

Basic Graphic Design  
for Library Staff:  
Quick and Easy Solutions

Wednesday, December 12, 2012  
12 Noon Pacific

Presented by  
Stanley K. Strauss

**Infopeople** helping libraries think differently

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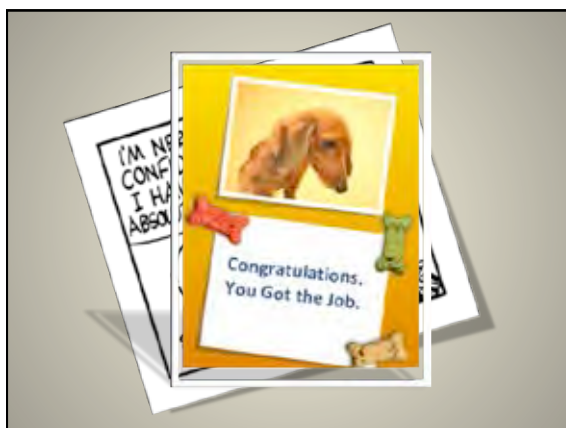
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### Today's Agenda

Working with:

- Shapes
- Text
- Images and Color
- The Web
- Customer Service

Setting Up Shop  
Q & A

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### A Minor Disclaimer



- Apple-centric
- PC compatible
- Everything you need

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### It is

- Placing objects on a page.
- Communicating visually and verbally.
- Problem solving.
- Art.

### It is not

- Writing text.
- Editing text.
- Creating images.
- Busy work.

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### Three Basic Elements

**Text**  
With eager eyes and stroved attention, Mr. Harvold saw him shaven, and looked and burred up in his cell. Nay, when he had left the jail, and stood in the back street, without, he felt the iron plates upon the door, with his hands, and drew them over the stone wall, to saved himself that it was not, and to each in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so thick and quiet in the bright morning, that he felt the weight upon his heart: that he knew he was tortured by another than he had left at home, and that home again, but another bead in the long rosary of the world.

**Images**  


**Shapes**  


*The audience you hope to attract may determine the look of your design.*  
Customer Service

