

B E Y O U R O W N

**GRAPHIC
DESIGNER**

K I M K I E T Z M A N A N D E M I L Y L I N A C R E

A R S L F A L L 2 0 1 6

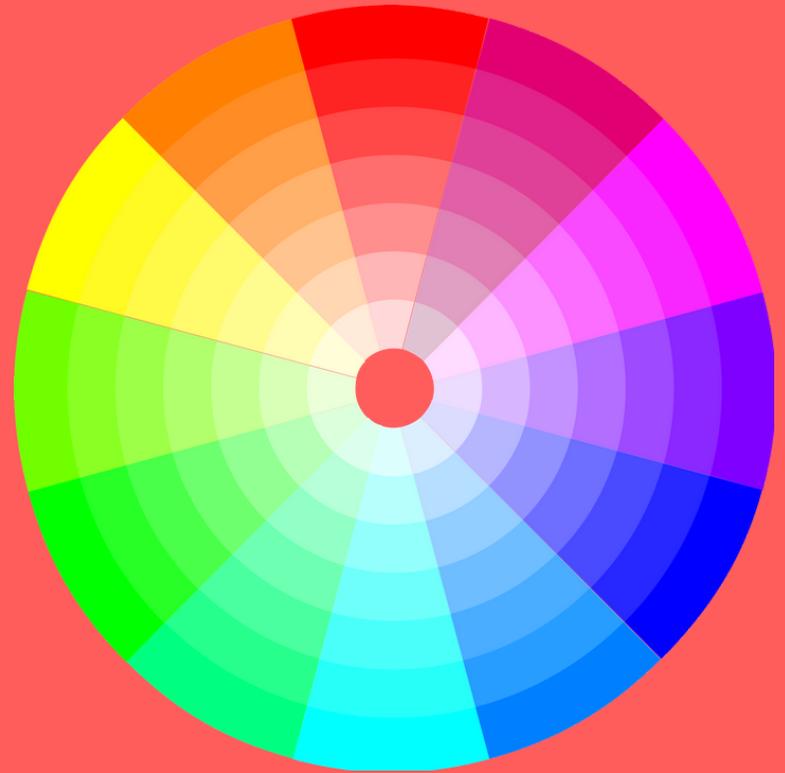


OVERVIEW

- Design basics
- Tools
- We ♥ Canva
- Infographic Fun
- Critiques
- On the fly design/Free play

Design Basics : Color

- Opposites are complementary
- Side by sides are analogous
- Take chances; you may be surprised at what works!





think
before you
speak

ST. PATRICK CHURCH
JUNE 24, 2018



Hello Media.

**MARCH 2011
ANNUAL SALES REPORT**



MEXICO

THE LOW-DOWN

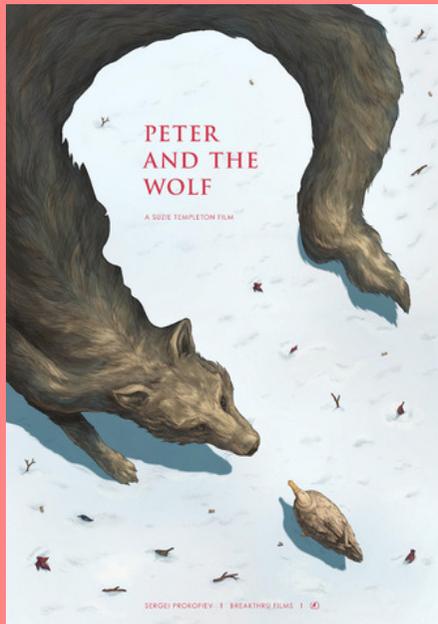


THE FLORAL GALLERY

Design Basics : Space

minimalism

there's not much to it.



- Negative space provides visual breathing room
- Used to separate or group information
- Edit yourself! Make everything count

New York City

Travel, life and culture.





Wine Tasting

Tour de Province

Discover someplace new.

