

# No More Bad Signs!

---

PROMOTE YOUR COLLECTION WITH GRAPHIC DESIGN\*

\*(EVEN IF YOU'RE NOT A DESIGNER!)

# Your Presenters

---

Mary Kinser

Collection Development Librarian

Whatcom County Library System



Amy Jones

Communications Specialist/Graphic Designer

Whatcom County Library System



# We'll discuss:

---

- Our own display sign woes & how we solved them
- Remaking our image – staying fresh & modern
- Cross-promoting collections
- Basic design principles & tools anyone can use

## Standard display idea: Romance

---

What images would you expect to see?

What phrases would you expect to be used?

# WHERE WE STARTED vs. WHERE WE ARE NOW

---



# Why use broad concepts?

---

Appeal to more patrons

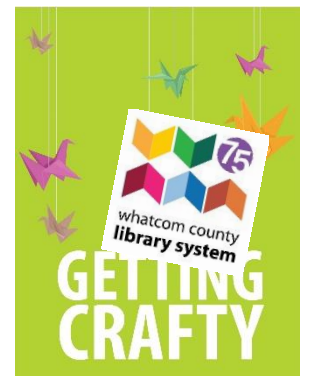
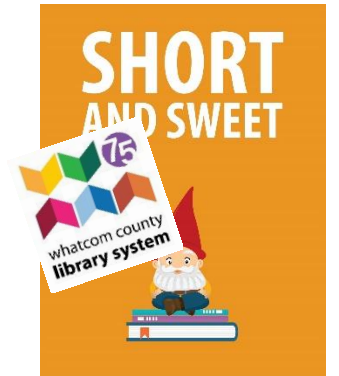
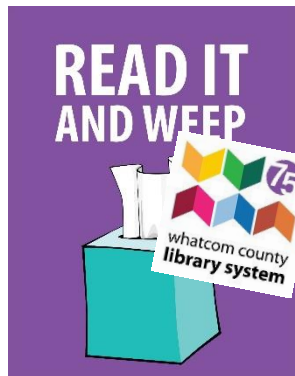
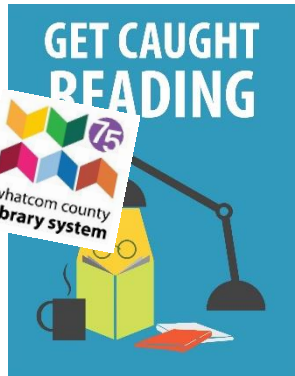
Opportunity to highlight lots of materials

Supports whole-collection RA

Easier to replenish displays

Increases engagement and interest

Stops people in their tracks!



# Our process

---

1



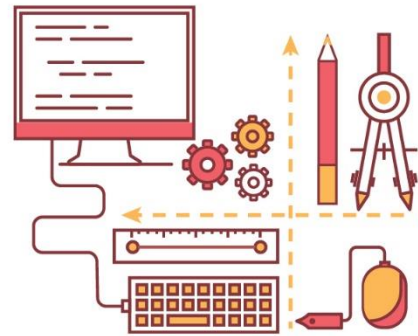
get suggestions from  
public services staff

2



brainstorm how to  
turn specifics into  
broad concepts

3



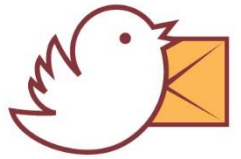
meet with designer  
to explain ideas and  
discuss potential images