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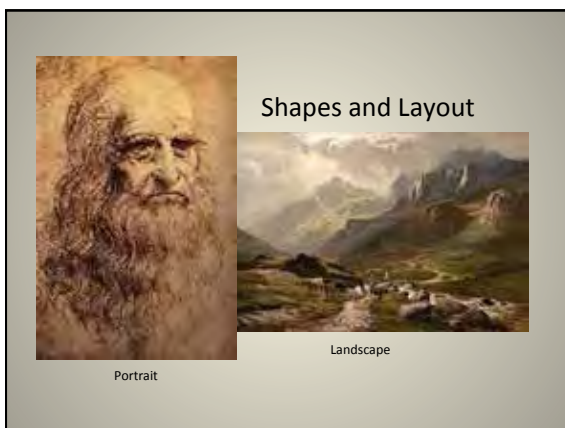
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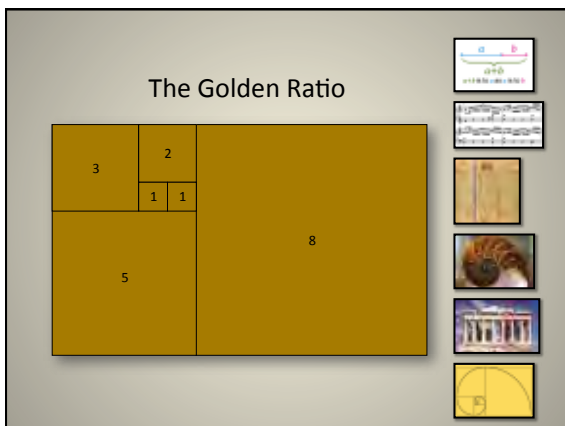
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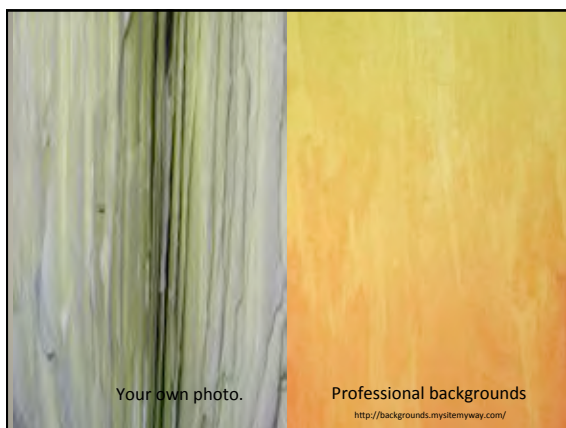
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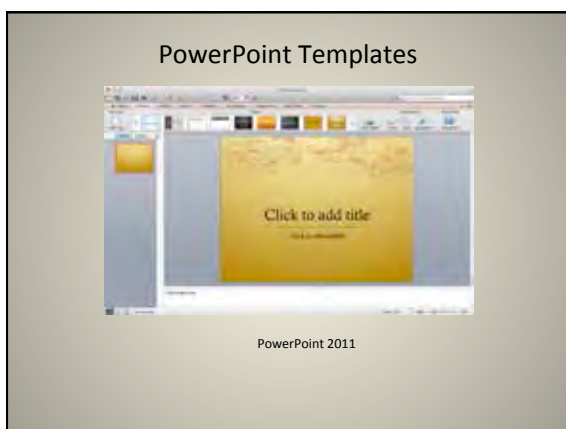
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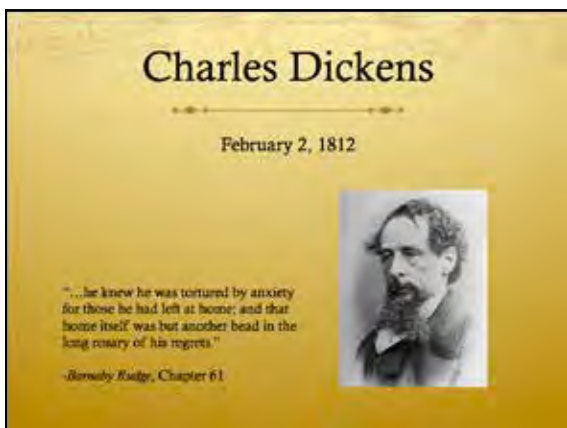
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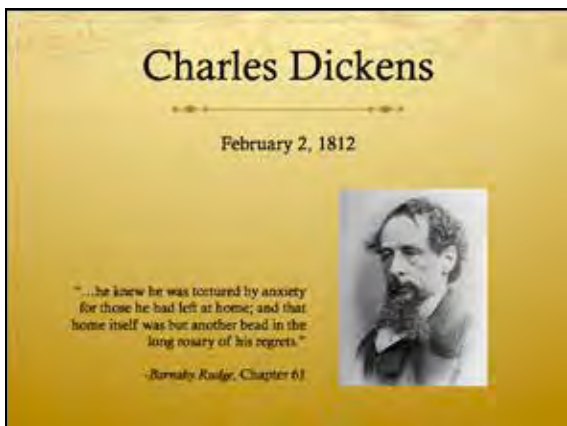
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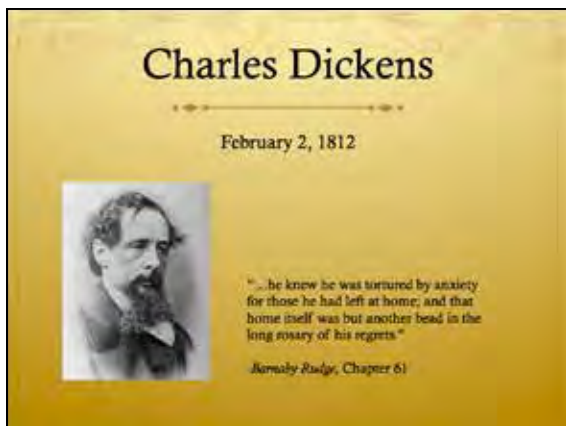
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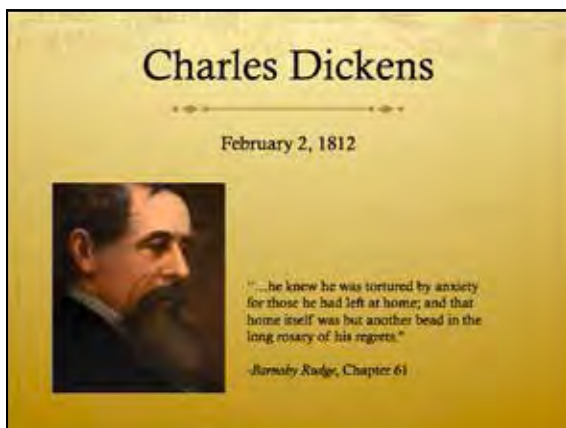
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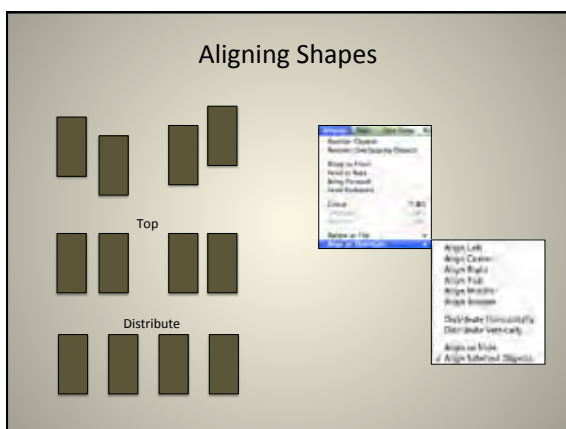
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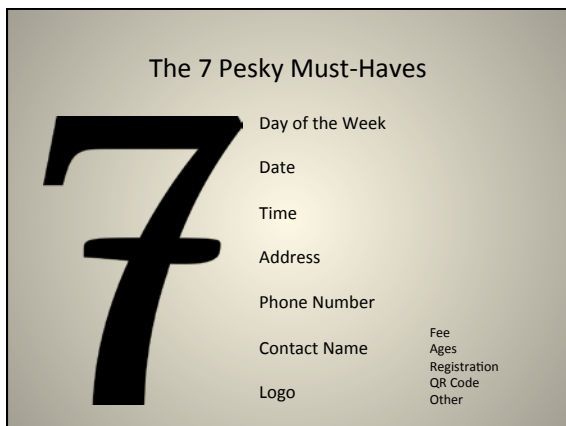
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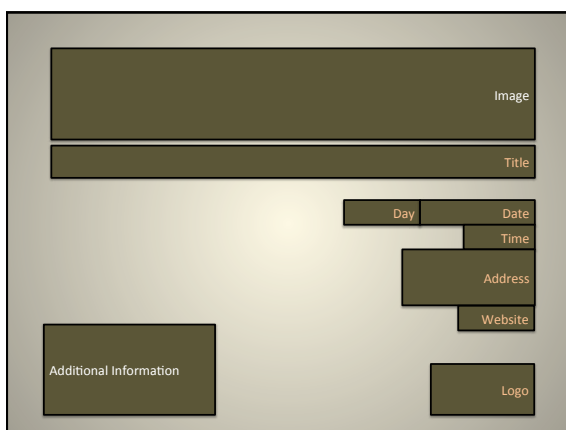
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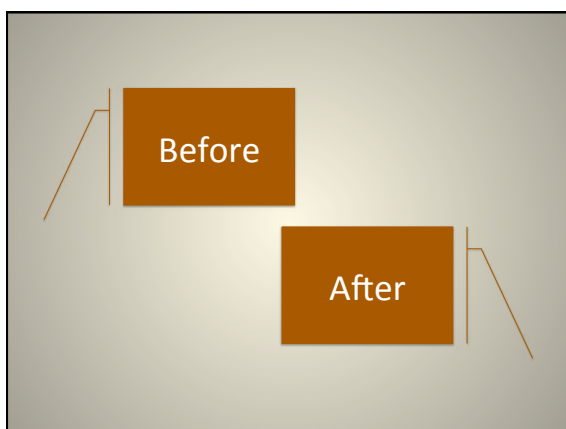
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**Making Accordion Books: Folding and Unfolding**  
a bookmaking workshop

Wednesday, December 12, 2012  
7pm – 9pm

MyTown Public Library  
1111 Main Street  
MyTown, CA 90101

<http://mytownlibrary.org>

This program is free.  
For ages 18 and up.  
To pre-registration and for more information,  
please call Stanley at 555-1212.



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white space  
is not your enemy

A designer's guide to communicating  
visually through graphics, web,  
& multimedia design

White space is  
unused space  
used with a purpose.

It can be any color.

