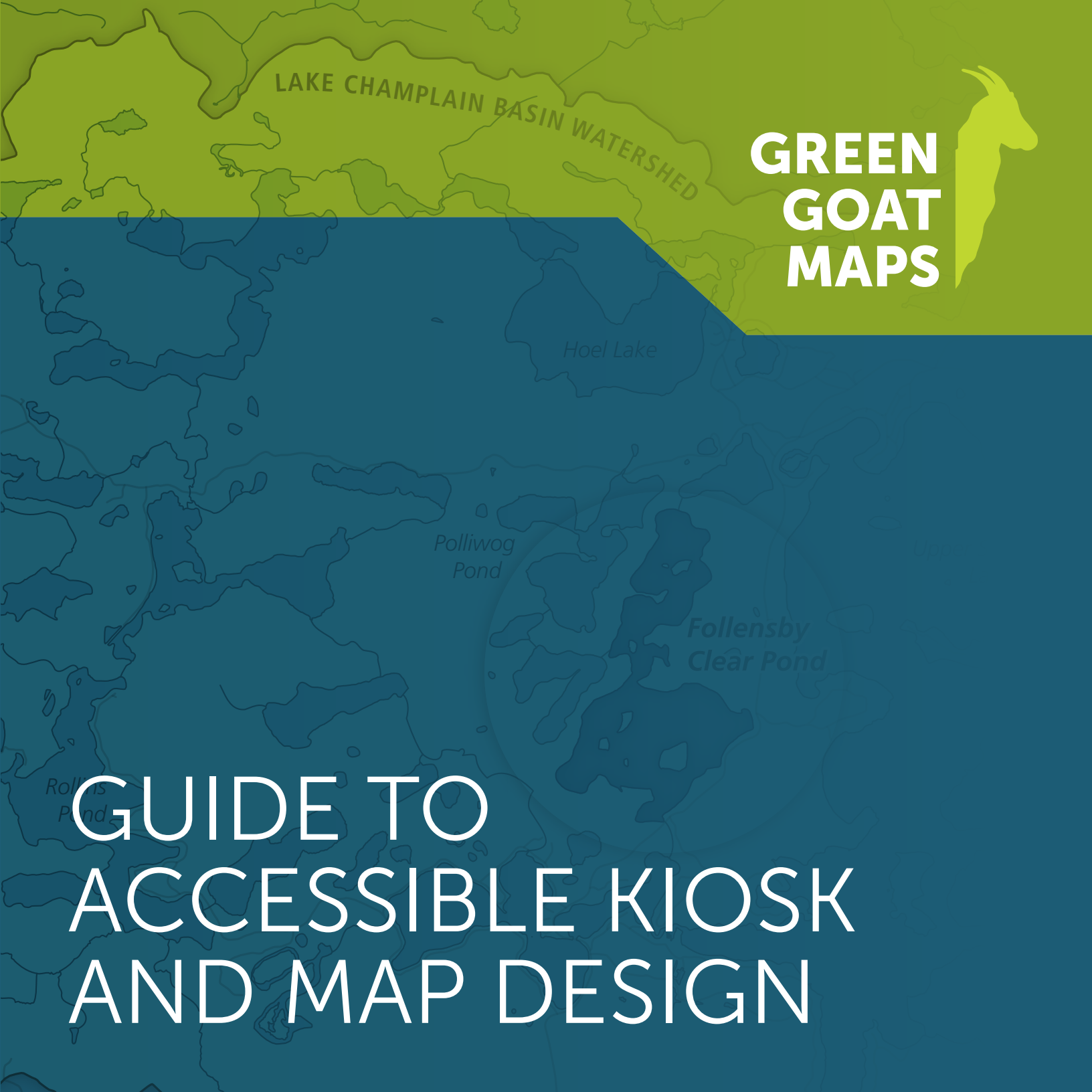

GREEN GOAT MAPS

GUIDE TO ACCESSIBLE KIOSK AND MAP DESIGN

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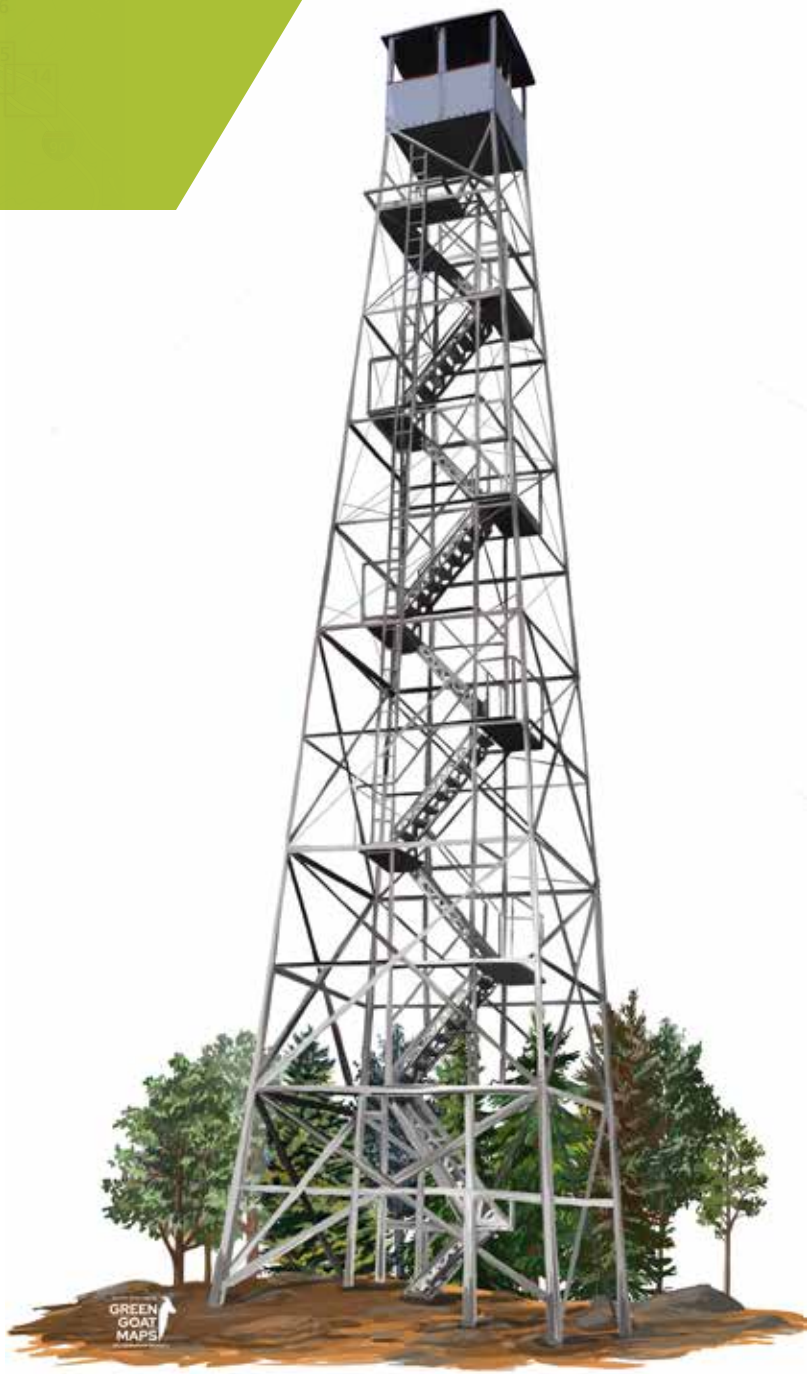


Layout design by Kindling Creative

INTRODUCTION

The concept of accessibility in design is fundamental to creating inclusive environments that serve the full spectrum of society. For cartographers and designers, this responsibility takes on a particular significance. Maps and graphics are not merely tools for navigation and information; they are vital components of how individuals interact with the world around them. Adhering to "universal" or "barrier-free" design principles is not just about compliance; it is about crafting experiences that are meaningful and usable for everyone, regardless of their physical or sensory abilities.

