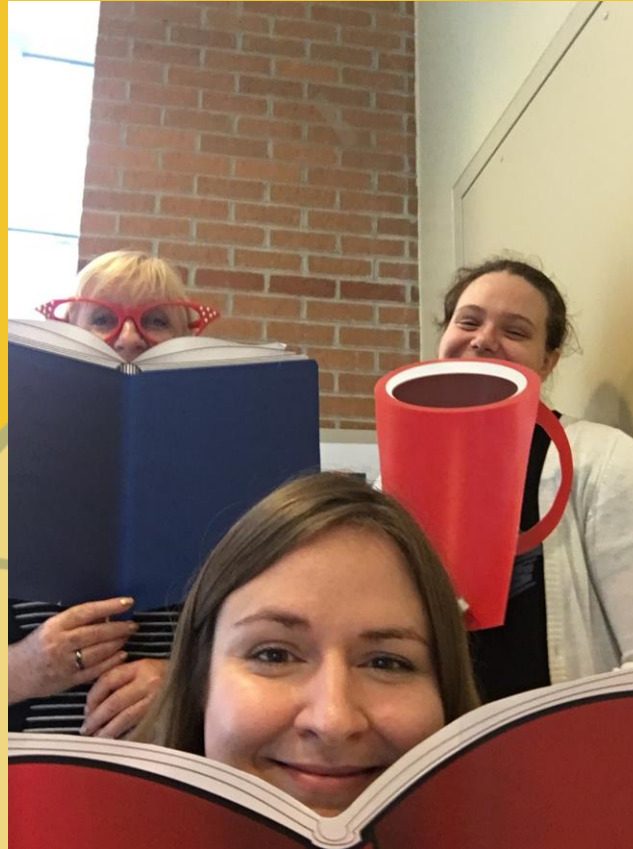# Not a Pipe Dream:

Designing Displays that are Eye-Catching, Informative and FUN!

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OLA Super Conference 2020

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Agenda

- **Display-Planning Process**

- **Basics of Graphic Design**

- **Literature Review**

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."

Jacobson, A. (2012). Building displays that move the merchandise. *American Libraries Magazine*, 43(1/2), p. 44.

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**

Braun, J. (2017). Now on Display: Lessons Learned from Building a Small Exhibits Program. *Archival Issues* , *38*(2), 6–19.

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.