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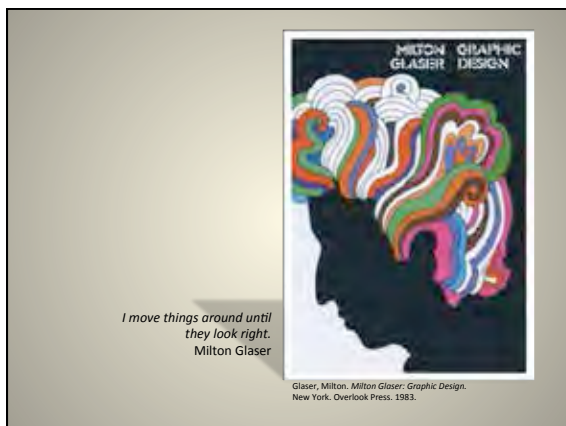
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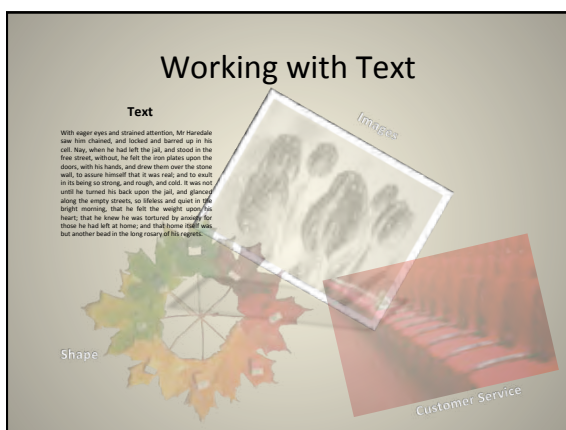
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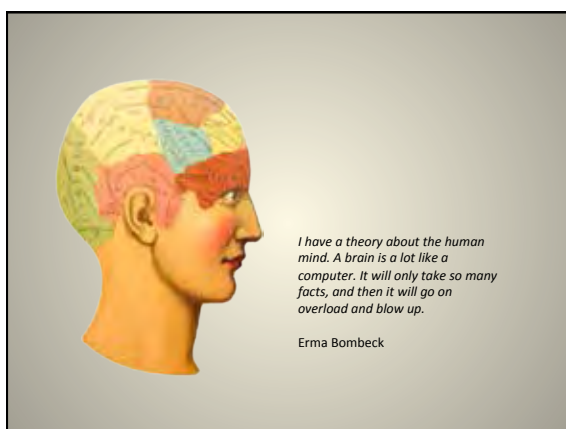
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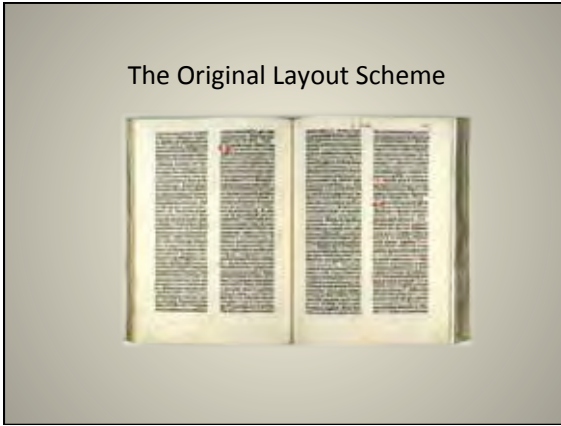
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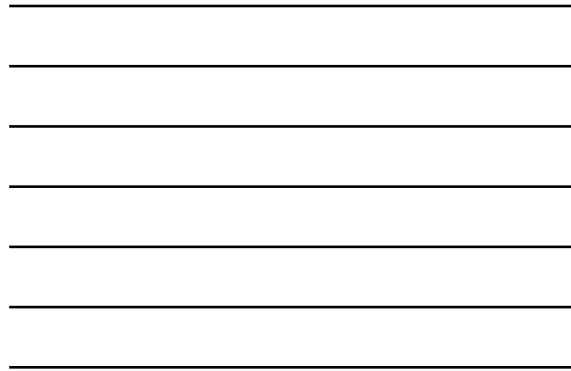
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The Original Layout Scheme



### Text Alignment

Left	Center	Justify	Right
<p>With eager eyes and strained attention, Mr. Hardeste saw him chained, and locked and barred up in his cell. Nay, when he had left the jail, and stood in the free street, without, he felt the iron plates upon the doors, with his hands, and drew them over the stone wall, to assure himself that it was real, and to exult in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so lifeless and quiet in the bright morning, that he felt the weight upon his heart; that he knew he was tortured by anxiety for those he had left at home; and that home itself was but another bead in the long rosary of his regrets.</p>	<p>With eager eyes and strained attention, Mr. Hardeste saw him chained, and locked and barred up in his cell. Nay, when he had left the jail, and stood in the free street, without, he felt the iron plates upon the doors, with his hands, and drew them over the stone wall, to assure himself that it was real, and to exult in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so lifeless and quiet in the bright morning, that he felt the weight upon his heart; that he knew he was tortured by anxiety for those he had left at home; and that home itself was but another bead in the long rosary of his regrets.</p>	<p>With eager eyes and strained attention, Mr. Hardeste saw him chained, and locked and barred up in his cell. Nay, when he had left the jail, and stood in the free street, without, he felt the iron plates upon the doors, with his hands, and drew them over the stone wall, to assure himself that it was real, and to exult in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so lifeless and quiet in the bright morning, that he felt the weight upon his heart; that he knew he was tortured by anxiety for those he had left at home; and that home itself was but another bead in the long rosary of his regrets.</p>	<p>With eager eyes and strained attention, Mr. Hardeste saw him chained, and locked and barred up in his cell. Nay, when he had left the jail, and stood in the free street, without, he felt the iron plates upon the doors, with his hands, and drew them over the stone wall, to assure himself that it was real, and to exult in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so lifeless and quiet in the bright morning, that he felt the weight upon his heart; that he knew he was tortured by anxiety for those he had left at home; and that home itself was but another bead in the long rosary of his regrets.</p>



### Font Styles

Plain	Bold	Italic	Underline
<p>With eager eyes and strained attention, Mr. Hardeste saw him chained, and locked and barred up in his cell. Nay, when he had left the jail, and stood in the free street, without, he felt the iron plates upon the doors, with his hands, and drew them over the stone wall, to assure himself that it was real, and to exult in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so lifeless and quiet in the bright morning, that he felt the weight upon his heart; that he knew he was tortured by anxiety for those he had left at home; and that home itself was but another bead in the long rosary of his regrets.</p>	<p><b>With eager eyes and strained attention, Mr. Hardeste saw him chained, and locked and barred up in his cell. Nay, when he had left the jail, and stood in the free street, without, he felt the iron plates upon the doors, with his hands, and drew them over the stone wall, to assure himself that it was real, and to exult in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so lifeless and quiet in the bright morning, that he felt the weight upon his heart; that he knew he was tortured by anxiety for those he had left at home; and that home itself was but another bead in the long rosary of his regrets.</b></p>	<p><i>With eager eyes and strained attention, Mr. Hardeste saw him chained, and locked and barred up in his cell. Nay, when he had left the jail, and stood in the free street, without, he felt the iron plates upon the doors, with his hands, and drew them over the stone wall, to assure himself that it was real, and to exult in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so lifeless and quiet in the bright morning, that he felt the weight upon his heart; that he knew he was tortured by anxiety for those he had left at home; and that home itself was but another bead in the long rosary of his regrets.</i></p>	<p><u>With eager eyes and strained attention, Mr. Hardeste saw him chained, and locked and barred up in his cell. Nay, when he had left the jail, and stood in the free street, without, he felt the iron plates upon the doors, with his hands, and drew them over the stone wall, to assure himself that it was real, and to exult in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so lifeless and quiet in the bright morning, that he felt the weight upon his heart; that he knew he was tortured by anxiety for those he had left at home; and that home itself was but another bead in the long rosary of his regrets.</u></p>



