

The Art of Library Programming – Creative Energies for Library Programming SUNYLA2015 Pre-Conference

Basic Design for Library Program Marketing

It is important to have some of the basic aspects of graphic design in your pocket before you begin creating marketing materials. Here are some thoughts and resources for both online and print design.

Elements to be aware of when designing a print or web design:

- Balance

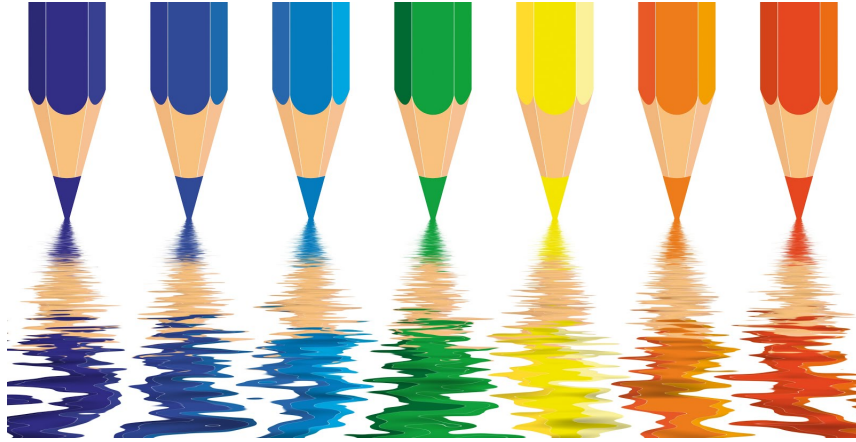


- Contrast
- Emphasis & Subordination
- Directional Forces



- Proportion
- Scale

- Repetition & Rhythm



Adapted from: <http://www.fuelyourcreativity.com/the-lost-principles-of-design/>

The Basic Elements of 2D Design

- **Balance.** This keeps the eye moving smoothly over the image. Without balance, visual attention will stop at one point in the image and remain there.
- **Rhythm.** Rhythm is the ebb and flow of a successful two-dimensional design.
- **Proportion.** Size is used to establish relationships in a design, and may be a tool to call attention to the most important elements in a design.
- **Negative space.** This is the lack of space that appears between figures on a screen. Negative space creates places of rest between busier parts of an image.
- **Texture.** Texture adds visual interest and may be used to set a mood.

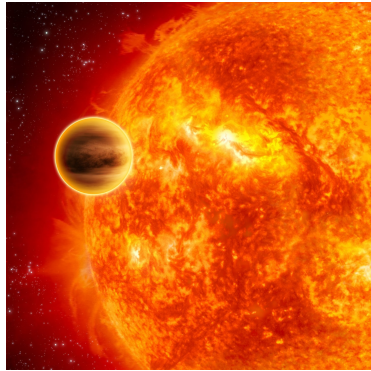
Keep It Simple

Never underestimate the power of clean, straightforward design. Here are a few ways to create simple, masterful websites:

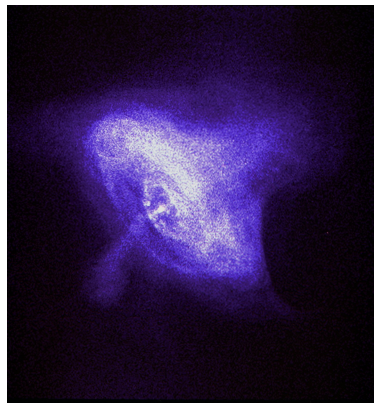
- **Use a limited number of colors.**
- **Provide ample white space.**
- **Reduce clutter.**

Color Theory

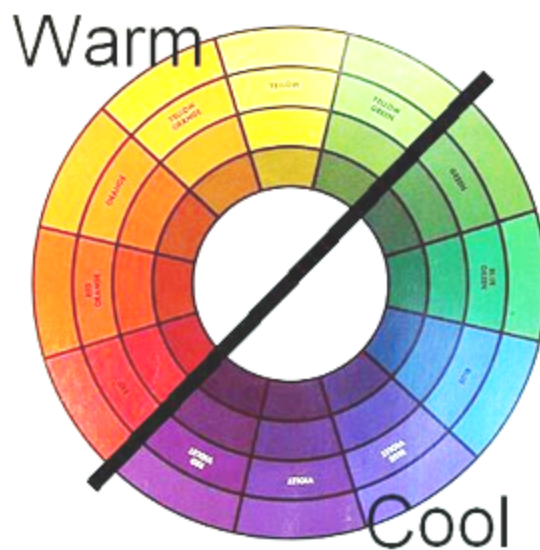
- Warm colors excite passion.



- Cool colors have a calming effect.



- Colors with a relationship on the color wheel look good together.
- Understand which colors complement each other.



Adapted from: <http://www.zenman.com/blog/beauty-function-graphic-design-best-practices-beginners/>

For more information, please take a look at these resources

Lupton, E, & Phillips, J. (2008). Graphic design: The new basics. New York: Princeton Architectural Press. Print.

Noack, S. (2010). A Look into Color Theory in Web Design.

http://sixrevisions.com/web_design/a-look-into-color-theory-in-web-design/

Parkhill, D. (2014). 15 Best Blogs to Follow. TCDG Studios.

<http://blog.tcdgstudios.com/blog/15-best-blogs-to-follow-about-best-practices-for-a-graphic-design-company>

White, A. (2011). The Elements of Graphic Design, Second Edition. New York: Allworth Press. Print.

Additional Resources:

Makerbook – collection of free and open source elements available to designers.

<http://makerbook.net/>

Adobe’s Color Wheel – an indispensable aid in determining color palettes.

<https://color.adobe.com/create/color-wheel/>

And, of course, please check artoflibraryprogramming.weebly.com for links to more information on design, including what not to do in both print and online formats.