

## **Annotated Bibliography of Resources for Interpretive Panel Development**

### **The Acorn Group**

#### ***Designing Interpretive Signs***

Moscardo, Gianna, Ballantyne, Roy, and Hughes, Karen. 2007. Golden, Colorado: Fulcrum Publishing.

This comprehensive guide offers six key principles and specific guidelines for effective sign design utilizing current educational and psychological theory. Features excellent examples from the field and numerous recommendations, including how to choose optimal sign locations, attracting and keeping visitors' attention, organizing information so that visitors can easily follow it, and evaluating and improving signs for a wide range of sites. Discusses objectives-based planning, writing, designing and evaluating interpretive signs. One entire chapter is devoted to designing family exhibits, including designing child-friendly signs; another explains the value of evaluation and offers strategies for front-end, formative, and summative evaluation.

#### ***Interpretation by Design***

Caputo, Paul, Lewis, Shea, and Brochu, Lisa. 2008. Fort Collins, Colorado: InterpPress.

Written for interpreters who have little or no training in graphic design, but find themselves responsible for creating or overseeing the production of media, this book reviews the basic principles of graphic design and interpretation in nonpersonal media. Since interpreters use brochures, signs, websites, publications, and other visual media to tell their stories, it is important to understand how type, color, and composition work together to effectively connect with the audience. The authors do a great job introducing theory before diving into the design process and explaining technical specifications.

#### ***Interpretive Writing***

Leftridge, Alan. 2006. *Interpretive Writing*, Fort Collins, Colorado: InterpPress.

Author Alan Leftridge distills decades of experience teaching interpretation courses as well as experience writing hundreds of brochures, articles, and wayside exhibits in this very manual. In part one, *Interpretive Writing* explores how interpretive writing differs from other genres and the importance of knowing your audience. In part two, the book offers tips and techniques for capturing and holding the audience's attention, including active versus passive voice, use of alliteration and poetry, and readability indexes. Last, part three explores the editing process and the use of criteria and checklists to determine if a writing piece truly constitutes interpretive writing.

***Signs, Trails and Wayside Exhibits: Connecting People and Places***

Gross, Michael, Zimmerman, Ron, and Buchholz, Jim. 2006. Stevens Point, Wisconsin: University of Wisconsin-Stevens Point Foundation Press.

This handbook explores the design and production of media connected to trails, as well as the trails themselves. Building on decades of experience, the authors explore myriad ways to connect people and places, from art and wayside exhibits to information signs, multisensory exhibits, displays, and even roving naturalists. Hundreds of photographs accompany sample projects and case studies. Writing exercise will help the reader strengthen the power of text to capture and hold the attention of visitors. Steps to help the process of designing, as well as fabricating, interpretive panels (wayside exhibits) are included. Third edition.

***Exhibit Labels, an Interpretive Approach***

Serrell, Beverly. 2015. Lanham, Maryland: Rowman & Littlefield.

This is a well respected guide to writing, designing and producing effective display and interpretive panel copy. The book presents a comprehensive approach to developing appropriate signs, with particular emphasis on the message. Chapters explore audience considerations and surveys, word choice guidelines, making labels and images work together, labels for interactive exhibits, virtual exhibit labels, and labels in the use of digital and social media. Second edition.

These titles and others are available from Acorn Naturalists, [www.acornnaturalists.com](http://www.acornnaturalists.com)

**Other useful references:**

*Eats Shoots & Leaves, the Zero Tolerance Approach to Punctuation,*

Truss, Lynne, 2004. New York, New York: Gotham Books

*The Chicago Manual of Style*, 16<sup>th</sup> ed.

University of Chicago Press Staff, 2010, Chicago, Illinois: University of Chicago Press

*Woe Is I, The Grammarphobe's Guide to Better English in Plain English*, 3<sup>rd</sup> ed.

O'Conner, Patricia T., 2009. New York, New York: Berkeley Publishing Group