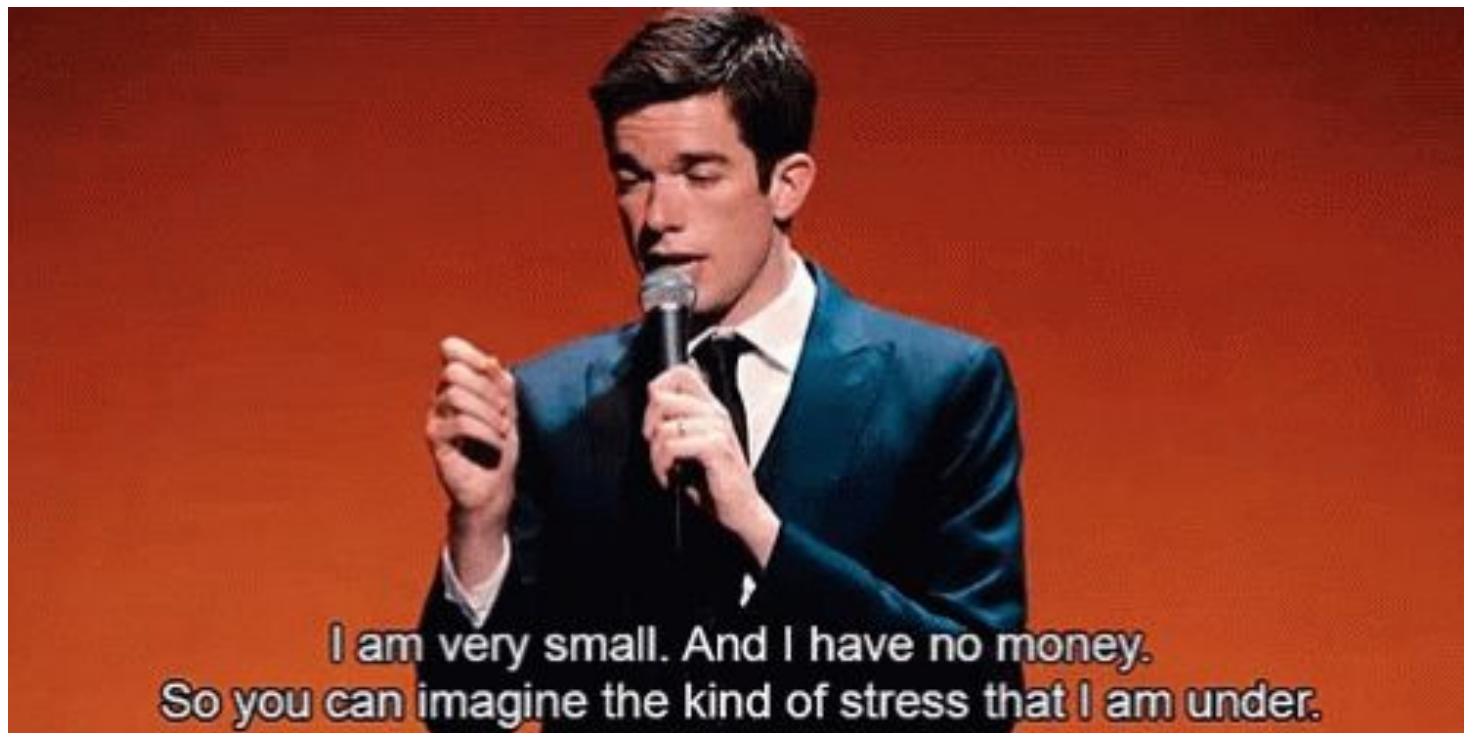


# Graphic Design for Small Libraries



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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- Social Media graphics
- Brochures
- Newsletters
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- Annual Report to the Community
- Annual Appeal

# 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*







# 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](http://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](http://owwl.org)



**HOLD ON TO  
THOSE BOOKS...**

**DUE DATES  
HAVE BEEN  
EXTENDED TO  
9/30**



Research and  
reference sources.

Right at  
home.



# 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 underlining



“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?

