



THAT TOUCH OF WHIMSY

Creating eye-catching signage or publicity for an information saturated society



Presented by Elizabeth Norman Worley, Dean of Libraries
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**DEVELOP THE
TALENT UNDER
YOUR NOSE**



E. Worley 2016

- I bet there are some creative people working in the library. Get input on ideas. Some may even have graphic design experience or do photography as a hobby.

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Take advantage of the "selfie" generation.



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It is a good practice to get a signed photo release if faces are identifiable in the sign. You will also need one from a parent/guardian if photographing minors.

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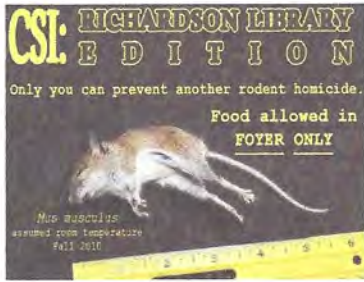




OVERCOMING ADVERTISING OVERLOAD

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Craft images that provoke a reaction;
quirky, nostalgic, weird...



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Use current trends in social media and popular culture.



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Rhymes, alliteration, words play, and familiar sayings can be corny but effective.



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Avoid a lot of text.



Hey Good Looking, What's Cooking?
Thursday, March 3rd @ 9:30AM
Library, 1st Floor

*Easy & Cost Efficient Recipes
Demonstration & Samples*




*Chef Dustin Sisco
Culinary Events Catering*



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Try to imbue a benefit to the user when advertising.

Chapel Credit →



EL DÍA DE LOS MUERTOS
"The Day of the Dead"

Friday, October 31st
9:00am - 11:00am

The Chapel Credit - The Day of the Dead
1 Chapel Credit

What's new at the Chapel Credit? We're bringing you the best of the best!
The Chapel Credit - The Day of the Dead
The Chapel Credit - The Day of the Dead

Place
Order by 10/28/15

Halloween Celebration

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TECH SPECS

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- For the photos we use a standard 35mm camera and some were taken with a smartphone.
- Software used is Adobe Photoshop or Illustrator.
- Printers for banners—HP Design Jet Z3200 24" and Z3200 PS 44". Starting price \$3,900.

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- Cost of paper for banners—Varies widely depending on size and finish. Generally \$1 - \$2 sq ft. from online photo suppliers, HP, etc.
- Cost of ink for banners—12 color ink cartridges list at \$82.36 for HP ink. Available HP, Amazon, etc.
- Banner stands cost about \$40 from Carlson JPM Store Fixtures

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A WORD ABOUT COPYRIGHT

- To stay on the safe side we use clip art, public domain items, images we own, or self-created photos.

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MORE INFO

To see other examples—

www.facebook.com/HSUlibraries

www.twitter.com/HSUlibraries

Questions? Feel free to email me—

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