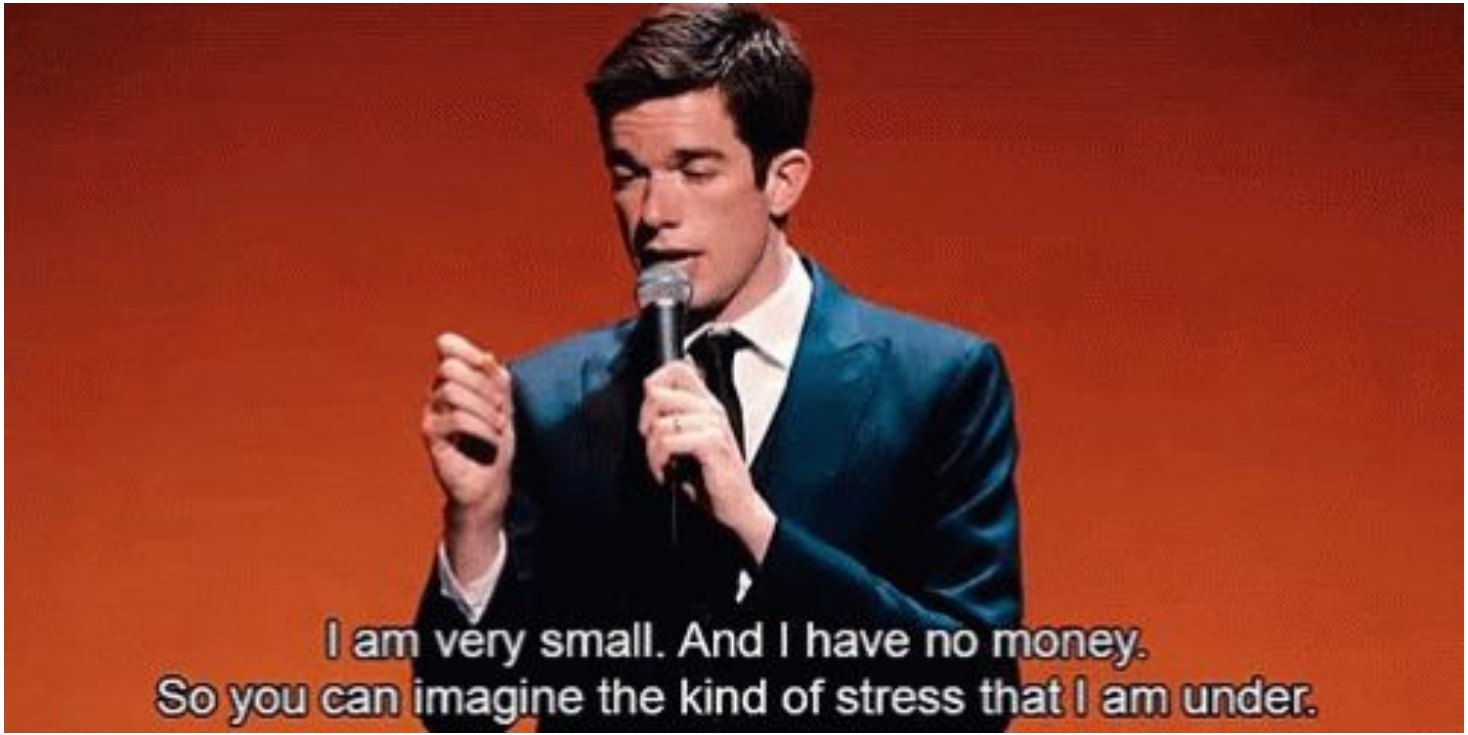
Graphic Design for Small Libraries

Suzanne Macaulay
PLS System Meeting
February 18, 2022


I am very small. And I have no money.
So you can imagine the kind of stress that I am under.

Fact: Small libraries can Graphic Design too!

Even with limited:

→ Time

→ Budget

→ Know-How

What is Graphic Design?

Problem: How do I communicate this information?

Solution: Graphic design!

What is Graphic Design?

- → Flyers
- → Social Media graphics
- → Brochures
- → Newsletters
- → Webpages
- → Letterhead
- → Business Cards
- → Annual Report to the Community
- → Annual Appeal

What is Graphic Design?

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What is Graphic Design?

Graphic Design is organizing visual information in the most digestible and comprehensive way.

When starting out **ask:**

What story am I trying to tell?

and:

Without reading the text, how can the audience get the general point?

“A reader should never have to try to figure out what is happening on the page.”

