



INKLINGS

Bulletin of Interpretive Ideas

Fall 2010, Volume 10, Issue 3

Current Project List

- **Indiana Department of Natural Resources**
Interpretive Exhibit Mgmt.
Indiana Dunes SP
Turkey Run SP

Interpretive Planning
Chain O' Lakes SP

Interpretive Sign
Brown County SP
- **Bloomington Parks and Recreation (IN)**
B-Line Trail signs, Phase II
- **Noblesville Stormwater Management (IN)**
Interpretive Signs
- **Elkhart County Parks (IN)**
Interpretive Sign Design
- **Chikaming Open Lands (MI)**
Interpretive Sign and Brochure Design
- **City of Grand Ledge (MI)**
Interpretive Sign Design

Interpretive Themes

A good theme will save hours of time

Lise Schools

The hardest part of a project is developing an interpretive theme statement. It requires an understanding of the topic, the audience and the agency represented. It also requires time to get wording that provokes the reader to want to learn more. Once a good theme is developed, however, the hard work is done. The project creates itself.

A theme will lead the visitor to ask questions. For example:

Theme: Camp Glenn represented a period when our nation encouraged civilian readiness. This is a theme that provokes the questions:

- What was that period the result of?
- What was done to encourage civilian readiness?
- Was it successful?

These questions provide the basis of text and graphics. They also focus the media (sign, exhibit) on one concise theme.

Another example, taking it one step further:

Theme: As the Wabash river nears the end of its 475-mile journey, it takes on a Southern appearance.

Diagrammed out from the theme, it might look like this:

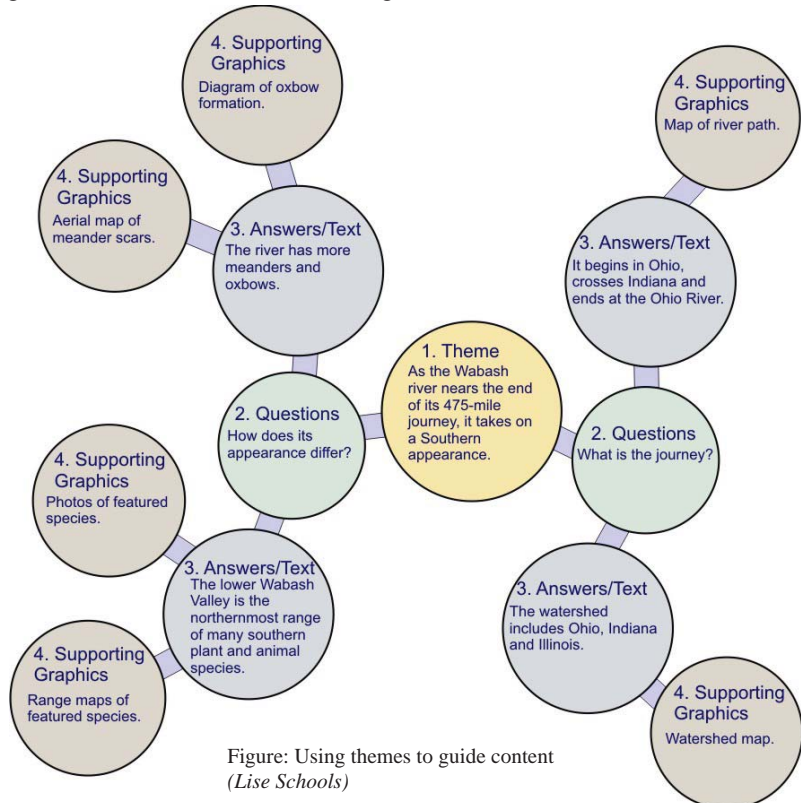


Figure: Using themes to guide content
(Lise Schools)

INKLINGS is available in pdf format. To get on the pdf list, contact lise@interpretiveideas.com