Businesslike

*Elegant* Direct

APPROACHABLE

Stylish Silly

# 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

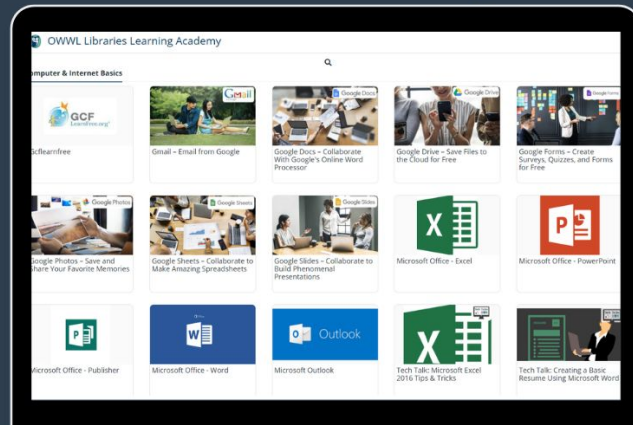
# chair yoga

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

Saturday 9/14 @ 11am

Clifton Springs Library 4 Railroad Avenue Clifton Springs, NY 14432  
315-462-7371 [www.cliftonspringslibrary.com](http://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](http://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](http://owwl.org) to learn more.



A vibrant collage featuring a central speech bubble with the text "GO GRAPHIC! Full color ebooks available @ owwl.org". Surrounding the bubble are several graphic novel covers: "Guts" by Raina Telgemeier, "Wings Fire: The Graphic Novel" by Tui Sutherland, "When Stars Are Scattered" by Victoria Jamieson and Omar Mohamed, "Inspector Flytrap" by Tom Angleberger and Cece Bell, "Baby-Sitters Little Sister" by Karen's Witch, "New Kid" by Jerry Craft, "The Witches" by Roald Dahl and Penelope Bagieu, and "Dog Man: Crime and Punishment" by Dav Pilkey. A central owl logo is also present.



# 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](http://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](http://CLOTHESLINE.ROCHESTER.EDU)


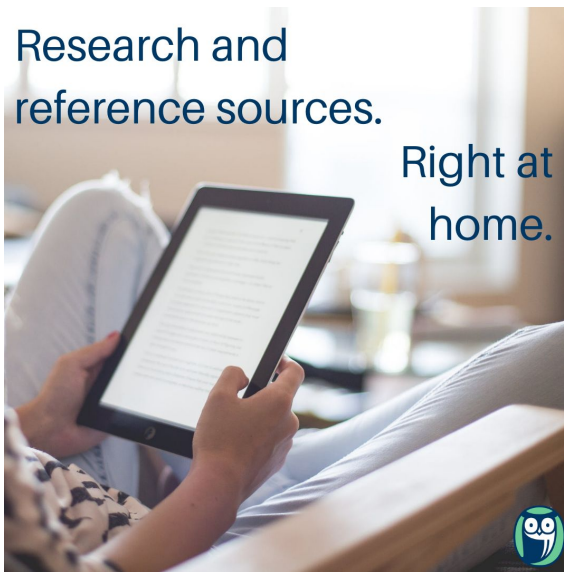


Build awareness,  
drive website traffic,  
generate leads.



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)



Discover...

eBooks

Audiobooks

Virtual programming

Language Learning

Genealogy tools

Databases

Historic newspapers

Your library

...at [owwl.org](http://owwl.org)



**Learn  
anywhere**

**with 42  
libraries  
online**



**at  
[owwl.org](http://owwl.org)**





MAKE YOUR  
MORNING  
A LITTLE  
SWEETER  
WITH  
OWWL.ORG



# *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

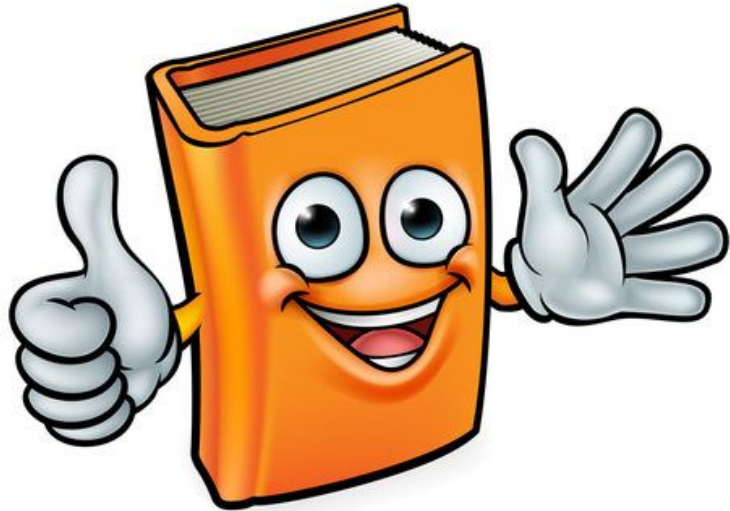


# Images



# Images

**Most Important Rule:** Do not use clip art



...no matter how friendly and funnies it looks.

