

## Best Books

Chip Kidd    Go: A Kidd's Guide to Graphic Design

ISBN: 9780761172192

Ellen Lupton    Graphic Design: The New Basics

ISBN: 9781616893323

Ellen Lupton    Thinking with Type

ISBN: 9781568989693

John McWade    Before & After: How to Design Cool Stuff

ISBN: 9780321580122

## Inspiration

Jessica Hische    *The work you do while you procrastinate is probably the work you should be doing for the rest of your life.*

Chip Kidd    Paper does not die,  
because it's already dead and resurrected.  
Weta Workshop    Be Creative & Make Cool Stuff



## Say Hi!

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Website    [thewakilibrarian.com](http://thewakilibrarian.com)

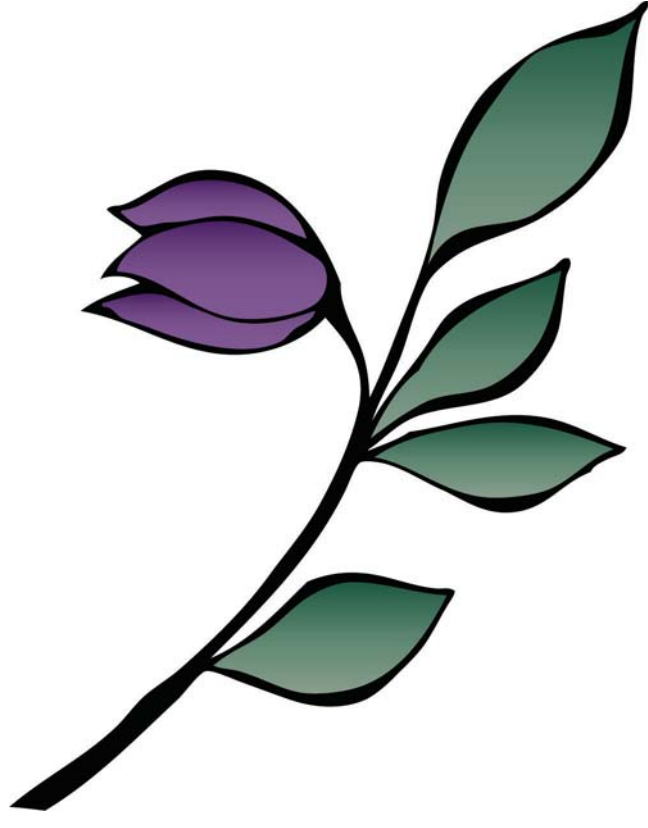
Twitter    @dwwakimoto

Book    Easy Graphic Design for Librarians:

From Color to Kerning, published by ALA Editions

## Can You Kern?

Or, a very brief overview of  
graphic design for librarians  
by **Diana K. Wakimoto**



“Graphic design is not a single category  
describing a vocation but rather  
a series of activities related to cultural production  
and the expression of popular imagination  
through words and images.”

Peter Claver Fine  
Sustainable Graphic Design:  
Principles and Practices

## Plan

- Purpose** Why are you designing?
- Audience** Who are you designing for?
- Accessibility** Good design is accessible.
- Content** Clear purpose leads to understanding what is necessary.

## Layout

- Structure** What structure will best communicate your content?
- Grids** Is a grid useful? (Hint: Most often the answer is yes)
- Alignment** What alignment should you use? Ensure consistency.

## Elements

- Type** What typefaces will reinforce your message?
- Color** What colors will support your content?
- Images** What images best convey your theme?
- Harmony** Do the elements create a sum greater than its parts?

## Details Matter

- Kerning** Check spaces between letters at display sizes.
- Consistency** Keep fonts, alignments, and colors consistent.
- Coherence** Support theme and message with every element.
- Emphasis** Ensure the most important information is highlighted.

## Blind Date with a Book

- Type** Display font: handwritten and romantic
- Image** Looks hand-drawn and links directly to theme



*Blind Date  
with a Book*

## Bookmark Reconstruction

- Why change?** If there is a better way to communicate, find it.
- Purpose?** To share important library contact information.
- What changed?** Structure, organization, fonts, consistency
- Is it clear?** Always strive for clarity.
- Another solution?** There are multiple solutions, not a perfect one.

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