

Interpretation matters

Issue 1 | SPRING 2012

... in touching hearts and minds

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W

elcome to the first edition of 'Interpretation matters', a quarterly newsletter by DEC's Interpretation Unit to keep you up to date with what's what, who's who and helpful how to's in interpretive planning, product development and training.

It's a big state and our interpretive, PVS and regional staff are separated by big distances. There are always new staff coming on board too so we decided a regular newsletter would be very useful in helping you to plan and undertake interpretive projects and produce first rate interpretive products.

In this first edition we have an update on the DEC Sign System and examples of interpretive signs that have been revamped to show you what's possible with the latest sign production processes and new DEC Sign System Prescriptions. We've also included some handy tips for removing graffiti.

How can we help you?

Please let us know what you would like to see in future editions of *Interpretation matters*. What would be helpful? Do you have any questions, great tips or techniques you would like to share with others?

Here are some ideas we had:

- 'From the designer's desk' - notes/tips/design approaches/different processes for different jobs using project examples
- 'Uncle Fester's corner' ... light bulb moments!

- 'Agony Aunt' ... what do you have problem with?
- Important dates
- Superhero of the month - acknowledging and showcasing best practice in planning, development, production or installation
- Things to consider with your sign project
- Updates on design or production processes/materials
- Updates on the sign system - structures and colour schemes
- Interpretive communication techniques and updates (planning, research and development, resources, training)

Make sure to let us know your preferences and needs so that we can create an entertaining and useful newsletter.

Look forward to hearing from you.

Lorna Charlton, Newsletter Coordinator

PS. If you are wondering what we do, who we are or how we can help you then check the end of the newsletter for details.

Online Resources

*Clicking on the red text will take you to the page.

With the change from the old CALM Web intranet site to *the Source* we have lost the capability to load up the hundreds of pdfs that were previously available to you. We are looking at ways to make these available, but in the mean time, Gwen has compiled a number of category based sign examples and these are loaded on our intranet.

- Risk sign examples - check our [Risk Signs page](#)*
- Dieback sign examples - check out [Dieback Sign layouts](#)*
- Management sign examples - check out [Management Signs](#)*
- Don't forget to regularly check out [our intranet site](#)* for all our latest information.

We can also do a manual search for you if none of the examples cover what you are looking for.

Please pass this newsletter onto your Ranger staff for reference. Don't forget to let us know if you have any issues with these pages so that they can be fixed.

Cover page:

Barrens Beach artwork,
Fitzgerald River National Park

The Rainbow Song *by Karen*

"Red and yellow and pink and green
Purple and orange and blue ..."

So starts *I Can Sing A Rainbow*, a song often sung to my children.

Who would have thought back then, that as part of the implementation of the DEC Sign System, that colour would become the major focus of my work.

The Sign System is moving our Park Boundary, Site ID and Directional signs into the future, from the 80's inspired routed timber signs painted in tenure based colour schemes ... brown and white for national parks, green and yellow for nature reserves and grey and blue for marine parks ... to a colour palette that sits within the landscape.

The DEC Sign System colour palettes consist of a dark and light contrasting set of colours with a third 'splash' colour for use in interpretation, as a feature colour for park furniture or as a highlight colour for publications. The signs themselves are pre-coloured cast vinyl cut lettering onto cast vinyl covered aluminium, with a painted aluminium frame.

The first colour palette developed was for Walpole Wilderness and Frankland District and was undertaken by Jacki Baxter, the then Warren Region Interpretation Officer, working closely with the Walpole community and local DEC regional and district staff.



Since then, I have been working to develop colour palettes for the rest of the DEC estate. I have visited the Kimberley, Mid West, South Coast, Pilbara and the South West. Taking countless photos while being driven around by local staff, then coming back to Kensington to analyse the photos, choosing palettes made up of three colours and then matching those colours to pre-coloured cast vinyls.

One of the hardest parts of the job is matching the vinyls to paints, colorbond and powdercoating mediums. Don't believe it when a paint company tells you they can match a paint colour to anything, apparently vinyl is not one of those every day things. A major frustration has been finding a green vinyl that complements the vegetation of most of the south west, only to find that one paint company after another came up short of the mark when matching the colour.