-Robin Williams, *The Non-Designer’s Design Book*

@LateNightSeth
SERIOUSLY, WHAT IS
GOING ON HERE?

Layout

Think of your template as a living space...

Too much:

Not enough:

Just right:

Layout

→ Layout is the map of the design

→ Mentally divide the page into a grid system to help plan where your elements will go

→ Make an outline/hierarchy of information

→ Start with: What is the first piece of information my audience needs to know? and work down

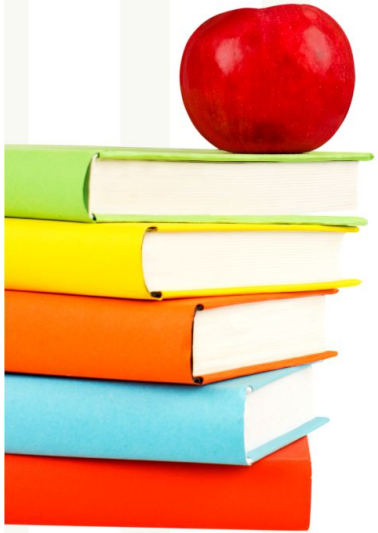
“One reads from the top left to the bottom right and we must design accordingly.”

-Walter Drexel, designer and typographer

Get back to school ready with a library card.
Visit owwl.org to find your local library and learn more.

Back to School Checklist:
☐ Visit your OWWL Library
☐ Get or renew your library card
☐ Check out books, DVDs, games, and more!
☐ Explore online resources @ owwl.org

HOLD ON TO THOSE BOOKS...



DUE DATES HAVE BEEN EXTENDED TO 9/30

ONTARIO · WAYNE · WYOMING · LIVINGSTON · COUNTIES, NY

Typography

For our purposes: typography / typeface / font / text / the words on the page

Some (More) Jargon

Point: size of the font

Fun (maybe?) Fact: 1 pt = 1/72 inch

Leading: Space between lines of text

Tracking: Space between letters

Weight: Thickness of letters

Form: Shape of letters

Direction: Which way the text is going

Typography

→ Branch out from Times New Roman, Arial, and Helvetica

→ Mix and match fonts

→ ...But limit your design to two fonts/two colors

→ One font for title/heading/important information and one for body/supporting text

→ Limit signals such as **bold**, *italics*, and <u>underlining</u>

“If you highlight everything, you highlight nothing.”

—Mr. Huggard, my 11th grade English teacher

Back to that Living Space analogy...

Vs.

Typography

→ Think of fonts as personalities

→ Ask: Do my font choices match the audience and message?

Readable AND Legible

→ Decorative font is ok for titles/headings

→ Avoid cursive, overly-stylized fonts, or all-caps in body

→ If you suspect a font might be too hard to read, it probably is

→ Be mindful of color contrast

chair yoga

Join us for this monthly practice
suitable for all ages, bodies, and levels

Saturday 9/14 @ 11am

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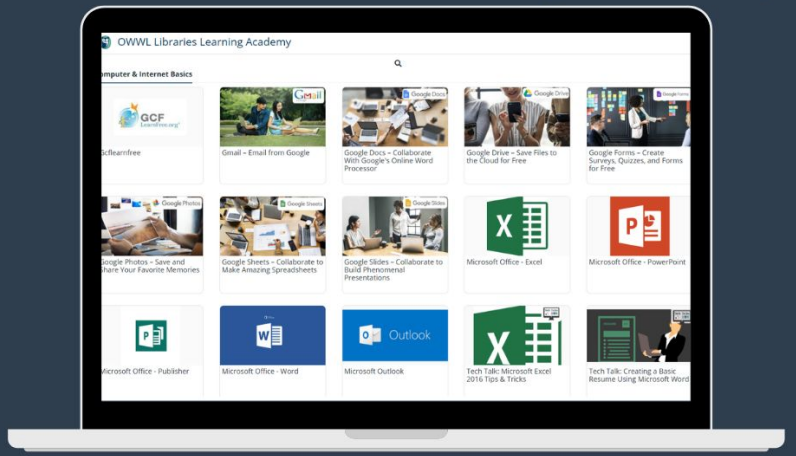
315-462-7371 www.cliftonspringslibrary.com

Introducing

OWWL Libraries Learning Academy



Online learning free from your library
Including: Computer & Internet Basics,
Social Media, Job & Career, and Research

Visit owwl.org and click Resources to get started

Use your library from home

The library buildings may be closed, but we offer many services online. Visit owwl.org to learn more.

