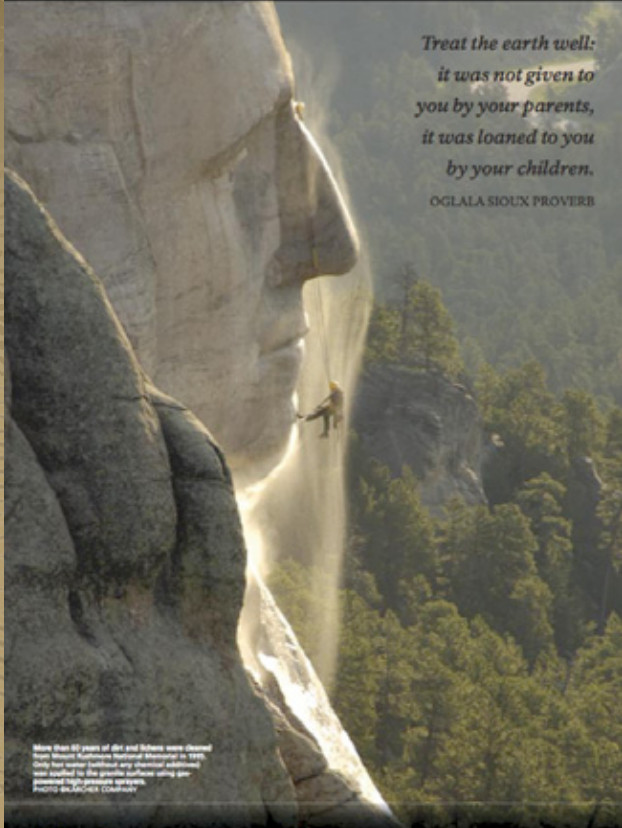
EXPERIENCE YOUR AMERICA



EXPERIENCE YOUR AMERICA

Green Cleaning

National Park Service
U.S. Department of the Interior
Environmental Leadership Program



*Treat the earth well:
it was not given to
you by your parents,
it was loaned to you
by your children.*
OGLALA SIOUX PROVERB

More than 60 years of dirt and debris were cleaned from Mount Rushmore National Memorial in 1995. Only two cases (without any chemical additions) were coated to the granite surface using green cleaning techniques for parks. PHOTO: BURLINCH COMPANY

Environmental Sense

Green cleaning methods help protect national park resources by reducing or eliminating the release of harmful chemical pollutants into the environment. Traditional cleaning products may contain chemicals that negatively affect organisms, natural habitats, historic structures, and artifacts. Cleaning chemicals may also include hazardous or flammable materials that threaten health and safety.

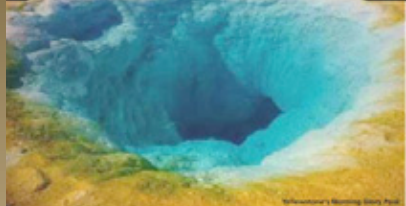
Environmentally responsible cleaning in the parks requires using safer cleaners, reducing use of janitorial supplies, and using energy-efficient maintenance equipment. Such environmental leadership works to ensure successful stewardship of the nation's most important natural and cultural resources for future generations.

GREEN PARKS



Green Cleaning

National Park Service
U.S. Department of the Interior
Environmental Leadership Program



Yellowstone National Park



Building Awareness

In 1999 Yellowstone National Park employees initiated an eco-friendly janitorial program to provide greater protection to park resources. Park staff implemented a variety of green maintenance activities, including the use of environmentally preferable cleaning products. The original goals of the project were met or exceeded, including the reduction or elimination of toxic or environmentally harmful cleaning chemicals that were potential threats to human health. Park staff consolidated and standardized purchases to reduce the quantity and variety of cleaning products, choosing the safest and greenest products with proven commercial records. Front line custodial staff, supervisors, and top management participated throughout the process. Yellowstone's successes were complemented by similar efforts at neighboring Grand Teton National Park and have inspired green cleaning programs at 48 other parks.

Just the Facts

Each year routine cleaning and maintenance of institutional and commercial properties in the United States (including homes and industrial plants) uses approximately the following:

- 8 billion pounds of cleaning chemicals most of which are derived from valuable, but limited, natural resources such as petroleum.
- 4.5 billion pounds of janitorial paper products including toilet paper, paper hand towels, and napkins, requiring the cutting of approximately 33 million trees.
- 100 million pounds of janitorial equipment including vacuum cleaners and floor machines that consume natural resources during their manufacture and fill approximately 10,000 truck loads of garbage deposited in landfills.

