



Participant Guide – TEL Broadcast
March 4, 2008 – 12:00-4:00 PM EST
Effective Interpretive Media

(TEL POC's -- please make sure that participants at your site receive this information)

Contents of this guide:

- **Program Overview and Goals**
- **Links to media samples** (*please review these prior to the broadcast as noted below*)
- **Links to course resources**

Overview:

This TEL broadcast provides an opportunity to examine the key elements of interpretive media development and design. Participants will learn how to identify the effective use of text, images, and graphic design elements, and gain insight into the process of interpretive design. Participants will discuss how these components must work together in order to facilitate meaningful and memorable visitor experiences. Participants will analyze examples of various media types such as waysides, site bulletins, brochures, exhibit panels, web pages.

The broadcast will focus on skills that help interpreters develop effective in-house media, assist in the planning/development of contract media, or serve on a project team. The broadcast will also provide useful information for media specialists, cooperators and contractors in partnering with park interpreters to produce effective media. This training supports the NPS benchmark interpretive competency for Interpretive Media Development.

Goals:

Participants will:

- Learn how to identify the effective use of text, images and graphic design elements
- Gain insight into the process of interpretive design
- Develop skills to analyze the interpretive effectiveness of waysides, site bulletins, brochures, exhibit panels, and other forms of media
- Be better prepared to develop effective media, work with contractors, or serve on a media project team

*Note: If you are unfamiliar with the NPS principles of interpretation, you may find it useful to review the free on-line course “**Foundations of Interpretation**” at <http://www.parktraining.org/>.*

Please review the following participant materials – print those that are indicated and bring them to the broadcast.

I. Media samples we will discuss during the broadcast – please bring copies (color, if available) of these examples to the broadcast (bring enough copies for the participants at your site to share and discuss) – these links are located at:

<http://www.nps.gov/hfc/products/imi/311-telnet.htm#>

(NOTE—Except for the e-hike, these examples are PDF documents and will require a recent version Adobe Reader to open, view and print. The media files have been compressed – depending on your computer, they may still take several minutes to download. If you are unable to download/print the documents, you will still be able to participate in the broadcast but may have difficulty reading/viewing the examples on your TEL TV monitor.)

- 1) *Homestead Wayside #4 – Proposal* (156KB) and *Panel* (1310KB)
- 2) *Sample Layouts – Prairie Example A* (339KB) and *Example B* (387 KB)
- 3) *Green Cleaning Site Bulletin* (196KB)
- 4) *Grand Canyon Air Quality Site Bulletin* (245KB)
- 5) *Glacier E-Hike* – recommended but not mandatory -- take the “power hike” on the *Trail of the Cedars & Avalanche Lake* at <http://www.nps.gov/glac/photosmultimedia/ehikes.htm> -- decide which pages you think are the most interpretive and why -- we will show/discuss selected pages during the broadcast.

II. Documents we will reference during the broadcast – it would be helpful for you to review these materials prior to attending the broadcast – these links are located at:

<http://www.nps.gov/hfc/products/imi/311-telnet.htm#>

- *Media Development Worksheet*
- *Interpretive Media Selection*
- *Interpretive Structure of Media Worksheet*
- *Module 311 Interpretive Media Rubric for Peer Review Certification*

III. Links to other useful references – explore on your own:

The Interpretive Process Model

<http://www.nps.gov/idp/interp/101/ProcessMod.doc>

[Media Development Process](#)

[Media Development Process for Small Projects](#)

NPS Editorial Style Guide

<http://www.nps.gov/hfc/pdf/nps-style-guide.pdf>

Opportunities for Intellectual and Emotional Connections

<http://www.nps.gov/idp/interp/101/ConnectionOps.doc>

Interpretive Themes

<http://www.nps.gov/idp/interp/101/themes.pdf>

Interpretive Writing Developmental Worksheet

<http://www.nps.gov/idp/interp/230/230wrksheet.pdf>

[Exhibit Requirements and Disciplines](#)