Accessibility in design acknowledges that our interactions with the world are diverse. Some individuals navigate these interactions differently due to disabilities that may affect their vision, hearing, mobility, or cognitive functions. By incorporating accessibility principles, designers ensure that these individuals are not excluded. For instance, while software solutions like eyePilot and Visolve can help individuals with color vision deficiencies differentiate colors more effectively, relying on end-users to compensate for design limitations is not ideal. Instead, designers must proactively create designs that are accessible to as many people as possible without the need for additional tools or adaptations.

GREEN GOAT MAPS
from ADIRONDACK RESEARCH

Inclusion goes beyond the design process; it is a mindset that values diverse perspectives and experiences. Involving people with disabilities in the planning and design stages is more than a token gesture—it is a strategic move that leverages unique insights and fosters empathy, leading to more innovative and practical design solutions. This

collaborative approach ensures that the end products—be they maps, kiosks, or any other informational tools—are not just accessible but also resonate with the experiences of those who rely on them the most.

The legal framework around accessibility, such as the Americans with Disabilities Act (ADA) and its subsequent amendments, sets a clear standard for accessibility. Specifically, Section 508 of the Rehabilitation Act amendment underscores the requirement that individuals with disabilities should receive information and opportunities that are comparable to those provided to individuals without disabilities. This legal mandate reinforces the ethical imperative to design with all users in mind, ensuring that visitors with disabilities are afforded the same richness of information and park experience as everyone else.

Statistical data presents a compelling case for the necessity of accessible design. Considering that 8% of men are affected by some form of color vision impairment, the choice of colors in design becomes a critical consideration. Red-green blindness, the most prevalent form of color vision deficiency, presents specific challenges that must be addressed through thoughtful design choices that go beyond mere aesthetic considerations.

When we delve into the demographics of disability in America, the narrative becomes even more pronounced. With approximately 36 million Americans living with at least one disability, the design choices we make have far-reaching implications. This population includes nearly 40% who are over the age of 65—many of whom may experience multiple disabilities—and over 19 million with mobility impairments. These numbers not only highlight the sheer volume of individuals who benefit from accessible design but also the diverse needs that must be considered.

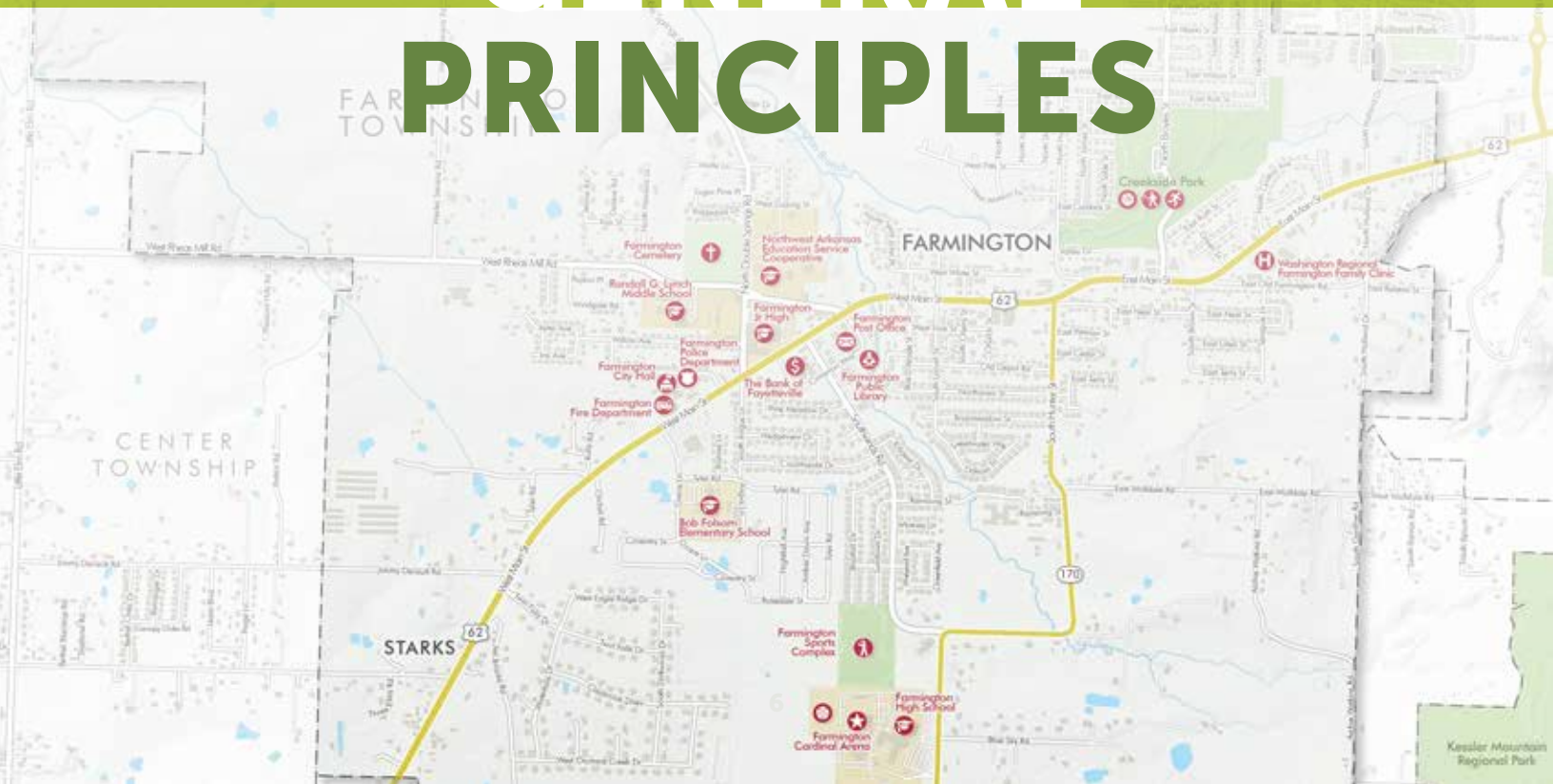
With approximately 36 million Americans living with at least one disability, the design choices we make have far-reaching implications.

For the visually impaired, which includes roughly 7 million people in the US, the design implications are profound. While only a fraction of this group can read Braille, the overwhelming majority—95% with low vision—would benefit from design features such as large print formats. An 18-point font size, for example, can make a significant difference in the legibility of printed information, allowing

Project Highlight: We combined multi-color trails with named trails routes and clear custom illustrations to guide skiers and snowshoers at **Dewey Mountain Recreation Center**. Accessibility was important for the Town of Harrietstown and residents of Saranac Lake.

those with low vision to access content with greater ease and independence. In crafting the introduction to an Accessibility Design Guide, it is critical to weave these statistical realities with the principles of inclusive design. This combination not only contextualizes the importance of accessibility but also sets the stage for a guide that is backed by a clear understanding of the user needs it aims to serve. It is from this foundation that the guide will explore the specific strategies and best practices that can transform the ideals of accessible design into tangible, practical applications in the field of cartography and beyond. ■

GENERAL PRINCIPLES



In the realm of accessible design, the principles governing the use of fonts and colors are crucial for creating materials that are easily understandable to the broadest possible audience, including those with visual impairments. Adhering to a thoughtful hierarchy in font size and structure can dramatically increase readability and comprehension.

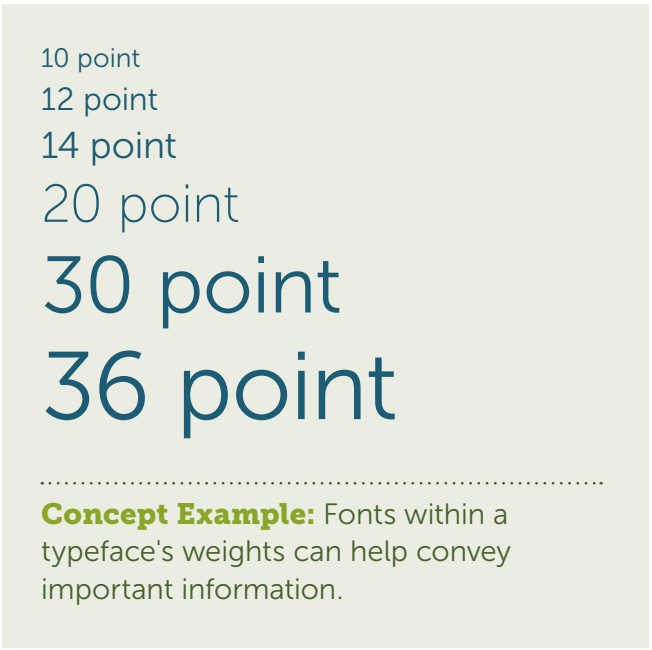
Font Size and Hierarchy

The layout of text on a page plays a significant role in accessibility. Margins should be flush on the left, aligning text to a common vertical edge, which provides a clear structure to the text and makes it easier to follow. The right margin should be left ragged, creating a more relaxed visual flow and aiding those who might struggle with tracking lines of text. Spacing between paragraphs is another important consideration; skipping a line rather than indenting marks a clear separation of ideas without cluttering the page, thus aiding in readability.