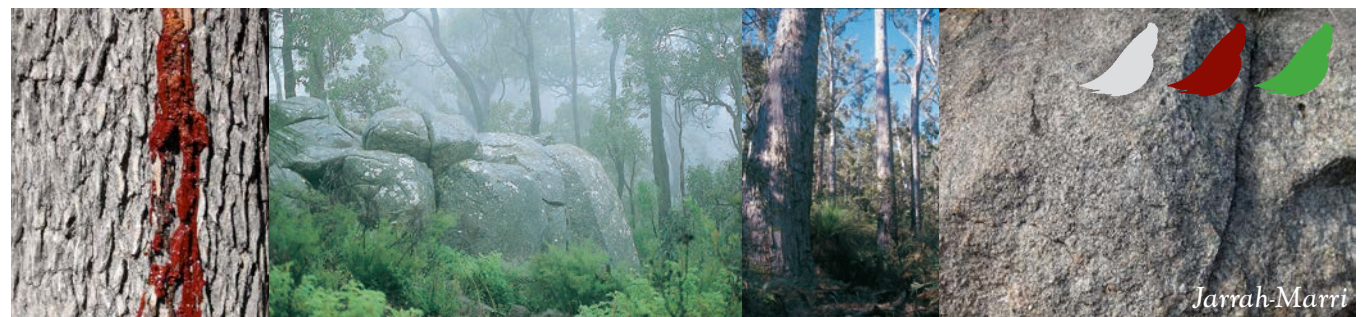
Once I am confident I have a good choice, the trial palettes are sent to region and district staff for comment, choice and then implementation. Implementation usually involves a large Park Boundary sign being installed and then assessed to see if it works as well in the landscape as it needs to. If all goes according to plan I then write up a Sign Prescription which is signed off on by the District Manager and PVS Leader, Regional Manager and PVS Leader, the Interpretation Unit Coordinator and then the Director of Parks and Visitor Services.

Colour, while enriching everyone's lives is subjective, and I have had to learn to give up my personal leanings and encourage others to do the same.

Looking back, I can say that working with DEC staff from the South Coast all the way to the Kimberley has been rewarding and has some funny moments. I remember driving through the West Kimberley and having the Senior Ranger say to me that he thought orange should be in their palette and then having the Regional PVS Leader telling me that orange was not going to be in their colour palette. The stunning Devonian Reef however was calling to me with its beautiful and varied oranges and greys. Undaunted by the 'no orange' comments, I presented three different colour palettes back to the Region and unsurprisingly the orange and grey was the palette of choice. The West Kimberley Devonian Reef parks were then signed with the new sign system and I am pleased to say they sit well within their landscape.

The orange and grey are also found in other major parks in the Kimberley Rangelands such as Purnululu and Mirima.

Then there is the story of the purple 'splash' colour legs found within the Walpole Wilderness area of Frankland District. While normally the 'splash' colour is only used as part of the system on interpretation signs, the then District Manager asked if we would consider using the purple as the leg colour for significant sites scattered throughout the larger Walpole Wilderness area. He had received feedback from the local community that they had identified strongly with the colour and felt it needed to be showcased. Purple legs were trialled and instantly accepted as providing that 'sense of arrival' he was seeking and the purple can now be found not only as the legs at those sites but as large leaves at the three Wilderness Discovery Centre locations of Valley of the Giants, Mt Frankland and Swarbrick.