Mental Health Display made by Tori Levang, Leddy Library, May 2018

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.
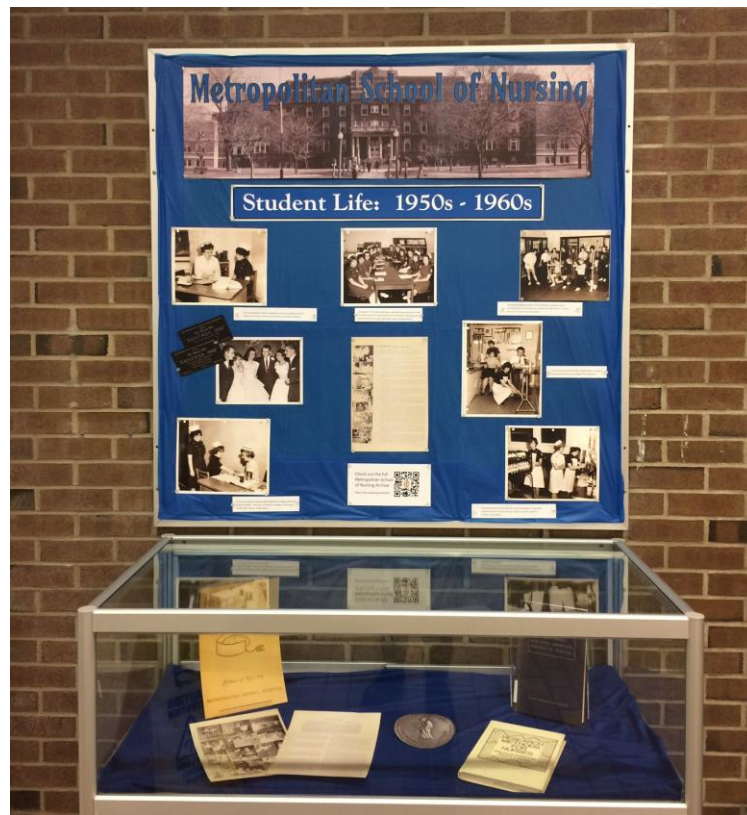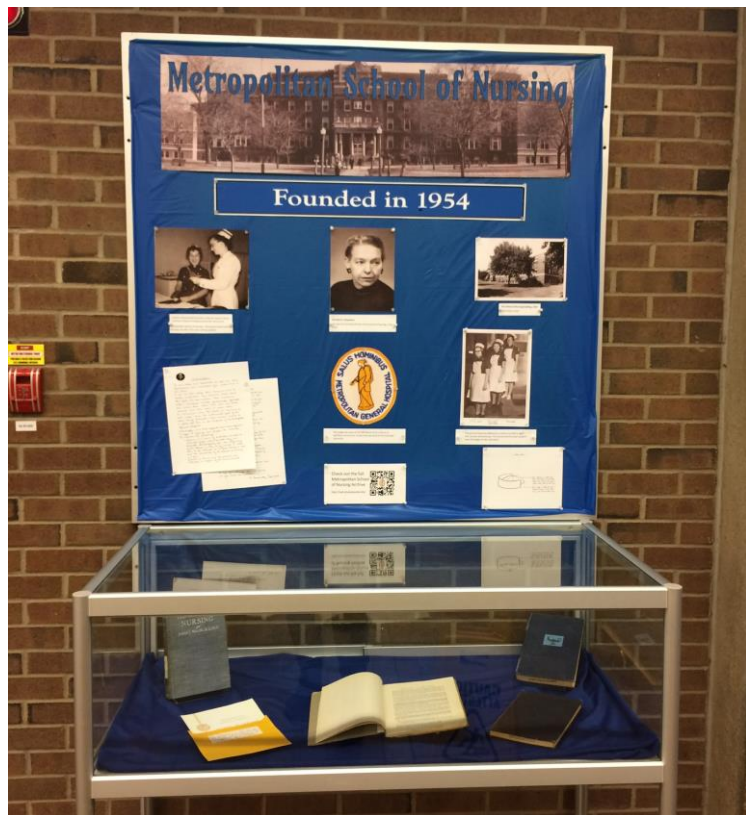
Nursing Week Display put together by the Nursing Librarian, Helen Power, Leddy Library, 2017.

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*

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)
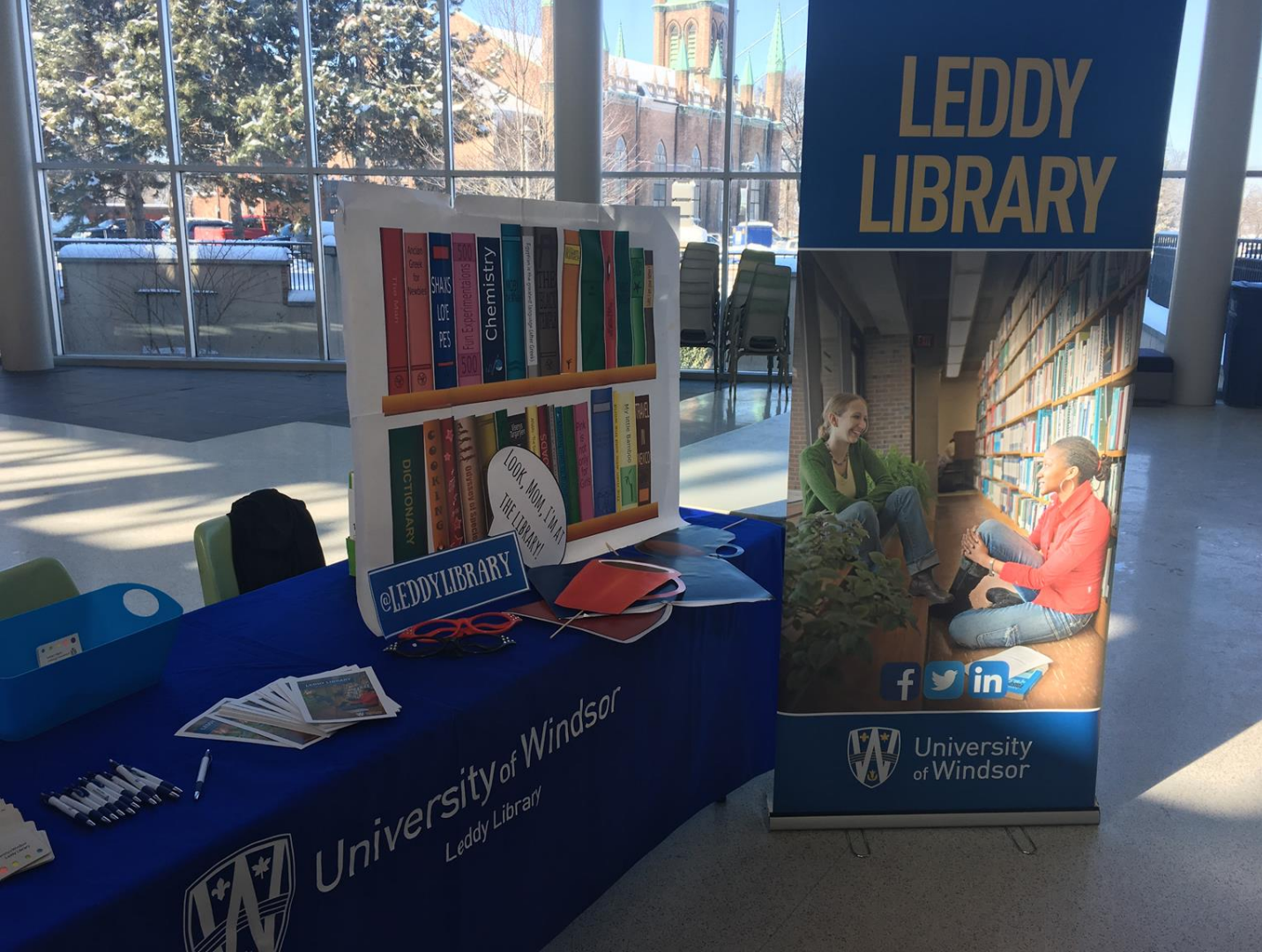
Leddy Library Pop-up Library in the CAW Student Centre at the University of Windsor, 2018