When it comes to font size, it's important to ensure that there is ample space not just between the lines, but also between characters and words. This helps prevent visual crowding, which can be a challenge for readers with low vision or reading disorders. It's also crucial to understand that a 14-point font in one typeface may appear larger or smaller than a 14-point font in another, due to design differences. Thus, designers should consider the visual impact of the font size rather than relying solely on the numerical value.

Font Choices

For sans serif fonts, which are generally more accessible due to their simple and clean lines, options like Arial, Frutiger, Hel-



Concept Example: Fonts within a typeface's weights can help convey important information.

vetica, Univers, and Futura are recommended. These fonts offer a clear distinction between letters, which is particularly helpful for readers with dyslexia. Accessible serif fonts, which include NPS Rawlinson, Century, Times Roman, and New Century Schoolbook, provide a more traditional look and feel while still maintaining readability.

When formatting text, avoid using italics, which can make text harder to read, and opt for quotation marks to denote emphasis or speech. Proportional letter spacing, which adjusts the space between letters based on their size, is generally easier to read than non-proportional spacing. In titles or short headings, the use of all caps is permissible, but for longer texts, a mix of uppercase and lowercase letters is preferred, as it's easier on the eyes. Underlining and compressed typefaces should be avoided as they can make text difficult to decipher. For individuals with low vision, a minimum of 18-point font can significantly improve readability.

Sans Serif regular
Sans Serif medium
Sans Serif bold

Serif regular
Serif medium
Serif bold

Concept Example: Weights and font variations within the Museo typefaces can be used in combintation to create emphasis.

Font size and Hierarchy

- ☑ Align text **flush left** for clear structure and easier readability.
- ☑ Use a **ragged right** margin to help with line tracking and reduce visual tension.
- ☑ Space paragraphs by **skipping a line**, enhancing clarity and avoiding clutter.
- ☑ Ensure **ample spacing between lines**, characters, and words to prevent visual crowding, aiding readers with vision challenges.
- ☑ Choose font sizes based on **visual impact**, not just numerical value, due to variations in typeface designs.

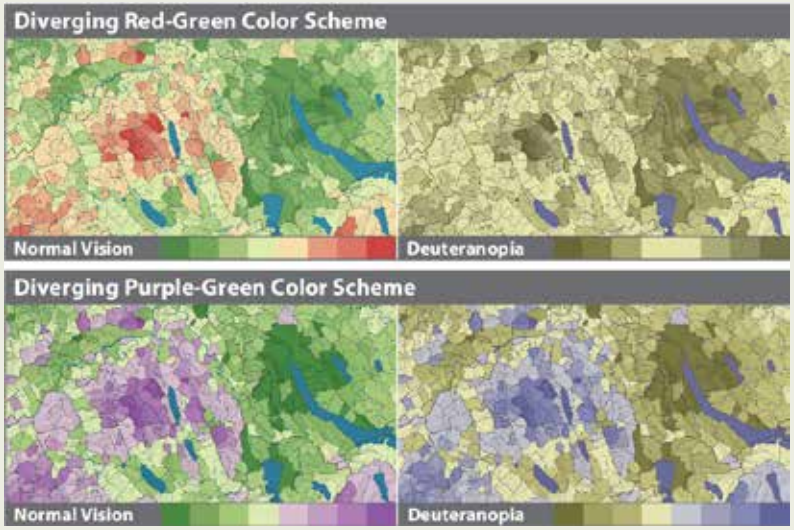
Colors

Choosing colors that are easily distinguishable by those with visual impairments is another pillar of accessible design. Certain color combinations, such as red and green, can be problematic for people with color vision deficiencies like Deuteranopia. Instead, contrasting color schemes, such as purple and green, can be universally discernible. Tools like ColorBrewer and Color Oracle assist in selecting color schemes that are accessible to a wider audience by simulating how colors appear to people with

Colors

- ☑ **Avoid red-green combinations** due to color blindness; opt for clear contrasts like purple-green.
- ☑ Ensure **high contrast** for text, such as black on light backgrounds or white on dark.
- ☑ Choose **soft background colors** over pure white to reduce glare.

Concept Example: Color schemes on a choropleth map of voting results. Readers with deuteranopia cannot interpret the red-green scheme of the top row. The purple-green scheme in the bottom row is legible by everyone. The diverging color ramps are depicted below the maps. (©Atlas of Switzerland 2, 2004).



different types of color vision impairments.

High contrast between text and background is essential, especially considering that designs are often viewed in less-than-ideal lighting conditions. This can be achieved by using black text on light backgrounds or white text on dark backgrounds, and by avoiding other text colors unless there is a specific need to emphasize elements. Light-colored backgrounds are preferable to pure white to prevent glare and improve comfort.

Written Words

The "3-30-3" rule highlights the importance of engaging visitors quickly and effectively. Design elements should capture attention within three seconds, engage further if the visitor is hooked in thirty seconds, and offer deeper engagement for those interested enough to spend three minutes. This approach ensures that content is accessible to visitors with varying levels of interest and attention.

Titles should clearly state the theme, and the layout should reflect a content hierarchy that guides the reader through the material

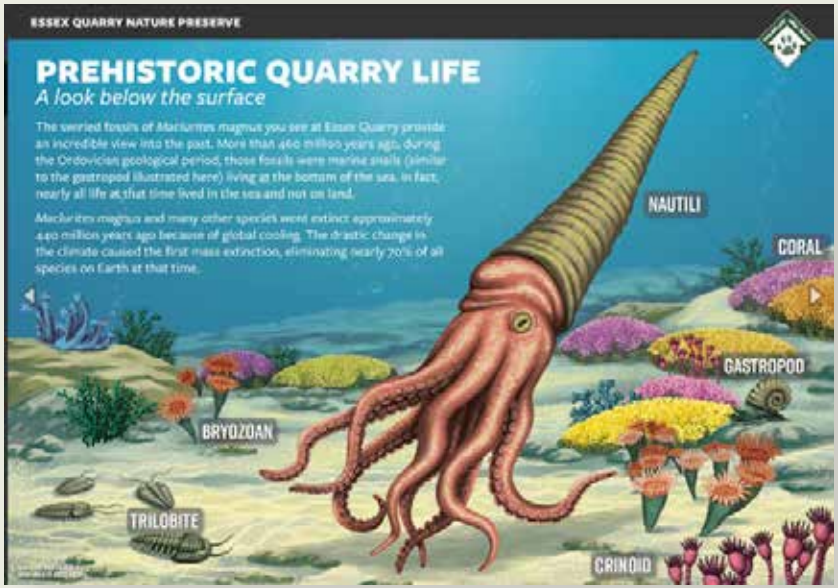
Written Words

- ☑ Attract attention within **3 seconds** and provide layers of engagement.
- ☑ Use **clear titles** and a logical layout to guide readers.
- ☑ Keep text **brief and clear,** avoiding jargon.
- ☑ Employ **respectful, inclusive** language and correct grammar.
- ☑ Balance graphics with text, aiming for a **2:1 ratio** favoring visuals.
- ☑ Align with **English reading patterns** in design.
- ☑ Use **active voice** for clear communication.
- ☑ Check **readability** to ensure accessibility, aiming for lower scores.
- ☑ Design for **compliance and genuine accessibility.**