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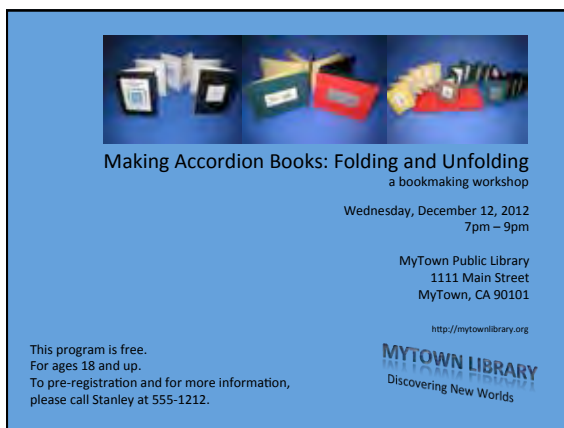
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<h3>Legibility</h3> <p>With eager eyes and strained attention, Mr Haredele saw him chained, and locked and barred up in his cell. Nay, when he had left the jail, and stood in the free street, without, he felt the iron plates upon the doors, with his hands, and drew them over the stone wall, to assure himself that it was real; and to exult in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so lifeless and quiet in the bright morning, that he felt the weight upon his heart; that he knew he was tortured by anxiety for those he had left at home; and that home itself was but another bead in the long rosary of his regrets.</p>	<h3>Readability</h3> <p>With eager eyes and strained attention, Mr Haredele saw him chained, and locked and barred up in his cell. Nay, when he had left the jail, and stood in the free street, without, he felt the iron plates upon the doors, with his hands, and drew them over the stone wall, to assure himself that it was real; and to exult in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so lifeless and quiet in the bright morning, that he felt the weight upon his heart; that he knew he was tortured by anxiety for those he had left at home; and that home itself was but another bead in the long rosary of his regrets.</p>
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<h3>Monospaced font</h3> <p>With eager eyes and strained attention, Mr Haredele saw him chained, and locked and barred up in his cell. Nay, when he had left the jail, and stood in the free street, without, he felt the iron plates upon the doors, with his hands, and drew them over the stone wall, to assure himself that it was real; and to exult in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so lifeless and quiet in the bright morning, that he felt the weight upon his heart; that he knew he was tortured by anxiety for those he had left at home; and that home itself was but another bead in the long rosary of his regrets.</p> <p>Each letter contains the same amount of space in the text. - 12 pt. Courier)</p>	<h3>Proportional font</h3> <p>With eager eyes and strained attention, Mr Haredele saw him chained, and locked and barred up in his cell. Nay, when he had left the jail, and stood in the free street, without, he felt the iron plates upon the doors, with his hands, and drew them over the stone wall, to assure himself that it was real; and to exult in its being so strong, and rough, and cold. It was not until he turned his back upon the jail, and glanced along the empty streets, so lifeless and quiet in the bright morning, that he felt the weight upon his heart; that he knew he was tortured by anxiety for those he had left at home; and that home itself was but another bead in the long rosary of his regrets.</p> <p>Each letter occupies only the space it needs in the text. - 12 pt. Calibri.</p>
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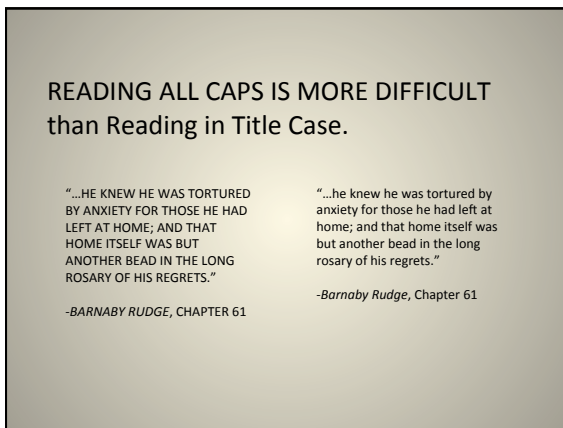
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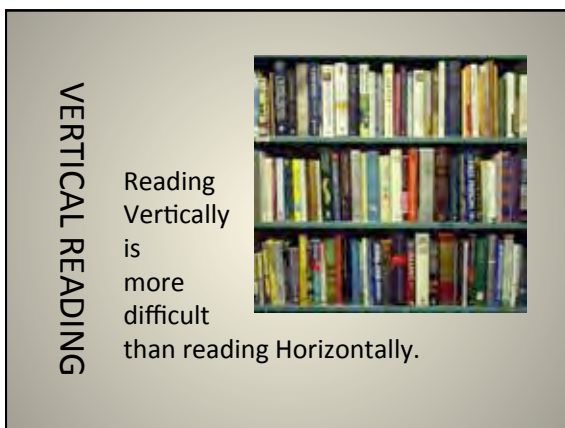
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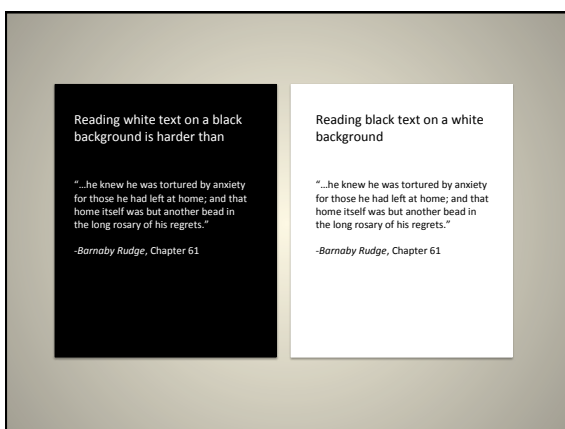
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### What We See

After reading the the sentence, you are now aware that the the human brain often does not inform you that the the word 'the' has been repeated twice every time.