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
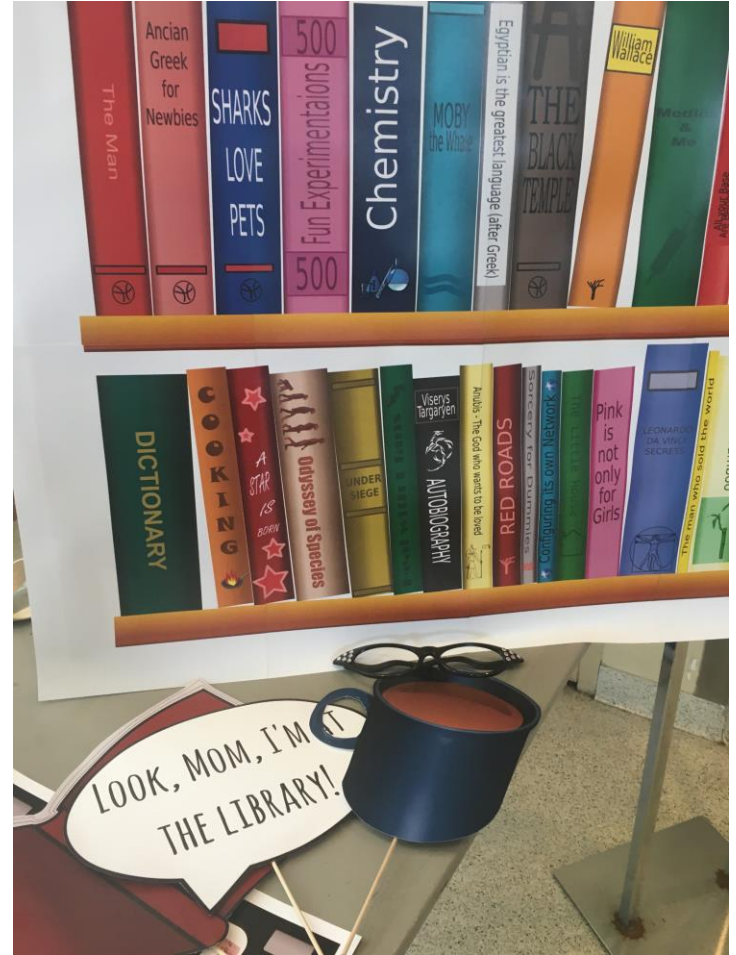 - Trivia
  - Questions
  - Activities
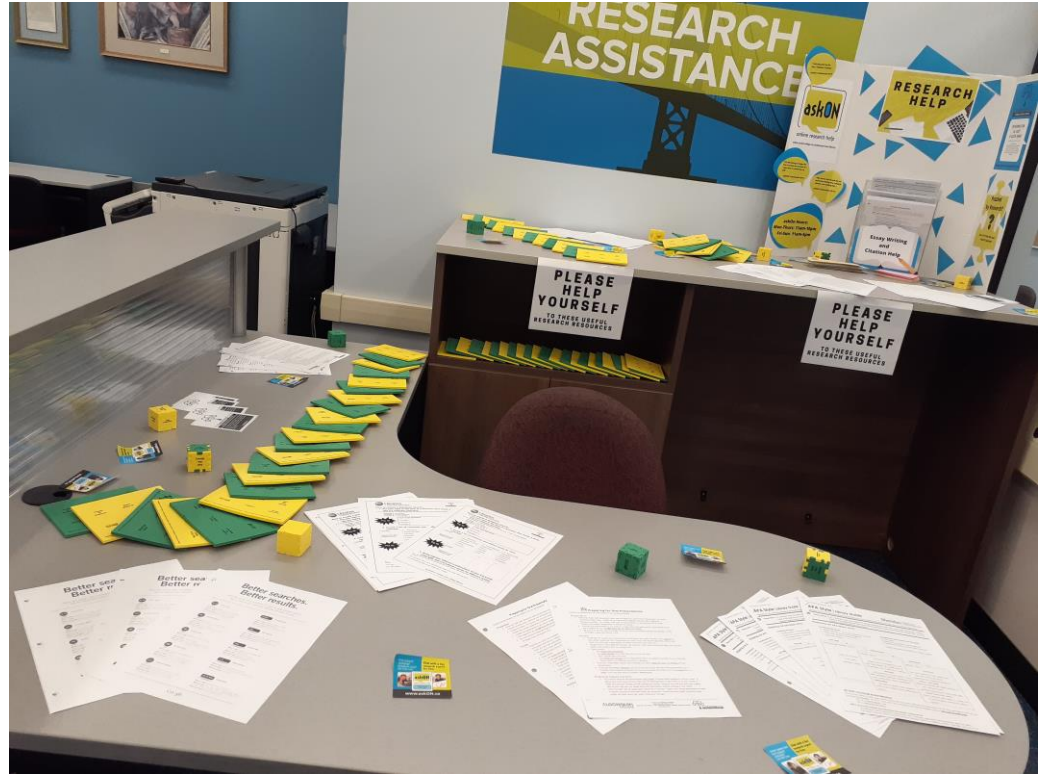
Research Help Display at St Clair College, ongoing