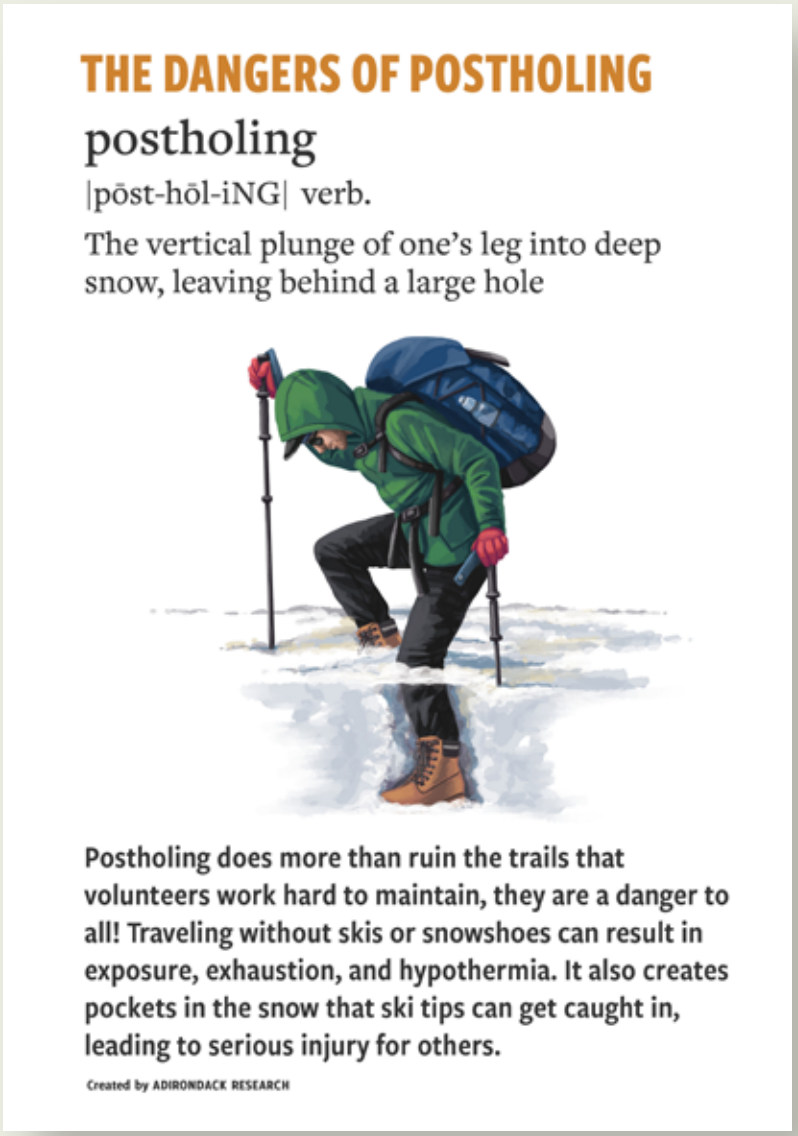
in a logical and intuitive manner. Text should be concise, avoiding lengthy paragraphs and complex jargon. Language should be respectful and inclusive, referring to "persons with disabilities" rather than outdated and potentially offensive terms. Proofreading for spelling and grammar is essential to maintain credibility and clarity.

For text blocks, maintaining a hierarchy is key to focusing attention. Aim for two-thirds of the space to be taken up by graphics and white space, and one-third by text. In English, the expected reading pattern is from left to right and top to bottom, which should be considered in design layouts. Active voice is preferred over passive for its directness and clarity. Tools like Microsoft Word's readability check can help ensure that text is understandable, aiming for a score no higher than 8-10, making the content accessible to a wider audience.

By adhering to these general principles, designers and cartographers can create materials that are not only compliant with legal standards but also genuinely accessible, offering all users the opportunity to engage fully with the content. ■



Project Highlight: Our Essex Quarry Preserve signage showcases the prehistoric history for **Champlain Area Trails (CATS)** with words accessible by children.



Project Highlight:
This small sign was designed for **Barkeater Trails Alliance (BETA)** to make a clear point to trail users that post-holing is not good for the trail, or for the trail user's safety. We also want to make it welcoming and not condescending to novice hikers who are not used to hiking or skiing in winter.

MAP DESIGN


Manorton
Snyderville
Lake Taghkanic
Taconic State Parkway
Twin Lakes
Elizaville
ROELIFF JANSEN KILL WATERSHED
Roeliff Jansen Kill
Fall Kill
PUNCH BROOK-ROELIFF JANSEN KILL WATERSHED
Long Pond
Ancram
GALLATIN
82
Gallatinville
Roeliff Jansen Kill (Roe Jan)
ANCRAM
Punch Brook
Boston Corner
ROELIFF JANSEN KILL WATERSHED
MOUNT WASHINGTON
22
Whitehouse Crossing
Spaulding Furnace
Jackson Corners
Silvernails
Ancramdale
NEW YORK
CONNECTICUT
MILAN
Mount Ross
COLUMBIA
82
Pachin Mills
DUTCHESS
Pine Plains
Hammertown
199
Pulvers Corners
GREEN GOAT MAPS
PINE PLAINS
NORTH

Creating maps that are accessible to individuals with visual impairments requires meticulous attention to detail and an understanding of how various elements can affect legibility. These principles are essential in designing maps that are not only functional but also inclusive.

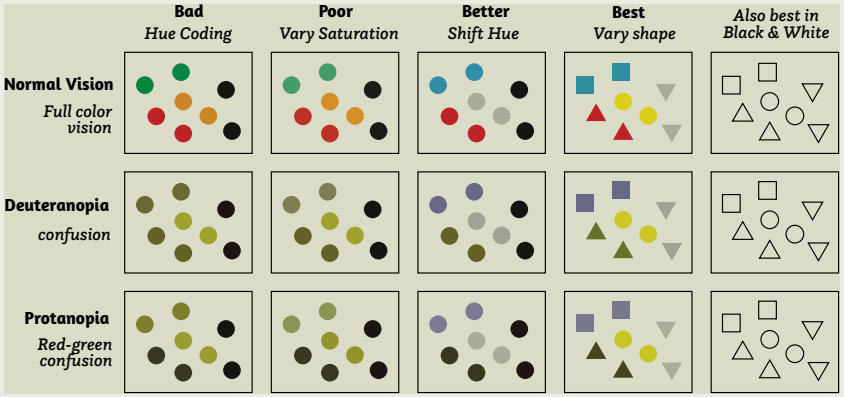
Color and Visual Variables

The choice of color on a map is pivotal. Designers must opt for unambiguous color combinations that are easily distinguishable. For example, instead of relying solely on color differences, incorporating alternative visual variables such as texture, size, and shape can enhance the readability of the map for those with color vision deficiencies. Direct annotation of map features can also be beneficial. By clearly labeling features, users can understand the map without constantly referring to the legend, facilitating quicker comprehension and a more efficient navigational experience.

Point Features

For point features, the legibility can be significantly increased by utilizing a diverse range of shapes and by varying the hue and saturation of colors. This diversity allows readers to easily distinguish between different types of information, making the map more intuitive and reducing the reliance on a legend.

Concept Example:
Variations in hue, saturation, shape and pattern for point features can be important for conveying information as well as for being understandable for different audience members.



Line Features and Spatial Areas

Similarly, line features can be made more legible by employing varying line patterns, shifting hues and saturation, and including annotations where necessary. These modifications can make pathways and boundaries more recognizable and easier to follow.

When it comes to spatial areas, traditional spectral color schemes can be problematic for those with visual impairments. A modified spectral color scheme, which omits confusing colors like yellow-green and varies the lightness of red-orange-yellow colors, can be more effective. For representing bipolar data, it is recommended to omit the color green altogether and instead use a palette of red, orange, yellow, light blue, and dark blue.

Text and Symbols

It is also important to avoid cluttering the map with irrelevant information. Text contrast should be at least 70% to ensure legibility against the background. Labels for general features should be in a combination of uppercase and lowercase letters, except for large areas like oceans or mountain ranges, which can be fully capitalized. Extended typefaces should be reserved for identifying large areas.

