Designing Interpretive Signs
Principles in Practice
By Gianna Moscardo, Roy Ballantyne, and Karen Hughes

Interpretive signs are found in many places—national parks, zoos, museums, historic sites, theme parks, and visitor centers. They help visitors understand and appreciate important aspects of our natural and cultural heritage. But to do this, they need to be designed in an effective, user-friendly way.

This comprehensive guide provides a series of principles and guidelines for effective sign design, with instruction based on research, the latest in educational and psychological theory, real world examples, and practical guidelines. A must-read for interpreters, *Designing Interpretive Signs* includes valuable information about choosing sign location, attracting and keeping visitors’ attention, organizing information so that visitors can easily follow it, and evaluating and improving signs for a wide range of sites.

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**Karen Hughes** is currently a senior research assistant in the University of Queensland’s School of Tourism. She holds a master’s degree in tourism, has lectured in the areas of interpretation, environmental impacts, cultural tourism, and ecotourism, and has recently commenced her PhD research. Hughes has been involved in developing a range of interpretive training materials including a video and workbook for ecotourism guides and a website to teach tourism-attraction operators how to design effective interpretive signs.