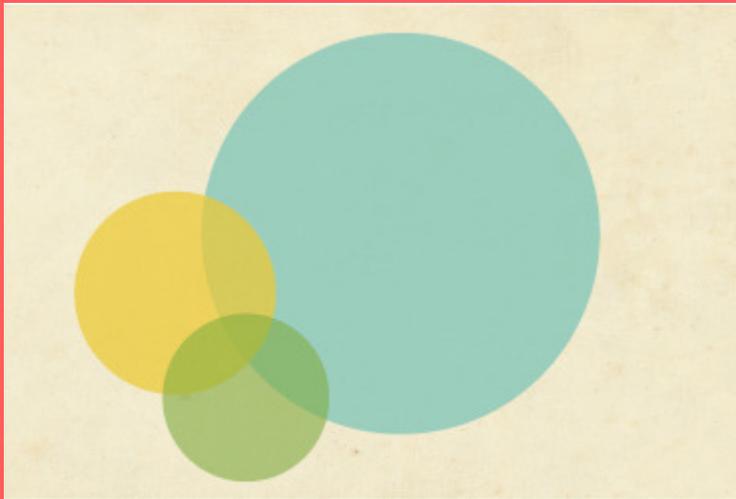
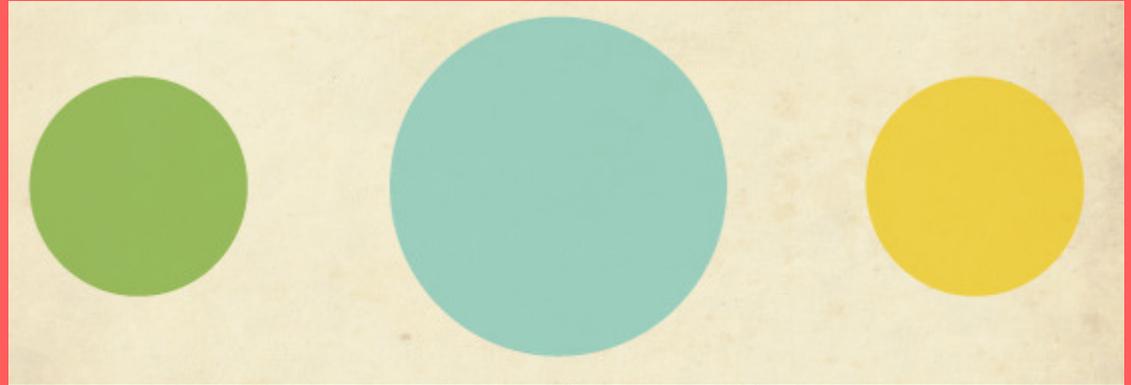
ESCAPE

