Print is Alive!
How to Make Activity-Based Brochures and Booklets

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Kids in Parks – Blue Ridge Parkway Foundation
Presentation Outline

• Kids in Parks
• Why Print Media
• Writing Tips
• Designing Tips
• Software
• Incorporating Technology
• Activity

Kids in Parks & TRACK Trails

kidsinparks.com
Self Guided Adventures

71-77% visitors to the Parkway reported using brochures
81-86% reported self-guided information as extremely or very important

Why print media is still relevant

- Parkway study
- Fairly easy to make
- Can be inexpensive for site and visitor (heavily visited sites, strategically locate print)
- Doesn’t require technology
Why print media is still relevant

- It’s changeable –
  - Engage repeat users, seasons, new life
  - Vary content for different age groups and languages
- Parents become teachers
- Visitors can lead their own adventure at their own pace
- Can be used for wayfinding
- Can be used with technology

Development

- Site Visit
- Research
- Mock-up
- Writing
- Graphic Design
Three things to start with

• Subject
• Audience
• Environment

Subject

• Topics
  • Can visitors have sensory experiences with topic?
  • Is it interesting?
• Narrow topic selection to one main idea
• Theme statement
**Audience**

- Age & demographic
- Repeat or first time visitors
- Common subject or new to audience

**Environment**

- Trail specific, park-wide, museum, exhibit, etc.
- Weather and time of year
- How can visitors interact with the environment
- What activities are appropriate for the environment
Safety

- Poison ivy, stinging nettle, etc
- Berries
- Insects
- Fungus
- Water hazards
- Falling hazards
- Traffic

Subject
- Audience
- Environment
Document Details

- Budget
- Brochure, booklet or other?
- Size
- Brochure folds
- Color or black & white

Writing Content

- Make it fun!
- Varying questions & activities
  - Open ended questions
  - Vary styles of learning
**Styles of Learning**

- Visual
- Auditory
- Kinesthetic
- Analytical

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**Writing Content**

- Include recognizable games

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**Wrinkle in Time**

<table>
<thead>
<tr>
<th>1930's Johnson Farm</th>
<th>Modern Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>The spring house food is cool in the summer and fire burning in the winter. The spring house temperature is 55°F. The ground temperature is around 62°F. How much do you think the difference is?</td>
<td>Today, food in our grocery store costs average $5.00 each. Most of it is grown in the fields and then put into the store. How do you think it gets here? Is it by plane or truck?</td>
</tr>
<tr>
<td>The Johnsons grow and gather most of their food here on the farm. Various vegetables were grown to eat fresh or canned for winter, and meats were often sold in the local market. How do you think they grew their food?</td>
<td>Today there are many ways to travel—planes, trains and buses, and cars. How do you think people lived on the farm in the past? Did they live in a home or in a tent? What do you think the benefits are of growing your own food?</td>
</tr>
<tr>
<td>With no electricity on the farm, the Johnsons used wood for cooking and heating. Wood ovens are safer and more efficient than open fires for cooking and heating. Foreword was gathered, cut, and transported to the farm to use throughout the year. What time of year was the most important?</td>
<td>The Johnsons get water for drinking, cooking, heating, and washing. How do you think water is transported to the house? What do you think the water is like for them?</td>
</tr>
<tr>
<td>Modern heating and cooking systems are convenient and easy to control. How is your home heated? Is it has to get electricity, solar, from the ground or something else?</td>
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**Why Water Falls**

- Water moves down due to the force of gravity.
- Waterfall is formed when the force of gravity is greater than the force of friction.

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**Hot or Cold**

- Water moves down due to the force of gravity.
- Waterfall is formed when the force of gravity is greater than the force of friction.

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**Life in the Spray Zone**

- Many plants and animals that in many ways and in the wet conditions surrounding waterfalls. Watch carefully from the trail and see how many you can find.

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**Rock Music**

- At the Waterfall:
  - Listen to the waterfall. Does it bubble, hiss, whisper, or roar? Look all around to see what you can see. There are features you can make the different waterfall sounds. Write a few words that describe the sounds you hear.

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**Ways of Learning**

- Visual:
- Auditory:
- Kinesthetic:
- Analytical:

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**Writing Content**

- Include recognizable games
Writing Content

- Include recognizable games

Twitter While You Work

The birds found on Theodore Roosevelt Island are working to find food. Your job as a birdwatcher-in-chief is to see what birds you can find here and discover how they are unique.

