

## INTERPRETIVE SKILLS II

**LESSON PLAN:** 5

**SESSION TITLE:** PUBLICATIONS; PLANNING AND PREPARATION

**SESSION LENGTH:** 4 Hours **ORIG. PREPARED BY:** Erickson/Ditmanson

**REVISED BY:** C. Weikert 1/92

**OBJECTIVES:** At the end of this session, participants will be able to:

1. Decide which approach (HFC or park staff) is appropriate for design and production of a desired park publication;
2. Describe the park's responsibilities in developing a HFC produced folder;
3. List 5 elements to consider in the design/production of a publication;
4. Describe the elements of an attractive and well designed park newspaper.

**TRAINING AIDS:** Flip chart; examples of HFC and park produced publications (including park newspapers); examples to illustrate typography, paper, fold, illustrations, formats, etc.; samples of production tools. Contact HFC for samples of individual steps in publication process (thumbnails, printer's proofs, blue-lines, etc.)

**HANDOUTS:** Site Bulletin and Unigrid folders; Bibliography; Pocket Pal

Content	Method	Time
Introduction: Review stated objectives above.		
I. NPS Publications	Instructor Choice	30 Minutes
A. Prepared through Harpers Ferry Center		
1. Park Folder (information updated yearly and printed as needed and funding permits)		
2. Handbooks (may be theme, but are usually site oriented)		
3. Administrative Publications NPS Map and Guide (updated every 3 - 5 years)		
Area Index (updated every 2 years)		
Camping in the National Park System (updated every 2 yrs)		
VIP Brochure (updated as needed)		
Seasonal Employment (updated as needed)		
Lesser-Known Parks (updated as needed)		
4. Posters (Harper, etc. a couple a year)		

Content	Method	Time
<p>5.NOTES:</p> <p>a.When park folders are being produced, writing will be done jointly by park and HFC staff.</p> <p>b.All interested people should be involved in park review of changes prior to finalization for printing. Corrections or changes after final review are costly; i.e.,the park may have to pay for changes, especially on maps.</p> <p>c.Graphic design of folder is responsibility of HFC staff; park staff should concentrate on content.</p> <p>d.Park should give HFC negatives - don't hold back. Someone on the park staff should coordinate the review and make some decisions on what's important and what's not.</p> <p>e.HFC prepares publication and pays for its production.</p> <p>f.Some parks now sell the 2nd copy of park folder to visitors.</p> <p>B.Prepared by Parks</p> <p>1.Trail guides</p> <p>2.Information handouts</p> <p>3. Topical brochures, such as geology and wildlife folders.</p> <p>4.Information newspapers</p> <p>5.Activity calendars</p> <p>6. Posters</p> <p>7. Site bulletins- format differs from unigrid. Provide samples and briefly describe development concept.</p>		
<p>II.Unigrid Design System</p> <p>A.Unifies, standardizes, and identifies NPS publications</p> <p>B.Simplifies design and production process, thereby reducing costs.</p>	Lecture	10 Minutes
<p>III.Funding sources for park-produced publications</p> <p>A.Park budget, including donations account</p> <p>B.Cooperating Associations</p>	Brainstorm Alternatives	30 Minutes

Content	Method	Time
<p>C.Grants</p> <p>D.Donations of work, materials, printing</p> <p>E.In cooperation with other agencies</p> <p>F.Businesses and other private sector enterprises which purchase advertising space</p> <p>IV.Initiating a Park-Produced Publication</p> <p>A.Define need, develop concept to meet need</p> <p>B.Regional Office input</p> <p>1.Want to know what parks are doing</p> <p>2.First step for obtaining approval to print and for running project through GPO</p> <p>V.Approvals needed for printing park-produced publications with ONPS money, including copyright concerns.</p> <p>A.<u>Approval to print</u></p> <p>1.required when materials are to be sent to a mailing list or distributed outside the park</p> <p>2.approval form (DI-550) goes to Region &gt; WASO &gt; DOI &gt; OMB</p> <p>3.allow two months</p> <p>4.not required if cost is under \$300</p> <p>5.activity schedules and interpretive brochures to be handed out in the park or mailed upon request are examples of park produced publications that do not need this approval.</p> <p>B.<u>GPO Printing</u></p> <p>1.if cost over \$1000 per given publication/yr, or if reprints will be made without changes, printing must be coordinated by GPO.</p> <p>2.request to printing, (form SF-1) goes from the park to Region to GPO.</p> <p>3.GPO contracts printing out. If local printers are interested, the park may request they be sent an invitation to bid.</p>	<p>Lecture</p> <p>Lecture</p>	<p>10 Minutes</p> <p>10 Minutes</p>