to The Maldives

www.escape.to/maldives



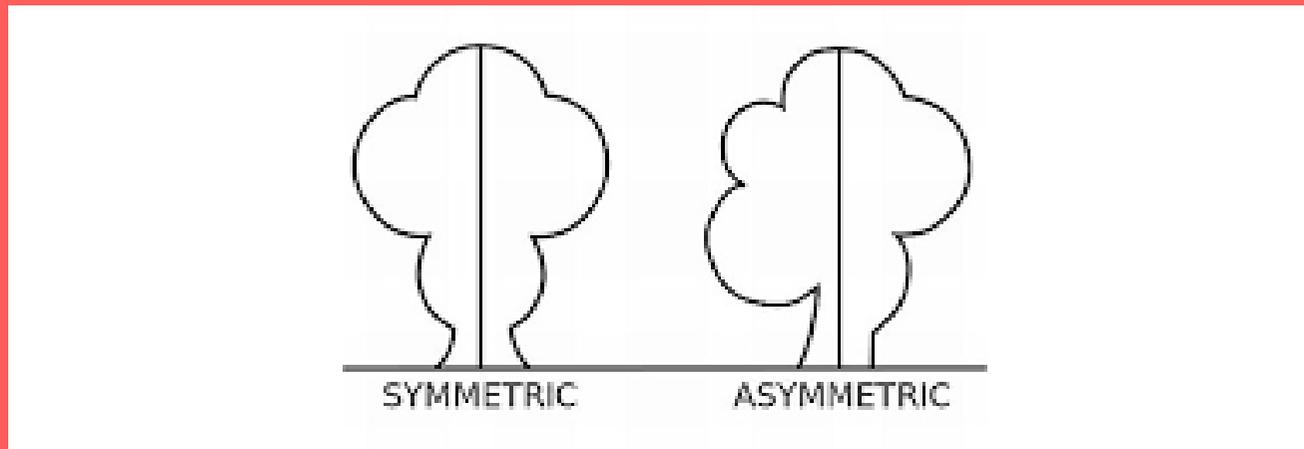
Design Basics : Balance



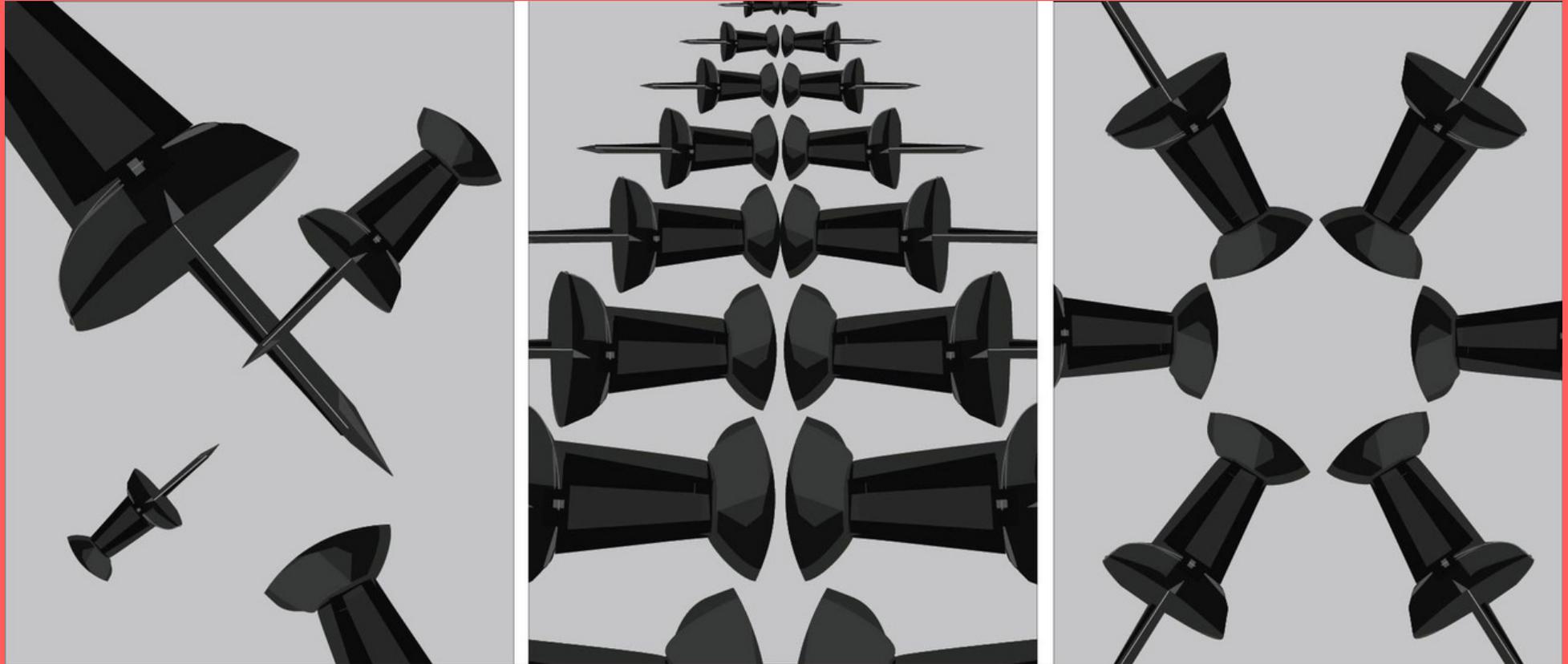
Design Basics : (A)symmetry

(A)SYMMETRY

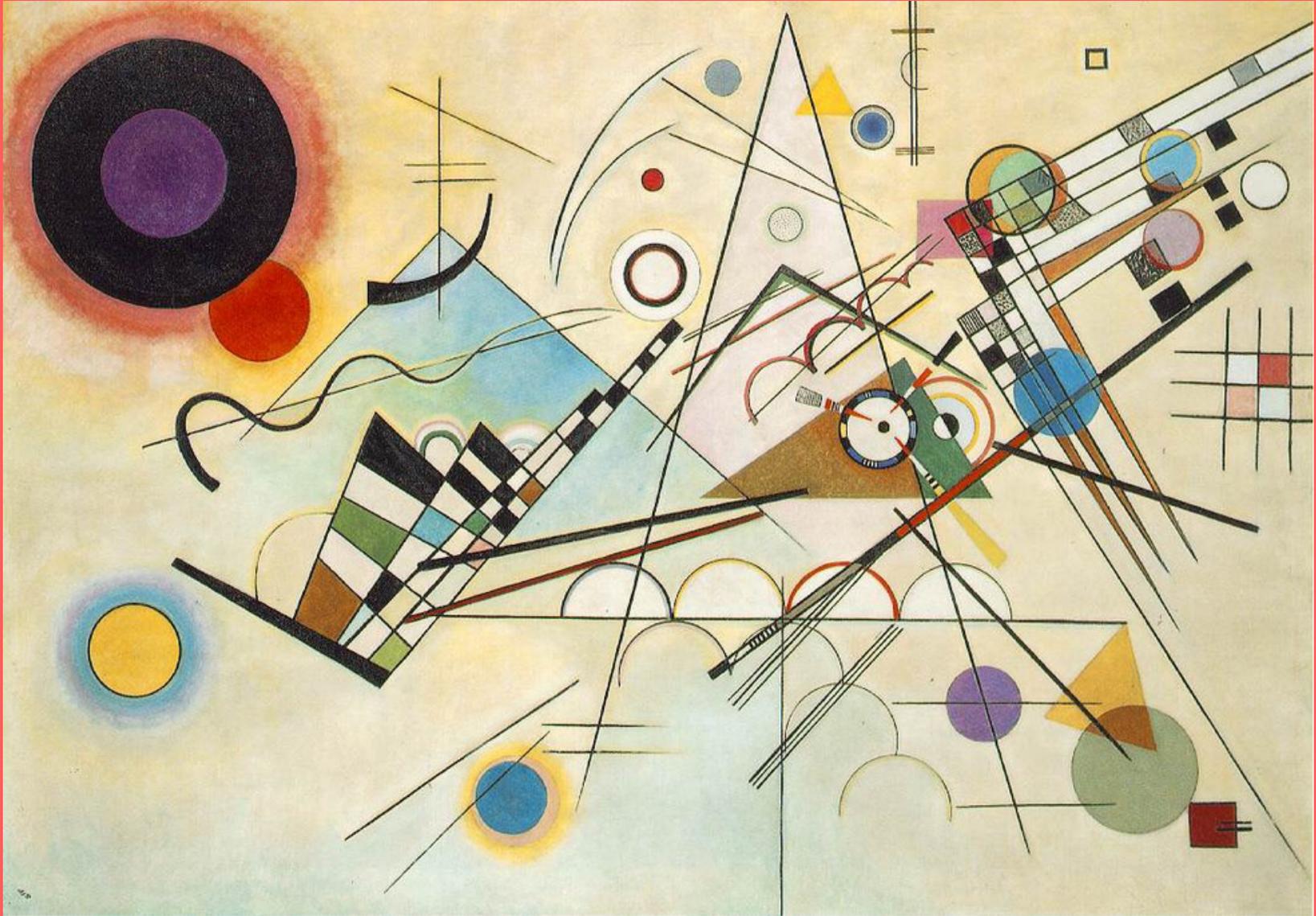