Northern Cardinal
Cardinalis cardinalis
The female Northern Cardinal is a striking bird with a red breast and black wings. The males are a soft blue-gray that becomes very bright red when alarmed. They are found in a variety of habitats, from forests to deserts.

Tufted Titmouse
Baeolophus bicolor
These little birds eat bugs and seeds. They have strong, curved beaks that resemble the "jewels" of a bird feeder. They make a loud "chirp-chirp" sound in the winter.

Canada Goose
Branta canadensis
You’ll almost always see Canada geese in flocks. Look around the north and east of the island and you can spot one or two geese on the ground. They have a "hunch" in the sky that makes them look like a "V".

Mallard
Anas platyrhynchos
The Mallard is a dabbling duck. You’ll often see mallards in pairs or on land hunting for their food. They are similar to Teals, although they make a distinctive "quip" sound.

For the Love of Birds

Theodore Roosevelt, our 26th President, loved birds. He was the first president to create a bird sanctuary, a section of land that is set aside to protect birds. By the end of his presidency, he had signed 15 new bird refuges for our feathered friends.

Spring would not be spring without bird songs, any more than it would be spring without birds and flowers. I only wish that besides protecting the songsters, the birds of the grove, the orchard, the garden and the meadow, we could also protect the birds of the sea where and of the wilderness.

If you were president, what animal or place would you protect? Why?

Writing Content

- Include recognizable games
Writing Content

• Storytelling
  • The Kids in Parks program uses two characters — TRACK the dog and KIP the dragonfly — in many of brochures to lead the activities

Writing Content

• Activities that allow visitors to interact with the site
• Breadth verses depth
Writing Content

• Active language
• Be concise

Designing Steps

• Layout
  • 3 – 30 – 3 Rule
3 30 3 Rule

~ 3 second message
~ 30 second message
~ 3 minute message

Designing Steps

• Use Principles of Design
  • Contrast
  • Repetition
  • Alignment
  • Proximity
Contrast

Songs from the Wood

Check the box next to each tree you find on your hike.

- **White Pine**
  - White pine is an evergreen tree with long needles in bunches (clusters) of five.
  - The cones are long and thin.
  - The tree trunk is straight.

- **Sugar Maple**
  - Sugar maple has been the favorite hard wood for the backs and sides of stringed instruments in the Blue Ridge Mountains for centuries.
  - The sugar maple leaf looks like a hand with five fingers.
  - They have winged seeds, called samaras, that spin as they fall from the tree.

- **Red Spruce**
  - Red spruce is an evergreen that grows at higher elevations.
  - Spruce trees have short needles with sharp points that break off at all sides of the trunk.
  - Black spruce cones are a little larger than an egg.

- **Mountain Banjo**
  - The strings on an instrument need to be strung very tightly.
  - Because of this, a short, hard wood is used for the neck.
  - Wild cherry has been used because of its strength and rich color.

- **Dogwood**
  - Dogwood bark feels like a worn cardboard with crossed grains.
  - In spring, dogwood has yellow flowers with four white modified leaves, called bracts.

- **Mandolin**
  - The fingerboard of the mandolin is a piece of hard wood that is glued to the front of the neck.
  - Because the metal strings would dig into a softer wood over time, an extremely hard, like dogwood, needs to be used.

Repitition

Follow our footsteps through Farm, Field & Forest at Carl Sandburg Home National Historic Site

Let's discover together the variety of plants and animals that call this place home. We'll show you how our family used the land to create new habitats to support plant and animal life.

- **Margaret's Garden**
  - Aunt Margaret planted this flower garden to grow beautiful flowers. But flowers aren't just pretty; their nectar and pollen attract birds and bugs that we eat and pollinate. Pollinators carry pollen from flower to flower which is essential for helping flowers grow into fruit.
  - Can you see some of these pollinators at work?

- **Barnyard**
  - Our Grandmother, Paula, raised her award-winning dairy goats here along with other animals in these pastures and barnyard.
  - Can you find these three different breeds of goats?

- **Rock Outcrop**
  - We often found our Grandfather Carl Sandburg sitting on the rock reading or writing poetry and stories. This flat rock, or granite outcrop, is home to a rare community of plants.
  - Can you find the small plants that live here?

- **Front Lake Bridge**
  - We often would visit the Front Lake to watch the fish swimming. See if you can find these animals that call the Front Lake their home.