The Resource Recovery and Conservation Act requires federal agencies to purchase recycled-content products such as paper, towels, tissue, and trash bags. Working with park concessioners and the public, the National Park Service commitment to green cleaning practices further reduces consumption of limited natural resources and decreases the burden on landfills nationwide.

Find Out More

- Visit these websites for further information:
- Green Seal: www.greenseal.org
 - Janitorial Products Pollution Prevention Project: www.wegon.org/JanitorialPPJ.htm
 - National Institutes of Health and National Library of Medicine, Household Products Database: <http://www.nidaprodproducts.nlm.nih.gov/>
 - U.S. Environmental Protection Agency Design for the Environment: www.epa.gov/dfe/
 - U.S. Environmental Protection Agency Environmentally Preferable Purchasing: www.epa.gov/epp/

Green Paths to Healthier Environments

Everyone can make simple changes—both at home and at work—to eliminate or reduce cleaning practices that are harmful to the environment and human health.

Actions for National Park Service Staff
To reduce or eliminate the release of toxic substances into the environment, park personnel can purchase and use environmentally preferable and biobased products. Suggestions for sustainable alternatives are available through the U.S. Environmental Protection Agency's Design for the Environment Program or Green Seal, an environmental certification organization.

Unnecessary injury of custodial staff may be eliminated by purchasing janitorial equipment that is durable and ergonomically designed to minimize injuries. Equipment should be maintained to the manufacturer's specifications to ensure safety.

Eliminating the occasional buildup of dust and dirt within interior building environments may reduce respiratory and other diseases among occupants. Park staff can develop effective cleaning plans and strategies to improve the capture of contaminants (i.e., use entry mats, micro-fiber dust cloths, and high filtration vacuums).

National parks can help reduce the unnecessary consumption of natural resources, especially in the manufacture of cleaning and janitorial products, by reducing waste and purchasing environmentally preferable products. Park staff can participate with these simple steps:

- Use janitorial paper products with post-consumer recycled content.
- Install paper dispensers that minimize waste.
- Turn off lights when rooms are unoccupied to conserve energy.
- Report or repair water leaks and leaking faucets to conserve water.
- Encourage recycling.

Interior and exterior building pollution can result from incorrectly dispensed products and the absence of simple, low cost practices that reduce dirt. Park staff can practice pollution prevention and source control using these methods:

- Use appropriate dispensing equipment to accurately dilute concentrated cleaners.
- Monitor air building entrances to capture soils before they enter a building.
- Correctly dispose of all waste.



Park Visitors Can Make a Difference
National park visitors can help reduce water consumption by notifying park personnel immediately when they notice spills, water leaks, and insufficient restroom supplies.

Recycling, along with proper disposal of food wastes and trash, can reduce litter and pest problems in the parks. Using appropriate receptacles for waste can reduce garbage sent to landfills while protecting wildlife that may be attracted to food and trash.

Park Lessons Apply at Home
Park visitors can extend their concern for the environment by examining household cleaning products. Internet research can provide information about harmful chemicals present in some common cleaners that contaminate the environment and endanger human health.

Green cleaning at home or at work is just as important as it is in the parks. It is not difficult to replace hazardous cleaning products with safe, biodegradable cleaners and degreasers. When purchasing products, consumers should read labels carefully and use products according to manufacturer's directions. Purchases should buy only what is needed and avoid products using signal words such as "Caution," "Poisonous," "Corrosive," or "Flammable," or whose warning signs identify the product as a respiratory irritant or other health hazard.

- More Easy Green Cleaning Tips**
- Use entrance mats at all exterior doorways and remove shoes. Using mats and taking off shoes inside greatly reduces the amount of dirt, pesticides, and other soils indoors.
 - Reduce clutter. Cleaning becomes quicker and there are fewer places for dirt to accumulate.
 - Clean frequently, especially if small children or those with asthma and health conditions are present.
 - Fix water leaks and moisture problems to avoid mold.
 - Minimize pesticides. Fight pests by keeping buildings clean, eliminating food and water sources, cleaning up clutter, and sealing term screens and cracks in foundations. Try traps, adhesives, or the least toxic pest-specific products.
 - Regularly wash mats including blankets and runners, and pillow covers where millions of dust mites may live.
 - Teach children to wash hands frequently.

