

OLA 2017 - THRIVING TOGETHER

RESOURCE LIST

THRIVING ON A DIME • DISPLAYS/VISUAL APPEAL



Contact Information

Thank you for coming to our OLA 2017 Session Thriving on a Dime Pt. 2 - Displays and Visual Appeal. Please use these pages for notes and brainstorming. You will find included a resource list and information for accessing templates and more. Feel free to contact either Kristen or Taylor with any questions you may have. Enjoy!

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Tips & Tricks

- Focus on one or two concepts per display.
- Everything in the display should entice the viewer and increase the product/message's appeal.
- Don't overdo it. Visual clutter will distract from the product/message.
- Add height. Displays with multiple tiers/levels vastly increases visual interest.
- Balance \neq Symmetry. Asymmetrical displays can be very balanced and more interesting.
- Color is important. Avoid pockets of dark/bright/neutral colors to keep the eye moving around the display.
- All items on shoppable displays must be easily accessible and should avoid excessive prop clutter.
- Clear signage guides library users to displays.
- Use template bookmarks to personalize recommendations in shoppable displays, especially with items lacking "cover appeal".
- Consider language needs; bilingual signs require more design finesse, but free up display space for items.
- Get creative; find ways to use the things in your closet, garage, and junk drawer.
- Use your coworker's hidden talents. You might have a stellar hand-letterer, carpenter, or graphic designer working right next to you.
- Learn to use the resources you already have; search for free or low-cost software and image options to meet your other needs.
- Recycle - use discarded books for fake book "innards", to add height to displays, and more.
- If a display doesn't work - don't sweat it. Give it a week or so and if it really isn't a hit, make notes and change it. Different styles work better for different libraries.
- Team effort! Get your coworkers onboard, encourage others to help refresh displays as needed.

Links & Resources

Copyright Free Images

Pixabay.com • Needs an account; no charge for images.

Pexels.com • Also advertises Shutterstock images, which require purchasing.

Unsplash.com • Created 3 years ago by a collective of photographers want to share photos. No purchase or account required, though there are potential benefits to having an account. You can also give back and contribute to the collection.

Morguefile.com • No account required, images with a Morguefile license allow you to adapt the work and reuse it, free of charge. The website also has a Creative Commons search option as well as links to images for purchase.

A note on crediting sources: Do it! While there may not always be space, it's nice to pay it forward when we can.

Free Photo Editing/Design Programs

Canva.com • Requires an account. Premium option, but not necessary. Lots of templates, but we encourage building from scratch once you get the hang of things. Web-browser based; no installation.

iPiccy • Requires an account and current version of Flash. A good, basic photo-editor. Web-browser based; no installation.

Gimp • High learning curve, but a free alternative to Photoshop.

Microsoft Publisher • Okay, we know it isn't free but most PCs have it. If you know what to do, you can work miracles with this program. You can also save your work (on up-to-date versions) as JPGs, PNGs, PDFs, etc. to add versatility to your products.

Ideas & More

20 Rules for Better Book Displays from Novelist

<https://www.ebscohost.com/novelist/novelist-special/twenty-rules-for-better-book-displays>

This is a great overview for creating displays. The sample photos are simple, but effective.

How to Spruce Up Popular Materials & Book Displays

<http://ideas.demco.com/blog/book-displays/>

(Just ignore what they say about boys/girls/video games - girl gamers are everywhere! We're taking over!)

Display Ideas for Banned Books Week + Pinterest Page

<http://www.ala.org/bbooks/bannedbooksweek/ideasandresources/display>

Banned Books Week display ideas are an absolute treasure trove. We enjoy perusing these ideas to inspire us year-round. Don't just let the innovation rest in this one week.

Library Display Bonanza Tumblr

<http://libdisplays.tumblr.com/>

These displays are SO good! The account isn't currently being maintained, but the content is still great.

Templates

Our Favorite Bookmark/Short Bibliography Template

- For Microsoft Publisher
- Landscape Orientation
- Margin Guides 0.20" all sides
- Grid Guides 4 Columns with 0.50" spacing • 1 Row (no spacing)

Create the front side of the bookmark in the first column. Highlight all aspects of the design, right click and "group" those items together. Copy that item and paste into the other 3 sections. Repeat process with second page/back of bookmark.

Always remember to put your library's logo and contact information on the bookmark.

When printing double-sided bookmarks, flip on the short-edge.

Almost-Universal Shelf-Talker Template

- For Microsoft Publisher
- Landscape Orientation
- Margin Guides 0.20" all sides
- Grid Guides 2 Columns with 0.50" spacing • 1 Row (no spacing)
- Add 1 Horizontal Grid Guide at 6 $\frac{3}{8}$ "

Above the horizontal grid guide will be hidden under books on the shelf. Below the horizontal grid guide will be the exposed shelf-talker. The horizontal grid guide is your fold line.