# Which reminds me...

Don't use WordArt either

The word "WORDART" is rendered in a 3D, blocky font. The letters are yellow with a gradient that transitions to orange and then to a dark brown at the bottom. The text is slanted upwards from left to right and casts a dark brown shadow on the surface below it.

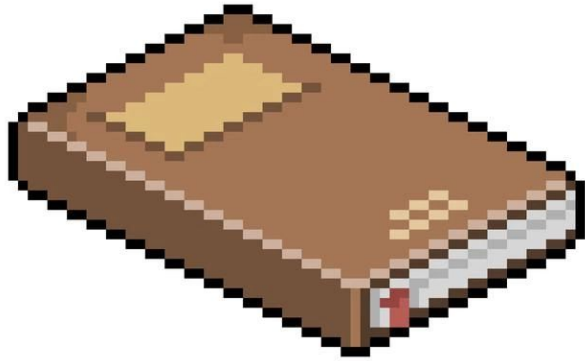
**WORDART**

# Images

- When selecting ask: What does this image add? What is its function?
- Use a background remover (paid version of Canva or [remove.bg](https://remove.bg))
- Use quality images (avoid grainy, pixelated, stretched, blurry, or watermarked images)







[www.shutterstock.com](http://www.shutterstock.com) - 30981940



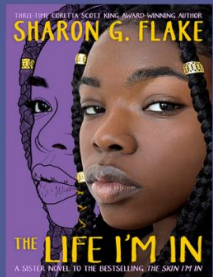
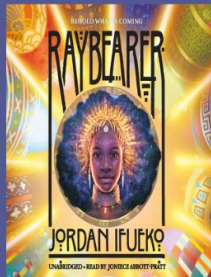
# Does your image add unity or chaos?



Vs.

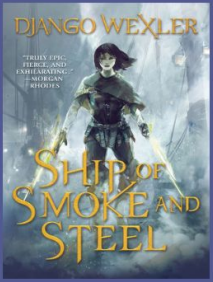
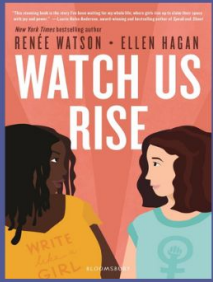
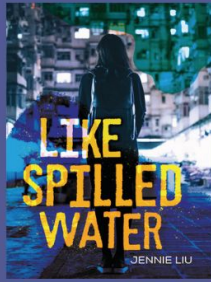






# NEW TEEN TITLES

Visit [owwl.org](http://owwl.org) to browse & borrow ebooks



Fall into a  
good book  
@ owwl.org

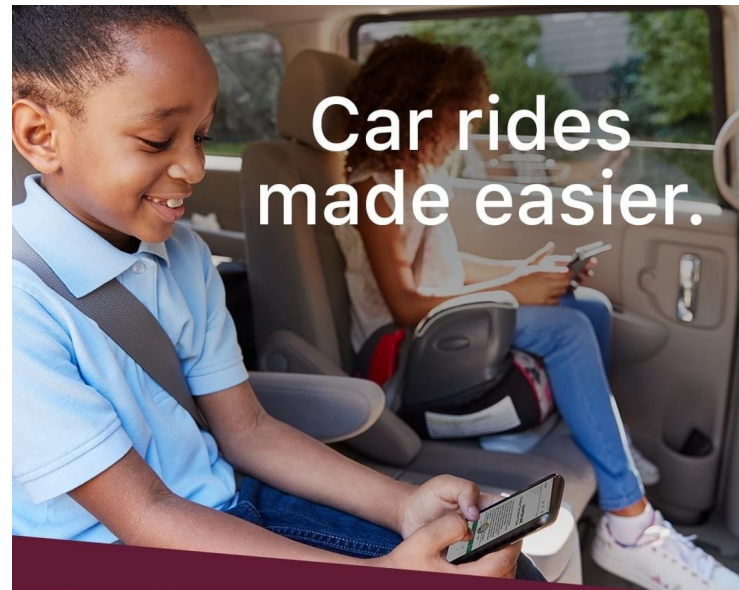




**NO HOUSETRAINING  
NEEDED.**

**ADOPT A BOOK TODAY!**

[RocCityLibrary.org](http://RocCityLibrary.org)

