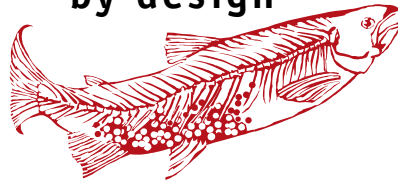


# Erica Fielder Studio

**interpreting our heritage**  
**by design**



since 1983

## Steps We Will Take Together To Create Your Interpretive Panels

Erica Fielder Studio © 2010

*The process of designing and building effective interpretive panels requires more time than people usually expect. A six-panel project can take from three to nine months, sometimes more, depending on variables such as turn-around times for committee reviews and comments, and the amount of research and artwork required for each panel. What follows is an outline of our typical process; what will work best for your particular goals and requirements may be somewhat different.*

**Step One:** Once the Agreement is signed, Erica Fielder Studio (EFS) sends you our Theme Development Packet. This material will guide your committee to the most concise, important information you want your visitors to learn and remember. When complete, send your developed theme ideas to EFS.

**Step Two:** After we receive your themes and any supporting materials, research, ideas and images you already have, EFS conducts further research and drafts a concept sketch and either a text draft, or content outline to give you the big picture of how your messages will be communicated. You send your review committee's comments and changes back to us.

**Step Three:** We discuss with you the images that will appear on each panel and the tone of the headlines and text. Using materials you send us, as well as other sources, EFS does the research necessary to create accurate and interesting images and text. We draft the panel text and create image sketches or photo cutouts as placeholders for the final drawings. We compile these parts, along with layout samples, background textures, and color ideas, and send them to you as PDF files for review. When you are ready, you send these reviewed drafts back to EFS with your comments.

**Step Four:** When EFS receives your comments, we conduct further in-depth research to determine a believable “look” and “feel” of each plant, animal, historic figure, period clothing, tool, etc. We then make more developed drafts that look close to the final panels. There are still opportunities for minor changes in text and art at this time. EFS then compiles and sends these second panel drafts back to you.

**Step Five:** You review and comment once more. You are responsible for all typos and errors at this time. Here is a good use of additional sets of eyes. Ask several people to read and reread everything to make sure you catch every problem. Once you are satisfied that all is OK, send the corrected files back to EFS.

**Step Six:** Based on these comments, EFS corrects typos and fine-tunes image placement. We now create the final panel files and send the PDFs to you.

**Step Seven:** You review the final panel PDFs one last time.

**Step Eight:** Once we have your final OK, EFS sends the digital files to the fabricator. After 10 days you should receive large proofs for each panel directly from the fabricator. Your job is to go over these proofs with several people to make absolutely sure that everything is exactly as it should be.

**Step Nine:** Fabrication takes between six and eight weeks. Afterwards, the panels and frames are shipped directly to you. You are responsible for installation.

*And that is it! In the end, you will receive a product that will impress visitors and enhance your educational program.*

*A further note: EFS bills for services after every deliverable, unless otherwise stated in the contract. Payment is due 30 days after invoicing.*



This is a selection of plants and animals from an interpretive panel created for Pfeiffer Big Sur, California State Park.