- Symmetry = balance through repetition
- Asymmetry = balance through contrast



Design Basics : (A)symmetry



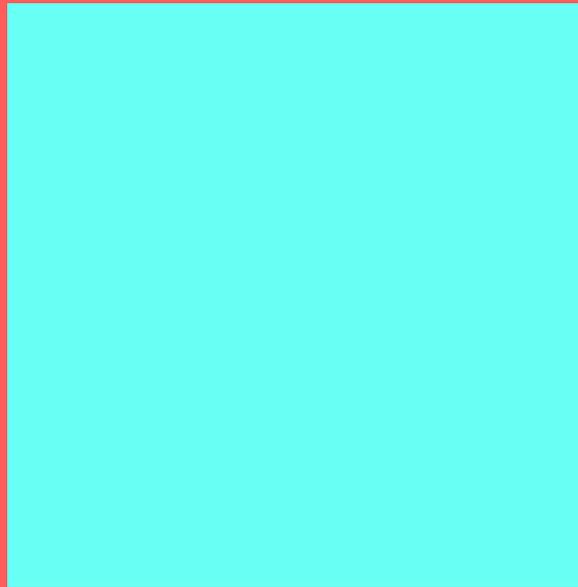
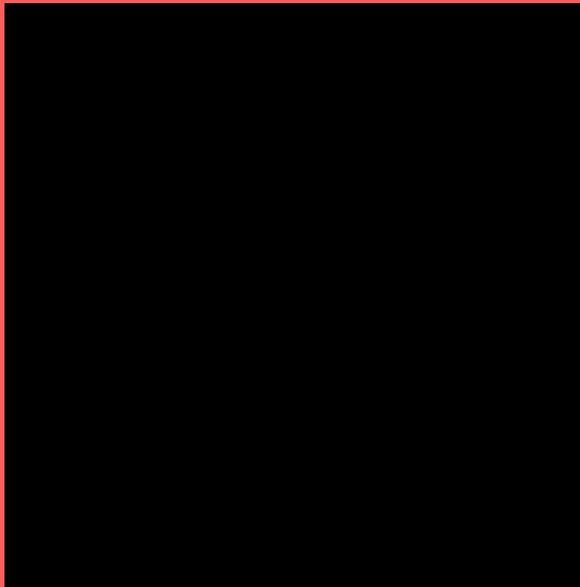
Design Basics : (A)symmetry