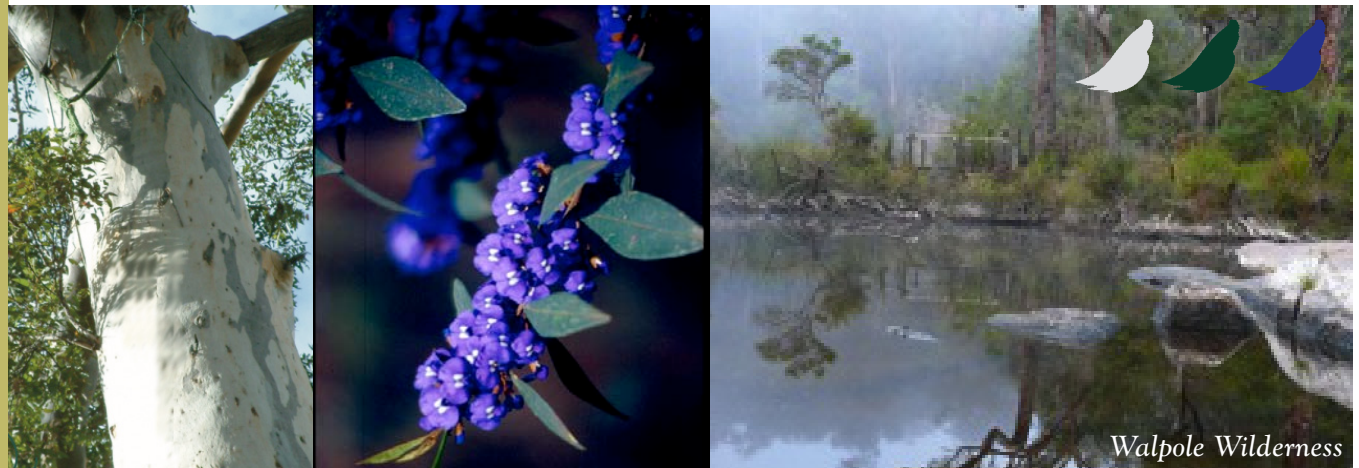
Colour palettes in the Sign System Prescriptions have now been written, approved and implemented for:

- Walpole Wilderness and Frankland District
- D'Entrecasteaux National Park
- South Coast Region
- Kimberley Rangelands
- Karijini National Park
- Tuart Forest National Park
- Swan Coastal Plain
- Swan Marine
- Jarrah-Marri Forest (which covers Swan Region's Perth Hills and jarrah-marri parks found within the South West Region)
- Shark Bay World Heritage Area
- Mid West Region
- Great Western Woodlands

These are available for download on our intranet site under [key documents](#).

Currently in various stages of development are:

- Nambung National Park
- Jurien Bay Marine Park
- Leeuwin Naturaliste National Park and Ngari Capes Marine Park
- Pilbara Hinterland
- Cape Range National Park and Ningaloo Coast World Heritage Area
- Kimberley Coastal Parks including Yawuru joint-managed lands
- Karri country
- Goldfields
- Wheatbelt



And after all of that, rather than a rainbow made up of a multitude of colours, it seems there are a handful of colours that fit rather well everywhere.

From the Designer's Desk ...

Look at how far we have come.

In this issue we would like to show you what's possible with the latest sign production processes and adoption of the colour palettes within the Sign System Prescription. Here are 3 projects that have undergone a revamp to produce some dramatic results. If you have an existing sign or suite of signs in need of a makeover then contact our Design Studio Coordinator, Karen Shaddock.

Aboriginal Heritage Trail,
Walyunga National Park (Swan Region)



The Aboriginal Heritage Trail was developed with Bicentennial funding back in 1988. The original production method was anodised aluminium, a long lasting quality product. The limitation with this production method has always been the colour choice available (black on silver). Although full colour anodised signs are now available, their cost is prohibitive on normal maintenance budgets, even the cost of single colour anodised signs has risen dramatically over the years.

In 2011 there was a request for another reprint, using the Jarrah-Marri Sign System Prescription, which covers the Perth Hill's District.

