The Art of Interpretive Writing

Minnesota Valley National Wildlife Refuge
3815 American Blvd East
Bloomington, Minnesota
Saturday, September 14, 2013
9 am to 4:30 pm

Write compelling interpretive messages! This workshop offers you the basics of interpretive writing that apply to signage, exhibit labels, brochures, websites, public service announcements, books, and magazines. You will understand how to create clear, dynamic, and concise interpretive texts, reveal meanings, and ways to excite visitors about your site, whether it is a museum, park, zoo, nature center, or aquarium.

Topics include: *The Interpretive Writing Process · Concept Mapping · Universal Concepts · The Five Elements of Interpretive Writing · Meeting Your Audience's Needs · Concise Wording · Keeping Your Reader's Attention · The Importance of Fluency · Redundant Wording · Understanding Readability Indexes · Using a Human Interest Scale · Capturing Your Reader's Attention · What to Avoid · Connecting with a Narrative · The Editing Process · Evaluation*

The fee is $295 and includes instruction, refreshments, handouts, and a copy of the *Interpretive Writing* textbook.

Contact Alan Leftridge, leftridge@blackfoot.net, 406.754.2940 to register.

Alan Leftridge, Ph.D., is the author of *Interpretive Writing*, and specializes in interpretive training seminars across North America. Access leftridge.com for additional information.

Member…

NATIONAL ASSOCIATION FOR INTERPRETATION

VSA Visitor Studies Association