Communicating Without Text, a Session Reprised
webinar

Date & Time:

Nov. 14, 2017
2:00 – 3:00 pm ET

Price:

CASC Members $10
Non-Members $25

To register:

1. Go to the CASC website Events page.
2. Register for the webinar.
3. Receive login information by email.

Who should attend?
Exhibition Designers, Developers, Graphic Designers and Writers

Questions?
info@casc-accs.com

Ce webinaire se déroule tout en anglais, mais vous pouvez adresser vos questions en français a l'instructeur bilingue.

Calls to action, probing questions, fun facts, explanatory text, all relay on visitors reading our words. How do we communicate with visitors who cannot read; who do not read the languages we write in; or who simply do not want to read in the museum? In this webinar you will hear from 4 museum professionals discuss the ways they have approached the issue of text, through images and case studies, from their past projects and experiences.

Presenters:

Erika Kiessner, Interactive Designer, GSM Project
Erika has been developing and designing interactive exhibitions for the last 14 years. She started her career as a host at the Ontario Science Centre and is now an interactive designer at GSM Project. She is passionate about visitor experience and using interaction to empower visitors to do more in our institutions.

François Bellehumeur, Project Director, GSM Project
François started at GSM Project as an industrial and exhibition designer and gradually shifted over the years to a project management. With 21 years of experience in the exhibitions around the world —as both a designer and project manager—François has an intimate understanding of how projects evolve and how to attain maximum efficiencies.

Katherine Ziff, Instructor, Mount Royal University
Katherine has decades of experience developing exhibitions and programs for science centres and museums. Most recently she developed exhibits for Calgary's new science centre, TELUS Spark, where she rose to VP, Content. This fall she joined the faculty at Mount Royal University to teach entrepreneurship and social innovation.

About CASC
The Canadian Association of Science Centres builds capacity for its members to inspire a creative and prosperous Canada through science and technology engagement.

We are a national platform for Canada's Science Centres and informal science engagement. We represent 45 Science Centres, Museums, Aquariums and Planetariums across Canada that attract 8 million visitors annually, of which 6 million are adults.

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