Content	Method	Time
<p>4. Notes:</p> <p>a.no approvals are required for publications that are printed with non-NPS funds</p> <p>b.NPS funds can be used for preparing camera copy costing less than \$500.</p> <p>VI.Production Considerations</p> <p>A.Format and size</p> <ol style="list-style-type: none"> <li>1.handout</li> <li>2. newspaper</li> <li>3. brochure</li> </ol> <p>NOTE: Xeroxed, single page/single sided handouts cost approximately \$.03. An 8-page newspaper costs approximately \$.04. A HFC park folder costs between \$.10 and \$.24.</p> <p>B.Reproduction Method</p> <ol style="list-style-type: none"> <li>1. offset printing</li> <li>2. photocopying</li> </ol> <p>NOTE: Offset printing gives higher quality and allows flexibility in design. Photocopying is OK for publications containing only text and line drawings.</p> <p>C.Paper</p> <ol style="list-style-type: none"> <li>1.weight (equal to weight of 500 sheets in standard size)</li> <li>2. surface</li> <li>3. rag content (quality)</li> <li>4. color</li> <li>5. coating</li> <li>6.standard sizes (pick size for publication that makes efficient use of paper)</li> </ol> <p>D. Ink</p> <ol style="list-style-type: none"> <li>1. one color</li> <li>2.full color (four colors)</li> </ol> <p>Note: Three colors can cost almost the same as four, so use one, two, or four colors.</p> <p>E. Folding</p> <ol style="list-style-type: none"> <li>1. by printer</li> <li>2. in park</li> <li>3. different kinds</li> </ol>	<p>Lecture Discussion</p>	<p>60 minutes</p>

Content	Method	Time
<p>F. Illustrations</p> <ol style="list-style-type: none"> <li>1. black and white photographs</li> <li>2. color photographs</li> <li>3. half-tone process</li> <li>4. line drawings</li> </ol> <p>5. NOTES:</p> <ol style="list-style-type: none"> <li>a. photographs should have sharp focus</li> <li>b. B/W photos can be printed light because they will gain contrast in the printing.</li> <li>c. line drawings photocopy well</li> <li>d. use original slides for publication</li> </ol> <p>e. prints, slides and negatives should be clean and clearly identified before</p> <ol style="list-style-type: none"> <li>f. Color transparencies do not print well in b/w. being sent to the printer</li> </ol> <p>G. Design alternatives</p> <ol style="list-style-type: none"> <li>1. park staff</li> <li>2. park staff with help/review from HFC</li> <li>3. park staff with help/review from a professional designer</li> <li>4. contract designer</li> <li>5. intern</li> <li>6. VIP</li> </ol> <p>H. Text production</p> <ol style="list-style-type: none"> <li>1. typesetting</li> <li>2. typewriting</li> </ol> <p>I. Headline production</p> <ol style="list-style-type: none"> <li>1. typesetting</li> <li>2. typewriting</li> <li>3. Kroy lettering</li> <li>4. dry transfer lettering</li> <li>5. not recommended: hand lettering, calligraphy (unless done expertly for special publications), Leroy lettering set, or templates.</li> </ol> <p>VII. Working with a Printer</p> <p>A. Identify all local printers</p> <ol style="list-style-type: none"> <li>1. commercial print shops</li> <li>2. high school and college print shops</li> <li>3. businesses that have print shops or just a small press.</li> </ol>	<p>Class Discussion</p>	<p>30 Minutes</p>