Sans-serif fonts such as Frutiger or Helvetica are recommended for their readability, with

Color and Visual Variables

- ☑ Select **distinct colors** to help those with color blindness.
- ☑ Enhance **readability** with varied textures, sizes, and shapes
- ☑ **Annotate** directly for easier map feature identification.
- ☑ Use **diverse shapes and colors** for quick recognition.
- ☑ Vary **line styles and colors** for clear pathfinding.
- ☑ Modify **color schemes** for visual clarity, especially for bipolar data, and avoid problematic colors like yellow-green.

bold weights used when a heavier emphasis is needed. All critical information should be surrounded by a ½ inch margin, and the focus can be drawn to important features by generalizing or widening the line weight.

Preferred line weights are 3 points, with 2 points as the minimum to maintain legibility. Consideration should also be given to the necessity of roads; only those that are absolutely essential should be included. State names should be in a Roman font, in 100-percent black, and placed in open

Concept Example: Variations and font weight, size and color can be used to distinguish between various points of interest.

Text and Symbols

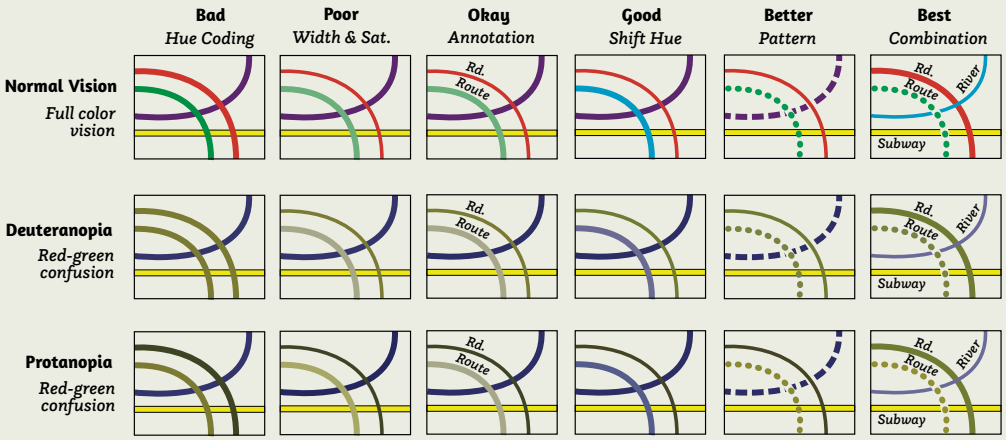
- ☑ Ensure text has a **70% contrast** ratio.
- ☑ Use **mixed-case** for labels, upper-case for large areas.
- ☑ Choose readable **sans-serif fonts,** bold for emphasis.
- ☑ Allow a **½ inch margin** around important information.
- ☑ Highlight key features with **wider line weights.**
- ☑ Keep **line weights** at a minimum of 2 points for clarity.
- ☑ Only include **essential roads**; **state names** in clear black type.
- ☑ Standardize **label size** to 18-point and mileage markers to 15-point.
- ☑ Simplify **symbols** and use uniform town circles.
- ☑ Distinguish **state lines** subtly and increase locator icon sizes.
- ☑ Maintain **clear space** between map elements for easy reading.

areas rather than along state lines. Drainage labels should keep words together, using an 18-point font for clarity. An en dash is preferred over a regular hyphen when needed.

Labels should generally be in 18-point, 100% black type, with mileage markers in 15-point black type. Symbols should be limited to two or three basic shapes for clarity, and town circles should be of a uniform size. Locator dots and squares should be increased in size to be easily seen, and state lines represented with dashed lines at 50% black for subtlety.

Holding lines for legends and distance measure scales should be 2 points in weight, and a compass rose should always indicate direction, particularly north, for orientation.

Designers should ensure there is space between adjacent map objects to prevent visual confusion. These guidelines, when carefully applied, can create maps that are accessible, informative, and user-friendly for people with a wide range of visual capabilities. ■



Concept Example: Variations in line coding when differentiating between roads, trails and trails of different access restrictions is important. We use variations in in hue, width, annotation and pattern. Often, it is important to use different combinations of these for best results.


TUPPER LAKE
SNOWMOBILE MAP
Adirondack Rail Trail
Snowmobile Trail
Gas Pump
Restroom
Lodging
Food
Market
Alcohol
Local Destination
Parking
Snowmobile Parking
0 0.2 0.4 km
0 0.2 0.4 mi
Contour interval: 10 feet
YOU ARE HERE
Little Wolf Pond
Raquette Pond
TUPPER LAKE
The Adirondack Sky Center & Observatory
Little Wolf Beach
Beach Trail
To Malone / Saranac Lake / Lake Placid
To Malone / Plercefield / St. Lawrence Co
C7 (Adirondack Rail Trail)
C7 (tracks still in place)
To Old Forge / Piercefield / St. Lawrence Co
Main St
Train Station
Junction Pass Trail
Demars Blvd
Tupper Lake Municipal Park
Tupper Lake Arena
Billboard Trail
East Park St
Lakeview Cemetery
The Wild Center
Saint Alphonsus Cemetery
Explore ADIRONDACK FRONTIER
CARTOGRAPHY & DESIGN BY ADIRONDACK RESEARCH

KIOSK DESIGN

The design and placement of kiosks play a pivotal role in ensuring that information is accessible to all, including those who use them after dark or who have mobility issues. Thoughtful consideration must go into various aspects of kiosk design to ensure they are user-friendly and inclusive.

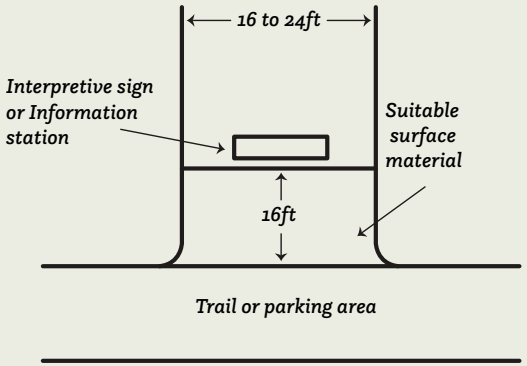
Accessibility and Location

Accessibility is a crucial factor in kiosk placement. Kiosks must be easily approachable from all sides, providing ample space for maneuvering, which is particularly important for users with wheelchairs or other mobility aids. The location should be chosen with consideration for the natural flow of foot traffic, ensuring that the kiosk does not obstruct pathways but is instead conveniently situated along them.

The surface on which a kiosk stands must be smooth, level, and hard to ensure that it is stable and that users can access it without difficulty. Surfaces that are uneven or have loose materials like gravel or sand can pose challenges for those with mobility impairments or those using assistive devices.

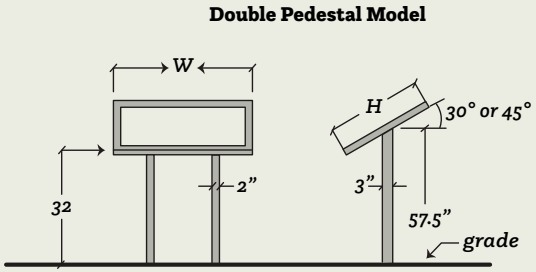
Strategic Placement and Accessibility

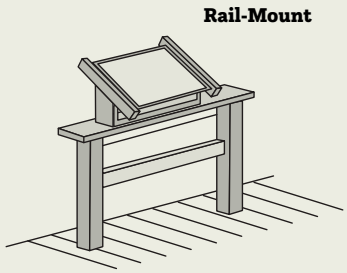
The placement of signs is crucial for storytelling and context. Signs should be located where the narrative intersects with the view, adding depth to the visitor's experience by connecting information with the physical landscape. To ensure accessibility for all, including wheelchair users, signs should be set on hardened, flat surfaces with a smooth,



Concept Example: Kiosk structures should be placed far enough back from a road or parking area to facilitate comfortable and safe viewing.

unobstructed walkway leading to and around the exhibit. When designing trailhead and wayside exhibits, it is important to provide firm, slip-resistant exhibit pads and to make sure that the exhibit sites offer clear views of the features discussed in the displays.





Concept Example: Panels, like those shown above, should be easy to view standing or from a wheelchair. They should also be accessible to children.

