



## Working With Your Collections: Text and Interpretation

**Museum Association of Newfoundland and Labrador**

**Date:** Tuesday, February 11, 2014; 9-4:30

**Location:** Cow Head, Newfoundland. Venue to be announced.

This workshop will be a day-long event that will explore that will explore how museums can effectively use text to engage their visitors. Through a combination of guided discussion and practical exercises, participants will explore principles and best practices for the use of text in a wide range of mediums including exhibit text and labels, interpretive panels, screen-based media, promotional materials and websites. Participants will learn how the effective use of text and interpretation methods can make their collections available to the community while keeping artifacts safe for future generations. Participants will also learn what materials and techniques are safe for their collections when performing interpretive activities. Other topics include: reading in the museum environment (visitor challenges, needs and preferences); selecting an appropriate voice, tone and style; copy length; legibility and accessibility; visitor attraction and retention; text as graphic - the crucial role of typography and design; and creating a visual hierarchy.

**Instructors:** Jane Severs, Interpretive Planner

**Enrolment Limits:** Maximum of 20

**Registration fees:** \$70 for MANL members; \$95 for non-members.

**Registration Deadline:** February 3, 2014

Please Note: *In the event of cancellation due to weather, the workshop will be re-scheduled for the first week in March 2014. Payment is due upon registration for the course.*

This workshop is one of the elective courses required for the new Museum Studies Certificate Program. For more information about this program please contact Danielle Rundquist via email at [drundquist@nf.aibn.com](mailto:drundquist@nf.aibn.com) or at (709) 722 9034.

Financial assistance for transportation costs is available for MANL members: please contact the MANL office for more information. You may also visit [www.museums.ca](http://www.museums.ca) to find out more about the Canadian Museums Association Travel Bursary. For further information, please contact the MANL office: [manl@nf.aibn.com](mailto:manl@nf.aibn.com) or phone 709-722-9034.

*Cancellations received less than 5 days in advance are not eligible for refunds. Participants who do not attend remain responsible for full payment.*