ONTARIO · WAYNE · WYOMING · LIVINGSTON COUNTIES, NY

GO GRAPHIC!

Full color ebooks available @ owwl.org

Text

→ Use Large Print (at least 16px)

→ Single space after periods

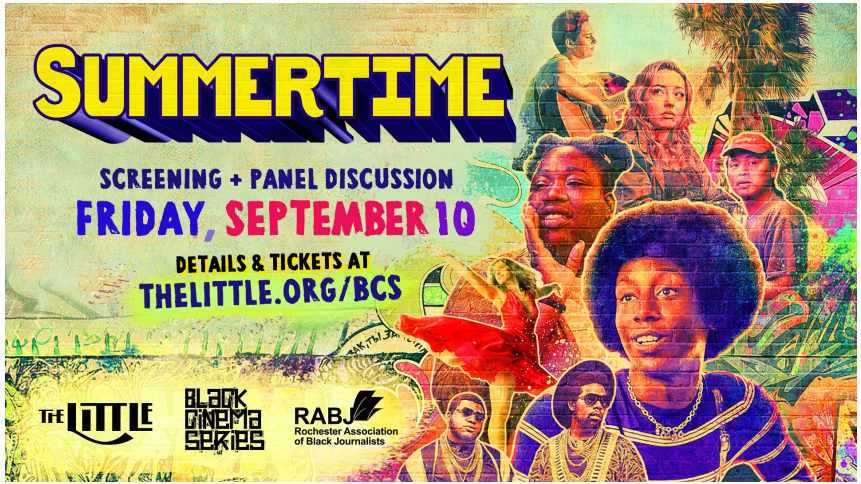
→ Don’t break words or lines arbitrarily

→ Don’t leave orphan words or leftovers

→ Don’t make giant word blocks

→ Don’t make word pyramids

→ Edit!


SUMMERTIME
SCREENING + PANEL DISCUSSION
FRIDAY, SEPTEMBER 10
DETAILS & TICKETS AT
THELITTLE.ORG/BCS
THE LITTLE
BLACK CINEMA SERIES
RABJ
Rochester Association of Black Journalists

SEE YOU AT
the M&T Bank
CLOTHESLINE Festival
SATURDAY & SUNDAY, SEPTEMBER 11 & 12
ONLY AT MAG
PRE-SALE TICKETS AT CLOTHESLINE.ROCHESTER.EDU

Build awareness,
drive website traffic,
generate leads.

Research and
reference sources.
Right at
home.

Rigorous.
Thoughtful.
Safe.
Memorial Sloan Kettering
Cancer Center

“Having 70 percent of your material read because you have withheld 30 percent that is less important is far better than having only 5 percent read of everything you shoved on the page.”

-Alex W. White, *The Elements of Graphic Design*

Basically…

Alignment

→ Create a visual line that connects the elements

→ Gives designs a more polished look

→ Avoid placing elements arbitrarily on the page

Alignment

Pick **one**:

→ Flush left

→ Flush right

→ Center (pick this less)

→ Justified (but, actually, don’t pick this)

→ Free form (and don’t pick this either)

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2nd Annual OWWLie Awards & Inaugural Donut Wall

Join us for a special awards presentation

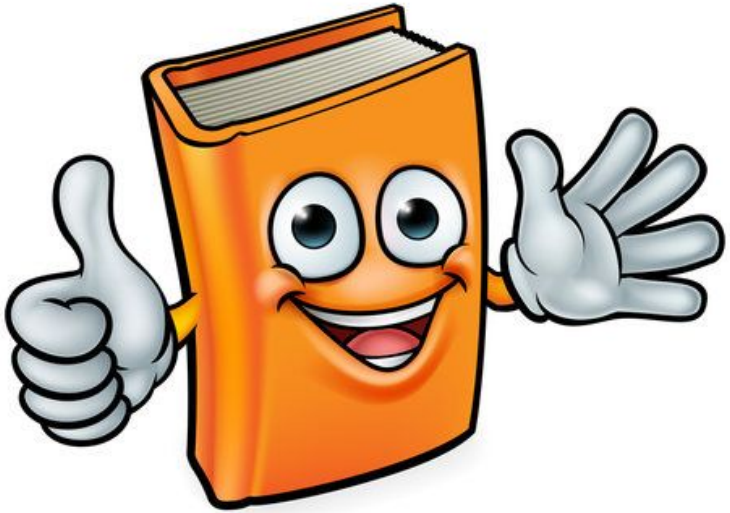
Friday, October 15, 2021 at 10:00AM
Pioneer Library System
2557 State Route 21
Canandaigua, New York 14424

This event will also be live streamed
Kindly RSVP by Friday, October 1

Images

Images

Most Important Rule: Do not use clip art



…no matter how friendly and funsies it looks.

