

Graphic Design & Marketing
Your Library Effectively

Graphic Design Principles

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<http://sois.uwm.edu/design>

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Introduction to the Principles & Elements of Design

Principles of Design
Unity | Balance | Hierarchy

Elements of Design
Color | Image | Type



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Visual Communication

In most careers, individuals will be required to use technology to communicate effectively

presentations
(conference presentations | training | programming)

publications
(newsletters | annual reports)

marketing
(posters | displays | advertisements | branding)

online communications
(web design | social media)









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BASIC DESIGN PRINCIPLES

unity

balance

hierarchy

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unity

elements in agreement • appear to belong together

relationship between design elements
and the composition as a whole

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unity

Unity in design exists when
all elements are in
agreement

Unity exists when design
elements look like they
belong together

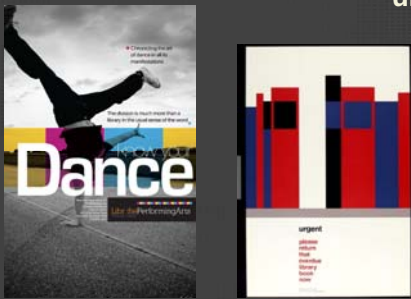
Proximity
Similarity
Repetition

unity



Proximity
Similarity
Repetition

unity



Proximity
Similarity
Repetition

unity



Proximity
Similarity
Repetition


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balance

state of equalized tension within a composition
relationship between the individual design elements
and the composition as a whole


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balance



Symmetric
Elements are visually equivalent on both sides of a composition • evenly distributed around a central, vertical or horizontal axis

Asymmetric
Elements of differing size, shape, tone are arranged in a composition in a way that balance each others visual weight

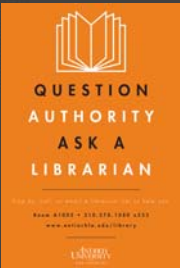


http://www.digital-web.com/articles/principles_of_design/

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balance

static



<http://www.library.org/1007/library/home>

dynamic



<http://www.library.org>

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balance

https://www.canva.com/

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balance

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hierarchy

dominance | emphasis

order of importance
helps move the reader through
the composition

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emphasis | hierarchy

hierarchy
The varying degrees of emphasis in a composition

- Dominant (focal point)
- Sub-dominant (middle ground - secondary)
- Subordinate (background - least visual weight)

<http://www.phillymag.com/2012/04/11/philadelphia-book-festival/>

<http://www.phillymag.com/2012/04/11/philadelphia-book-festival/>

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emphasis | hierarchy

dominance or emphasis
in a design can be created with the use of:

- Contrast
- Placement
- Proportion

<http://www.phillymag.com/2012/04/11/philadelphia-book-festival/>

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emphasis | hierarchy

<http://www.stocklayouts.com/>

Dominance & Hierarchy



Good Design Is As Easy as 1-2-3

1. Learn the principles. They're simpler than you might think.
2. Recognize when you're not using them. Put it into words – name the problem.
3. Apply the principles. You'll be amazed.

DESIGN ELEMENTS

color

type

image

lines • shapes • patterns • textures
depth • direction • value

Communicate (don't just decorate)



- Every design element should serve a purpose – add value to the message.
- Evoke a feeling or mood
 - Convey a message or idea
 - Build a user's personal engagement with the content
 - Control the pacing of material
 - Help organize the information and help create a hierarchy

Rodin Williams, (2008) *The Non-Designer's Design & Type Books*, Deluxe Edition, Peachpit Press.

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Color

RED	PINK	PURPLE	NAVY	GREEN	BLUE	ORANGE
MEANS: active exciting warm youthful physical power	MEANS: respect warmth feminine romantic sensitive nature	MEANS: deep respect original individual mysterious respect	MEANS: loyalty sincere peace control responsible success	MEANS: growth nature harmony general clarity prosperity	MEANS: spirit content control rescue open ambition	MEANS: instinct warmth optimistic extreme freedom impulse motivation
BRANDS: Kellogg's Coca-Cola McDonald's Pepsi Visa	BRANDS: Barbie Victoria's Secret Pantyline	BRANDS: Disney Yacht Facebook Twitter	BRANDS: Reebok BP Intel Twitter	BRANDS: Gosh Open Ambition	BRANDS: Oreo Bittly Bittly	