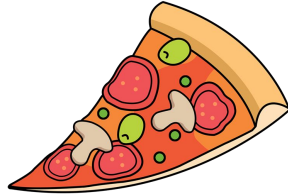


**Car rides  
made easier.**

**Libby.**

The library reading app

# And beware of false advertising!



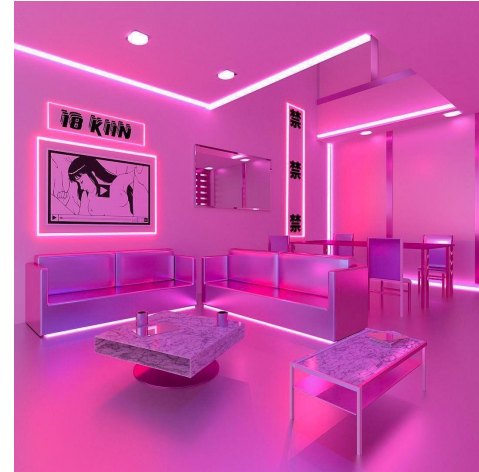


# Color

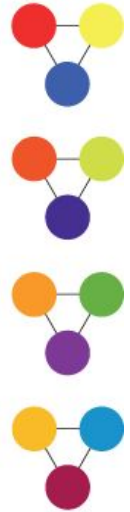
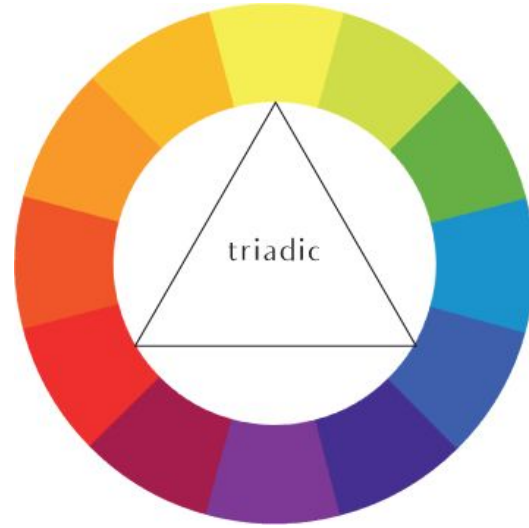
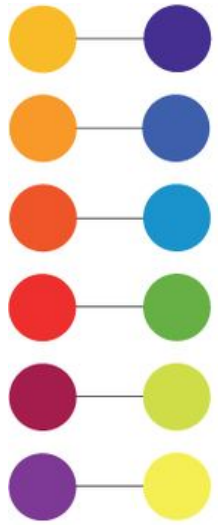
- Color has a purpose
- Highlights elements of importance
- Establishes character



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



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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**



**YOU'VE GOT YOUR  
LIBRARY CARD**

Visit [owwl.org](http://owwl.org) to find your local library and learn more.



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THIS EVENT WILL ALSO BE LIVE STREAMED  
KINDLY RSVP BY FRIDAY, OCTOBER 1



# Negative Space

- Negative space is not unused space
- Helps to highlight what is important
- Creates balance
- Let's the design breathe

# Negative Space

CONNECT WITH US  
@ OWWL.ORG 24/7



**WALK**  
TO YOUR  
LIBRARY

#WALKTOYOURLIBRARY #OWWLLIBRARIES

\*OR RUN, CYCLE, SKATE, BOARD, SCOOT, OR WHEEL TO YOUR LIBRARY



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

—Coco Chanel



# 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

## Designing for users of screen readers

Do...	Don't...
describe images and provide transcripts for video 	only show information in an image or video 
follow a linear logical layout 	spread content all over a page 
structure content using HTML5 <pre>&lt;h1&gt; &lt;nav&gt; &lt;label&gt;</pre>	rely on text size and placement for structure 36pt, bold <b>Header</b>
build for keyboard use only 	force mouse or screen use 
write descriptive links and headings <a href="#">Contact us</a>	write uninformative links and headings <a href="#">Click here</a>

## Designing for users with low vision

Do...	Don't...
use good colour contrasts and a readable font size 	use low colour contrasts and small font size 
publish all information on web pages 	bury information in downloads 
use a combination of colour, shapes and text <b>Start</b>	only use colour to convey meaning 
follow a linear, logical layout 200% magnification 	spread content all over a page 200% magnification 
put buttons and notifications in context <input type="text"/> <input type="submit"/>	separate actions from their context <input type="text"/> <input type="submit"/>