Which reminds me…

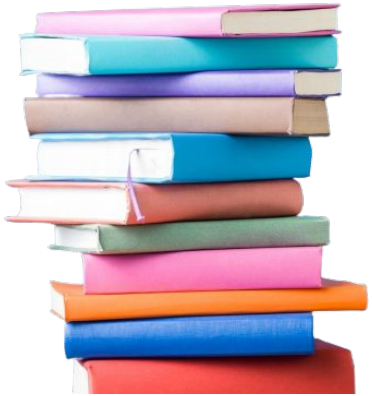
Don’t use WordArt either

Images

→ When selecting ask: What does this image add? What is its function?

→ Use a background remover (paid version of Canva or remove.bg)

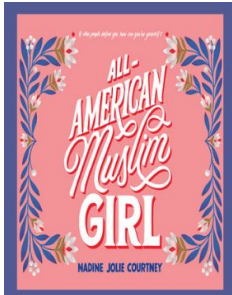
→ Use quality images (avoid grainy, pixelated, stretched, blurry, or watermarked images)

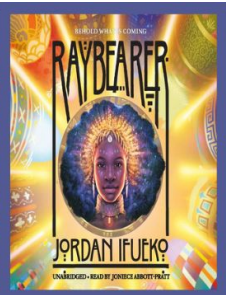


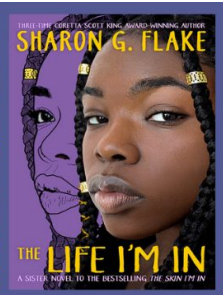
www.shutterstock.com · 30981940

Does your image add unity or chaos?

Vs.

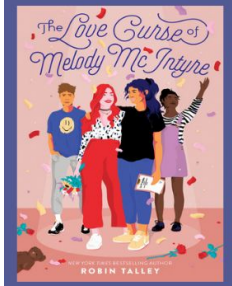


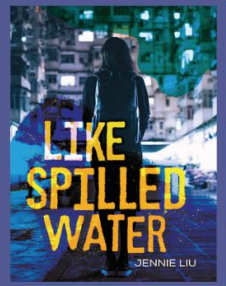


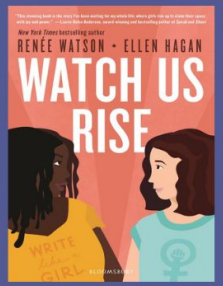


NEW TEEN TITLES

Visit owwl.org to browse & borrow ebooks





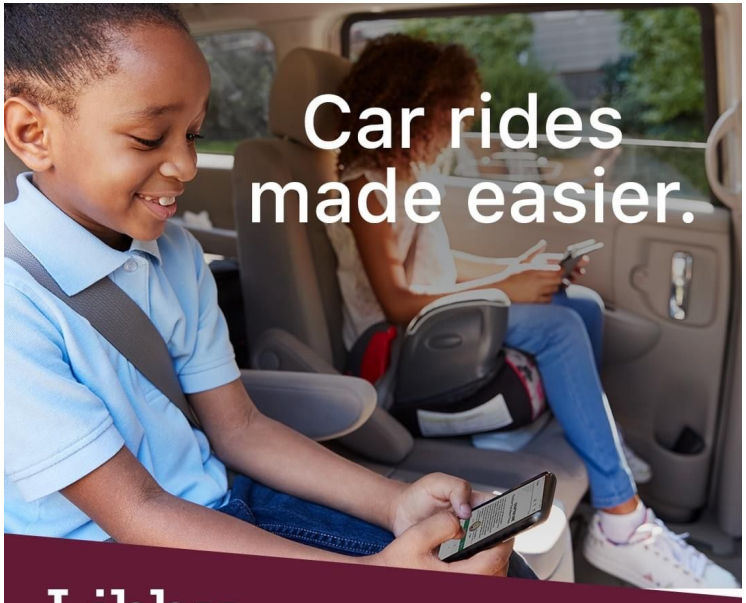


NO HOUSETRAINING NEEDED.

ADOPT A BOOK TODAY!

