

Get the Message?
Designing Displays, Bulletin Boards and
Signage for Libraries
and Schools

Presentation for
Region 6, Southeastern Connecticut
Children's Roundtable


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Are you having trouble coming up with eye catching bulletin boards, displays and signage?




Are you confused about where
to start?





In order to help you we must first understand why we bother to put up these creations

- Showcase our collections
- Celebrate a person or an occasion
- Inform our patrons about a special service
- Announce a special event such as a fundraiser



In order to help you we must first understand why we bother to put up these creations

- Share students' work and progress
- Reinforce students' learning by showing a concept
- Make our library or classroom look inviting, interesting and colorful
- What are some of the other reasons?



But before you design your creation:

- Plan display around a central theme or concept.
- Use thumbnail sketches to develop your idea.
- Use lettering that can be easily seen and that can be read at a distance.
- Involve others in gathering materials as you will receive greater scope and coverage.



Let's Talk About Design and Layout Guidelines

Eye Movement Direction


- Western cultures tend to look at visuals by immediately looking at the upper left-hand area of a picture first.

41%	20%
25%	14%

Let's Talk About Design and Layout Guidelines

Eye Movement Direction

- Therefore, if you want to attract attention to particular items of importance in a graphic layout you would do best to arrange them in the upper left-hand area of an arrangement.

41%	20%
	
25%	14%



Let's Talk About Design and Layout Guidelines

- To create an effective layout you need to pay attention to the following 6 design criteria:
 - Simplicity
 - Balance
 - Proportion
 - Contrast
 - Rhythm
 - Unity and Harmony



Let's Talk About Design and Layout Guidelines

- To create an effective layout you need to pay attention to the following 6 design criteria:
 - **Simplicity**-Keep it simple. Keep enough white space to make your message clear and draw attention to the main idea.



Let's Talk About Design and Layout Guidelines

- **Balance**-Can be formal or informal

Formal-One side of the layout appears to be a mirror image of the other side. Balance is static, but can still be effective.

Informal-Both sides have equal weight but are made up of different arrangements or elements. Balance is dynamic and exciting.

To achieve balance, imagine a vertical line in the center of the bulletin board. Both sides of the display must have equal weight.

Let's Talk About Design and Layout Guidelines

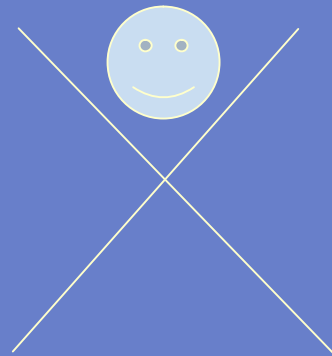
- **Balance**

Both formal and informal layouts are positioned in relation to an invisible line that divides the layout.

Mathematical Center



Optical Center



Placing items in the optical center of a layout is more pleasing to the eye.



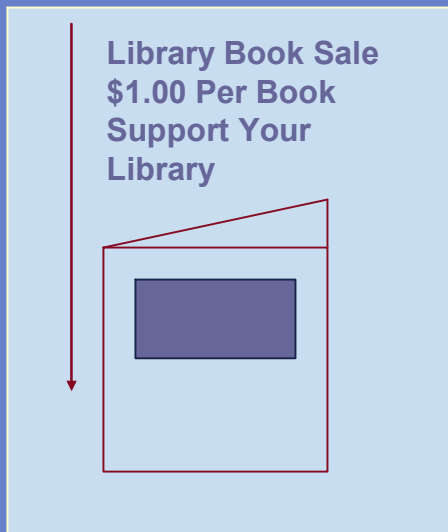
Let's Talk About Design and Layout Guidelines

Proportion-The overall visual effect of the layout and how you place the elements. This can be individually or in relation to one another.

