

Wayside Exhibits



Unit 7 : Wayside Exhibits at Cape Cod National Seashore

It's your job! Be an Interpretive Park Ranger and design a wayside exhibit.

This unit has three activities:

1. *Recognizing the National Park Service logo on a wayside exhibit.*
2. *Evaluating an existing wayside exhibit.*
3. *Designing your own wayside exhibit.*

This unit can be done near any wayside exhibit in the park.

Total time: 50 minutes.

Career Profile:

What does an Interpretive Park Ranger do?

- Helps visitors discover the special qualities of a park.
- Designs exhibits and writes brochures.
- Leads hikes, bike rides, canoe trips, and other guided activities in the park.
- Prepares and presents talks on nature and history.
- Creates audio/video materials and develops websites.



Jody Anastasio
Park Ranger, Cape Cod
National Seashore

What is a wayside exhibit?

A wayside exhibit (or simply “wayside”) is a sign that uses text, maps and/or images to help visitors appreciate an important feature of the park. The photos below show two views of a wayside that describes the hay barge behind Cape Cod National Seashore’s Salt Pond Visitor Center.



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ACTIVITY 1—THE NATIONAL PARK SERVICE LOGO

Throughout the country, the National Park Service is replacing its old wayside exhibits. The old waysides at Cape Cod National Seashore have a circular logo depicting a tern (a type of seashore bird) flying near a sand dune. The new ones have a black banner across the top, along with the National Park Service arrowhead symbol.



What do you think the images on the National Park Service arrowhead symbolize?
(Hint: think of all the different National Parks around the country.)

- The arrowhead shape itself: _____
- The snow-capped mountain: _____
- The bison in the foreground: _____
- The large sequoia tree: _____
- The shimmering lake: _____



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The goal of the National Park Service is to have this same banner-and-arrowhead logo on all printed material—waysides, brochures, maps, web pages, etc.—for all of its sites.

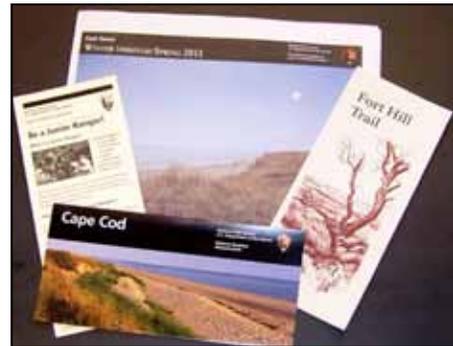
What do you think are the pros and cons of this goal?



on a uniform



on a building



on a brochure



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ACTIVITY 2—EVALUATING A WAYSIDE EXHIBIT

As an Interpretive Park Ranger, you've been asked to evaluate a wayside exhibit at Cape Cod National Seashore by answering these questions about it.

Is the wayside an old design or a new one (see Activity 1)? _____

What feature of the park does the wayside describe? _____

Does the title of the wayside describe the feature in the view? _____

List three things you can learn from observing this wayside.



1. _____

2. _____

3. _____

List two objects or features you would like to know more about that are in the same setting as this wayside.

1. _____

2. _____

Rate the wayside exhibit you are observing using the following criteria.

1. Does it explain a feature that you can see in the view or setting? Yes or No

2. Does it teach you at least three things? Yes or No

3. Does its use of text, maps and/or images keep your interest? Yes or No

4. Does it make you feel that the feature is worth preserving? Yes or No

5. Does it stimulate your curiosity to find out more? Yes or No

Circle your overall rating of this wayside: Good Average Needs replacement



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ACTIVITY 3—DESIGNING A WAYSIDE EXHIBIT



How is a wayside exhibit prepared?

1. Decide on the feature you want to describe.
2. Think about what is meaningful about the feature.
3. Brainstorm ideas on how to present that meaning through text and images.
4. Draw some of your ideas and pick the design you think is best.
5. Evaluate your design, revising it if necessary.

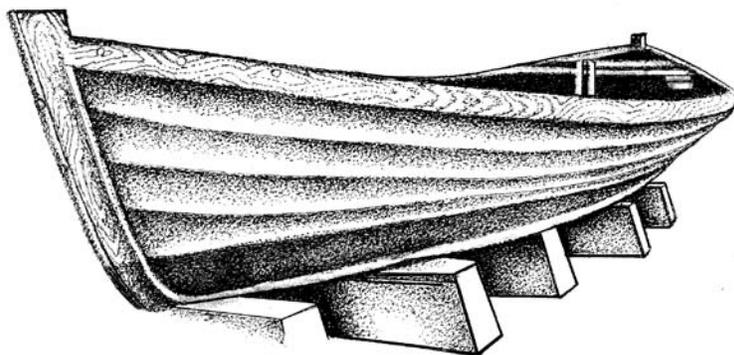
FACT: At Cape Cod National Seashore, park personnel design wayside exhibits as a team. We send our design ideas to a central office in West Virginia to have the waysides made. Each wayside costs from \$3,000-\$5,000.

As an Interpretive Park Ranger, you've been asked to design a wayside exhibit for Cape Cod National Seashore. Find a feature of the park that you think is worth describing to the public.

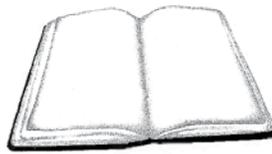
What park feature have you chosen? _____

List three things you think people ought to know or feel about the feature?

1. _____
2. _____
3. _____



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Using text, maps, and/or images, design a wayside exhibit on the back of this page for the feature you've chosen. (Think about how a wayside exhibit is prepared [described above], what makes a good wayside exhibit [from Activity 2], and how the new National Park Service logo looks [from Activity 1]).

Now rate the wayside exhibit you've just designed.

1. Does it explain the feature you've chosen? Yes or No
2. Does it teach at least three things? Yes or No
3. Do you think it will keep people's interest? Yes or No
4. Do you think people will feel the feature is worth preserving? Yes or No
5. Do you think it will stimulate their curiosity to find out more? Yes or No



Circle your overall rating of your wayside: Good Needs revision



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EXPLORE FURTHER:



Would you like to submit your Cape Cod National Seashore wayside exhibit for possible posting in the Salt Pond Visitor Center, Eastham? If yes, fill out this form and deliver it along with your wayside design to the Salt Pond Visitor Center or mail both to the address at the bottom of the page. Be sure to write your name and contact information on the back of your design!

Wayside design submitted by: Name _____

Address: _____

My parents give their permission for you to display my exhibit:

(parent/guardian signature): _____

Please make sure you wayside design includes the following:

- Meets all the criteria in Wayside Exhibit Activity 3: Designing a Wayside. Including a “Good” rating? If you’ve rated your wayside as “Needs revision,” go back and revise the things you think could use improvement)
- A title on the wayside.
- Text that is concise (short and to the point)?
- Maps and/or images, with captions?

If you are sending a hard copy of your wayside design, would you like it returned to you when the park is through with it? YES NO

Mail submissions to:

Barbara Dougan, Education Specialist
Cape Cod National Seashore
99 Marconi Site Rd.
Wellfleet, MA 02667





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Notes Page

Take your own notes, draw sketches to remind yourself of ideas you think are important.