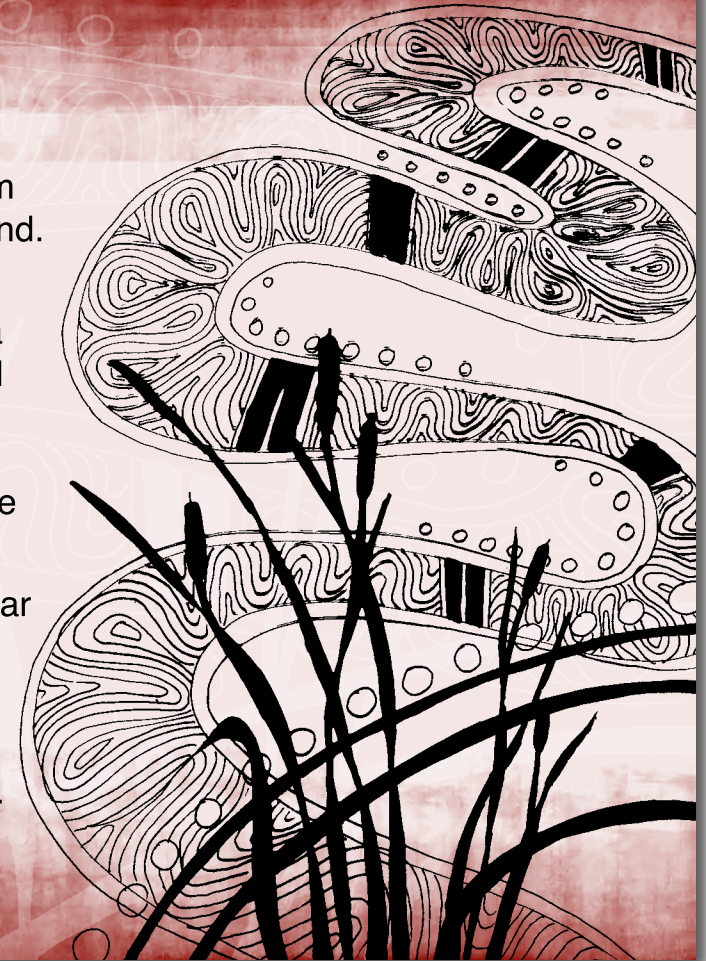
The Wagyl

This huge, rainbow serpent came from Nyitting (cold time) and shaped the land.

At Walyunga, the Wagyl took a wrong turn on the river. Squeezing through a crack in the range, the Wagyl stopped and laid some eggs forming granite outcrops alongside the river. Then, coming out onto the flat land below the range, he formed the riverbed.

The Wagyl shed his sun burnt skin near Ascot forming the beds of scale-like shells seen there.

Through this creation, the Aboriginal people became the carers of the land.



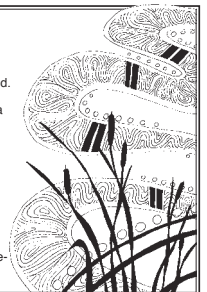
While the design stayed the same, the production method was changed to digitally printed vinyl onto aluminium with an anti-graffiti coating. This product is about 1/10th the price of an anodised aluminium sign.

The Waugal

This huge aquatic serpent travelled over the countryside shaping the land.

Here at Walyunga the Waugal took a wrong turn on the river. Squeezing through a crack in the range, the Waugal stopped and vomited, so leaving the stone for making tools. Then coming out onto the flat land below the range he formed the riverbed.

The Waugal shed his sunburnt skin near Ascot forming the beds of scale-like shells seen there.



D'Entrecasteaux National Park (Warren Region)



Implementing Sign System Prescriptions is an ongoing process and our first chance to do so for the interpretation within D'Entrecasteaux National Park was when we were approached to update the *Welcome to* panels originally done in 2005.

This created a unique challenge for the design team as we normally recommend that you replace a whole shelter's worth of panels at a time. But there are 21 sites within the park that house this *Welcome* panel and the District budget did not stretch to replacing everything all at once. In most instances, these panels sit next to a generic fee panel so after much discussion it was decided to just replace the *Welcome* panel and when the next fee rise occurs we will look at the replacement fee signs in a new light, using the new design to influence their colour and layout.

While a partial update like this can be seen as a challenge, it still provided the designer with the opportunity to unleash the creative juices within the constraints. Knowing what is ahead at the concept stage works advantageously for us. It's what you're not prepared for down the track that can hurt the design. Needless to say, having the hard conversations right at the beginning always helps. The end design was a simple, artistic but focussed style.

