



U.S. Fish & Wildlife Service

National Conservation Training Center

Conserving the Nature of America

CLM8243 - Interpretive Media

Course Code	CLM8243
Course Title	Interpretive Media
Description	<p>This course will enable participants to design visually appealing signs, write dynamic interpretive messages, select appropriate fabrication materials, identify considerations for sign placement, and estimate project costs. Prior to the on line sessions participants are required to take and complete the Eppley Institute online "Interpretive Media" class which will be followed by eight FWS specific on line sessions that will be focused on interpretive FWS media topics, such as working with a designer and fabricator, and how to make the most of signage at your site.</p> <p>OBJECTIVES: Upon completion of this course, participants will be able to:</p> <ul style="list-style-type: none"> •Describe five principles of sign and wayside exhibit planning. •Discuss pros and cons of signs and waysides as interpretive tools. •Write tight, active, sequenced and captioned messages. •Estimate costs of sign design and fabrication. •Work effectively with contractors and select the best materials within budget. <p>TARGET AUDIENCE: Those FWS employees responsible for planning and developing interpretive signs, and wayside exhibits including project leaders, natural resource managers, environmental educators, interpretive staff, outreach specialists, outdoor recreation planners, and park rangers. This class is limited to 18 participants.</p>
Delivery Method	Online Instructor Led
Non-FWS Fee	\$200.00
Instructional Hours	16
Credits/CEUs	1.0
Course Content Contact	Laurie Heupel: laurie_heupel@fws.gov; (304) 876-7486; laurie_heupel@fws.gov
Curriculum Category	Visitor Services
Course Frequency	Once per year
Registration Link	Register in DOI Talent
DOI TALENT Course Type	ILT
College Credit Name	Semester Hours
College Credit Value	1

Schedule: CLM8243 - Interpretive Media

Start	End	Session Information	Location	Session Contact	Session Details
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6/4/2019	6/27/2019	<p>For registration questions, contact Jenn jennifer_chin@fws.gov</p> <p>For class questions, contact Laurie Heupel; laurie_heupel@fws.gov</p> <p>Online every Tuesday and Thursday from 2:00-4:00 PM EST</p>	Online	<p>Laurie Heupel; laurie_heupel@fws.gov (304) 876-7486 laurie_heupel@fws.gov</p>	<p>Interpretive Media Online every Tuesday and Thursday from 2:00-4:00 PM EST</p>
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