<http://inkbotdesign.com/spot-the-spot-logo-design/>

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Color

Monochromatic
 Analogous
 Triad

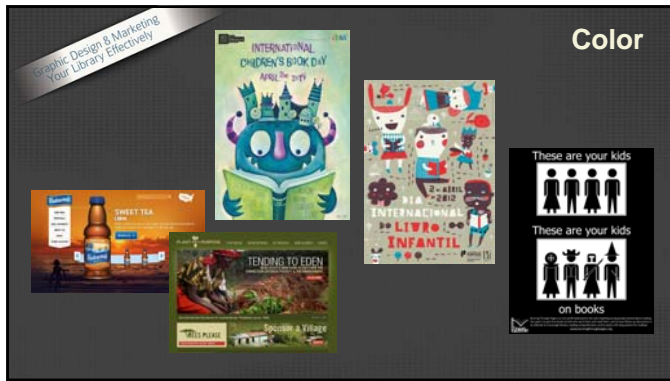
Complementary
 Split-Complementary
 Double-Complementary

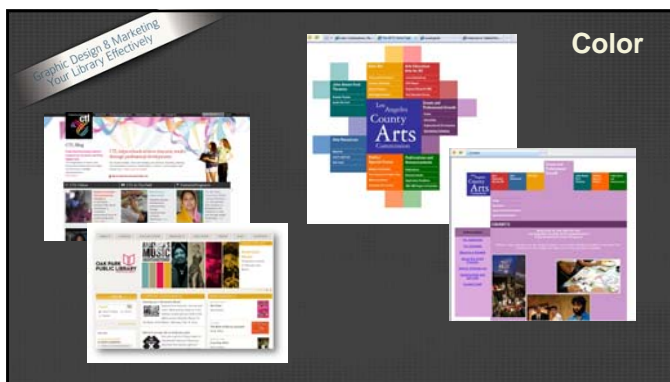
Ford, Janet L. <http://www.fordjanet.com/colorwheel.htm>

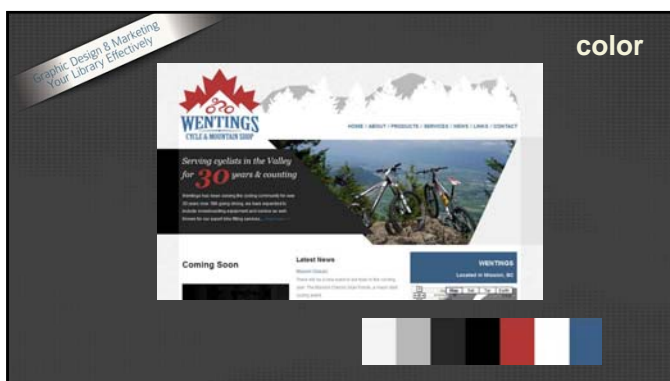
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Color

Complementary

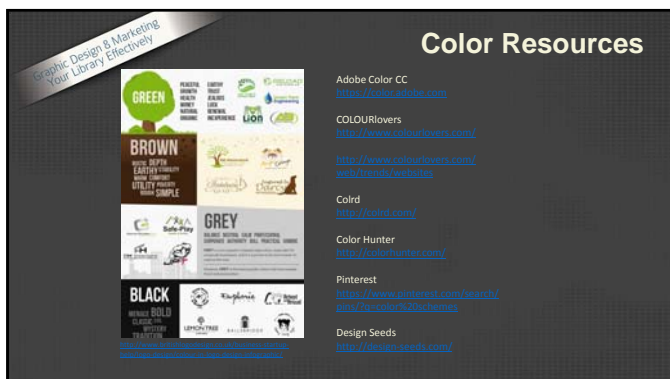






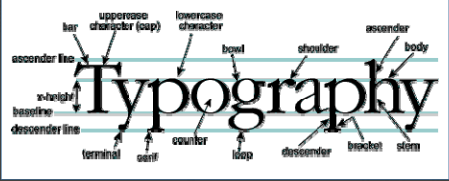






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In visual communication we can treat
type as a design element