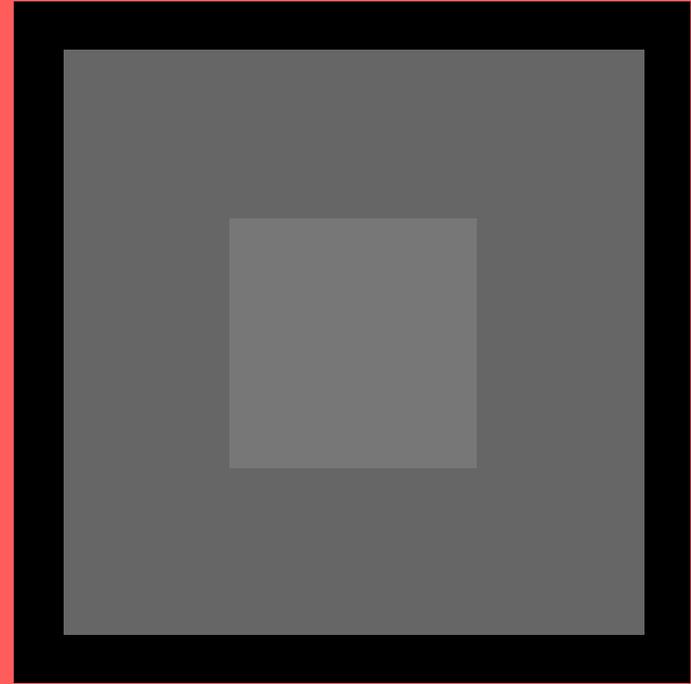
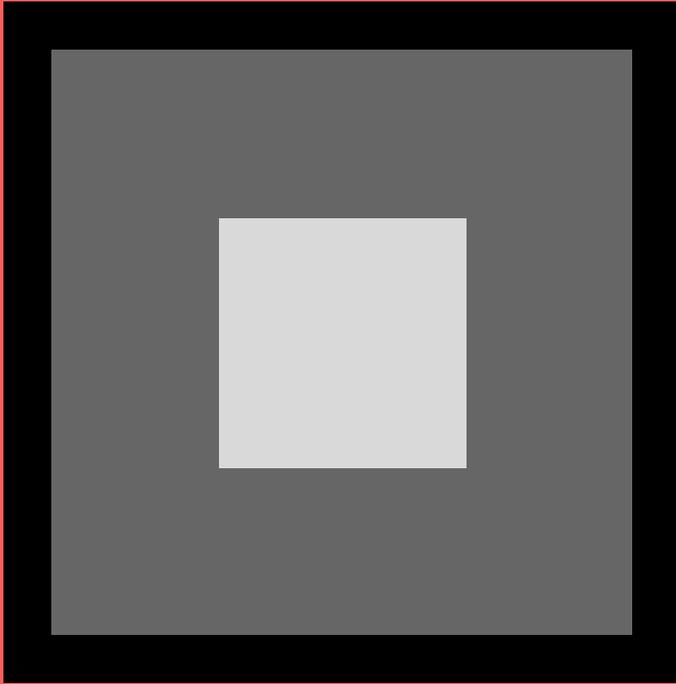
Design Basics : Weight