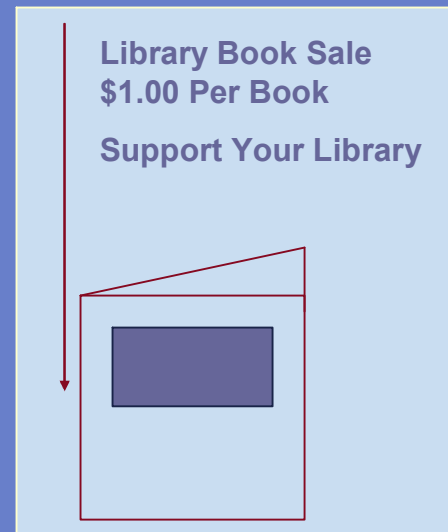
Let's Talk About Design and Layout Guidelines

Proportion- In a layout areas of space appear to be more appealing if they are divided into thirds or fifths.

Equal division of space

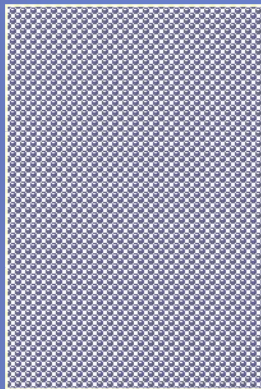


Unequal division of space



Let's Talk About Design and Layout Guidelines

Contrast-You should use contrasting shapes,
sizes, or textures.





Let's Talk About Design and Layout Guidelines

Rhythm-When a layout is successful the viewers eye will go from element to element without interruption.

- Rhythm guides the eye. Having a successful rhythm really depends on the placement of the various shapes.



Let's Talk About Design and Layout Guidelines

Unity and Harmony

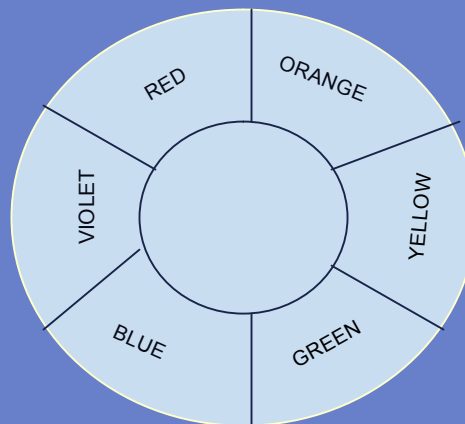
- Each element needs to be satisfying to look at and should compliment the whole.
- All elements should work together.
- Color can set the mood.
- Red, orange, and yellow, are warm colors that jump out at you.
- Violet, blue, and green, are cool receding colors that often make good backgrounds.

Let's Talk About Design and Layout Guidelines

Unity and Harmony

- Primary colors-red, yellow, and blue
- Secondary colors-green, orange, and violet

Complementary colors-
colors opposite each
other on the color wheel
go well with each other .




Monochromatic colors-
shades or tints of the
same color may also be
used for contrast.

Analogous colors are
side by side on the color
wheel. May be used if
the primary colors
produce a busy display.



Displays, exhibits, and signage can be found anywhere

- **Computer monitors can display information**
 - Use screen savers to send a message.
 - Create a presentation by using Power Point and when you set up the slide show have it loop continuously.
 - Scan pictures into a file and have the file serve as your screen saver. (See Banned and Challenged Screen Saver in CC & new books)



Displays, exhibits, and signage can be found anywhere

- On computers
- Bulletin boards
- Countertops
- On doors
- On end caps
- In the stacks
- In stairwells
- Hanging from the ceiling

The possibilities are endless. Can you think of more?



Materials for backgrounds & borders don't have to break the bank

- Tile clipart (see banned and challenged)
- Wrapping paper (see Grace's poetry corner)
- Book covers
- Table cloth
- Newspaper
- Wall paper
- Felt
- Choose a pattern from a book and enlarge pattern by using an overhead projector and project pattern to wall. Trace pattern.



Materials for backgrounds & borders don't have to break the bank

- Styrofoam sheets (use a electric carving knife to cut)
- Sheets of cork
- A bed sheet
- Paint and stencils
- Old postcards laminated into sheets
- Butcher block
- Cloth



Materials for backgrounds & borders don't have to break the bank

- Place old or free CD's on their flip side and use for a border
- Use play money for border
- Laminate strips of fabric that fit your theme
- Cut cartoon strips and laminate
- Use the covers of holiday cards
- Book jackets (Also you can ask Academic Libraries to donate book covers as they make colorful letters.)