Welcome to
D'Entrecasteaux National Park

D'Entrecasteaux National Park stretches 130km along the coast between Augusta and Walpole. The 118,000 ha park has long white beaches, rugged limestone and basalt cliffs, vast coastal sand dunes backed by extensive coastal wetlands and islands of Karri Forest and Granite.

It's diversity and size makes it one of the most remote and pristine natural areas of the region.

Here are some tips on how you can be a careful driver, enjoy your four-wheel driving experience and protect the Park's sensitive coastal environment.

- ◆ Reduce tyre pressure when driving on sand. Drive slowly on tracks and roads within the park.
- ◆ Adhere to signage and don't disturb fauna or vegetation.
- ◆ Don't attempt river crossings unless safe to do so.
- ◆ Camp only in designated areas to minimise impacts.
- ◆ Firewood collection is prohibited in National Parks. BYO gas stove.
- ◆ Take your rubbish home with you.
- ◆ Remember – no pets allowed in National Parks.

Did you know?
All motor vehicles, riders and drivers must be licensed for public roads. No scramble bikes, quad bikes or dune buggies permitted.

Park entry fees apply.

Please take a copy of the 'Going to the Coast' brochure.

COAST RISK AREA
This coast can be hazardous due to large unpredictable waves, strong currents, slippery and unstable rocks and cliffs.

For your safety:

- ◆ Avoid slippery rocks, limestone cliffs and overhangs
- ◆ Always pay attention to the ocean and keep well clear of the sea
- ◆ Supervise children at all times
- ◆ Notify someone of your expected time of return

Your safety is our concern but your responsibility

Department of Environment and Conservation

Welcome to
D'Entrecasteaux National Park

D'Entrecasteaux National Park stretches 130km along the coast between Augusta and Walpole. The 118,000 ha park has long white beaches, rugged limestone and basalt cliffs, vast coastal sand dunes backed by extensive coastal wetlands, forests of karri, mairi and jarrah and granite outcrops.

Its diversity and size makes it one of the most remote and pristine natural areas of the region.

Here are some tips on how you can enjoy your experience in D'Entrecasteaux National Park while protecting its sensitive coastal environment.

- Reduce tyre pressure when driving on sand.
- Drive slowly on tracks and roads within the Park.
- Don't attempt river crossings unless safe to do so.
- Don't disturb fauna or vegetation.
- Camp only in designated areas to minimise impacts.
- Firewood collection is prohibited in national parks, please BYO gas stove.
- Take your rubbish home with you.
- Remember – no pets are allowed in national parks.

Did you know?
All motor vehicles, motor bikes, riders and drivers must be licensed for public roads. Off road licenses are not legal in national parks and unlicensed quad bikes are not permitted.

Park entry fees apply.

Coast and Cliff Risk Area
This coast can be hazardous due to strong winds, large unpredictable waves, strong currents, slippery and unstable rocks and cliffs.

For your safety:

- ◆ Avoid slippery rocks, limestone cliffs and overhangs. Always pay attention to the ocean and stay well clear of the sea.
- ◆ Supervise children at all times.
- ◆ Notify someone of your expected time of return.

Your safety is our concern but your responsibility.

Department of Environment and Conservation

The 4WD focus has been subtly emphasised through the use of a tyre tread graphic. Photos have gone from being boxed to being etched and Photoshop effects applied to give them an artistic feel so that the overall appearance and design of the panel flows.

Banksia Camp - D'Entrecasteaux NP (Warren Region)

