



Workshop



Thursday, June 20 | 10:00 am - 3:00 pm | Registration at 9:30 am

Waterloo Center for the Arts | Schoitz Room | 225 Commercial Street | Waterloo, IA

TURNING STATS & STUFF INTO STORIES



Through an interactive and fun workshop with Silos & Smokestacks' staff, you will leave with a clear understanding of the steps needed to create signs and exhibits that tell a story. *Concepts to be covered include:*

COPYWRITING: Themes, how to turn information into stories? Word count, how much is too much? Reading comprehension, what grade level should text be written in?

GRAPHIC DESIGN: What font styles and sizes should be used? How can color, text and graphics be used together effectively?

EDITING: What information is pertinent? What key ideas/facts will visitors find interesting?

By reviewing these basic ideas, you will be able to create interpretive signs that will get noticed and maybe even read! Participants are encouraged to bring drafts of projects they are working on to share with other attendees.

Supported in part by



To register, mail this form with payment to:

Silos & Smokestacks National Heritage Area (SSNHA)
604 Lafayette Street | Suite 202 | P.O. Box 2845
Waterloo, IA 50704-2845
Phone: 319.234.4567 Fax: 319.234.8228

Registration Deadline: June 13, 2013

Capacity: 50 participants

Name(s): _____

Organization: _____

Mailing Address: _____

City/State/Zip: _____

Email: _____

Phone: _____

Affiliated with SSNHA Partner or Emerging Site:

\$35/person or 3 individuals from same organization for \$90

All other Participants:

\$45/person

Amount Enclosed: _____

Fee includes lunch and materials.

Payment Method:

Check: *Make checks payable to SSNHA*

Credit Card: Visa Master Card

Name as it appears on card: (Please Print)

Card#: _____

Exp. Date: _____

Signature: _____