RocCityLibrary.org

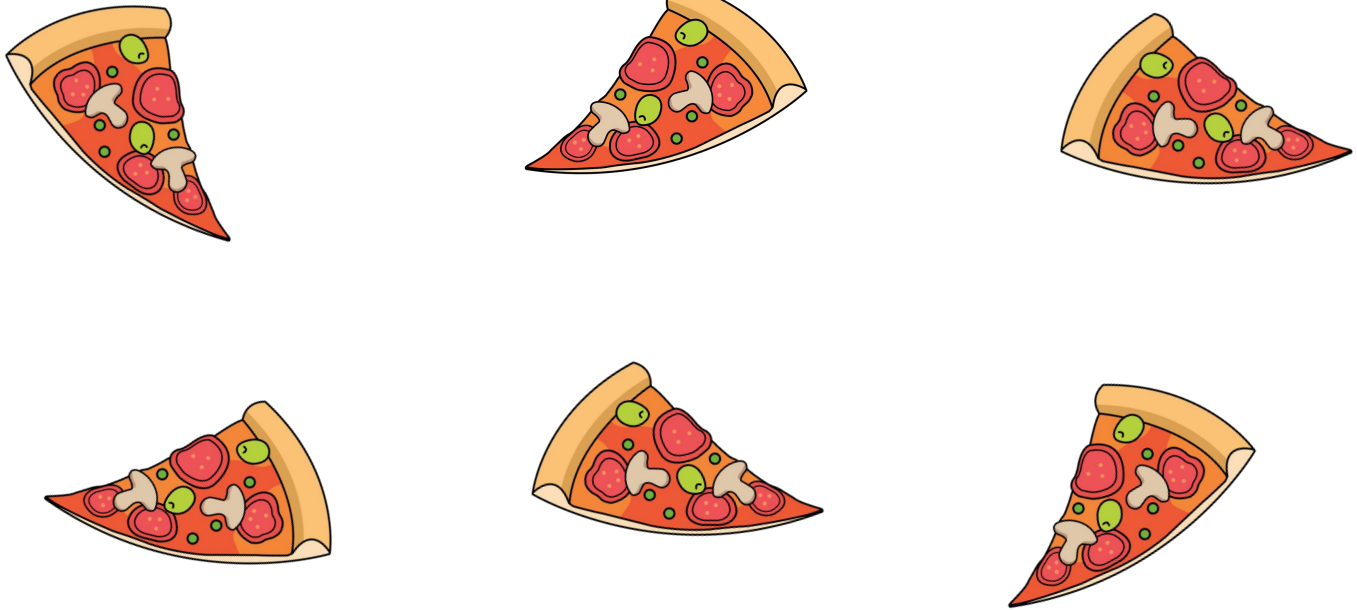
Rochester Public Library
More Than You Think

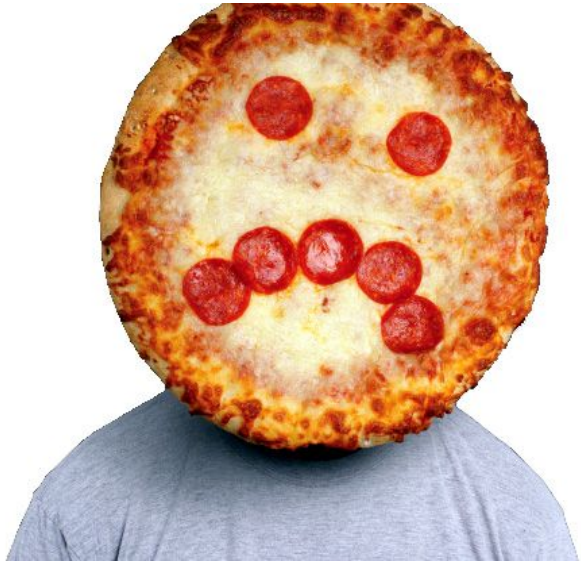


Libby.

The library reading app

And beware of false advertising!