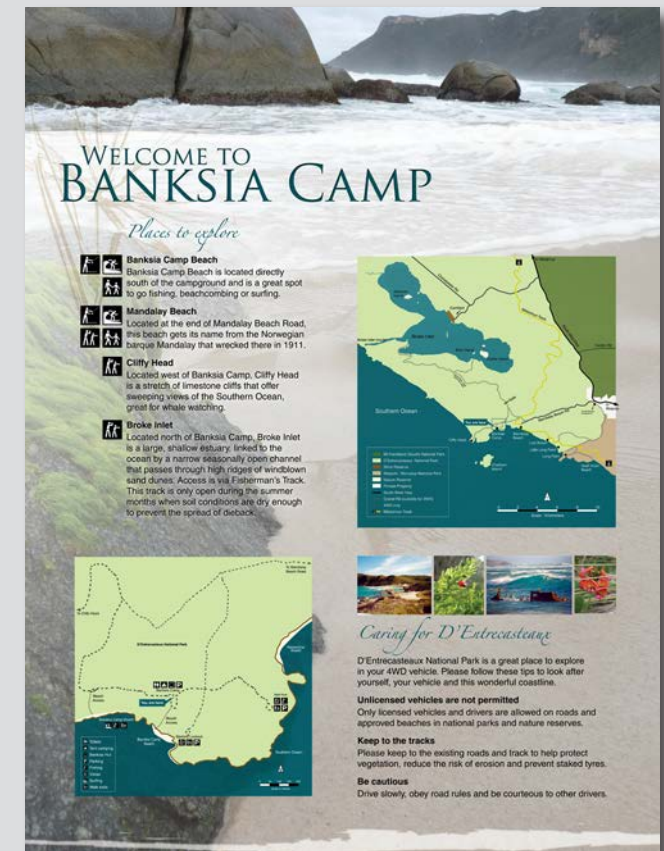
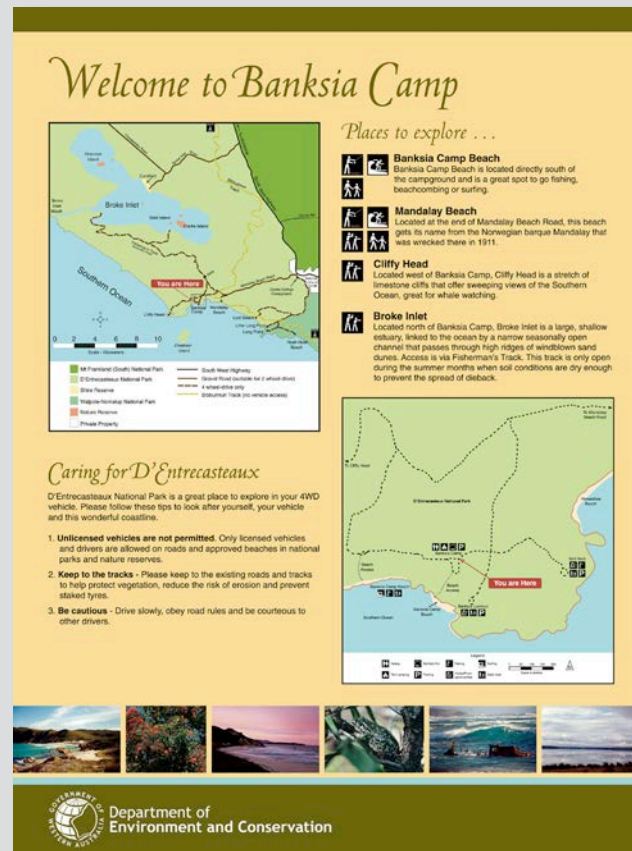


The Banksia Camp panels were first designed in 2006. The request to reprint them was lodged in 2011. This gave the Design Studio an opportunity to revamp them into a more contemporary look, while honouring the newly approved D'Entrecasteaux National Park Sign System Prescription.

The designer had a variety of images to choose from – landscape, flora and fauna and close-ups of textural details in the landscape. It is important to provide designers with good quality images suitable for use in large format media – ideally a resolution of 300dpi for an image that prints at A3. If the file size is any form of a guideline, ensure that resultant size is a little more generous than 10MB and not emailable.

It's also very helpful to provide images taken in different lighting conditions. This has a profound effect on the mood the image conveys and the colours the designer has to consider. A photo taken in the middle of a bright sunny day is not always the best choice and the designers appreciated being provided with a good selection of images.

Maps were redrawn and their colours adjusted so that the maps were complimentary to the panel's colour scheme and not disruptive to the design.



