

CREATING INSPIRED DISPLAYS FOR YOUR LIBRARY

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"Many Roles, One Goal: Meeting the Needs of Our Communities"**

The Purpose of Displays



To increase circulation

To increase public awareness of a library's resource and draw attention to underutilized library collections



The Purpose of Displays



To promote a theme related to library services, collections, or programs

To highlight current issues, events, or other subjects of public interest



Why create displays?

Book displays are the most effective way to recommend books.

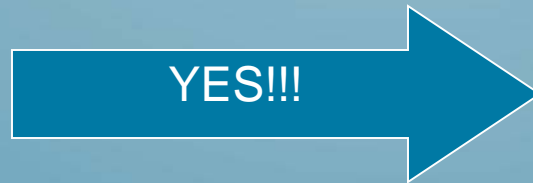
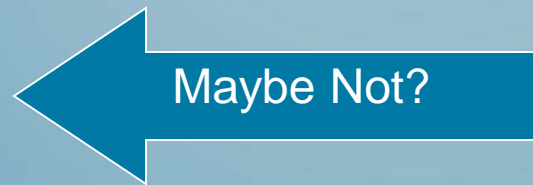
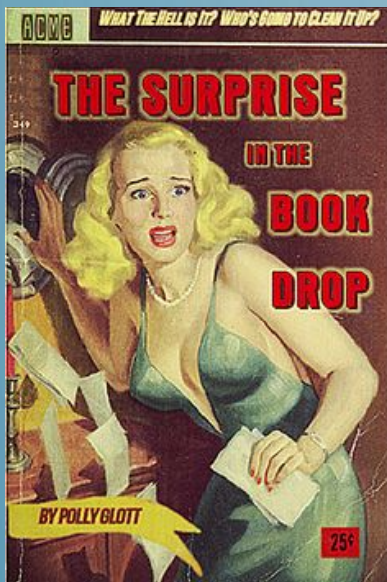
Effective displays will recommend books by being located where the display will be seen and will attract the eye with color and signage.

Locate displays where they will be seen! By the front desk if possible.

Librarian Sharon Baker conducted book display experiments in three public libraries and found that books on display near the front desk checked out **300% to 1000%** more frequently than books on the shelf. Books displayed at the rear of the fiction stacks checked out at best **60%** more than books on shelves.

The 10 Rules of Library Displays

Displays should reflect your patrons interests, not yours.



Source: Brown, S. (2012, February 6). Ten Tips for Better Book Displays. Retrieved June 2, 2015, from http://658point8.com/2012/02/06/TEN-TIPS-FOR-BETTER-BOOK-DISPLAYS/?BLOGSUB=CONFIRMING#BLOG_SUBSCRIPTION-3

The 10 Rules of Library Displays



Books should be the stars of the display. Choose books with fresh, visually appealing covers.

The 10 Rules of Library Displays

Eye catching visual signage is key!



Source: Brown, S. (2012, February 6). Ten Tips for Better Book Displays. Retrieved June 2, 2015, from http://658point8.com/2012/02/06/TEN-TIPS-FOR-BETTER-BOOK-DISPLAYS/?BLOGSUB=CONFIRMING#BLOG_SUBSCRIPTION-3

The 10 Rules of Library Displays



Jazz up your signage with an icon or other key visual element associated with the theme of the display.

The 10 Rules of Library Displays

Use props judiciously.
Props can enhance a
display, but
**DO NOT CLUTTER IT
UP!!!**
More is not always
better.



Source: Brown, S. (2012, February 6). Ten Tips for Better Book Displays. Retrieved June 2, 2015, from http://658point8.com/2012/02/06/TEN-TIPS-FOR-BETTER-BOOK-DISPLAYS/?BLOGSUB=CONFIRMING#BLOG_SUBSCRIPTION-3

The 10 Rules of Library Displays



Make it clear that the items on display can be checked out. This may be clear to us, but it is not always so for our customers.

The 10 Rules of Library Displays



Don't limit yourself to books. Whenever possible, include a mix of audiobooks, DVDs, CD's and even e-books.

The 10 Rules of Library Displays

Consider moving beyond tightly themed displays to more general ones that can be used anytime.

- Staff Picks
- Patron Picks
- Good Books You May Have Missed



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The 10 Rules of Library Displays

Unless the items are priceless or irreplaceable, do not put book displays behind glass.



If you have glass cases, free them up for special collections, local artists, or collectors to display their wares.

The 10 Rules of Library Displays



Be flexible
and have
fun!