WEIGHT

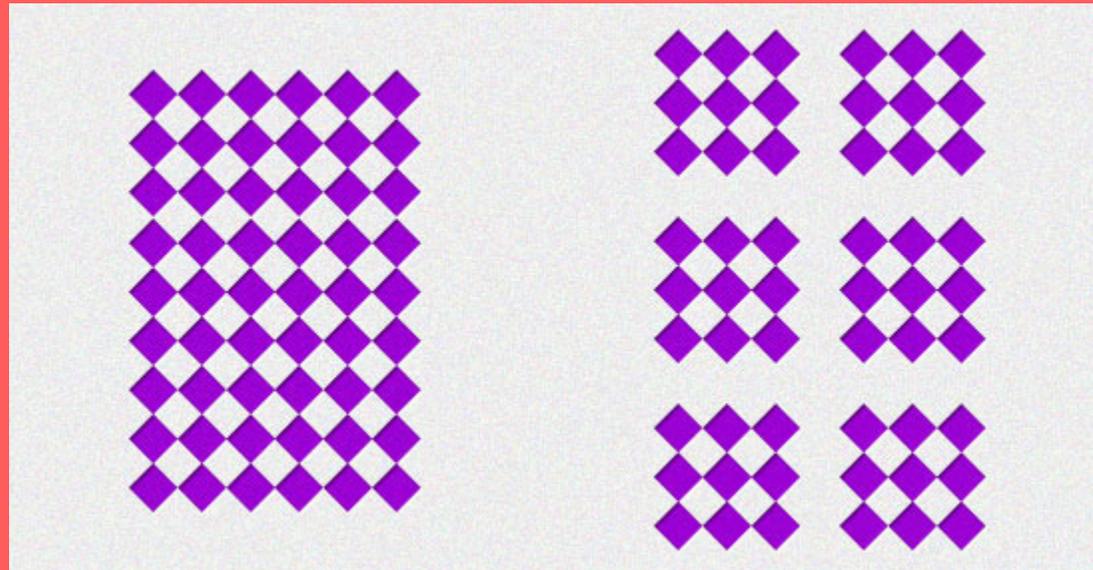
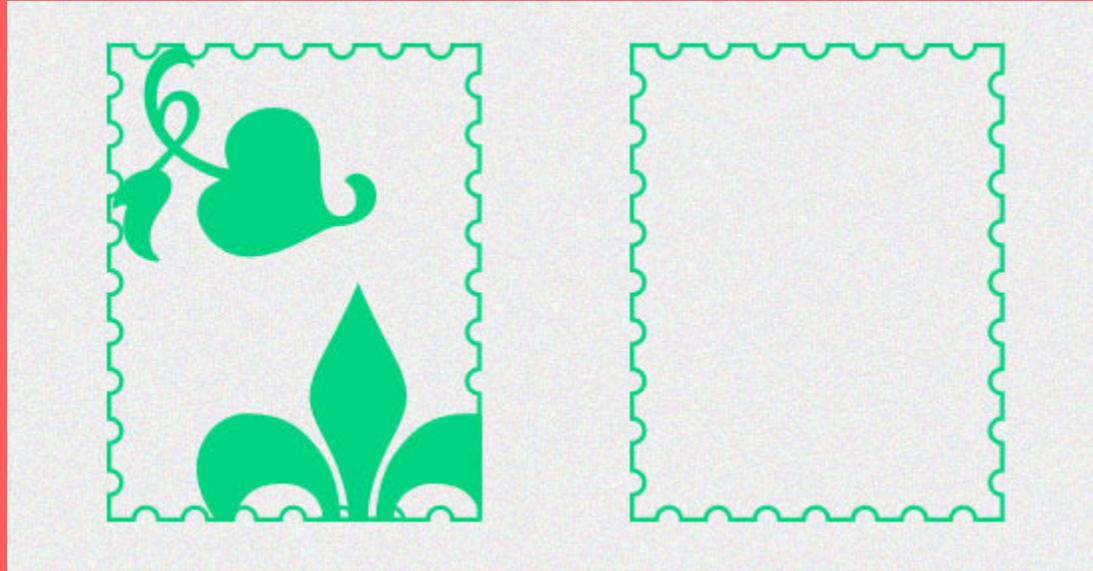
- The more an element attracts the eye, the greater the visual weight
- Influenced by size, position, quantity, color intensity



Design Basics : Weight



Design Basics : Weight



Design Basics

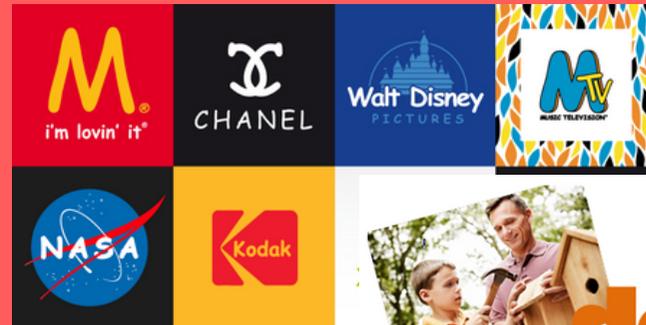
DO

- Limit fonts used
- Limit colors used
- Use high-resolution images
- Consider your choices when pairing text and images
- Edit, edit, edit