4



review drafts  
with designer

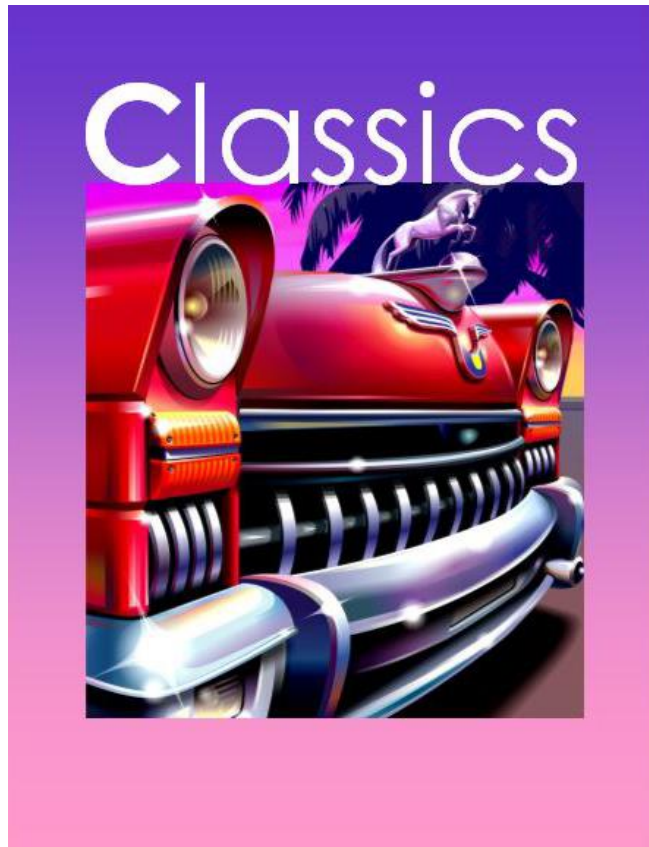
5



finished signs  
delivered to  
branches with  
suggestions of  
how to use

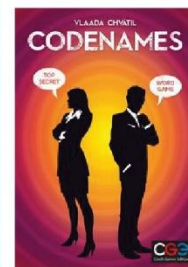
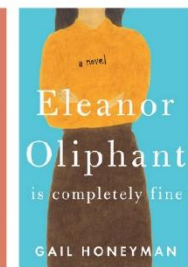
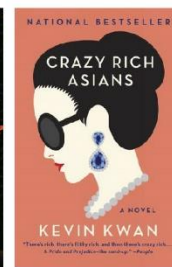
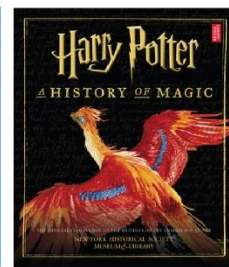
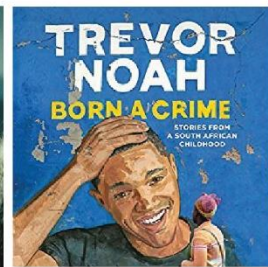
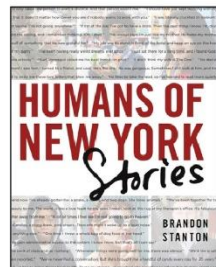
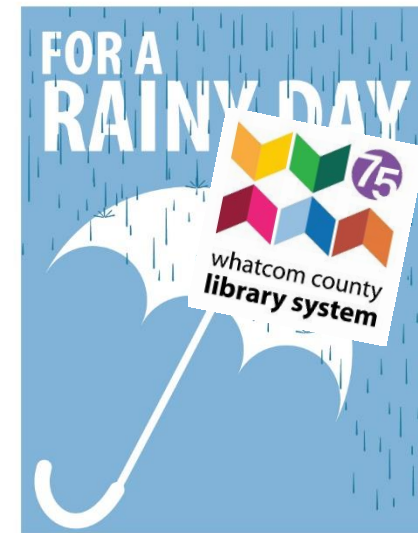
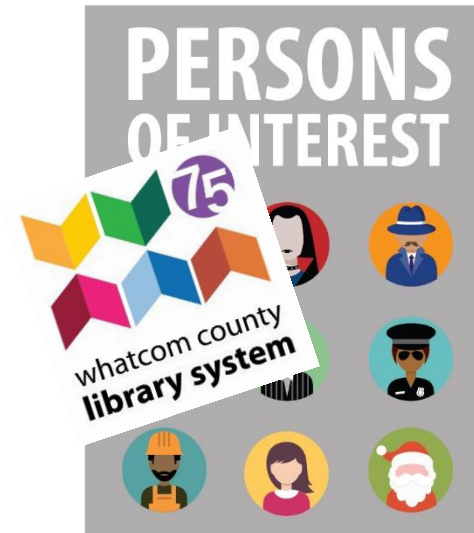
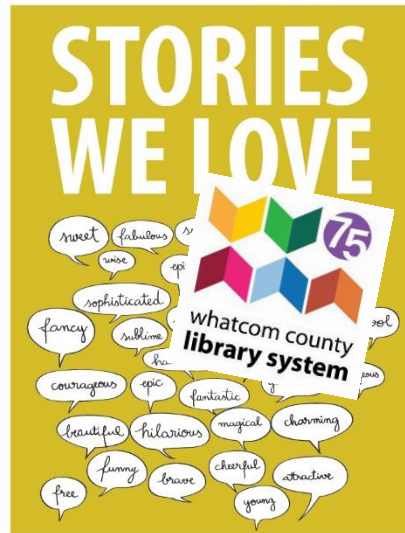
# LIMITED vs. BROAD