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Graphic Design Resources on a budget

Canva:

<https://www.canva.com/>

Pic Monkey:

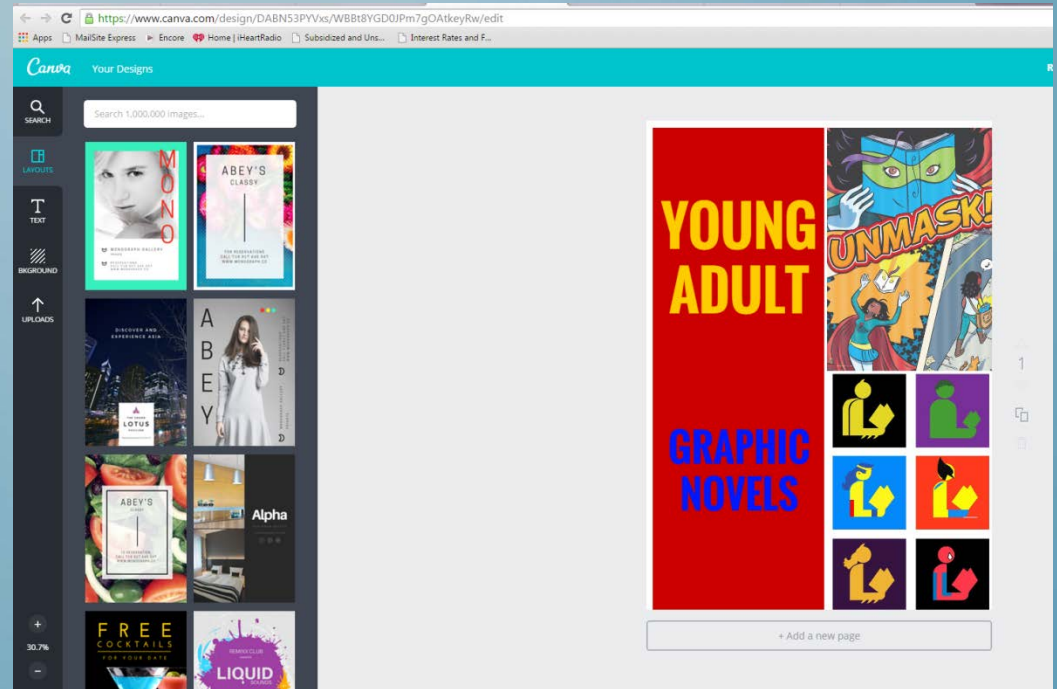
<http://www.picmonkey.com/>

Piktochart:

<http://piktochart.com/>

Poster My Wall:

<http://www.postermywall.com/>



Display Idea Resources



If you are not on Pinterest stop everything and do it right now.

It's my #1 resource for library programming and display ideas.



Don't Judge a Book by its Cover... But What about the First Line?: A Teen Library Display | The Maggie Librarian: A Librarian's Guide to Modern Life and Etiquette

Somers Library Display Ideas



misuse of literally drives me figuratively insane

Promoted by Thug Life Shirts



Jane Wilt Whitworth, Library/Media Specialist Rock Hill High School Ironton, Ohio - do this next year with Friends books!

PCSB Library/Media Jan. Bulletin Board/Display Ideas



It's hilarious, really. "No-Shave November" Library Display with free printable! (LiteraryHoots)

Literary Hoots The Librarian's List



Library fortune. could be entertaining way to encourage reading new genres and titles. passive library program. library display.

Rita Book Library Bulletin Boards & Displays



library bulletin boards | Library Bulletin Boards and Classroom Ideas | MyClassroomIdeas.com

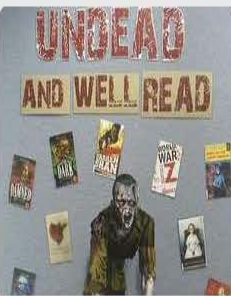
Holly Maki Library Bulletin Board Ideas



Even if I don't have a store for this display can I put it in my house?!

by madisonpubliclibrary

Holli Peterson Love!



great site for library planning ideas ~ good lord, yes, stacie...another mind reader



Display Idea Resources

Susan Brown, Director, Chapel Hill Public Library:

658.8 – Practical Marketing for Public Libraries (Blog)

<http://658point8.com/>

Elaine Pearson, Librarian at Horowhenua College in Levin, New Zealand

<http://schoollibrarydisplays.blogspot.com/>

Staci Cox, Middle School Library/Media Assistant in Anchorage, Alaska.

<http://librarydisplays.org/>

Display Idea Resources