Color

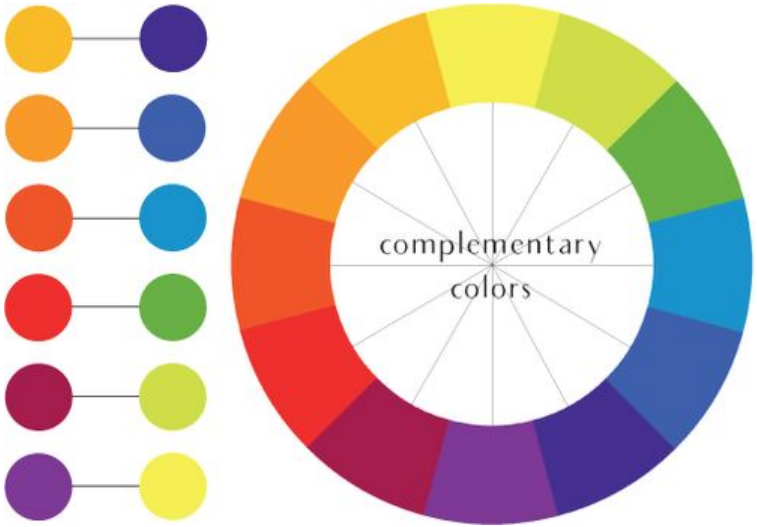
→ Color has a purpose

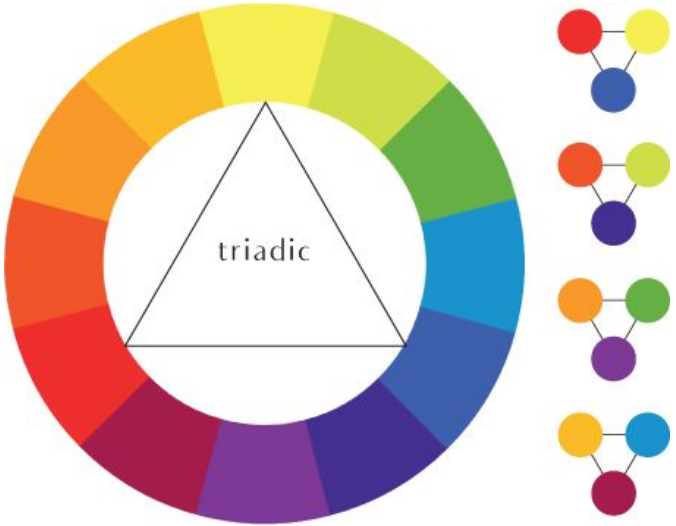
→ Highlights elements of importance

→ Establishes character

Like font, color can set the mood, create an atmosphere, or convey emotions

Finding Color Combinations





September is
LIBRARY CARD SIGN-UP MONTH!
"A library card provides opportunity for discovery and access to a rich and diverse world. It empowers you to make change and experience new stories."
– MARLEY DIAS, Library Card Sign-Up Month Honorary Chair
LIBRARIES TRANSFORM
ALA American Library Association
OverDrive
Library Champions
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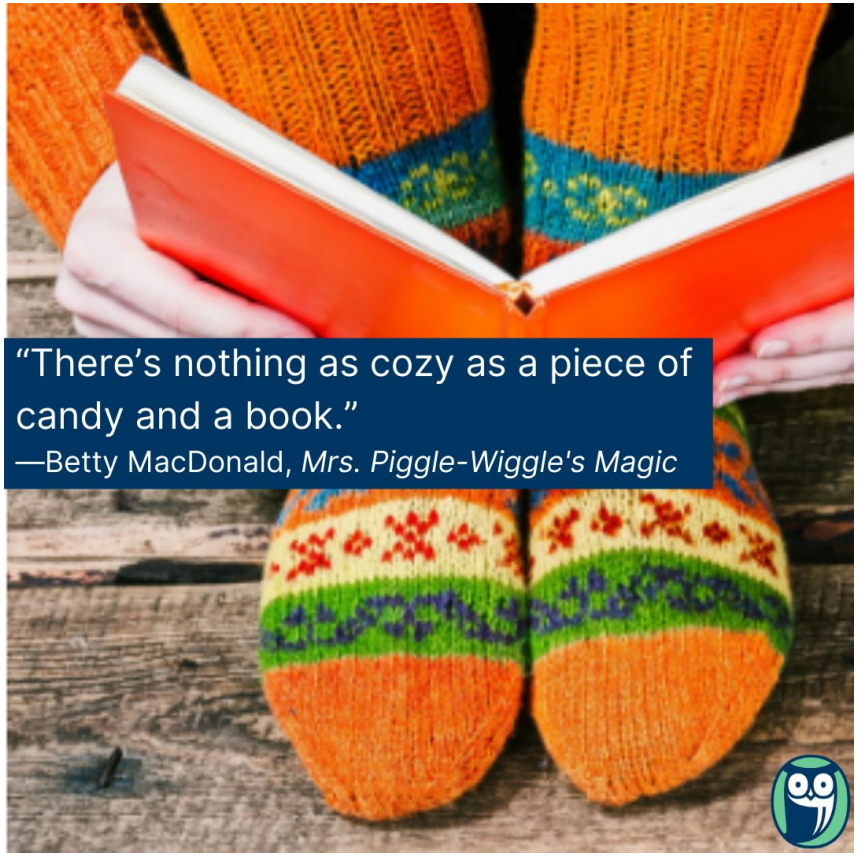
"There's nothing as cozy as a piece of candy and a book."
—Betty MacDonald, *Mrs. Piggle-Wiggle's Magic*

