


improving communication
in libraries through better

VISUAL DESIGN

1 2 3


WHY GOOD DESIGN IS IMPORTANT



1 2 3

WORKFLOW

PROCESS, PRINCIPLES, TOOLS



1 2 3

CONSISTENCY

AKA BRANDING



DESIGN IS EVERYWHERE

Think about your work over the last three months at your library.

What kinds of things have you designed during that time for print or web display?

GOOD DESIGN IS IMPORTANT

(it's true)

BARRIERS
to good design

WORKFLOW

**INTENTIONAL
THINKING**



**INTENTIONAL
THINKING**

audience



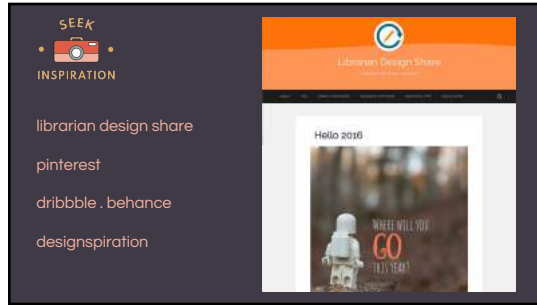
**INTENTIONAL
THINKING**

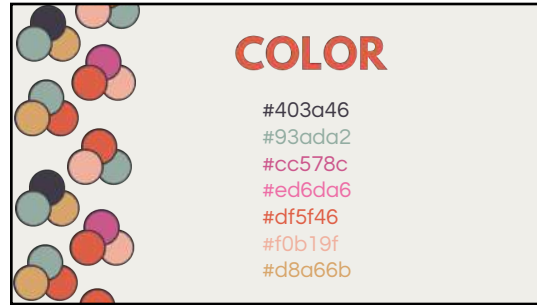
audience · message



**INTENTIONAL
THINKING**

audience · message · medium





Aa
TYPOGRAPHY

Aa
TYPOGRAPHY

league of moveable type

dafont . fontsquirrel

typewolf . fonts in use

lost type co-op




iconsoimages



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 the noun project
 gratisography . pixabay . picography





DESIGN PRINCIPLES

1

CONTRAST

If information is different,
 make it visually distinct.



2

PROXIMITY

Items grouped together are viewed as one unit.



3

ALIGNMENT

Every element should have a visual connection.



4

REPETITION

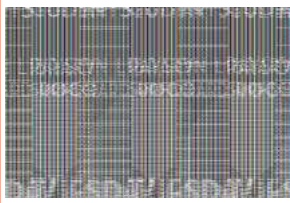
Reuse design elements (color, font, graphics, etc.)




5

SCALE


Consider the relative size of elements to one another and the medium.





photoshop . illustrator . indesign
publisher . word . powerpoint
canva . piktochart . easelly
google slides . google draw

FEEDBACK



REVISIONS



CONSISTENCY

maintain your brand



CONSISTENCY

- logo
- color scheme
- fonts
- slogan



CONSISTENCY

- logo
- color scheme
- fonts
- slogan



CONSISTENCY

- logo
- color scheme
- fonts
- slogan





QUESTIONS?

APRIL AULTMAN BECKER
april.becker@sulross.edu

VERONICA ARELLANO DOUGLAS
viarellano@smcm.edu



COLORS

Colorzilla.com
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Thenounproject.org
Gratisography.com
Pixabay.com
Picography.com

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DESIGN

Non-Designers' Design 8 Type Book
Graphic Design: The New Basics
Universal Principles of Design
ACRL Tech Connect: Design 101