Having the right quality images allows them to be more than just a thumbnail and to become a feature on the panel. The designer had a variety of images to choose from – landscape, flora and fauna and close-ups of textural details in the landscape. It is important to provide designers with good quality images suitable for use in large format media – ideally a resolution of 300dpi for an image that prints at A3.

Here is a useful tip from Bron Anderson in Warren Region to remove graffiti from interpretive signs and structures.

Bron contacted Jason Signmakers, who manufacture DEC's signage. They recommend a product called 'Muck Off', which they can supply for about \$24 per can but you have to buy a pack of six.

The local Denmark hardware store sells a product called 'Goof Off' for about \$17 per can, which worked fantastically on the signs. The graffiti came straight off and the product didn't seem to affect the coating on the sign at all. It also took the graffiti off the polycarbonate sheet and the aluminium snapper frame on the sign too. It didn't work quite so well on the painted doors of the toilets though.



Other tips on graffiti removers: some are environmentally safe and biodegradable while others contain strong solvents. Eucalyptus oil and mineral turpentine can also be effective. The ideal product is one that works well without damaging the surface material or polluting the environment. Sometimes graffiti can be removed simply with liquid laundry or dishwashing detergent. These may remove felt pen graffiti from glass, aluminium, terrazzo, smooth cement and similar surfaces.

If you need to use a strong solvent, follow safety precautions as indicated in DEC's [Risk Management guidelines](#) on the use of hazardous chemicals.

NOTE: DEC does not endorse any particular product or manufacturer

Who's Who & What we do...

Interpretation is the craft of enriching visitor experience. It stimulates interest and appreciation for natural and cultural resources and promotes actions that support their conservation and management. Interpretive media may include guided walks, talks, drama, demonstrations, displays, signs, brochures and electronic media.

Our Unit provides advice and consultation on a variety of interpretation services, including: Interpretation Planning, Standards Development, Sign and Display Design, Training, Consultancy Projects and Evaluation. To find out more go to [our intranet site](#).

Meet the team

Jacki Baxter - Acting Interpretation Unit Coordinator
E: Jacki.Baxter@dec.wa.gov.au P: 9334 0553

Gil Field - Strategic Planner Interpretation
E: Gil.Field@dec.wa.gov.au P: 9334 0580

Lorna Charlton -Senior Interpretation Officer
E: Lorna.Charlton@dec.wa.gov.au P: 9334 0581

Alena Kessell - Interpretation Officer
E: Alena.Kessell@dec.wa.gov.au P: 9842 4500

Karen Shaddock - Design Studio Coordinator
E: Karen.Shaddock@dec.wa.gov.au P: 9334 0578
Mon, Tues, Thurs, Fri

Shaun Bunting - Senior Design Studio Officer
E: Shaun.Bunting@dec.wa.gov.au P: 9334 0152

Gwendolen Pinto - Design Studio Officer
E: Gwendolen.Pinto@dec.wa.gov.au
P: 9334 0168 Mon, Wed, Thurs, Fri

Katie Bryden - Design Studio Officer
E: Katie.Bryden@dec.wa.gov.au P: 9334 0418
Tues, Wed, Thurs

Enquiries:

- Jacki Baxter - Sign Planning, Submitting Interpretation Projects, General Enquiries
- Gil Field - Strategic Planning
- Karen Shaddock - DEC Sign System & Signs (Management, Risk, Directional)
- Lorna Charlton - Communication Planning

The Interpretation Unit works in close conjunction with the Recreation and Landscape Unit whose staff can be contacted for information or advice on hardware for visitor facilities including display shelters.



Watch out for :

Interpretation splatters

an ad hoc 'HOT topics' email update.

*A chance for all of us to share any interesting interpretation news or useful online resources. If you find a website you would like to share take the time to email the URL to **Jacki** and before you know it 'Interpretation splatters' will be hitting selected inboxes.*

Our Next Issue:

We want *Interpretation matters* to be a point of reference and we need your input to make that happen. Please feel free to provide feedback and to share your stories and projects. We look forward to photos of jobs in-situ, anecdotes from the field ... you get the drift.

Please email these to **Jacki** so she can compile for the next newsletter.

Deadline for article submissions is 15, November 2012.