DO NOT

- Use Comic Sans
- Overuse clip art
- Mix types of images (generally)
- Have typos
- Be afraid to "bleed" off the edge



TOOLS IMAGES :

pixabay.com

copyright-free; mostly photos;
searchable; high quality; no attribution

unsplash.com

copyright-free photos; searchable;
high quality; no attribution

freeimages.com

requires free registration; mostly
photos; narrow to "free images"; high
quality; no attribution

textures.com

requires free registration; great for
backgrounds & layering; no attribution

flickr.com/creativecommons

no attribution for public domain
categories

google.com

"images" tab > search tools > limit by
size; usage rights, etc.

iconfinder.com/free_icons

not searchable; small images; no
attribution for most

thenounproject.com

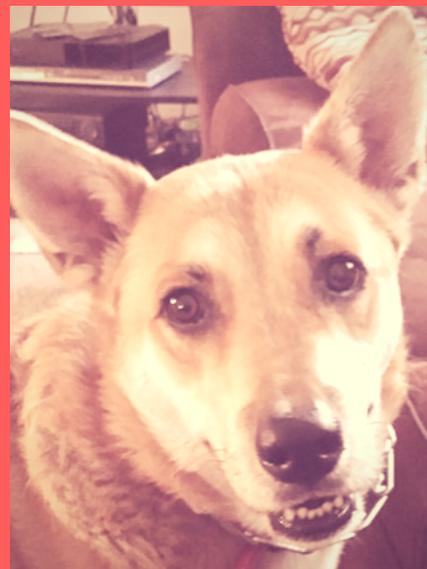
wide variety of icons; some require
attribution; use google images search &
add "site:thenounproject.com public
domain" for no attribution images

legal stuff

licensing overview chart : <http://tinyurl.com/hqjpa6k>

TOOLS CANVA :

- for all kinds of projects : print, presentations, social media
- requires free account
- all online--access from different workstations
- free tutorials!
- great variety of fonts, filters, layouts
- not a lot of free images (but can upload your own)
- **canva for business - free for approved non-profits**



TOOLS

LIBRARIANDESIGNSHARE.ORG :

- great resource for design inspiration
- signage, displays, infographics, brochures, etc.
- most posts include downloadable files to edit

PIXLR.COM :

- great for editing existing images

EASEL.LY :

- online resource to create infographics
- requires free account
- tons of layouts to choose from
- not as intuitive/easy to work with
- for a more advanced user with time to experiment

PIKTOCHART.COM :

- online resource to create infographics, reports, signs
- requires free account
- tutorials to help you get started
- lots of icons, charts, fonts built in
- powerful editing

CHECK OUT OUR GOODS

We've got education and entertainment needs covered. From books and movies to newspapers and music.

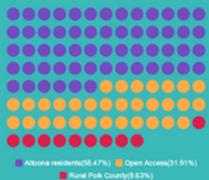


Category	Percentage
Books	89%
Magazines/TV Shows	8%
Periodicals	1%
Albums	3%
Books	39%
Movies/TV Shows	9%
Magazines/Albums	7%
Comics	45%

BUT WAIT...THERE'S MORE!



OUR FANS (er, patron base)



FUN STUFF WE DO

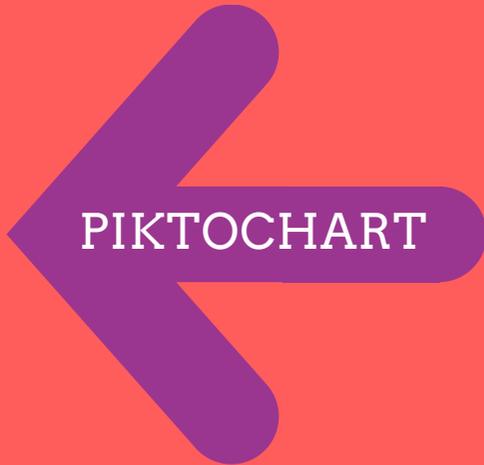


LIBRARY ROCK STARS



...and we're all here for YOU!!