Color

→ Have a main color and one to two complimentary colors

→ Again… less can be more

→ Play light colors off dark colors and vice versa

→ If colors are too close together, information gets lost

→ Color help to create contrast

Contrast

- → Adds visual interest
- → Engages the reader
- → Creates organization
- → Reader can glance at the piece and instantly understand what is going on
- → Where design can get playful

BACK TO SCHOOL
ISN'T HARD WHEN
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Owwl.org
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LIBRARY CARD
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2nd Annual OWWLie Awards
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Join us for a special awards presentation
Friday, October 15, 2021 at 10:00AM
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Negative Space

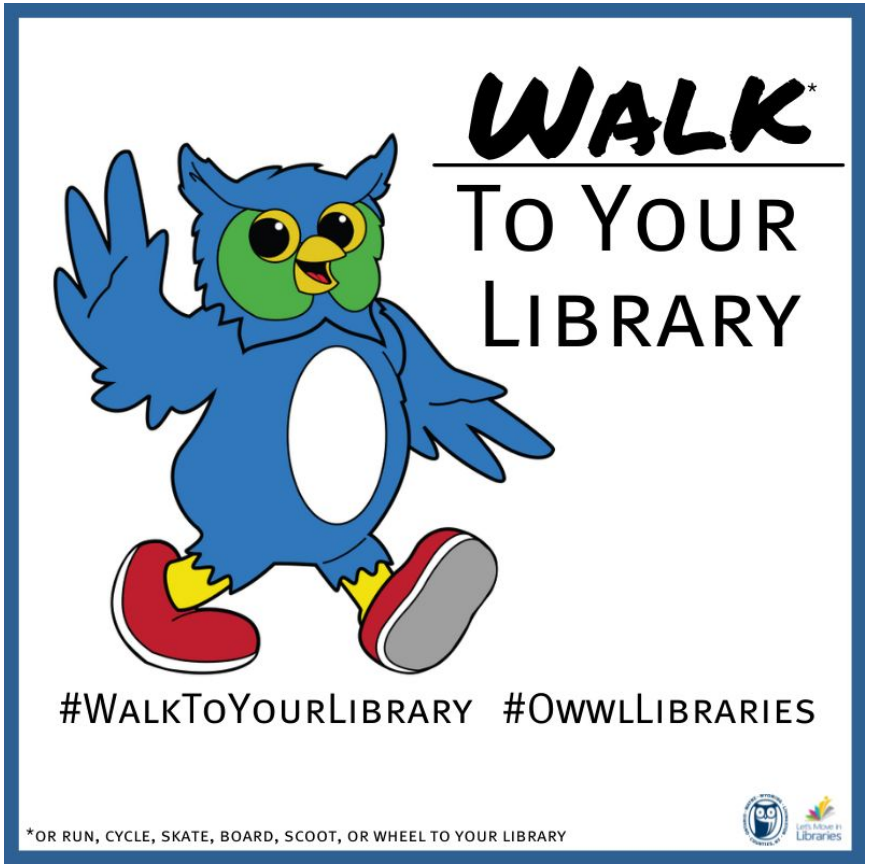
→ Negative space is not unused space

→ Helps to highlight what is important

→ Creates balance

→ Let’s the design breathe

Negative Space



“Before you leave the house, look in the mirror and take one thing off.”

—Coco Chanel

FRIENDS ACADEMY
DAY CAMP
LOCUST VALLEY NY
GROUP 17
JULY 1985

Design for Accessibility

- → Provide sufficient contrast between foreground and background
- → Don’t use color alone to convey information
- → Use headings and spacing to group related content
- → Create designs for different viewport sizes
- → Use Alt Text when posting on Social Media