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)

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
- Colour pickers - Gimp, ImageColourPicker.com, ColorCodePicker.com
- Complementary colours work best
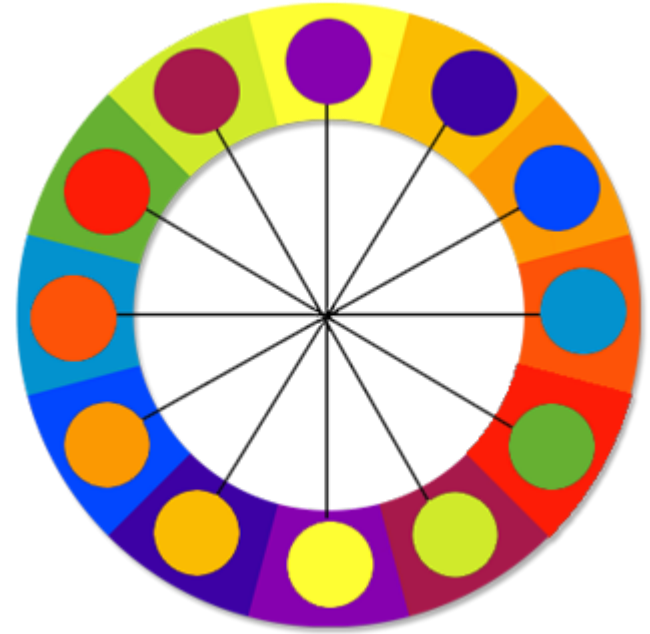
Colour

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!
- Choose fonts that match the feel of your topic
- 1001 Free Fonts

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

Photo by [Daniel Korpai](#) on [Unsplash](#)

Created by Edward Boatman
from Noun Project

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

De-stress Display at Leddy Library, December 2018

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."

Everett, S. (2018). Visualizing the silent dialogue about race: diversity outreach in an academic library. *The Journal of Academic Librarianship, 44*(4), 518.