---





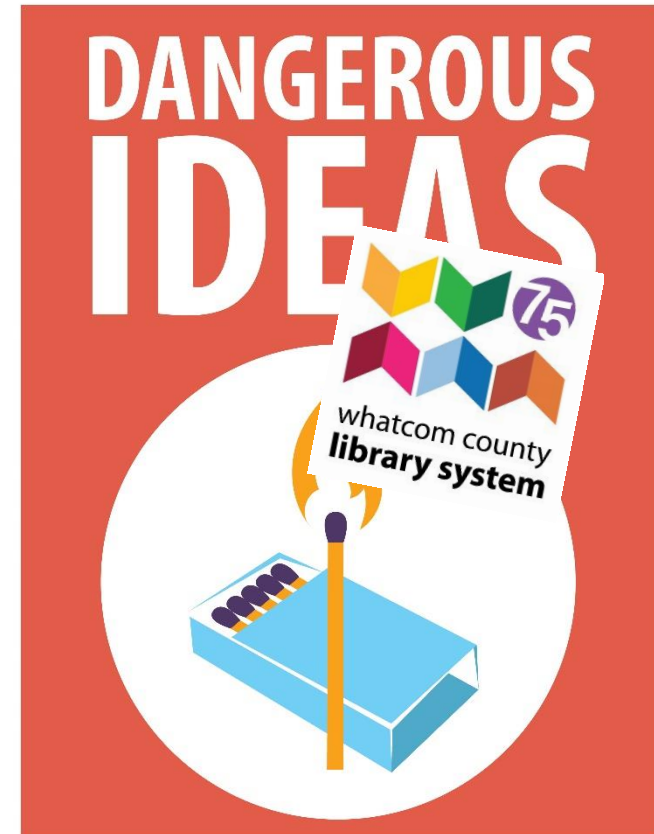
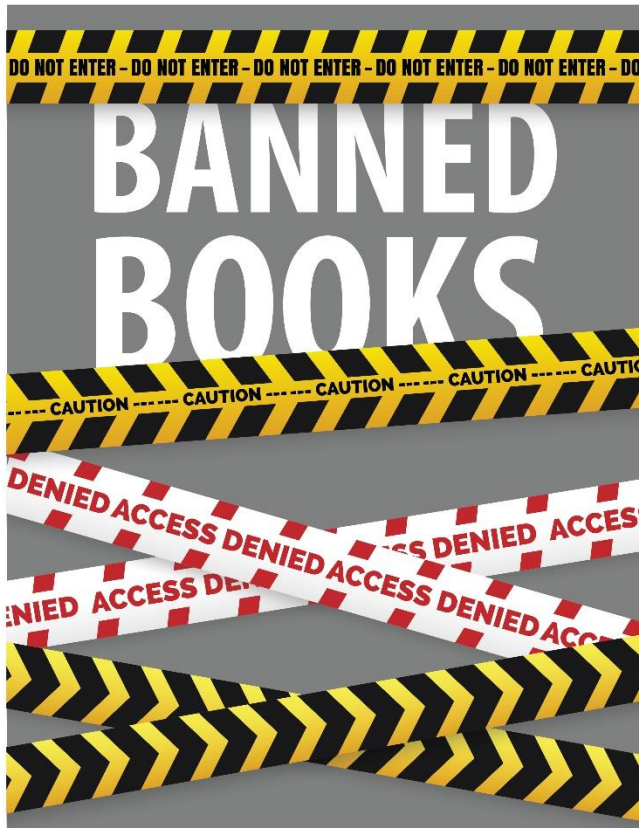
# Let's give it a try!