Design for Accessibility

Web Accessibility Initiative
https://www.w3.org/WAI/

Some Other Tips

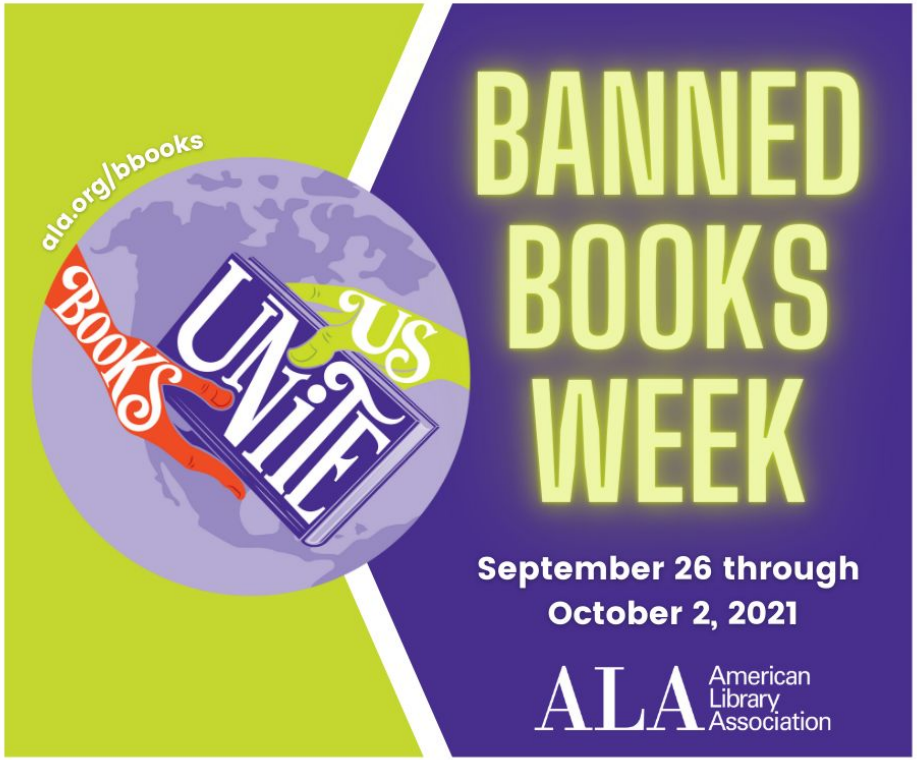
- → Start with a focal point and work from there
- → Don’t just stick things in the corners or clump everything in the middle
- → Consider how people consume information
- → Count the number stops your eyes have to make; if it’s more than 3, delete
- → Don’t be afraid to experiment!

“When in doubt, make it red.

If you’re still in doubt, make it big.”

-Ivan Chermayeff, graphic designer

all aboard!
ABOS
join ABOS
in 2021


ala.org/bbooks
BOOKS UNITE US
BANNED
BOOKS
WEEK
September 26 through
October 2, 2021
ALA American Library Association

Tools

- → Canva (my fave!)
- → Microsoft Word/Publisher (but… maybe start to move away from these though…)
- → Google Docs/Slides (see: Microsoft Word/Publisher above)
- → Adobe Spark
- → Inkscape
- → Gravit
- → Pablo
- → Poster My Wall

Saving Time

- → Don’t recreate things over and over—reuse, recycle, and repurpose your designs
- → Borrow inspiration
- → Anything you are also going to print, create vertical
- → Anything you are creating just for online, create square size (1080 px X 1080 px)

COOKIES & CRAFTS

Thursday, December 19 4pm
Grades PreK - 2

Call 315-462-7371 to register

Clifton Springs Library 4 Railroad Avenue Clifton Springs, NY 14432
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COOKIES & CRAFTS

Thursday, February 14
4:00pm
Grades K - 2

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SEPTEMBER STORYTIMES

JOIN US!

Sensory Play
Ages Birth - 18 months
Tuesdays 9/10, 9/17, 9/24 @ 10am

Toddler Time
Ages 18 months - 3 years
Wednesdays 9/11, 9/18, 9/25 @ 11am

Alphabet Soup
Ages 3 - PreK
Wednesdays 9/11, 9/18, 9/25 @ 10am

Cookies & Crafts
PreK - 2nd Grade
Thursday 9/17 @ 4pm

Call 315-462-7371 to register.
Siblings welcome!

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DECEMBER STORYTIMES

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Sensory Play
Ages Birth - 18 months
Tuesdays 12/3, 12/10, 12/17 @ 10am

Toddler Time
Ages 18 months - 3 years
Wednesdays 12/4, 12/11, 12/18 @ 11am

Alphabet Soup
Ages 3 - PreK
Wednesdays 12/4, 12/11, 12/18 @ 10am

Cookies & Crafts
PreK - 2nd Grade
Thursday 12/19 @ 4pm

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Final Thoughts

→ Graphic Design takes practice

→ Think of brand identity

→ Ask: Would I look at this if I hadn’t designed it?

→ Keep it simple!