Ergonomic Considerations

Ergonomics also plays a significant role in the design of kiosks. The height of the bottom edge of the information panel is a critical detail that affects usability. It should be positioned about 30 to 40 inches from the ground, which is an accessible height for both standing users and those in wheelchairs. The first line of text must be no higher than 60 inches from the ground to be comfortably read by most users without the need to stoop or strain. This consideration ensures that information is within a comfortable viewing range for individuals of varying heights and those who may be seated.

In the construction of kiosks, it's vital to adhere to these guidelines to provide equal access to information. The kiosks should serve as a model of inclusive design, demonstrating that with the right considerations, public information can be made available to all, regardless of physical limitations or time of day.

Lighting

Incorporating lighting into kiosk design is essential for usability, particularly after dark. Lights built into kiosks serve a dual purpose: they enhance the visibility of the information displayed for all users and contribute to the safety and navigability of the surrounding area. Effective lighting should illuminate the kiosk without causing glare or harsh shadows that could hinder readability. It should be designed to be sensitive to the needs of those with light sensitivity, providing a clear, consistent light level that improves legibility without discomfort.

Interpretive panels

Creating effective and accessible signage in parks and public spaces is a multifaceted process that requires meticulous attention to a range of design principles. The objective is to make information readily accessible to all visitors, including those with disabilities, while also enhancing their overall experience.

Kiosks

- ☑ Kiosks should be well-lit for visibility at night, with lighting that minimizes glare and shadows.
- ☑ Ensure kiosks are accessible, with space for maneuvering by all users, including those with mobility aids.
- ☑ Locate kiosks on smooth, level, and hard surfaces for stability and easy access.
- ☑ Design ergonomically, with the bottom of information panels 30-40 inches off the ground, and the top text no higher than 60 inches.
- ☑ Place kiosks in areas that don't impede traffic flow but are still along natural footpaths for ease of access.
- ☑ Adherence to these guidelines is essential for making information accessible to everyone, at all times.

Content Composition and Layout

The content layout of signage is equally important. Captions should not only complement the graphics but also serve as an independent source of learning. They should provide additional context that enhances the visitor's understanding of the graphic material. A sign's content should be divided into thirds: one-third for engaging graphics, one-third for concise text, and one-third as blank space to prevent information overload and to create a clean, uncluttered appearance that draws the viewer's eye to the important elements.

The main body of text on a sign should be succinct, typically no more than two paragraphs of three to four sentences each, and the total word count should be kept under 150 words—extending to 250 words only if captions and smaller fonts are used for supplementary text. Such brevity ensures that the visitor can absorb the information quickly and without effort.

Content

- ☑ Balance captions with graphics for clarity and learning.
- ☑ Divide content into thirds for graphics, text, and whitespace.
- ☑ Limit main text to under 150 words for easy absorption.
- ☑ Allow for additional text up to 250 words when using captions.

Typography and Legibility

Selecting the right font is essential for ensuring that all visitors, especially those with visual impairments, can read the signs with ease. A mix of sans serif, slab, or simple serif fonts is recommended due to their straightforward and unadorned style, which enhances readability. Specific font sizes are also suggested to cater to those with visual impairments, with titles at 72-100 points to grab attention, subtitles at 48-40 points to provide clear secondary information, body text at 24 points for easy reading, and captions at a smaller, yet readable, 18 points.

To maintain visual consistency across different signs, it is best to limit the number of typefaces to two—one for headings and another for body text. This approach also reduces the cognitive load on visitors as they move from sign to sign. All text should be black for maximum contrast, and punctuation should be used sparingly to avoid visual clutter. Text should never be smaller than 14 points to ensure legibility from a reasonable distance.

Mounting considerations

- ☑ Install signs to be **easily readable** by visitors of all heights, including wheelchair users.
- ☑ Set low-profile exhibits at **32 inches high**, angled for comfortable viewing.
- ☑ Mount upright exhibits **24–36 inches from the ground**, considering viewer distance.
- ☑ Ensure wayside exhibits' information is within **48–67 inches** to align with adult eye level..

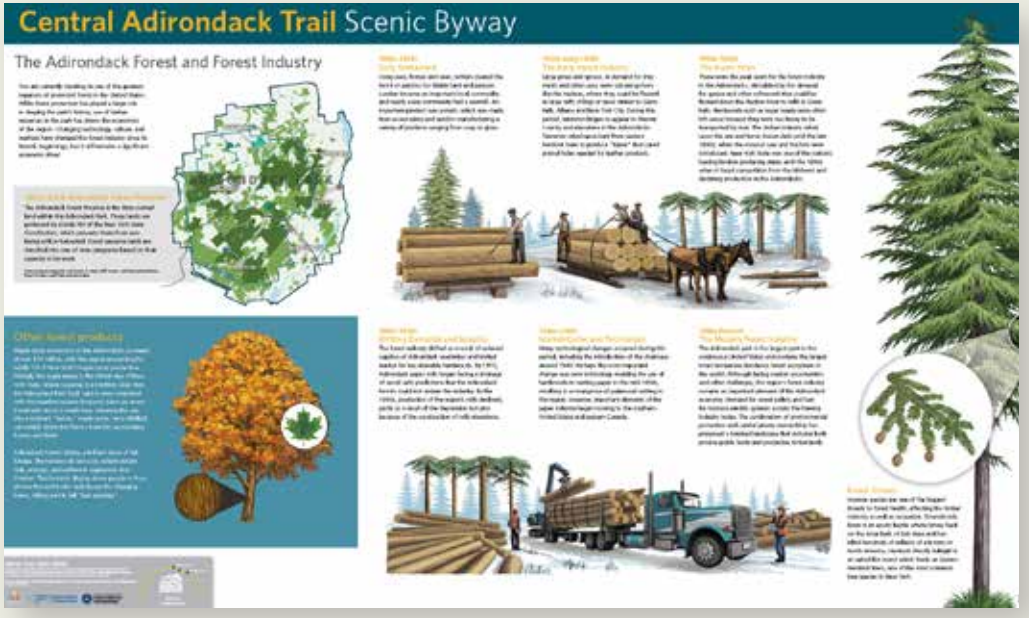
Concept Example: Panels can be mounted flat or at a 45 degree angle. Chose the best option to allow for access by the types of viewers you are anticipating for the site.

Design and Messaging

To avoid overwhelming the visitor, each sign should focus on a single message or theme, with text blocks limited to 50 words. Lengthier texts should be organized into easily digestible columns or paragraphs. Utilizing graphics can significantly improve message retention, as visual information tends to be more memorable than textual information.

Active language should be employed to foster a connection between the visitor and the landscape, making the experience more personal and engaging. The text should be limited to the most pertinent information, and maps on signs should be oriented to match the visitor's perspective, deviating from the traditional 'north at the top' approach when necessary to improve clarity. A prominent "You Are Here" marker is essential to help visitors orient themselves on the map.

Symbols and pictographs should be used judiciously, with a limit of six per map to avoid confusion, and any feature that appears only once or twice should be labeled directly. When possible, providing wayside content



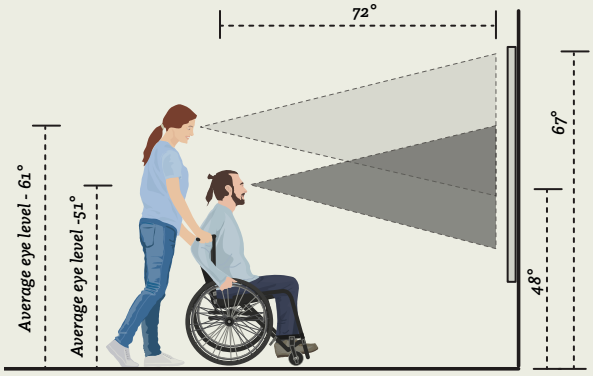
Project Highlight: It's OK to have a large amount of text on an interpretive panel, but it is good to have an equivalent amount of illustrated content to help break up the text into manageable units or sections for the reader. This panel was designed for the **NY Scenic Byways program**.

online can offer an alternative means for visitors to engage with the information, particularly for those who prefer digital mediums or cannot physically access the site.

By integrating these design principles, signage in parks and public spaces can become tools for education, engagement, and accessibility, offering all visitors, regardless of their abilities, the opportunity to fully appreciate the natural and historical context of their surroundings.