INFOGRAPHICS FUN



- visually appealing
- easier to process info
- more engaging, accessible, convincing
- easier to recall information with pictures AND text than text alone
- great for the web



VS

While you are travelling down this road there is a chance that one or more rocks of varying size may fall from the slopes on one or both sides of you. You should be aware of this before you travel this way so that you are cautious of this particular type of hazard.

CRITIQUE ME

Bright Star
United Methodist
Church

REVISED DATES

CHILDREN'S sale
CONSIGNMENT



Open to the Public
Friday, March 4

9am - 7pm

Saturday, March 5

9am - 2pm

Consigners wanted • Volunteers needed

Drop off for consigners is Wed 3/2 from 9a-6p & Thurs 3/3 from 9a-4p

PREVIEW SALE FOR CONSIGNERS & VOLUNTEERS

Thurs 3/3 from 5-7p

**Most
items 1/2
price on
Saturday**



3715 Bright Star Road • Douglasville GA 30135 • 770-949-2555 • brightstarumc.org

CRITIQUE ME



**CHILDREN'S
CONSIGNMENT SALE**

Friday, March 6, 1-8 pm

Saturday, March 7, 9 am-3 pm

McKendree

United Methodist Church

1570 Lawrenceville-Suwanee Rd

Lawrenceville, GA 30043

**Children's spring and summer
clothing & shoes, toys, baby
equipment, & books - thousands of
items at terrific prices!**

Many items 1/2 off Saturday 12-3pm!

McKendreeKidsClothesCloset.com

Register to sell & view sale details!

CRITIQUE ME

**NEXT
SIZE UP**
kids consignment



HOLIDAY

sale event

TOYS - BOOKS - HOLIDAY WEAR

**Saturday,
December 3rd
10 AM - 9 PM**

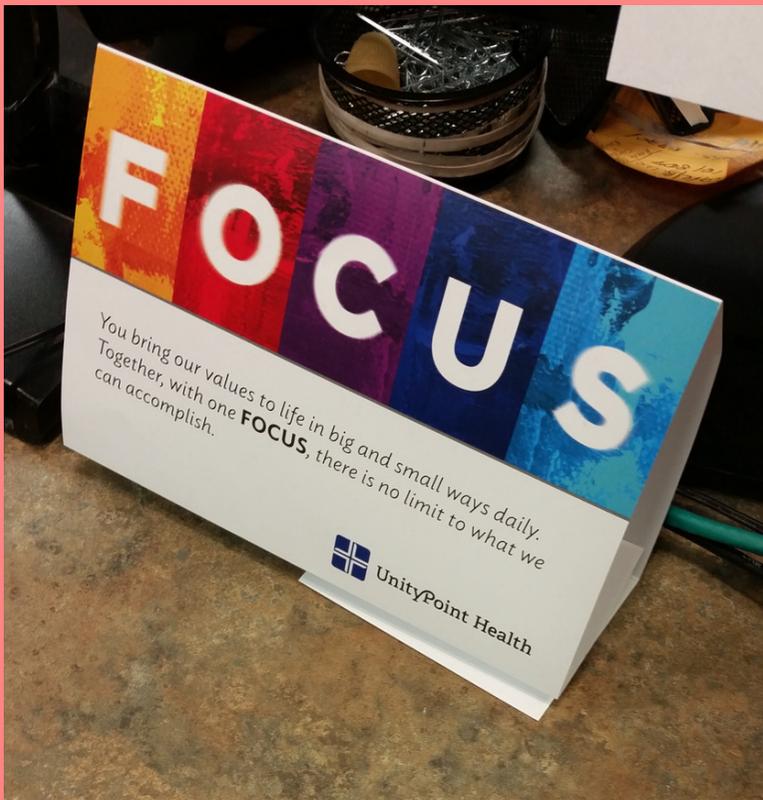


NEXTSIZEUPKIDSSALE.com

Admission is always FREE!

Location - Greeley Mall
2050 Greeley Mall, Greeley, CO 80631





strikes

INSPIRATION



children's Librarian

Are you
energetic?
inspired?
creative?
flexible?
motivated?

We want you on our team!

Full job description, qualifications, and application at www.altoona.lib.ia.us



Make and Share (for prizes)

LET'S DESIGN!

THANK YOU

Kim Kietzman

kkietzman@altoona.lib.ia.us

Emily Linacre

elinacre@altoona.lib.ia.us