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### What's Really There

After reading the the sentence, you are now aware that the the human brain often does not inform you that the the word 'the' has been repeated twice every time.	After reading the the sentence, you are now aware that the the human brain often does not inform you that the the word 'the' has been repeated twice every time.
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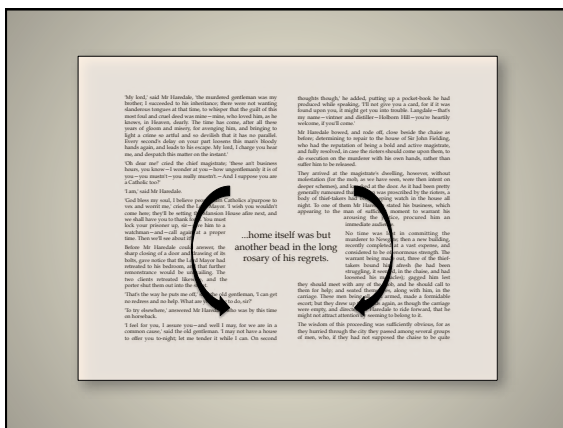
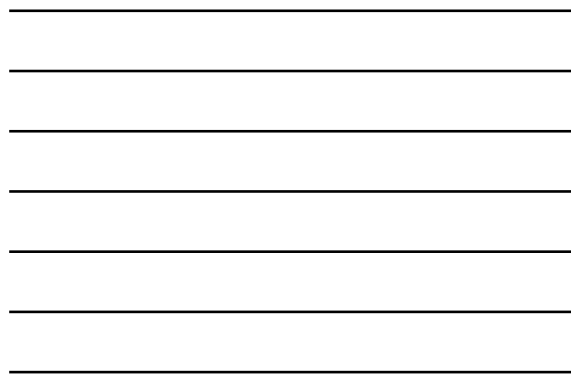
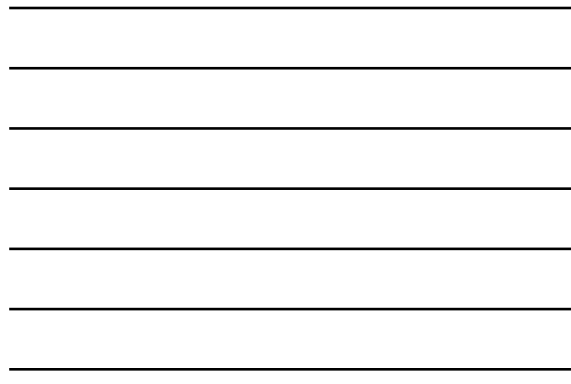
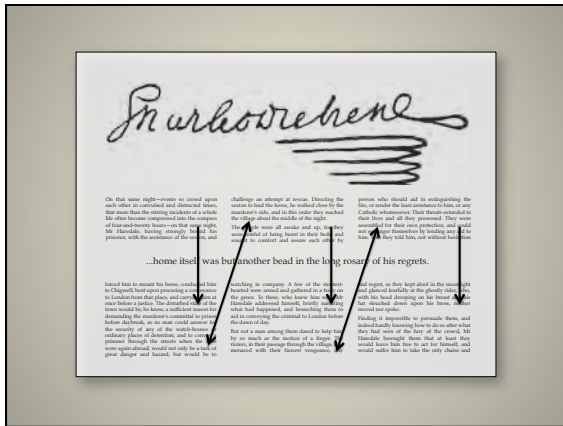
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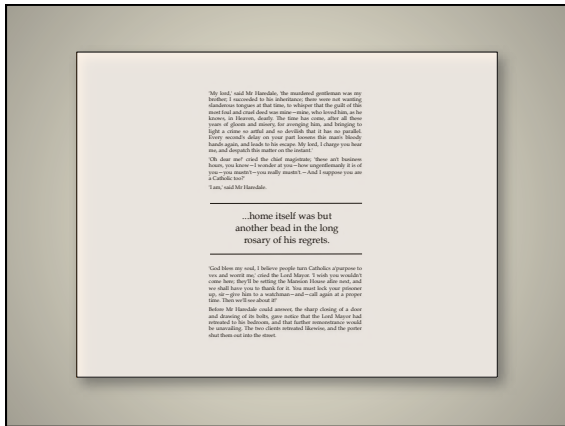
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### Proofreading

**Content:**

- Does it make sense?
- Is the data correct?



**Correction:**

- Grammar
- Spelling
- Punctuation

- They feel bad about that.
- There, their, they're
- Let's eat Grandma (or)
- Let's eat, Grandma.

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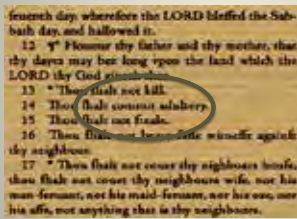
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### Proofreading: A Very Old Mistake (a missing word)



From a 1631 Bible published by Robert Barker and Martin Lucas, the royal printers in London

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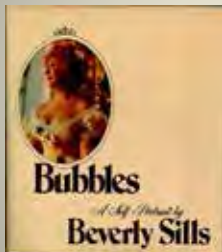
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### Proofreading: An Embarrassing Mistake (a missing letter)



"When I was only three, and still named Belle Miriam Silverman, I sang my first aria in pubic."

Opening sentence: *Bubbles: a self-portrait* by Beverly Sills. First edition. New York: Bobbs-Merrill, 1976.

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### Proofreading: A Silly Mistake (an unintended word)



"Gorilla warriors have been kidnapping children as young as five years old and training them to become rebel soldiers."

Spellchecking Is Not Proofreading

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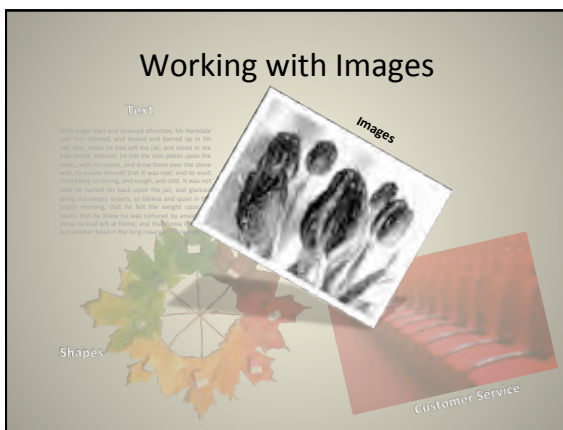
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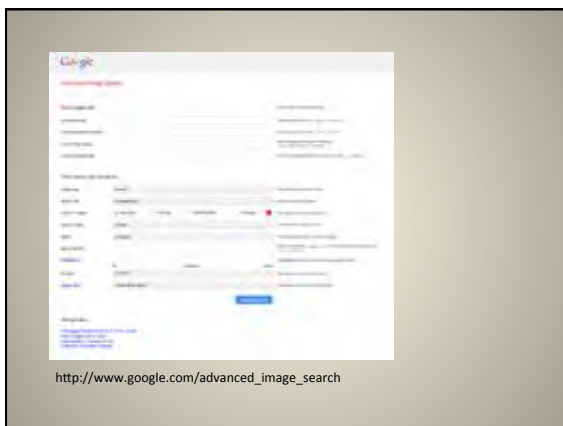
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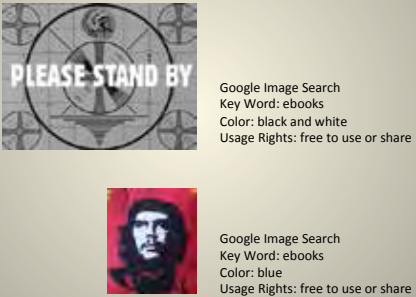
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### Searches and Results



PLEASE STAND BY

Google Image Search  
Key Word: ebooks  
Color: black and white  
Usage Rights: free to use or share

Google Image Search  
Key Word: ebooks  
Color: blue  
Usage Rights: free to use or share

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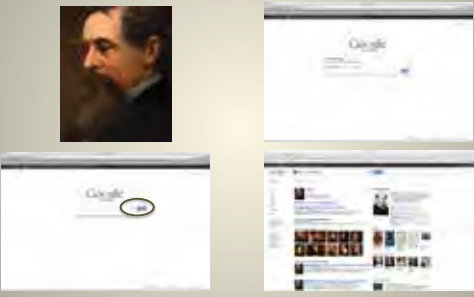
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### Google Image Search