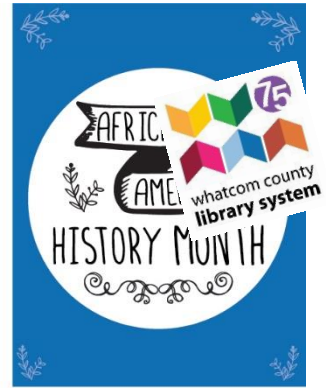
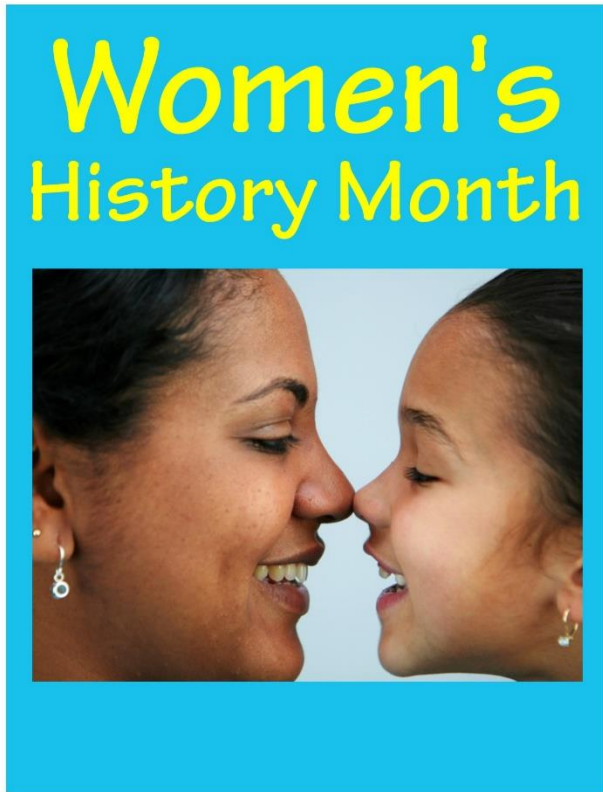


