

Hallmark Visitors Center Study Guide

The following topics and activities may be helpful for school groups as you plan a visit with us.

Study Topics:

- Birth of an industry – a greeting card industry
- How greeting cards are made
- Career of a self-made man – J.C. Hall
- Ways of communicating – Hallmark helps people express feelings and emotions

Discussion Topics:

- Museum manners
- When looking for employment in the future, things to consider:
 - Attributes of a good employee
 - What makes a good work environment
 - Find background information about a company

Possible Activities:

- Use the library or computer before visiting to research Hallmark Cards, Inc. or the history of greeting cards.
- Use the computer to find a map of the Crown Center area. Locate the Hallmark Visitors Center and other points of interest.
- Write in a journal to describe your visit to the Hallmark Visitors Center.
- After your visit, break into groups to create wall murals on butcher paper. Each mural would feature highlights of the Hallmark Visitors Center experience.
- Using the postcard given to each visitor, address the card and write a message using a salutation, message, complimentary closing and signature format. Send the card to a friend or family member.
- Divide into groups before coming to the center. Provide an assignment to each group. Possibilities include researching a specific subject or finding the answer to a specific question relating to Hallmark Visitors Center. Each group would present their findings in a classroom presentation.

Other Activity Suggestions in the Crown Center area:

- Hallmark Visitors Center tour/Kaleidoscope session
- Hallmark Visitors Center tour/Coterie Theatre performance
- Hallmark Visitors Center tour/skating at the Crown Center Ice Terrace (seasonal)
- Hallmark Visitors Center tour/special event at Crown Center exhibit area
- Hallmark Visitors Center tour/Sea Life Aquarium
- Hallmark Visitors Center tour/Lego Land
- Hallmark Visitors Center tour/Liberty Memorial tour
- Hallmark Visitors Center tour/Union Station and Science City visit
- Hallmark Visitors Center tour/self-guided Art Walking Tour of Crown Center (seasonal)

Visit our website for more details: www.hallmarkvisitorscenter.com