Not a Pipe Dream:
Designing Displays that are Eye-Catching, Informative and FUN!

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Agenda

- Display-Planning Process
- Basics of Graphic Design
- Literature Review
The Display-Planning Process
Why Create a Display?

“...displays can be used to highlight the dark corners, the neglected, the otherwise obscure gems, with librarians affording patrons the serendipitous discovery of a new favorite author, musician or director.”

Why Create a Display?

- To Increase **circulation stats** (which may in turn bring in more funding) and promote the library
- Educational for users
- A chance to **showcase local community groups, events, and history**

Display showcasing the Windsor Public Library’s history, 2019
The Display Planning Process

- Pick a topic that is of interest to your target audience
- Consider demographics
- Document the process
  - Timelines
  - Procedures
  - Criteria for success
- Preparation is key!

(Braun, 2017, p.32)
“Documentation… can provide a clear blueprint that enables staff to keep track of work, save time, communicate more effectively, identify areas of improvement, and help articulate its value to the parent institution”  (Braun, 2017, p.32)
Think outside the box: Don’t limit yourself to books DVDs, CDs, magazines, audiobooks, archival materials, etc.

“Using a combination of document types in conjunction with other kinds of materials… created a diverse, visually compelling exhibit… a striking and varied display with a strong narrative” (Braun 2017, p.10).
• Identify relevant **community liaisons, groups, and institutions** whose information should be included

• **Reach out** to other organizations within your community that could **collaborate** on a display project.
For Science Literacy Week 2018, the Science Librarian at Leddy Library, Roger Reka, created a display which was featured as a backdrop for a Human Library event he organized.
Nursing Week Display put together by the Nursing Librarian, Helen Power, Leddy Library, 2017.
What to Include...

- A wide variety of relevant, borrowable library resources on the topic that showcase the library’s collection
- **Eye-catching** visuals to grab patrons’ attention
- Activities to **engage** patrons and **get them interested** in the topic
- Information on **both** sides of a controversial issue
- Keep it fresh!

(Jacobson, 2012, p. 43)
Do Not Include...

- Irrelevant, off-topic, useless or out-of-date materials
- Inaccessibly-formatted graphics/visuals; make sure people of all abilities are able to enjoy your display
Meet Your Librarian display at the Leddy Library, 2018

Helen Power
Information Services Librarian

- I’m writing a novel
- I have a bookstagram
- I have a forensics degree
- I collect fridge magnets

Ask me about...
- Nursing
- Psychology

“Meet Your Librarian” display at the Leddy Library, 2018
Accessibility

- Be sure that your display complies with the AODA
- Guide to the Act
- Avoid exclusionary aspects
- Incorporate many types of materials such as audio-visuals, or supplementary pamphlets
Thinking Outside the Library!

Pop-up Library displays are a great option which can be used to promote the library and all it has to offer off-site!

- Interactive props ex. selfie stations
- Computer to view library catalogue/website
- Materials
- Library brochures
- An eye-catching banner / clear signage
- Liaison for that area (if applicable)
Budgeting Tips

- Take advantage of free resources
- Buying in bulk can help cut costs
- Use and showcase **what you already have**
- **Reuse** materials from past years
“Women of Impact” display takes advantage of unused space originally intended to be a reference desk, St Clair College Library Resource Centre, October 2019
Interactivity

● Discovery

● Engagement
  ○ Puzzles
  ○ Trivia
  ○ Questions
  ○ Activities

Research Help Display at St Clair College, ongoing
Assessing Success

Qualitative and quantitative assessment tools:

- Surveys
- Email sign-up sheets
- Manually recording
- Number of swag taken
- Feedback from staff and patrons

(Brown, 2013, p.84)
Assessing Success

Did you...

- Reach your target audience?
- Educate and inform on the subject matter?
- Accomplish your goals?
- Set clear indicators of success?
- Consider collecting qualitative and/or quantitative data?

What could be improved for next time?

(Brown, 2013, p.84)
Graphic Design 101
Before you begin...

- Consider your audience
- What is your desired tone? What is the display’s purpose?
- Is the display associated with a brand?
  - Your library, a non-profit organization, an annual event, etc.