And Highlight Important Issues

Banned Books Week display made by Tori Levang in September, 2018

"...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."

Sorrell, M.; Norton, D.; McAdams, J.; Winterling, R.; & Dipple, K. (2017). Creating an online scientific art exhibit formatted for people with a visual impairment. *Journal of Web Librarianship*, *11*(2), 105.

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."

Beene, S., & Pierard, C. (2018). RESIST: a controversial display and reflections on the academic library's role in promoting discourse and engagement. *Urban Library Journal*, *24*(1), Article 6, 18.

Augmented Reality

"Living Portraits" AR Prototype for NLM Traveling Exhibit

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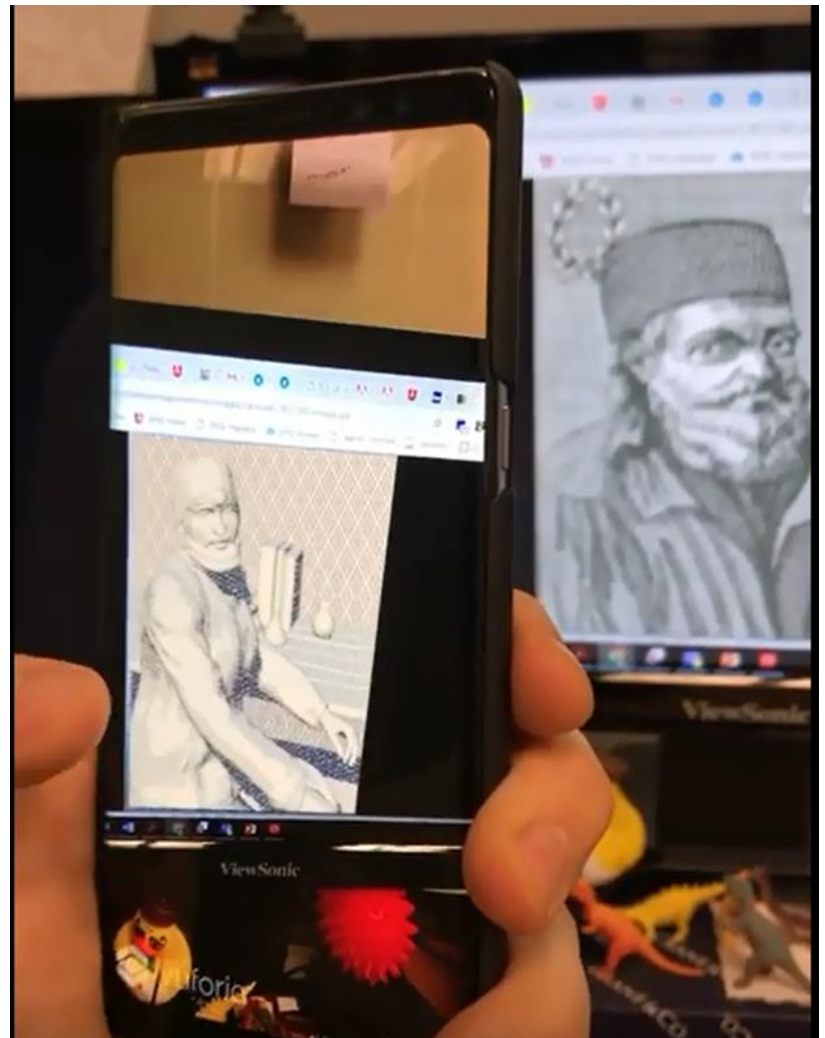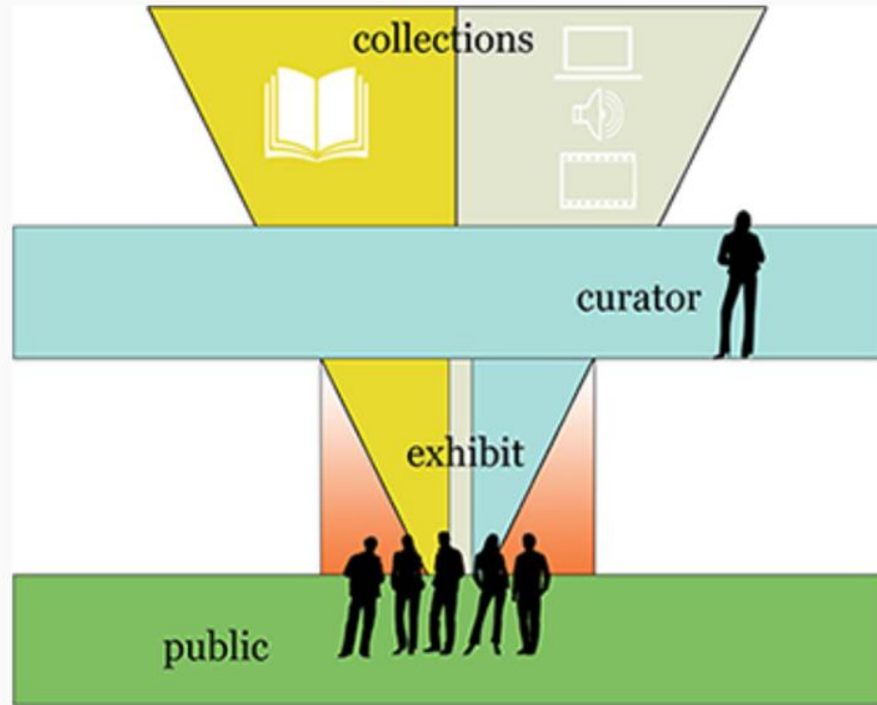
Assessing or Evaluating Displays