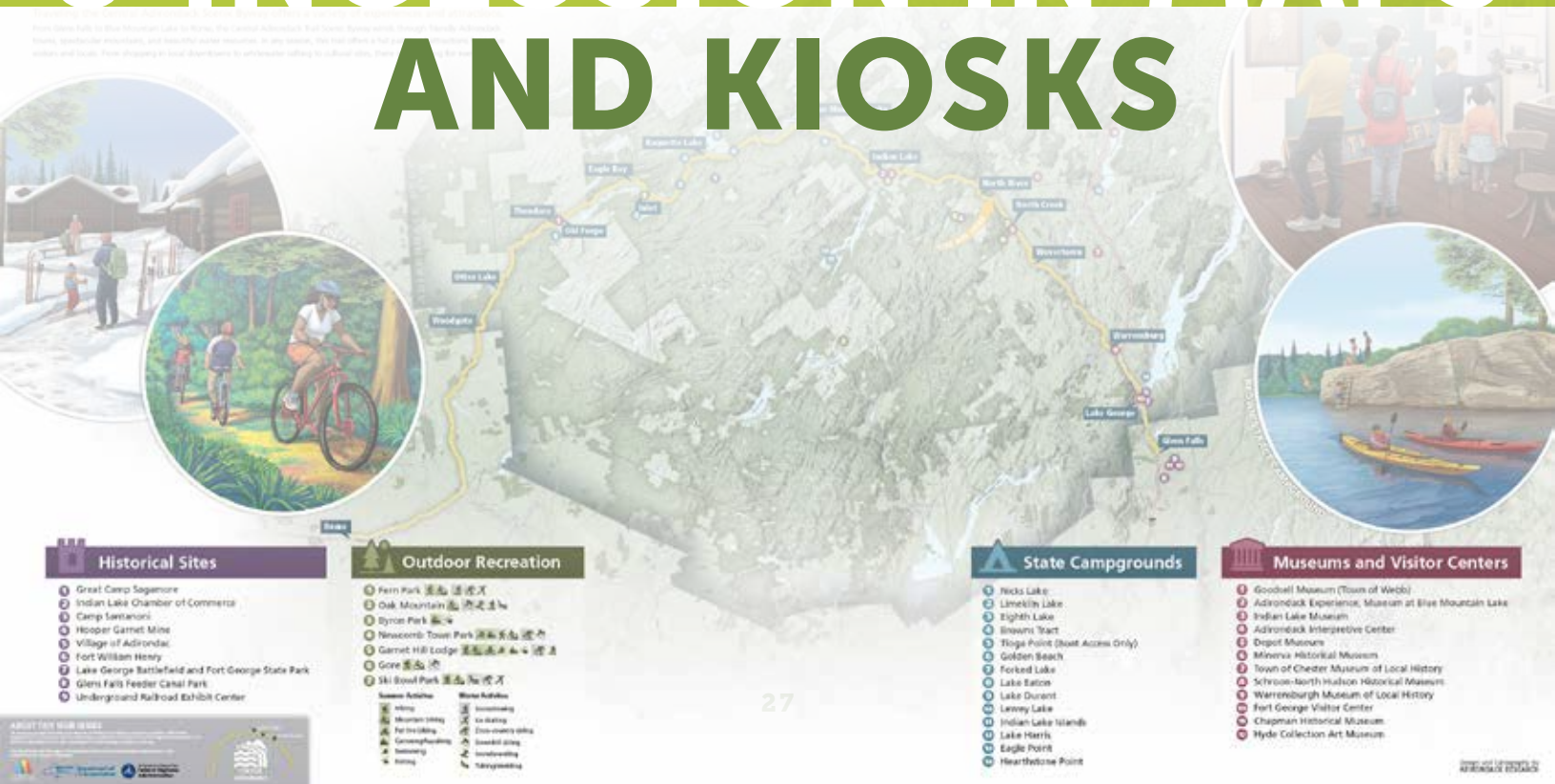
Sign Height and Mounting Considerations

The physical placement of signs is critical for accessibility. Signs should be installed at heights and angles that accommodate all visitors, including those in wheelchairs and children. The standard NPS recommendation for the height of low-profile exhibits is 32 inches from the bottom of the exhibit frame to the finished grade, tilted at an angle of 30 or 45 degrees towards the viewer. This positioning allows for easy reading without physical strain. For upright exhibits and bulletin boards, a range of 24–36 inches from the ground is suggested, with the exact height tailored to the panel size and the expected viewer distance. For comfortable viewing, the front edge of wayside exhibits should be 32-36 inches high, with the central information displayed at a height of 48-67 inches above the floor, which is within the average eye level of adults. ■



Concept Example: It is important for the most important content of an interpretive panel to be located towards the middle of the sign so that it is accessible by people standing or sitting.

DIVERSITY EQUITY & INCLUSION IN MAPS AND KIOSKS



Land Acknowledgments

Land acknowledgments serve as a vital step toward recognizing and respecting the historical and enduring connection between Indigenous peoples and their traditional territories. They are not merely ceremonial statements but are a significant acknowledgment of the truth of our shared history. A land acknowledgment is an act of reconciliation that involves formally recognizing the original stewards of the land. It honors the Indigenous peoples who lived and thrived on the land before the arrival of settlers and acknowledges the pain and suffering they endured due to displacement, often through violent means, as a result of colonization.

By acknowledging the land and its original inhabitants, we bring to the forefront the treaties made and broken, and the promises not kept. It is a way to confront and speak out against the historical and ongoing injustices faced by Indigenous peoples—such as genocide, cultural appropriation, and myriad other forms of oppression. This recognition is an essential part of a larger conversation about colonialism's legacy and the current and future steps towards meaningful reconciliation.


DISCOVER
THE TOWN OF FRANKLIN

Welcome to Scenic and Historic Town of Franklin in Franklin County

The public lands and waters of Franklin provide residents and visitors a variety of recreation activities in our forests, lakes, rivers, mountains, wetlands and open spaces. Discover the beauty and peace in the many places accessible by public paved and gravel/dirt roads, trails and water routes. There are vast tracts of NYS Forest Preserve and Conservation Easement lands in Franklin.

Plan your adventure. Go hike, paddle, bike, camp, snowmobile, cross-country ski, snowshoe, and bird. Find a place to use all of your senses to enjoy and appreciate the outdoors. Then, consider giving back by leaving the place better than you found it. Volunteer to be a steward. Support efforts to protect and to restore the natural resources.

Traditional Haudenosaunee Outdoor Recreation

The town of Franklin is the traditional territory of the Kanienkehaka/Mohawk Nation of the Haudenosaunee/Iroquois Confederacy. Did you know that the Haudenosaunee were the first to play lacrosse, which is the oldest organized sport in North America? The first game of lacrosse was not played by humans, but rather was a game played by winged animals against four-legged mammals.

The Haudenosaunee also invented Snow Snake, which involves a competition to throw a carved, spear-like piece of wood the furthest down a trough dug into the snow. The game was historically played by men after they returned from their annual hunting trip. It is referred to as a medicine game that lifted the spirits of the men during long winters, and is still enjoyed by many.

You can learn more about the Haudenosaunee at the **Six Nations Iroquois Cultural Center** in Onchiota. The center features storytelling for all ages, thousands of artifacts, contemporary Iroquois art, and a gift shop. Visit **6nicc.com** to learn more and to find out times for visitation.

Project Highlight:
The example above, created for the **Town of Franklin**, incorporates interpretive content about the cultural significance of Haudenosaunee games.

The process of making a land acknowledgment starts with education and awareness. It requires learning about the land you occupy, the history of the Indigenous peoples associated with it, and their present-day communities. Tools like native-land.ca and whose.land/en/ provide valuable resources to help individuals and organizations identify the traditional inhabitants of the lands they live, work, or recreate on. These online platforms serve as starting points for people to engage with the history and culture of Indigenous communities and to foster a deeper understanding of the land's significance.

Furthermore, land acknowledgments go beyond recognizing past harms; they are also about taking responsibility. It is about acknowledging the ongoing impacts of colonization and understanding the role non-Indigenous people play in that history and its continuation. Through acknowledgment, we begin the essential work of becoming allies, supporting Indigenous sovereignty, and contributing to the healing process. This act can pave the way for a future where the rights and traditions of Indigenous peoples are actively respected and upheld.