Google

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### Image File Formats



JPEG GIF TIFF EPS

PNG

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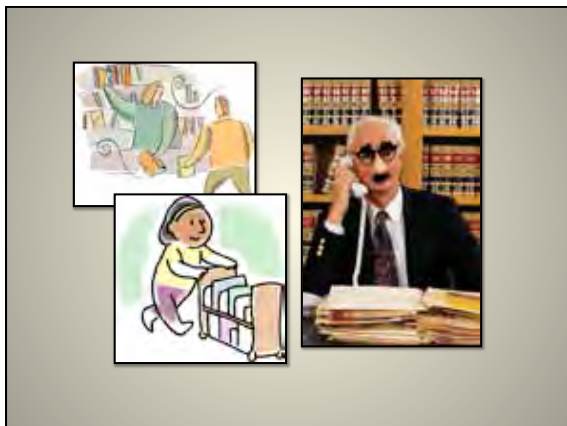
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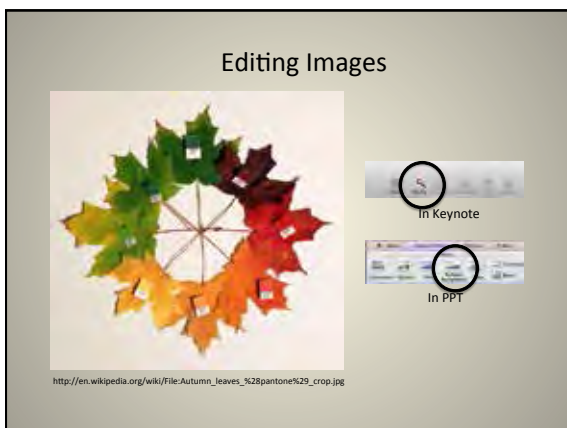
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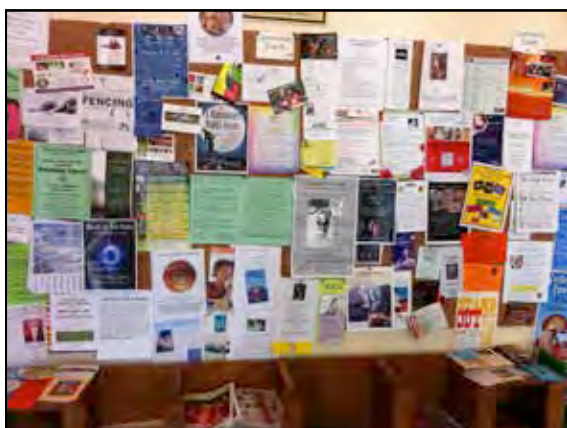
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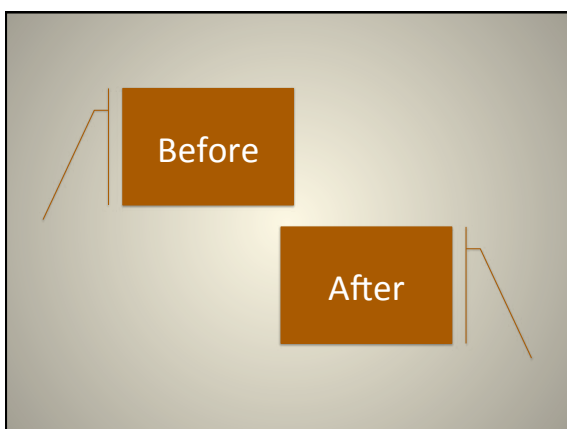
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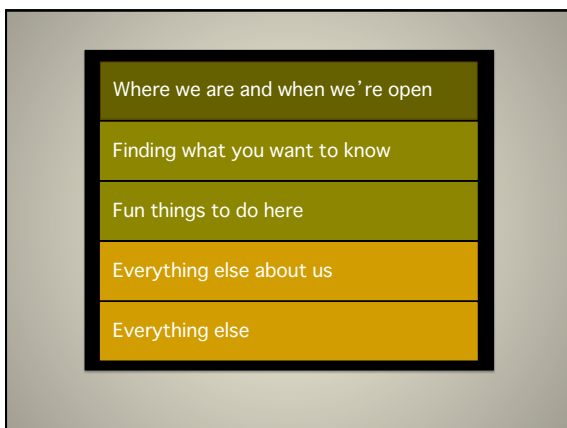
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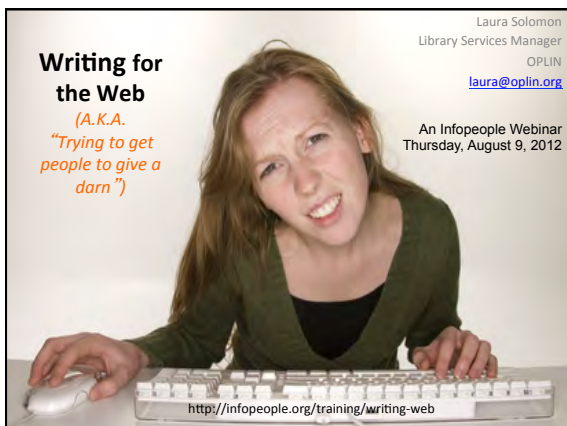
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### QR Codes



<http://www.qrstuff.com/>  
<http://www.mobile-barcodes.com/qr-code-generator/>

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### Upcoming Webinars of Interest



**QR Codes**  
Thursday, January 17, 2013 at 12 Noon Pacific  
Tom Peters and Guest

**Mobile Website Design**  
Thursday, March 14, 2013 at 12 Noon Pacific  
Tom Peters and Guest

**Infopeople** *helping libraries think differently*

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### Working with Customer Service



