

Your Workshop Facilitators

Paul Caputo

Paul joined NAI's staff as Art and Publications Director in February 2002 after earning a Master of Fine Arts in Visual Communications from Virginia Commonwealth University. His responsibilities include laying out and editing NAI's publications and websites, including Legacy magazine, The Interpreter magazine, InterpNews, NAI National workshop and international conference materials, InterpNet.com, InterPress books, and the Journal of Interpretation Research. He has earned Certified Interpretive Trainer, Certified Interpretive Host Trainer, and Certified Interpretive Host credentials from NAI. Paul is co-author of the book *Interpretation by Design* with Shea Lewis and Lisa Brochu.

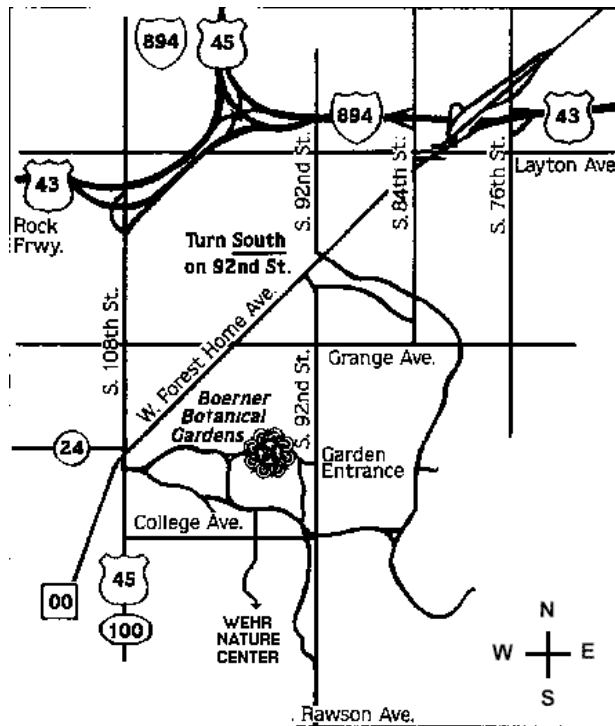
Shea Lewis

Shea is the Region 4 Supervisor of Arkansas State Parks. He has worked as an interpreter, Chief of Interpretation, and park superintendent in Arkansas and Idaho since 1995. Shea earned a Master of Education from the University of Arkansas at Little Rock in 1999 and a Bachelor of Science in Education from the University of Memphis in 1996, and he is a Certified Heritage Interpreter and Certified Interpretive Manager. He received the 2006 Meritorious Service and 1998 Distinguished Young Professional Award from NAI Region 6. Shea is co-author of the book *Interpretation By Design* with Paul Caputo and Lisa Brochu.

Follow Paul and Shea on their blog about social media, Media Platypus, at www.MediaPlatypus.com. They're on Twitter at @MediaPlatypus and Facebook at [Facebook.com/MediaPlatypus](https://www.facebook.com/MediaPlatypus)

Where is Wehr?

Wehr Nature Center is within the 660 acres of Whitnall Park, adjoining the Root River Parkway. The Center's entrance is located on College Avenue, between South 92nd Street and South 108th Street (Hwy 100)



Wehr Nature Center
9701 West College Avenue
Franklin, WI 53132

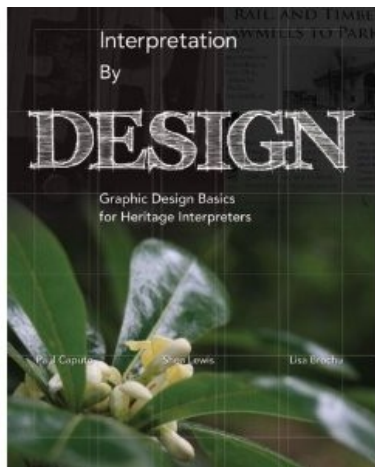
Phone: 414-425-8550
Fax: 414-425-6992
Howard.Aprill@milwcnty.com

GRAPHIC DESIGN AND WRITING



Graphic Design Basics for Heritage Interpreters

August 20—21, 2012
Wehr Nature Center



Cost and Registration

This two day course costs \$260.00 for National Association for Interpretation (NAI) members and \$280.00 for non-members.

Registration includes a copy of the book *Interpretation by Design* by Paul Caputo, Shea Lewis, and Lisa Brochu.

Registration also includes workshop materials, lunch, beverages, and refreshment breaks for both days. Lodging and transportation are not included

There is no specific host hotel.

Multiple lodging options are available within 15 minutes of workshop location.

About the Workshop

This workshop is designed for interpreters and those who have little or no formal training in graphic design or interpretive writing, but find themselves responsible for creating nonpersonal media. Interpreters use exhibits, brochures, signs, websites, site publications, and other visual media to tell their stories.

Interpretation by Design focuses on using basic principles of both graphic design and interpretation in nonpersonal media. By the end of the workshop, you should have a good understanding of how to make decisions about type, color, and composition, as well as why an interpretive approach may be more effective for communicating with your audience.

About Wehr

Established in 1974, Wehr is a 220-acre nature preserve with over five miles of hiking trails that loop through distinct Wisconsin natural communities. Highlights include a restored oak savanna and prairie, mature maple and oak woodlands, a 20-acre lake, and 1700 ft. of ADA accessible board walk through rare sedge meadow and flood plain forest. Wehr serves thousands of students annually from throughout southeast Wisconsin.

Registration Form

Please return by the **Registration Deadline of Friday, August 10, 2012**. There is a late fee of \$50.00 for registering after August 10. Registration is not completed/guaranteed until payment is received. To join the National Association for Interpretation (NAI) go to www.interpnet.com

- ☐ Current NAI Member \$260.00
☐ Non-NAI Member \$280.00

Total: _____

Name _____

Badge Name _____

Job Title _____

Agency _____

Address _____

Phone _____

E-mail _____

Method of Payment

- ☐ Check (payable to Friends of Wehr)
☐ Visa ☐ Discover
☐ MasterCard ☐ American Express

Credit Card # _____ Exp. date _____

Signature _____ 3-digit Code _____



Wehr Nature Center
 9701 West College Avenue
 Franklin, WI 53132

Phone: 414.425.8550
 Fax: 414.425.6992
 E-mail: Howard.Aprill@mailwcnty.com
www.FriendsofWehr.org