

Interpretive Signs with Don Enright, February 2022

An online introduction to planning, writing, and evaluating outdoor interpretive signage.

This is a practical introduction to the basics of creating signs: visual experiences for your audience that are attractive, brief, clear—and effective. A good sign is one that gratifies the audience and meets your goals. We will investigate creative ways to achieve both ends, from planning through execution.

Workshop Content Includes

- Types of wayside signs, and how an interpretive approach enhances them all
- The planning process: understanding your goals, your audiences, and your logistical environment
- Interpretive writing: how to say the right words, in the right way, within an extremely concise medium.
- Using images, illustrations, and infographics, and how to work effectively with graphic designers
- Testing and prototyping interpretive signs

Meet Your Instructor

Don Enright is a freelance interpretive planner and writer with over 30 years experience in the field. Don's interpretive writing has appeared in national parks, national historic sites, zoos, aquariums, and science centres across Canada. Learn more about Don at his website, donenright.com.

Educational Outcomes: You will...

- Identify goals and objectives for your interpretive sign project
- Identify target audiences for your signs
- Draft a creative brief to communicate your project to managers and contractors
- Understand and distinguish way finding, sanction/management, and interpretive signs
- Identify strategies to foster behavioural change through signs
- Draft an effective interpretive theme structure for a signage project
- Identify interpretive writing techniques for concise interpretive media; draft and redraft interpretive text for a sign project based on instructor feedback
- Identify and avoid less effective writing habits including clichés and excessive jargon
- Locate interpretive signs effectively on the landscape
- Evaluate and describe effective graphic design for interpretive signs

- Identify and describe different materials for the fabrication of interpretive signs
- Evaluate and describe the effect of 3D bases and housing for interpretive signs
- Describe potential interactive elements for an interpretive sign project
- Identify at least two evaluation techniques for interpretive signs in the field
- Understand accessibility standards for outdoor interpretive signs

Course Format

This course uses a combination of interactive webinars and online work between the webinars involving study and quizzes. There is also a practicum assignment in which you draft text for an interpretive sign and submit it for feedback.

- Four hours total webinar time
- Four hours optional Q and A sessions
- You will draft text for an interpretive sign and receive written feedback from Don Enright.
- A total of about 8-10 hours individual course work. More if you're a keener.

Tech Requirements

- A browser and web connection
- Zoom with camera and microphone. One learner per screen please: shared screens and mics make for too many echoes.
- For webinars, in addition to Zoom you'll need a second tab or screen for Mentimeter, an interactive collaboration platform. See this site's introductory course for examples.

Dates: Feb 1-22, 2022

Webinars Tuesdays 10 am Pacific

Cost: \$199 CAD

Book Here

<https://interpacademy.com/ld-groups/interpretive-signs-course-with-don-enright/>

Questions?

Email Don here: bossman@interpacademy.com