**Text**

**Images**

**Shapes**

**Audience**

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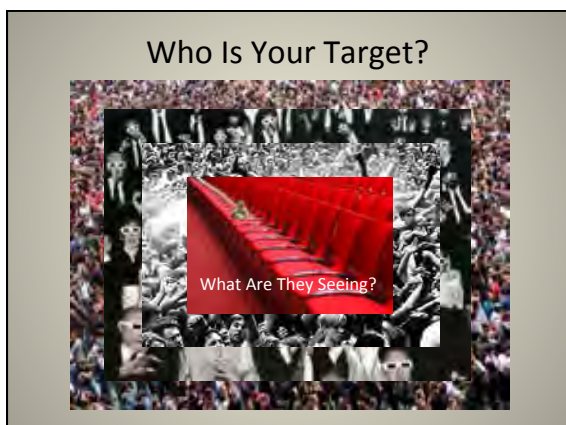
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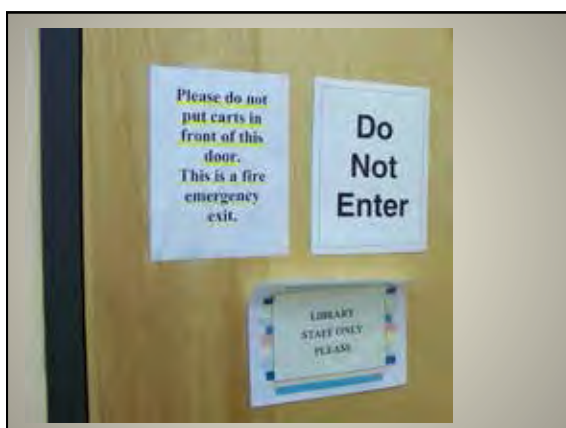
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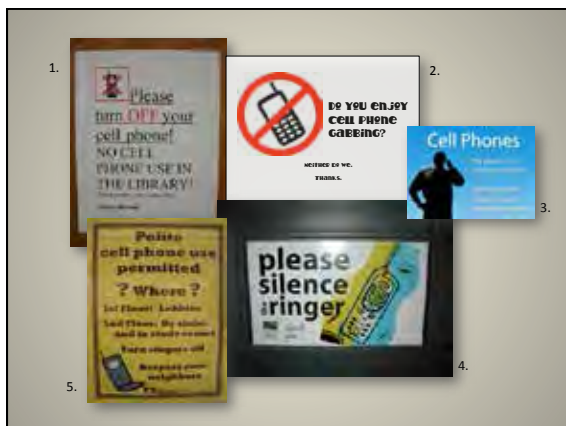
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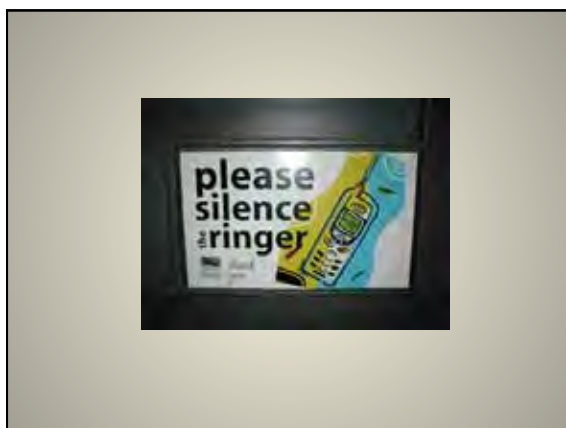
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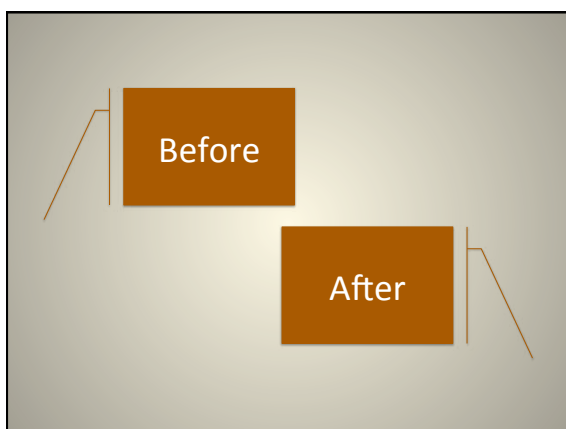
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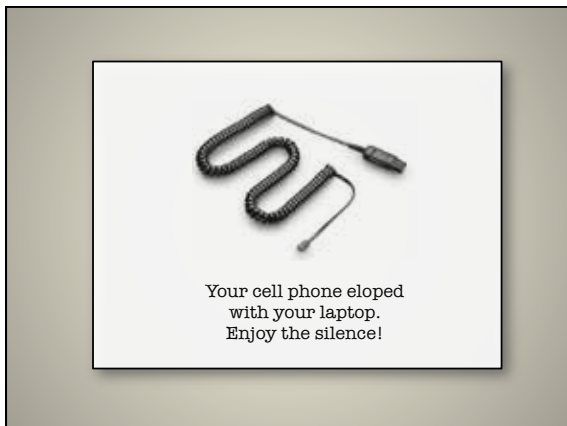
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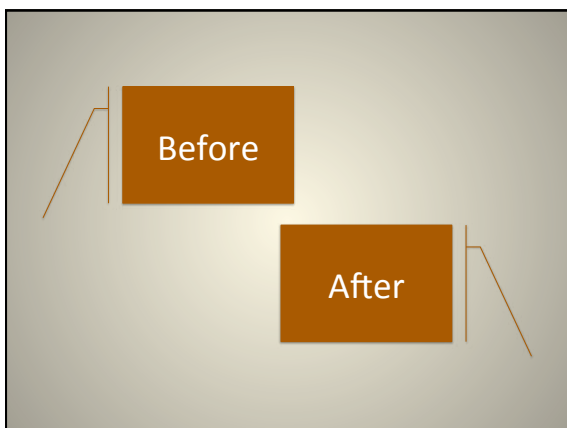
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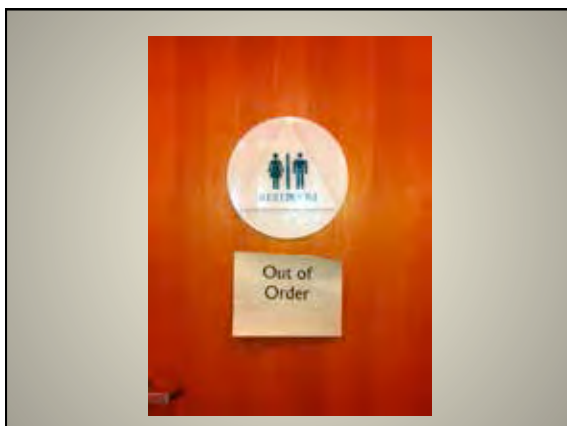
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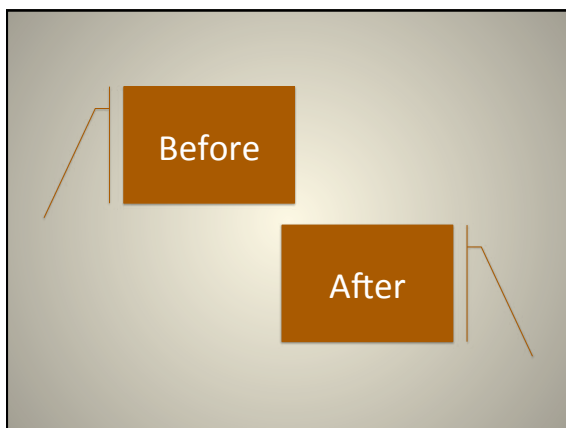
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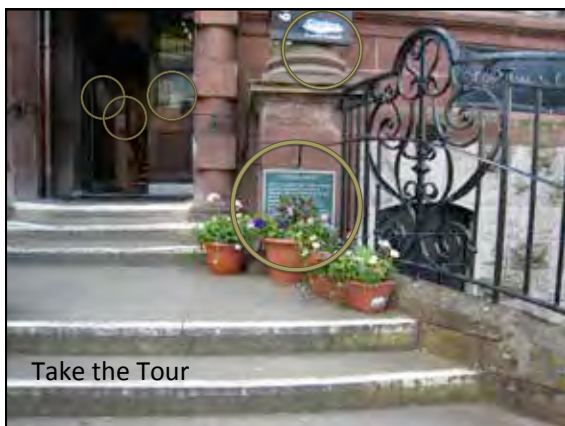
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### Setting Up Shop