## Designing for users with dyslexia

Do...	Don't...
use images and diagrams to support text 	use large blocks of heavy text 
align text to the left and keep a consistent layout 	underline words, use italics or write in capitals <b><i><u>DON'T DO THIS</u></i></b>
consider producing materials in other formats (for example audio or video) 	force users to remember things from previous pages - give reminders and prompts 
keep content short, clear and simple 	rely on accurate spelling - use autocorrect or provide suggestions dyslexia ✕ dsyle
let users change the contrast between background and text 	put too much information in one place 

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.**”

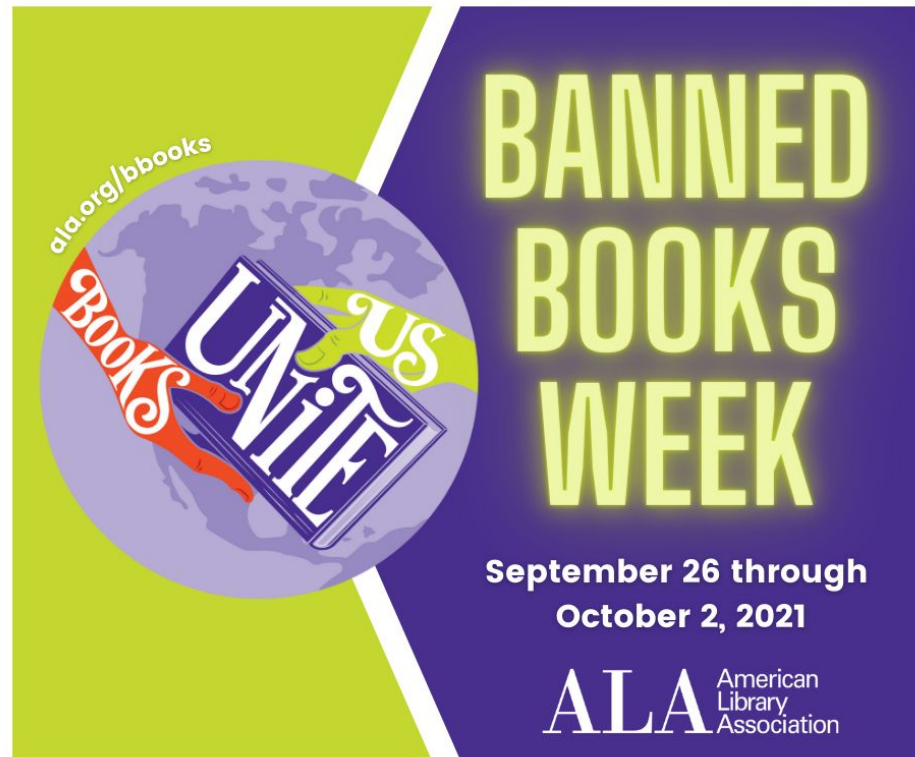
-Ivan Chermayeff, graphic designer

**all aboard!**



**join ABOS  
in 2021**

[ala.org/bbooks](http://ala.org/bbooks)



**BANNED  
BOOKS  
WEEK**

September 26 through  
October 2, 2021

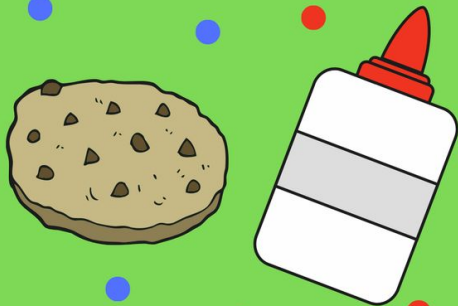
**ALA** American  
Library  
Association

# 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  
315-462-7371 [www.cliftonspringslibrary.com](http://www.cliftonspringslibrary.com)



# COOKIES & CRAFTS

---

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

Call 315-462-7371 to register

---

Clifton Springs Library 4 Railroad Avenue Clifton Springs, NY 14432  
315-462-7371 [www.cliftonspringslibrary.com](http://www.cliftonspringslibrary.com)



# 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!

Clifton Springs Library

4 Railroad Avenue Clifton Springs, NY 14432

315-462-7371 [www.cliftonspringslibrary.com](http://www.cliftonspringslibrary.com)

# DECEMBER STORYTIMES

JOIN  
US!

## 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

Call 315-462-7371 to register

Siblings welcome!

Clifton Springs Library

4 Railroad Avenue Clifton Springs, NY 14432

315-462-7371 [www.cliftonspringslibrary.com](http://www.cliftonspringslibrary.com)

# 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!