"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."

Tingle, N., & Teeter, K. (2018). Browsing the intangible: does visibility lead to increased use? *Technical Services Quarterly*, *35*(2), 169.
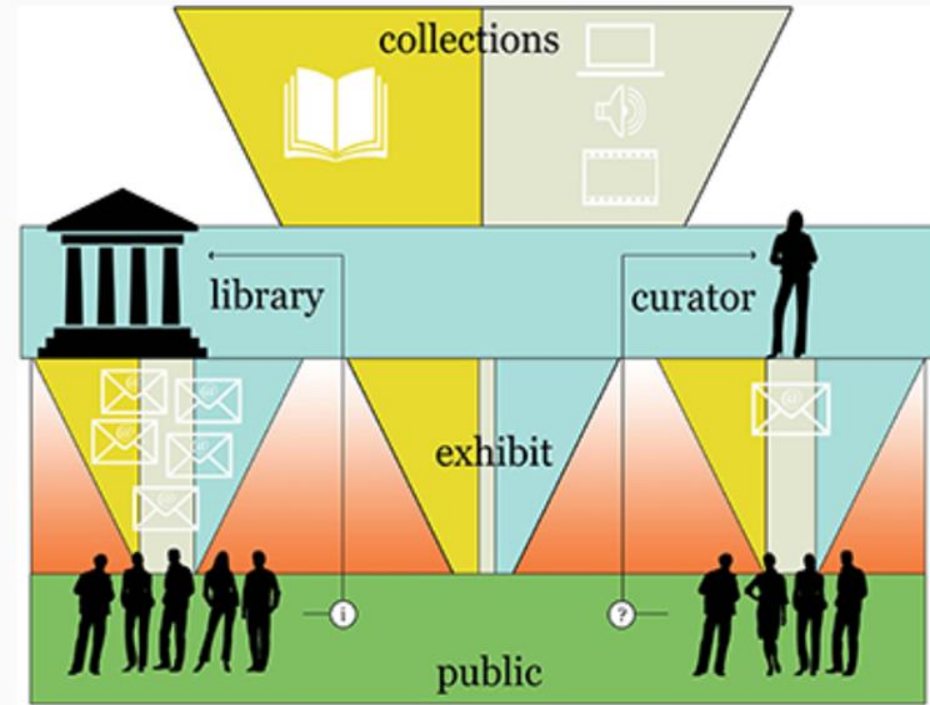
Engaging With Your Audience

"...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

- collections
- curator
- exhibit
- public

Community Engagement Engine

- collections
- library
- curator
- exhibit
- public

George A. Smathers Libraries. University of Florida. Get Engaged at Your Library! The Community Engagement Engine. Retrieved from: https://engaged.library.ufl.edu/libexhibit/#/

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?

Email us!

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Sorrell, M.; Norton, D.; McAdams, J.; Winterling, R.; & Dipple, K. (2017). Creating an online scientific art exhibit formatted for people with a visual impairment. *Journal of Web Librarianship*, *11*(2), 105-123.

Tingle, N., & Teeter, K. (2018). Browsing the intangible: does visibility lead to increased use? *Technical Services Quarterly*, *35*(2), 164-174. doi: 10.1080/07317131.2018.1422884