

# NAI Region 7

Lookout Mountain Nature Center

Jefferson County Open Space

Golden, CO

# Welcome

- Lookout Mountain Nature Center
- Jefferson County Open Space
- National Association for Interpretation
  - Membership
  - Certification
  - Regions/Sections
  - Connect with us

# First Impressions



# Evaluation

- *Please answer the first two questions that are bolded.*
- *If time permits, please feel free to comment on the other questions.*
- *We will discuss as a group after everyone has finished.*



# Evaluation - Comfort

- Could the exhibit elements be read, viewed, and used with ease?
- Were the exhibit elements at appropriate heights?
- Was the text and image(s) appropriate?



# Evaluation - Comfort

- 15-20 minutes average visitation period
- Place objects within visitors' line of sight
- Images should tell the story, while text supports the image
  - Gross/Zimmerman (1990s)



# Evaluation - Comfort

- Consider the number of words per panel
  - 150 words or less
- Text/message should be
  - Short, concise
  - Concrete nouns and active verbs
  - Relate to visitors' experience
  - Provide multi-sensory



# Evaluation - Comfort

- Was the exhibit designed to enhance social interaction?



# Evaluation - Comfort

who visitors are  
**WITH > WHAT**  
visitors see

**When it comes to “the best thing about visiting a zoo, aquarium or museum,” visitors indicate that having a shared experience with friends and family is most important. – Colleen Dilen**

<http://colleendilen.com/2012/02/12/according-to-visitors-this-is-the-best-part-about-going-to-a-museum-hint-its-not-the-exhibits/>



# Evaluation - Design

- What types of media are used in the exhibit (real objects, graphics, text, models, dioramas, sound, interactive, etc...)?
- Do you think the balance between the types of media is appropriate?

# Evaluation - Design

- How effective are the exhibit labels and interpretive panels?
- Do they have a message hierarchy?
- Is the writing concise and active? Are your questions being answered?
- Are the labels/panels unified?
- Do they connect you to the real objects or dioramas?





# Evaluation - Design

- “If words are the only way to present a concept, it is probably inappropriate” – *Gross/Zimmerman*

# Evaluation - Design

- Wilbur Schramm – Fraction of Selection (1971)
  - Low
    - Expectation of reward is low
    - Effort required is high
  - High
    - Expectation of reward is high
    - Effort required is low

# Evaluation - Design

- Wilbur Schramm – Fraction of Selection (1971)
  - Ways to increase fraction of selection
    - Tell a good story
    - Involve the visitor
    - Make interpretation accessible to diverse audience



# Evaluation - Meanings

- What do you think the primary theme of the exhibit is?
- What is the big idea? How is it communicated?
- Is this easily understood by most visitors, even if they quickly walk through?

# Evaluation - Meanings

- How could the exhibit be improved?





# Additional Questions

- If time permits, let's look at some of the other questions on the evaluation...



# Opportunities

- Comfort
- Design
- Meanings

# Opportunities - Comfort

- Universally accessible messages
- Sense of place/community
- Interaction
  - Exhibitory
  - Each other
  - Staff/volunteers
  - Parks

# Opportunities - Design

- Tactile, auditory, and engaging
- Technology/audiovisual
- Tie together all building elements
- Utilize strengths
- Maintenance

# Opportunities - Meanings

- Holistically within JCOS
- JCOS mission
- Condense, clarify, and strengthen
- Close gaps in information
- Commonly asked questions
- JCOS management topics
- Changeable/seasonal
- immediate/important notices



# Bridgewater Grill

- 800 11th Street, Golden
  - Turn right out of LMNC
  - Head south on Colorow Road
  - Turn left onto Lookout Mountain Road
  - Lariat Trail - Switchbacks
  - Continue onto 19th Street
  - Turn left onto Washington Avenue
  - Turn left onto 11th Street