# HOW IMAGES SHAPE MESSAGE

---



# Design Thinking: what problem are you trying to solve?



# Design Thinking: Audience

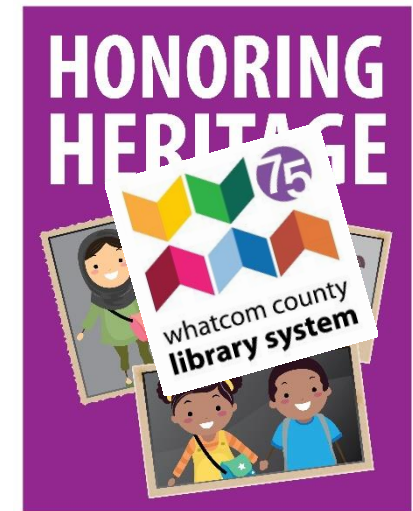
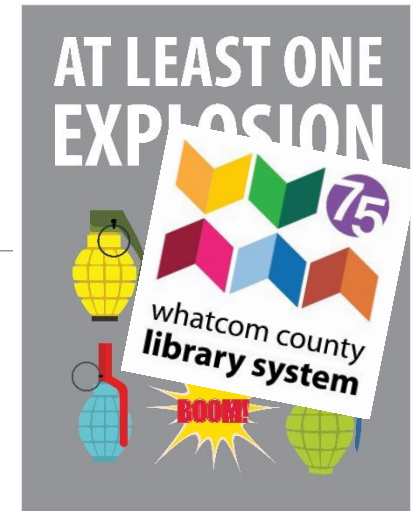
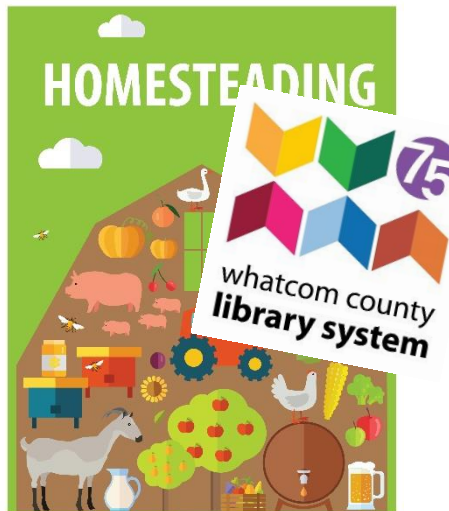
---

Who are you talking to?

What do they understand?