**WORK ORDER**

Date Due: \_\_\_\_\_  
Date submitted: \_\_\_\_\_ By: \_\_\_\_\_

**PROJECT TITLE:** \_\_\_\_\_

**MEDIUM:**  Print  Electronic

**CONTENTS:**  
Text Provided:  Yes  No  
Images Provided:  Yes  No

**LAYOUT:**  Portrait  Landscape

**SIZE:** \_\_\_\_\_" x \_\_\_\_\_"

**Fields:**  Yes  No **Number:** \_\_\_\_\_

**Printing:**  Single-sided  Double-sided  
 B&W  Color

**FONT:** \_\_\_\_\_ **Text:** \_\_\_\_\_

**STANDARD DETAILS:**

<input type="checkbox"/> Day	<input type="checkbox"/> Date	<input type="checkbox"/> Time
<input type="checkbox"/> Address	<input type="checkbox"/> Phone Number	<input type="checkbox"/> Contact Name
<input type="checkbox"/> Logo	<input type="checkbox"/> Fee	<input type="checkbox"/> Ages
<input type="checkbox"/> Registration req'd	<input type="checkbox"/> QR Code	<input type="checkbox"/> Other

**NOTES:**

# COPIES: \_\_\_\_\_ Paper: \_\_\_\_\_

Proofread #1: \_\_\_\_\_ By: \_\_\_\_\_  
Proofread #2: \_\_\_\_\_ By: \_\_\_\_\_

Date Completed: \_\_\_\_\_ Completed by: \_\_\_\_\_ Approved by: \_\_\_\_\_

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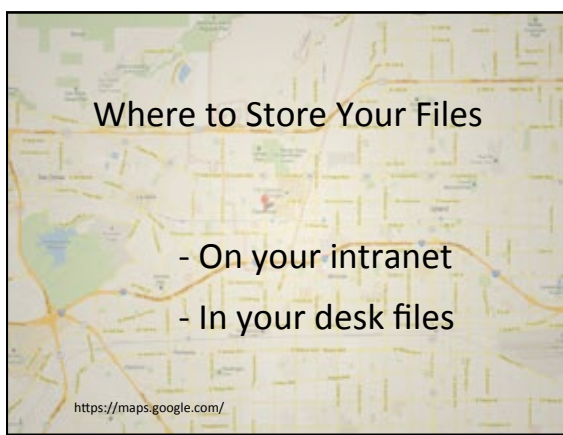
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### Where to Store Your Files



- On your intranet
- In your desk files

<https://maps.google.com/>

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A: In the dark.

Q: Where were you when the lights went out?

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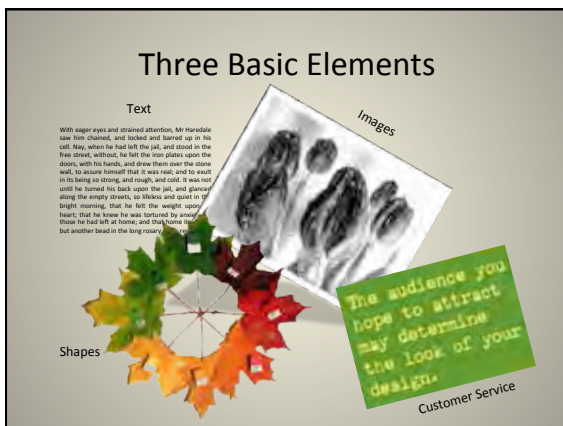
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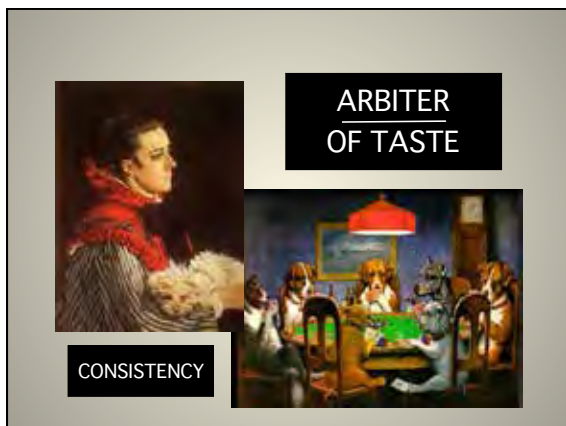
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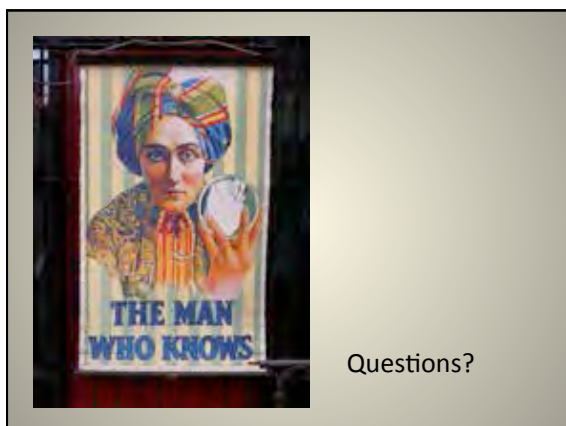
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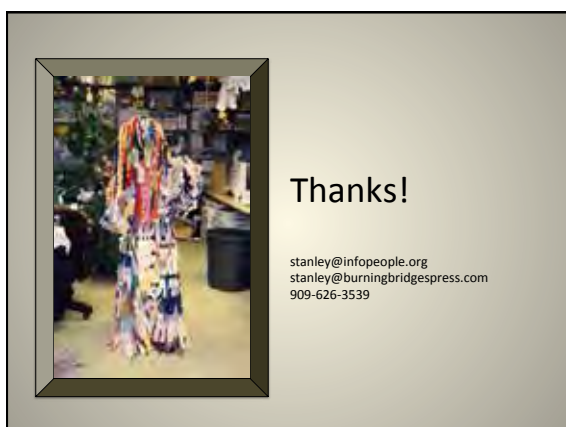
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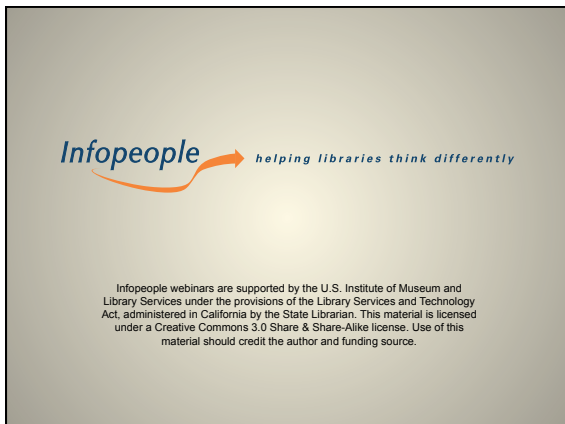
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