Always print shelf talkers on heavy-stock paper; laminate if you can. Use a ruler, boning tool, etc. to create a nice, sharp fold that will stay nicely on the shelf.

A-B-C (It's easy as 1-2-3) Letter Displays

- For Microsoft Publisher
- Landscape Orientation
- Margin Guides: Top & Bottom: 0.3" • Left & Right: .075"
- Grid Guides 3 Columns (no spacing) • 2 rows with 0.5" spacing

You should have two rows of three rectangles. Create your alpha-graphic within the boundaries of the center rectangle. Copy and paste that graphic into one adjacent rectangle, leaving the other blank.

When you print, cut against the top and bottom edges of the graphics. Leave the white "tabs" on either side of the graphics. One will be large, the other small. (If you are choosing to laminate, do it now! Trim laminate close to the edges.) Fold on each edge of the graphics 3 folds total. Staple or tape the tabs to create a pyramid/triangle shape. Use a ruler, boning tool, etc. to create nice, sharp folds. Adhere to bookshelves with sticky-tack, tape, etc.

Mapmarker Section Template

- For Canva
- US Document/Letter

Open a blank US Document project. Search for “map marker” and choose the free image which is solid gray with a transparent circle. Enlarge the mark to almost the size of the document, leaving a small margin on the top and bottom.

Under the elements tab, open the frames option and select the circular frame with solid-line border. Place the frame over the transparent circle and adjust if needed. (On our computers the frame comes in the perfect size!)

Upload an image that matches the section content. Use the bottom part of the map marker for text/call number.

Print out TWO copies of the document, cut out, and paste/tape back-to-back. Laminate if able. Adhere to tops of shelves using sticky-tack, tape, etc.

Reminder: Don't trim the laminate too close to the edges, or it will peel apart. We figured that out the hard way.

If you want us to share the template with your Canva account, please send Taylor an email.

Informational Brochures

List of Items Available on NWCentral

- Early Literacy Brochures Template for Babies, Toddlers, and Preschoolers
- Early Literacy Brochure Template for Babies in Spanish
- Youth Services Calendar of Events Template
- Shelf-Talkers Template
- 8.5x11 Portrait & Landscape Posters Templates
- 11x17 Portrait & Landscape Posters Templates
- “En Espanol” Bookmarks Templates
- “Caring for Your Library Materials” Bookmarks Template & Example
- “Bilingual Books” Bibliography Bookmark Templates
- Example of Press Release format and requirements for City of Springfield
- Handout for this session and Thriving on a Dime: Marketing & More
- Example of Canva Mapmarker Template
- Our Presentation! (Prezi)

If there is any other item you'd like the file for, please email us.

Canva files need to be shared to an email address with a Canva account.

Bring 'em Back BOOKS

1. Take a book.
2. Read it.
3. Bring it back.

No library card required!

FRIENDS
of the Springfield Public Library

Springfield Public LIBRARY
Where Minds Grow

225 5th Street
Springfield, OR 97477
wheremindsgrow.org
541-726-3766

Scare your pants off* and
EMBRACE THE SEASON
 with staff recommendations from SPL
*clothing is required in the library

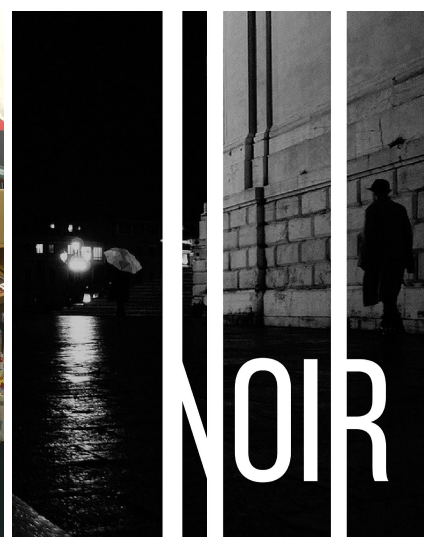
Baby & Me

★ STORYTIME

Every Tuesday
at 10:00am
Designed for 0-24 Months

Springfield Public Library
 225 5th St. Springfield, OR 97477
 wheremindsgrow.org 541.726.2243

Springfield Public LIBRARY
 Where Minds Grow



Grupo de Lectura en español

La Fiesta del Chivo

Mario Vargas Llosa

Nos reuniremos:
 el sábado,
 19 de noviembre
 1:00pm
 en la biblioteca de Springfield

¡Lea con nosotros! Se puede prestar un ejemplar del libro en la biblioteca de Springfield.

"Los ejemplares del libro están limitados a las primeras personas que se inscriban."

Sponsored by Patrocinado por
 Juan Carlos G. Alvarez S. Salazar

Springfield Public LIBRARY
 Where Minds Grow

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