Including a land acknowledgment in the design of maps and informational kiosks can be a powerful way of integrating this practice into the daily fabric of our lives. It serves as a reminder to those who pass by of the history of the land and the need to respect and honor the original caretakers and their descendants. It is a commitment to ongoing education, reflection, and action that supports Indigenous communities and works towards repairing the relationships between Indigenous and non-Indigenous peoples.

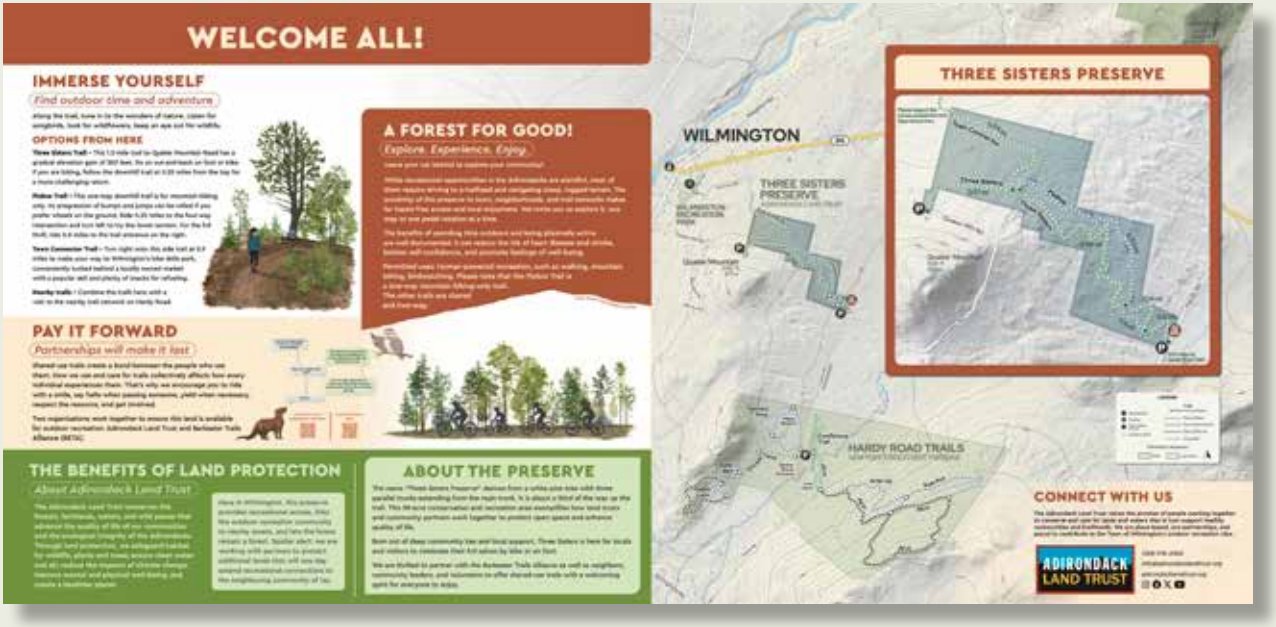
Diversity of representation

Creating diversity in the portrayal of people in interpretive signage materials is an essential aspect of fostering inclusivity and accurately representing the diverse fabric of society. When designing these materials, it's crucial to thoughtfully depict individuals from a variety of backgrounds, ethnicities, ages, abilities, and genders. This approach not only reflects the rich diversity of the audience but also ensures that all visitors feel represented and valued.

Incorporating diverse representations in signage involves more than just the selection of images; it extends to the narratives and histories presented. Signage should aim to

tell inclusive stories that acknowledge and celebrate the contributions of people from all walks of life. This can include highlighting historical figures from diverse backgrounds, showcasing the cultural significance of different communities, and acknowledging the role of underrepresented groups in shaping history and culture.

Visual representation is a key aspect. Designers should include images of people of various races, ethnicities, and cultures in a respectful and authentic manner. This can involve working with cultural consultants or sourcing images from diverse communities to ensure accuracy and sensitivity. Depicting people with different physical abilities is also important. This can range from showing individuals with visible disabilities engaging in activities to subtly incorporating accessibility features in the images, such as the use of wheelchairs or hearing aids.



Project Highlight:
This kiosk panel produced for **Adirondack Land Trust** at Three Sisters Preserve was designed to be inclusive of everyone, including, but not limited to, residents, visitors, and people from diverse backgrounds.

Gender representation is another vital consideration. Interpretive signage should equally represent all genders, avoiding stereotypes and ensuring that roles and activities are not gender-biased. This approach challenges traditional gender norms and provides a more comprehensive view of society.

Furthermore, incorporating diverse languages in signage, especially in areas with a high presence of non-English speakers, can make the information more accessible and inclusive. This may involve providing translations or using visual symbols that can be universally understood.

Finally, creating diverse interpretive signage is not a one-time effort but a continuous process of learning and adapting. Seeking feedback from diverse communities and be-

ing open to making changes based on this feedback is crucial for ongoing inclusivity. By embracing diversity in all its forms, interpretive signage can become a powerful tool for education, reflection, and celebration of the rich tapestry of human experiences.

Diversity of subject matter

The diversity in subject matter in interpretive signage materials is not just a matter of representation; it's a powerful means of education and engagement. Including a wide range of topics and stories, especially those that highlight different cultures and marginalized groups, enriches the learning experience for all visitors. This approach recognizes the multiplicity of narratives that make up our shared history and present, ensuring that the interpretive materials are not just informative but also inclusive and reflective of the diverse world we live in.

Incorporating art from different cultures in signage materials is a profound way of celebrating global diversity. Art is a universal language that transcends boundaries and provides insights into the unique perspectives, traditions, and histories of various cultures. Displaying artworks from different parts of the world or created by artists of diverse backgrounds can serve as a gateway to understanding and appreciating the richness of global cultural heritage. It's important, however, to approach this with respect and sensitivity, ensuring that the art is presented in a context that honors its cultural significance and does not appropriate or misrepresent its meaning.

Moreover, when dealing with sensitive subject matter, especially concerning marginalized groups, it's essential to approach it with conscientiousness and empathy. This involves not only acknowledging the hardships and struggles faced by these groups but also highlighting their resilience, achievements, and contributions. It's crucial to avoid perpetuating stereotypes or oversimplifying complex issues. Instead, the focus should be on creating a narrative that is honest, respectful, and empowering.

Sensitive topics should be handled in a way that promotes understanding and dialogue. This may involve collaborating with members of the groups being represented to ensure authenticity and to provide a platform for their voices to be heard. Providing context is also key in helping visitors understand

the historical or cultural background of the issues being presented.

In essence, the diversity in subject matter and the conscientious portrayal of different cultures and sensitive topics in interpretive signage materials serve a dual purpose. They educate the public about the wide array of human experiences and perspectives, and they foster a sense of empathy and connection among visitors. By embracing this diversity, interpretive materials can become tools for building a more inclusive and understanding society.

Conclusions

Map Design is instrumental in guiding visitors through physical spaces, requiring clarity, ease of navigation, and the incorporation of universal symbols that transcend language barriers. Maps must be designed with consideration for those with visual impairments, reflecting the recommended font sizes and using high-contrast color schemes for readability.

Kiosks serve as interactive hubs, providing visitors with the opportunity to delve deeper into the content. Their design must be intuitive and accessible, with user-friendly interfaces that cater to a diverse audience, including the implementation of tactile elements for those with visual impairments.

Interpretive Panels are storytelling devices that educate and inspire. They should be crafted to capture the essence of the narratives they convey, utilizing engaging visuals and concise, impactful language that adheres to the aforementioned font and design guidelines.

Lastly, the principle of Diversity, Equity, and Inclusion in Maps and Kiosks ensures that all visitors see themselves reflected in the stories told and the information provided. This means showcasing a range of cultures in artwork, being mindful of the portrayal of sensitive subject matter, and engaging with diverse communities to present a multiplicity of perspectives and experiences.

Together, these elements contribute to a cohesive strategy that prioritizes inclusivity and accessibility, enriching the visitor experience and fostering a sense of belonging and understanding among all who come to learn, explore, and connect with the narratives presented. ■