- **Pasture**
  - When we were growing up at Connemara this pasture was home to our horses Storm and Remember. Today the pasture is home for different grasses, flowers and weeds.
  - Can you spot the different plants that share this grassy home?
Alignment

In the summer of 1776, why did people come together to write our country and move towards a new beginning by signing the Declaration of Independence? Read part of the Declaration below and sign your "John Hancock." We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty, and the pursuit of Happiness...

Proximity

Insects

Insects are an extremely diverse group of animals. More than half of all known species of insects are beetles. All insects have:

- A head, thorax, and abdomen
- A set of six legs
- Two wings or no wings
- Two antennae
- An exoskeleton

What is an Exoskeleton?

Unlike humans and other vertebrates, insects have an exoskeleton. Exoskeletons help protect and insulate the insects from the outside.

Body Parts:

- Head
- Thorax
- Abdomen

- Antenna
- Wings
- Legs

Other Arthropods

Arthropods are a group of invertebrates that are closely related to insects. They include spiders, scorpions, and crustaceans.

Look for the differences:

- Arthropods have jointed legs
- Some arthropods have a carapace

Insects and Spiders

Insects have six legs, while spiders have eight.

Hunting Strategies:

Not all spiders are as deadly as others. Some spiders use their web to trap prey, while others hunt by crawling or flying.
Typography

- Font type
- Readability
- Contrast
- Size
- Repetition

Colors

On your walk today, see if you can find some of these things.
Covers

- Create focal point
- Determine visual sequence

Photographs

- Resolution and quality
- Credit photographer if necessary
- Flickr – copyright
- Forestry images
- USFWS image library
Software

• Google docs

Software

• Powerpoint – design-> page setup
Software

• Canva

Field Testing

• Volunteers
• Families
• Co-workers
• Students
Include Technology

- Geocache and earthcache

- Cell phone tour
Include Technology

- Interactive elements in museum

Include Technology

- Connect to website
Include in Existing Programs

Example: Limberlost TRACK Trail at Shenandoah National Park
Example: Limberlost TRACK Trail at Shenandoah National Park

"If I was an animal living at Shenandoah National Park..."

Use your senses and your creativity to discover what this forest is like for the plants and animals that live here. Activities can be done anywhere on the trail except the two that are shaded on the map.

Box Turtle

Imagine what it would be like to live an inch off the ground. Box turtles are cautious, meaning they will not cross broken or wet ground. In winter they hibernate in a hole. Look for areas where they may have stayed. How do box turtles sense the season? What small animals are they? What does it feel like to be a box turtle? ______

Bear's Nose

Imagine you live in a forest of unique plants. The forest smells sweet and weird and exciting around you. Think of all the unique smells you could imagine! With your nose buried in leaves, think of all the different smells you could experience (think of your favorite or least favorite smells). How does it smell where you live? How do you know what to eat? What is the smell of the forest in the spring? ______

Life On A Rock

Read the words on the hill below. What is the most interesting word? Write the word down and draw a picture of each one. What is the meaning of each word? Describe the words that describe what the rock habitat feels, looks, smells like. ______

Squirrel Climber

With small sharp claws, squirrels are excellent at climbing trees. They move to meal and to escape predators. Look for any three or four squirrel tracks on the ground. Look at the tree: its bark, trunk, branches, leaves. Look at the track: is it smooth, rough, short, long, hard or soft? ______

A Changing Forest

Nature is constantly changing. Decades ago this forest was shady, cool, and wet. In summers it was cool, damp and quiet. Predators were plentiful. As a result, many large trees didn't grow. Animals that were adapted to the shady and cool forest lived there. Today the forest is different. Earthen hillsides have been cleared, leaving large, open spaces. Now the sun shines on the forest floor. Nature is constantly changing. ______

Example: Limberlost TRACK Trail at Shenandoah National Park

Super Creative Title Here

Use your senses and your creativity to discover what this forest is like for the plants and animals that live here. Activities can be done anywhere on the trail except the two that are shaded on the map.

Life On A Rock

Rock surfaces can be interesting and unique themselves. Can you feel the rock? Describe how it feels? What is the color of the rock? Describe what the rock looks like? ______

Bear's Nose

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Explore Your Senses

Life On A Rock

Example:

Limberlost TRACK Trail at Shenandoah National Park

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