Match the design to the message
Free and Affordable Resources

- Canva.com
  - Non-profit subscription for libraries
- Gimp – free alternative to Photoshop
- Adobe Spark - free option
- Crello - free option
- PicMonkey - affordable
**Colour**

- To consider:
  - Reflection of the brand
  - Sets the tone of the display
  - Matching colours from logos / other promotional materials


- Complementary colours work best
Colour

What to do if you don’t have an eye for colour?

● Colour scheme generator - Coolors.co
  ○ Lets you pick colours you like and generates others

● ColorHunter - upload photo, develops colour scheme

Pride Month display made by Tori Levang, Leddy Library, June 2018
Contrast

- Complementary colours work well

- Colorsafe.co - identify colours that go well together

Accessibility
- Consider colour blindness
- Free online Colour checkers
- Contrast checker for accessibility - WebAim.org
Fonts

- Try to use only 2-3 fonts
- Identify fonts in logos and images through [What the Font!](https://whatthefont.com/)
- Choose fonts that match the feel of your topic
- [1001 Free Fonts](https://www.1001freefonts.com/)

NaNoWriMo Display made by Tori Levang at Leddy Library, November 2018
Fonts

● Accessibility
  ○ Sans serif fonts for main text
  ○ Can use fancier fonts for titles
  ○ Size of text
  ○ **Bold** important parts, don’t italicize or use all uppercase
  ○ Never animate the text

● Copyright
  ○ “Personal” vs. “Non-commercial” use
  ○ Contact the owner of the font for permission
Images

Public Domain Photos

- Openclipart.org
- Pexels

Need to consider copyright:

- Unsplash
- Creative Commons
- Flickr
- Noun Project for icons
Layout

- Don’t use too much text!
  - For both style and accessibility reasons

- Negative space is key

- Include links to additional information
Finishing Touches...

- Resolution
  - Consider the size of the display, printer capabilities, logo resolution, etc.

- Get a second opinion!
  - Library staff, target audience
What’s Wrong with this Design?

open access

“Open access (OA) refers to free, unrestricted online access to research outputs such as journal articles and books. OA content is open to all, with no access fees.” - Springer, n.d.

There are many ways to publish open access:

Green - self-archiving your article in a subject or institutional repository

Gold - publishing in an open access journal

Think about...

● design elements
● content
● target audience (students)
Additional Design Resources

- 10 Rules of Composition by Canva
- Introduction to Font Psychology
- Keeping up with new design trends
- Join the Librarian Design Share Community
Literature Review
Displays Promote Outreach & Collaboration

“...displays boost awareness of a library’s collections and services and can be a surprisingly effective fulcrum for partnerships with groups across campus and help cultivate conversations in the community.”

“...An interactive library display like The Race Card Project has been an effective way to promote the library as a safe intellectual space as well as engage in campus co-curricular multicultural programming.” (Everett, 2018)
Making Displays Accessible

“...This online exhibit consisted of a web page formatted for screen-reading software so that [people with a visual impairment] could hear descriptions of the images and envision the image patterns, shapes, textures, and perhaps colors while learning about the scientific research performed on campus.”

Use of Technology

“Libraries have increasingly used technology to enhance or expand the reach of their exhibits and displays, experimenting with social media, image boards, virtual bookshelves, or mobile tags.”

Augmented Reality

“Living Portraits” AR Prototype for NLM Traveling Exhibit

https://www.youtube.com/watch?v=YVjP2An0OGw
Assessing or Evaluating Displays

“Assessment of the display was measured through the collection and analysis of the ebook usage statistics. Working closely with our e-resources staff, we attempted to gather usage data from the vendors for each title in the display.”

Engaging With Your Audience

“...The Community Engagement Engine developed by the University of Florida has extended this concept by developing an open source tool designed to enhance interactions between exhibit attendees and the library staff who curated those exhibits.” (Beene & Pierard, 2018)
Traditional Information Exchanges for Exhibits

Community Engagement Engine

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Activity!

Divide into groups of 3-5

**Brainstorm** ideas for a display on your assigned topic

**To Consider:**

- What does the target audience need to know?
- How can you make it interactive?
- What design elements do you want to incorporate? Ex. colour scheme, layout (think broad strokes)
Questions?
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References


