

Graphic Design 101 for Librarians

Plan

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

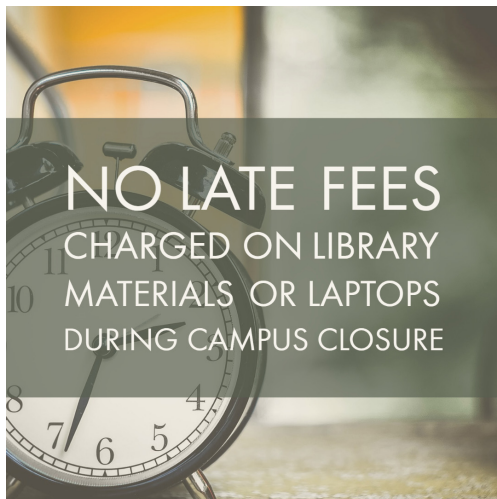
Layout


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 work together to create a sum greater than the parts?

Examples







LIBRARY WORKSHOP SERIES

LITERATURE SEARCHING • DROP-IN HELP
EVALUATING SOURCES • CITATION MANAGEMENT
RESEARCH OUTSIDE THE ACADEMY

April 25 • Wednesday 12:00–1:00 pm	Evaluating Information Sources: A Primer How to critically evaluate sources of information
April 25 • Wednesday 2:00–3:00 pm	Doing Research Outside the Academy Finding sources from NGOs, think tanks, non-profits, and more
May 1 • Tuesday 12:00–1:00 pm	Evaluating Information Sources: A Primer How to critically evaluate sources of information
May 2 • Wednesday 2:00–3:00 pm	Advanced Searching: Optimizing Your Literature Review Tips and techniques for more effective literature searching
May 8 • Tuesday 12:00–1:00 pm	Citation Management Overview How to organize citations and track your research
May 9* • Wednesday 2:00–3:00 pm	Using Zotero for Citation Management Intensive on using Zotero for organizing your research
May 15 • Tuesday 11:00 am–1:00 pm	Drop-in Research Help Get research help for your term papers
May 16 • Wednesday 2:00–4:00 pm	Drop-in Research Help Get research help for your term papers



Food Provided • RSVPs Appreciated • Walk-ins Welcome
Please see BaySync for more information and to RSVP
All workshops held in Biella Room
*May 9th workshop held in LI 3040



UNIVERSITY LIBRARIES
heart of the campus

Resources, Tools, and Readings

Graphic Design Applications

[Adobe Creative Cloud](#) Industry standard, monthly membership

[Adobe Spark](#) Free version available, esp. good for social posts

[Inkscape](#) Open source, vector drawing application

[GIMP](#) Open source, photo-editing application

[Microsoft Publisher](#) Desktop publishing

[Scribus](#) Open source, desktop publishing

Digital Foundries

Da Font www.dafont.com (free fonts)

Adobe Fonts fonts.adobe.com

Google Fonts fonts.google.com (free fonts)

Kerning Practice

Kern Type, The Kerning Game type.method.ac/

Color Accessibility Check

Vischeck www.vischeck.com/vischeck/vischeckImage.php

Image and Icon Sources

Pixabay pixabay.com

Flaticon www.flaticon.com

Photos from your library Best way to personalize your projects

Spark Blog Post: 25 Sites for Images & Videos You'll Actually Want to Use <https://blog.adobespark.com/2020/01/30/25-sites-for-free-images/>

Further Reading and Inspiration

Librarian Design Share librariandesignshare.org

Before & After: How to Design Cool Stuff by John McWade www.indiebound.org/book/9780321580122

Easy Graphic Design for Librarians by Diana K. Wakimoto tinyurl.com/graphic-design-librarians