Content	Method	Time
<p>B. Develop rapport</p> <ol style="list-style-type: none"> <li>1. obtain bids</li> <li>2. seek advice from friendly printers</li> <li>3. ask for samples of work</li> </ol> <p>C. Discuss project when printer is chosen</p> <ol style="list-style-type: none"> <li>1. be specific about your needs</li> <li>2. show examples to explain what you are looking for</li> <li>3. be picky</li> <li>4. arrange for review of the project during production</li> </ol> <p>D. Finished product</p> <ol style="list-style-type: none"> <li>1. if printing is bad - do not accept</li> <li>2. if you're surprised, discuss with printer</li> <li>3. save camera copy for reprinting or use of art in other projects</li> <li>4. critique product immediately and save comments</li> </ol>		
VIII. Elements of a Successful Park Newspaper	Lecture	60 minutes
<p>A. Many parks do publications in newspaper format. Well done, they elevate area's identity and are instantly recognized by readers.</p> <p>1. Almost always done "in-house" by staff with little training in publication design. It is therefore important to seek outside help and critique from "experts" to help you along.</p> <p>B. What are some of the design concepts that make for an attractive, "successful" paper?</p> <p>1. Instructor at this point breaks class up into small groups of 4-5 individuals and provides each group with 3 or 4 samples of park papers.</p> <p>2. Groups are asked to spend 20 minutes discussing papers in the following context. Have groups select representative to announce group findings at end.</p> <p>a. Graphics Appeal - are they attractive? Why?</p> <p>b. News and Feature Articles - Easy to locate? Easy to read?</p> <p>c. Park Events - Easy to find? Attractively described?</p>	Buzz Groups	

Content	Method	Time
<p>C.Points to highlight from discussion.</p> <ol style="list-style-type: none"> <li>1.Good design doesn't attract attention to itself. Should appear easy and fun to read. Should lead reader through sequence of articles. Make point that a good format should remain consistent so that design decisions need only be made once from issue to issue.</li> <li>2.Length - avoid making newspaper longer than 8 pages. Aim is to provide only the most important information. Power lies in ability of paper to provide info. quickly. Too much at one time runs risk reader will ignore it.</li> <li>3.Nameplate - Should be first thing a reader notices. Immediately connects reader to park. Catchy graphics a big help. Consider using professional artist to develop logo.</li> <li>4.Masthead - Place basic information about paper here - volume/issue no., name and address of park, names of editor, etc. Don't allow it to dominate page.</li> <li>5.News and Feature Articles - Most important should be on page 1. Illustrate with prominent graphic, photo, or drawing. Other articles can begin on inside pages.</li> <li>6.Recognition - Donors, volunteers, employees, sponsors need to be recognized/rewarded. Features about individual employees, VIP's, researchers, etc. add human interest.</li> <li>7.Calendars and Program schedules - Handy reference for upcoming events. Use of creative design has greater impact. Take advantage of calendar making software.</li> <li>8.Headings - Large enough to attract attention. Use contrasting typeface. Use tag lines to lead reader into article.</li> <li>9.Other Hints - Use lines, boxes, tint blocks, bullets, initial caps, dingbats(small decorative characters used to separate page items).</li> </ol>		

Content	Method	Time
<p>IX. Conclusion - Publications are powerful tools in the area of non-personal communication strategies. They require a great deal of time, expertise, and energy to produce well. That's one of the reasons why we depend so heavily on Harpers Ferry Center for support, advice, and assistance in producing top quality products. However, given a little practice, instruction, and sound advice, we have the capability of producing good quality publications at minimal cost to the park. In this session, we have attempted to expose you to the variety of publications out there, describe the Harpers Ferry Design Center and its capabilities, as well as to give you an idea of what it is that makes for a good product. All of you should strive to develop publications that meet the standard of quality that is a trademark of the NPS.</p>	Lecture	5 Minutes

#### INSTRUCTOR REFERENCES

1. Creating Environmental Publications: A Guide to Writing and Designing for Interpreters and Environmental Educators. Zehr, Jeffrey et. al. University of Wisconsin - Stevens Point.