EXPERIENCE YOUR AMERICA™

Elements Working Together

- Analyze sample layout A and B for elements of interpretive content and composition
- Identify which example is more effective—providing access to meanings—and why

A SURVIVAL FRAME OF MIND

Survival on the prairie involved adapting mentally and emotionally, as well as physically.

The combination of hard labor, harsh climate and isolation made it difficult for some homesteaders to adapt to life on the prairie. Sixty percent of them abandoned their claims within the first five years. Their written accounts indicate a mixture of thoughts and feelings.



TWO VIEWS

"It might seem a cheerless life, but there were many compensations: the thrill of conquering new country; the wonderful atmosphere; the attraction of the prairie, which simply gets into your blood and makes you dissatisfied away from it; the low-lying hills and unobstructed view of the horizon..." Kansas Pioneer Woman

"Imagine, if you can, these pioneer women so suddenly transplanted from homes of comforts in eastern states to these bare, treeless, wind-swept, sun-scorched prairies with no comforts, not even a familiar face." Lizzie Anthony Opdyke, Kansas Pioneer



Survival Frame of Mind



Survival on the prairie involved adapting mentally, emotionally, and physically.

The combination of the hard labor, harsh climate and isolation made it difficult for some homesteaders to adapt to life on the prairie.

Sixty percent of these abandoned their claims within the first five years. Their written accounts indicate a mixture of attitudes and feelings.

"It might seem a cheerless life, but there were many compensations: the thrill of conquering new country; the wonderful atmosphere; the attraction of the prairie... the low-lying hills and unobstructed view of the horizon..."

Kansas Pioneer Woman

"Imagine... these pioneer women so suddenly transplanted from homes of comforts in eastern states to these bare, treeless, wind-swept, sun-scorched prairies with no comforts, not even a familiar face."

Lizzie Anthony Opdyke, Kansas Pioneer

EXPERIENCE YOUR AMERICA

A SURVIVAL FRAME OF MIND

Survival on the prairie involved adapting mentally and emotionally, as well as physically.

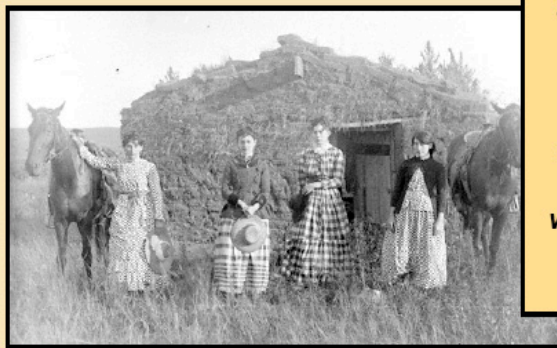
The combination of hard labor, harsh climate and isolation made it difficult for some homesteaders to adapt to life on the prairie. Sixty percent of them abandoned their claims within the first five years. Their written accounts indicate a mixture of thoughts and feelings.



TWO VIEWS

"It might seem a cheerless life, but there were many compensations: the thrill of conquering new country; the wonderful atmosphere; the attraction of the prairie, which simply gets into your blood and makes you dissatisfied away from it; the low-lying hills and unobstructed view of the horizon..." Kansas Pioneer Woman

"Imagine, if you can, these pioneer women so suddenly transplanted from homes of comforts in eastern states to these bare, treeless, wind-swept, sun-scorched prairies with no comforts, not even a familiar face." Lizzie Anthony Opdyke, Kansas Pioneer



Survival Frame of Mind



Survival on the prairie involved adapting mentally, emotionally, and physically.

The combination of the hard labor, harsh climate and isolation made it difficult for some homesteaders to adapt to life on the prairie.

Sixty percent of them abandoned their claims within the first five years. Their written accounts indicate a mixture of attitudes and feelings.

"It might seem a cheerless life, but there were many compensations: the thrill of conquering new country; the wonderful atmosphere; the attraction of the prairie, . . .the low-lying hills and unobstructed view of the horizon. . ."

Kansas Pioneer Woman

"Imagine. . .these pioneer women so suddenly transplanted from homes of comforts in eastern states to these bare, treeless, wind-swept, sun-scorched prairies with no comforts, not even a familiar face."

Lizzie Anthony Opdyke, Kansas Pioneer

EXPERIENCE YOUR AMERICA

So What?

- Intentionality
- Interpretive Design
**Using the principles of design
to offer audiences opportunities
for emotional and intellectual
connections to resource meanings™**
- Collaboration