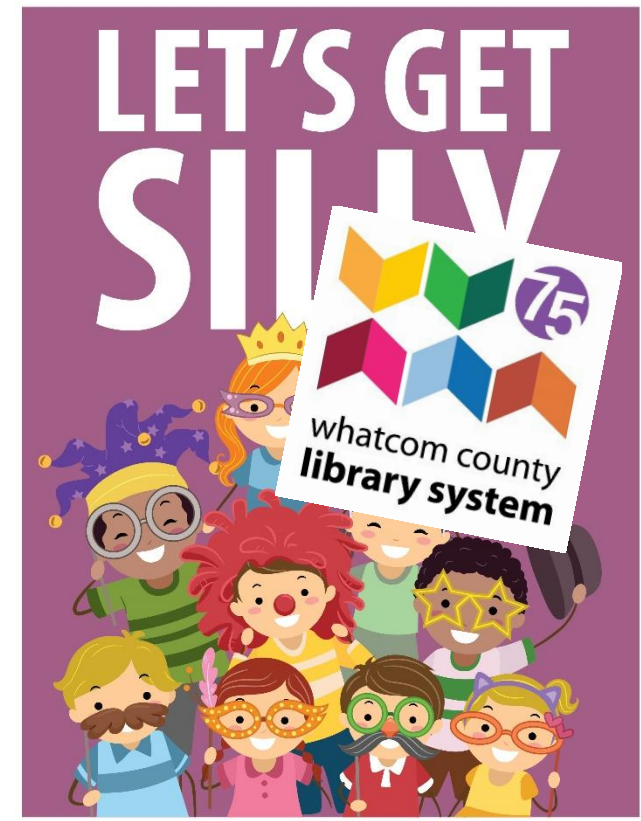
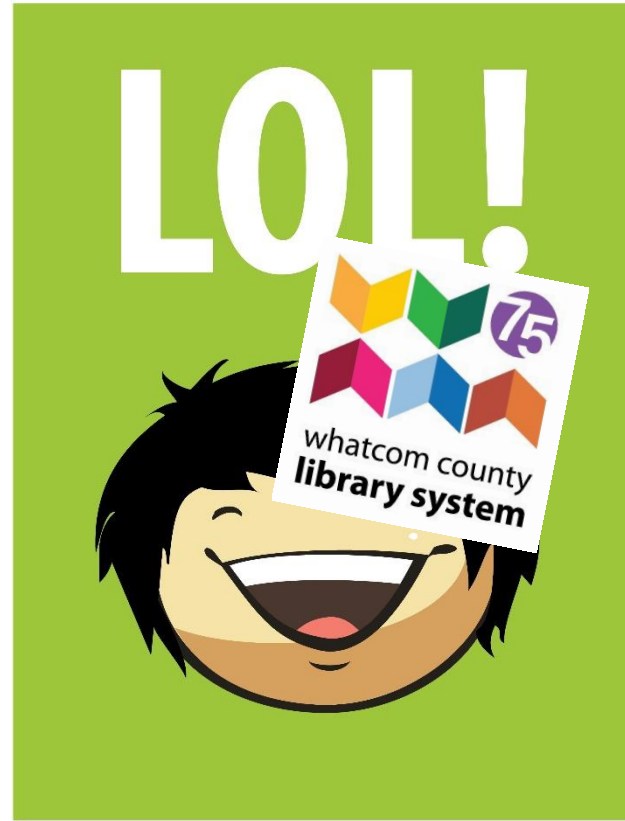
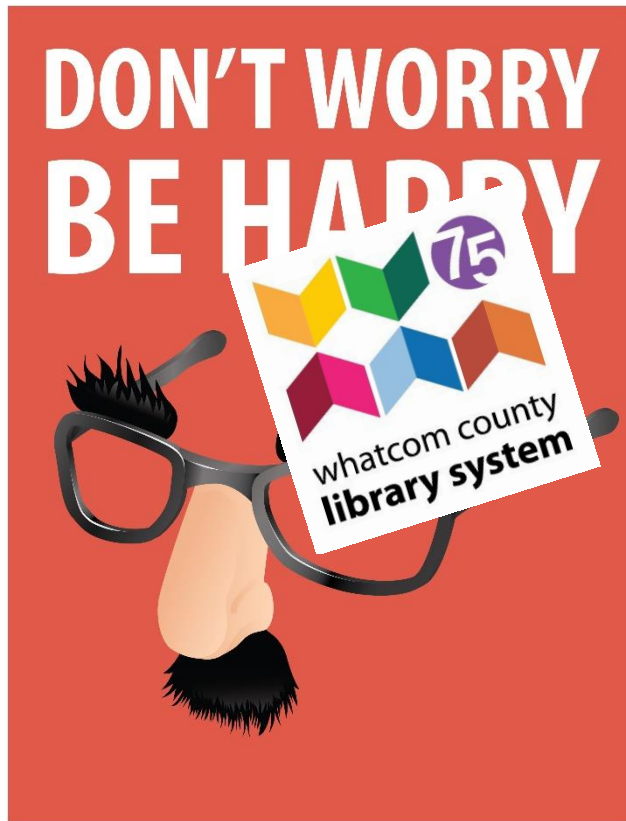
What tone should you use?

How do you want them to feel?



