

# DESIGNING FOR INTERPRETATION

## TILDEN'S 6 PRINCIPLES OF INTERPRETATION

1. Interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile. Interpretation should be personal to the audience.
2. Information, as such, is not interpretation. Interpretation is revelation based upon information. Successful interpretation must do more than present facts.
3. Interpretation is an art, which combines many arts. Any art is in some degree teachable.
4. The chief aim of interpretation is not instruction, but provocation. Interpretation should stimulate people into a form of action.
5. Interpretation should aim to present a whole rather than a part. Interpretation is conceptual and should explain the relationships between things.
6. Interpretation addressed to children should not be a dilution of the presentation to adults, but should follow a fundamentally different approach. Different age groups have different needs and require different interpretive programs.

Freeman Tilden, *Interpreting Our Heritage* 1957

## CONTENT

**HEADER:** max 6 words

**SUBTITLES:** max 20 words

**BODY:** 50-150, paragraphs no more than 50 words

**STREAKERS:** want information right away, in a hurry, responds to visuals

**STROLLERS:** slower pace, will linger for things of interest

**STUDIERS:** wants to experience all of the content

## DESIGN

- create hierarchy of information through font/size/color
- limited color palette and font choice
- white space is your friend