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In visual communication we can treat
type as a design element



<http://www.western.com/00001100/things-i-ve-learned-from-car-guys>

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type



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type

THE 10 COMMANDMENTS OF TYPOGRAPHY

<http://superdevresources.com/making-font-combinations-that-work-infographics/>

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type

<https://medium.com/@mattmiller/2014/01/01/the-il1-test/>

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type

[illegible][illegible]

The image displays two side-by-side medical release forms, illustrating a design comparison. The left form, titled 'Medical Information Release', is from a library and includes a header with the library's name and logo. It features a complex layout with multiple tables for patient information, medical history, and consent. The right form, also titled 'Medical Information Release', is from a high school and has a simpler layout with fewer fields and checkboxes. A large, stylized 'type' logo is positioned in the top right corner of the image.

[illegible]

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Type Resources

Sources



<http://www.fontsquirrel.com/>



<https://www.google.com/fonts>



<http://fontyou.com/>

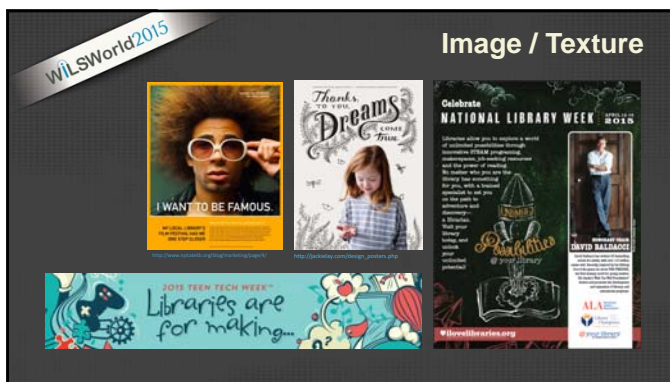
<https://designschool.canva.com/blog/typeface-fonts/>

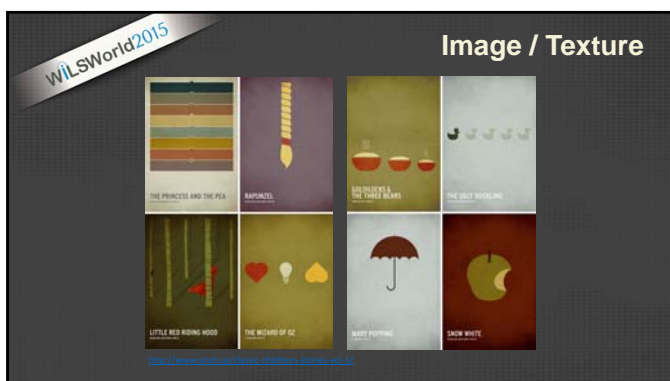
<https://www.pinterest.com/explore/font-combinations/>

<http://www.papress.com/thinkingwithtype/text/tracking.htm>

http://graphicdesign.spokanefalls.edu/tutorials/process/type_basics/default.htm







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Image / Texture

The Guidance Center has been leading children and families to a brighter future for over 30 years. We provide quality mental health care to more than 1,000 children and families in the communities of Long Beach, Compton, San Pedro, and Harbor.

Learn More About The Guidance Center in Our New Video

Make a difference in the lives of children and families by donating to The Guidance Center. Your donation will help us provide the best care for our children and families.

<http://www.tgclb.org/>

WILSWorld2015

Image / Texture

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Image / Texture

Erin Morgenstern talks about her new book **The Night Circus** Tuesday April 19 at 7:30pm

Learn the tools and techniques used to help you develop materials that effectively promote and inform your library community or organization.

Ai
Ps
Adobe

WILSWorld2015

Image Editing / Creation Tools



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Outsource Solutions

Designers	Stock Images
99Designs.com	iStockPhoto.com
Crowdspring.com	Flickr Creative Commons
Freelancer.com	Compfight.com
Crowdstudio.in	500px.com
Guru.com	

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Conclusion

Top Tips

- 1) Become familiar with the basic design principles and design elements
- 2) Learn the tools and techniques (experiment with free tools)
- 3) Find design inspiration
- 4) Be deliberate with your design
- 5) Design for your audience

Don't just decorate – communicate!

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Questions?

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