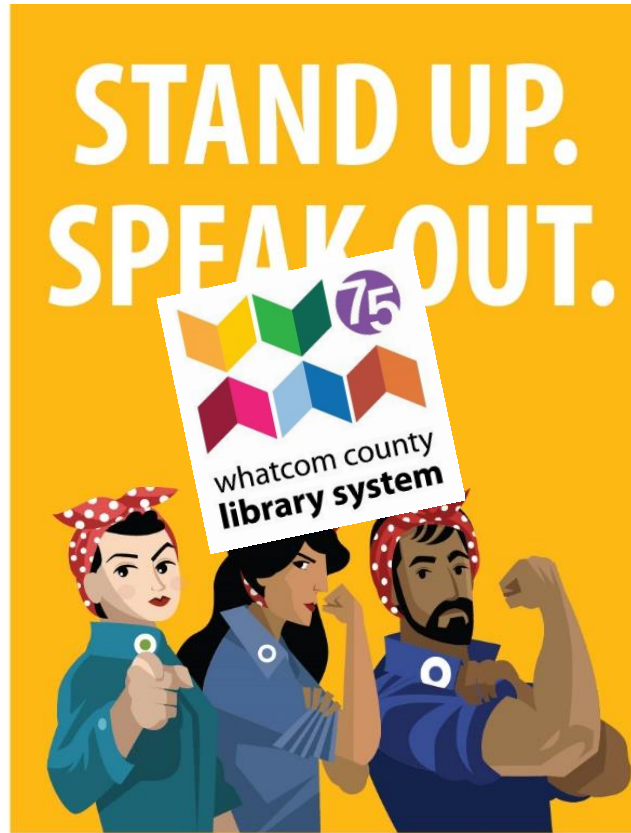
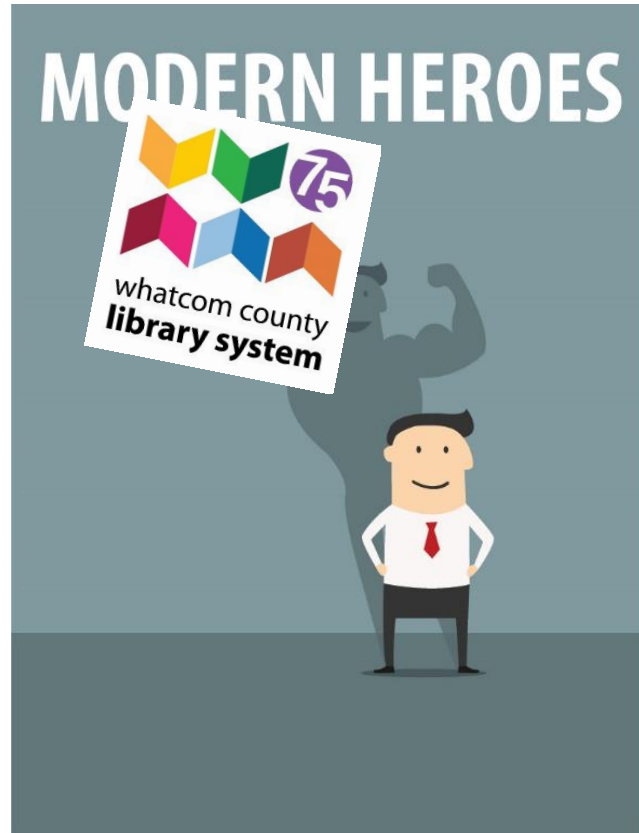
# Broad Concept: HUMOR for Adults, Teens, and Kids

---



# Broad Concept: HEROES for Adults, Teens, and Kids

---



# Creating Consistency

Consistent elements create a unified look – even when the styles of illustration are very different





# Choosing Fonts and Colors

---

Different combinations of fonts and colors create distinct feelings, even with the same image and layout.



# Guiding Words

---

What is the personality of your library?

How do you want people to feel when they interact with your library and/or collection?

Now pair up or work on your own to brainstorm two guiding words.

# Resources to get you started:

---



- Canva - Free Version
- Adobe Spark - Free Version
- Freepik or Vecteezy (for vector illustrations)
- Unsplash Photos



- Canva For Work: \$9.95 per month (includes brand options)
- Adobe Spark Premium: \$9.99 per month (includes brand options)
- iClipart.com subscription (photos and vector illustrations): \$7.50 per month



- Adobe Stock subscription (high quality photos and vector illustrations): \$29.99 per month
- Creative Cloud (Illustrator, Indesign, Photoshop) through TechSoup: \$19.99 per month
- Free Illustrator tutorials through Adobe!

# Advice from Chip Kidd

Chip Kidd is an American graphic designer, best known for his book covers. Based in New York City, Kidd has become one of the most famous book cover designers to date. Kidd is currently the associate art director at Knopf, an imprint of Random House.  
~ Wikipedia

Show this:



Or say this:

apple

But don't do this:



apple

# Questions?

---