Helpful tips

- After a major holiday pick up materials for up to 90% off.
- Laminate all materials before putting up. Especially letters. If a laminator is not available use clear contact paper.
- Use large art portfolios or make storage containers from poster board or other material.
- Organize used displays by season, month or subject.

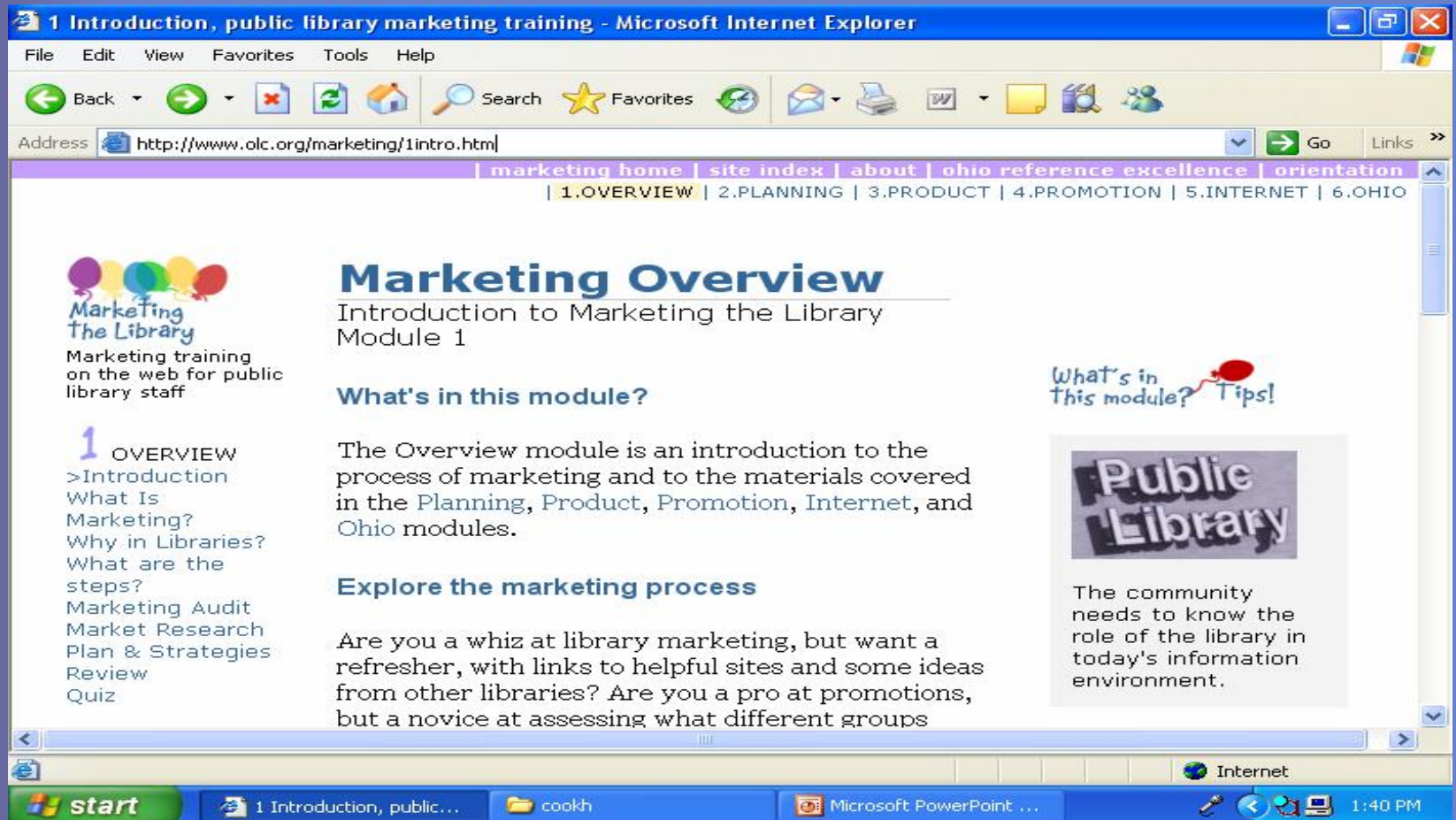


Helpful tips

- If you see a prop in a store ask manager if they would like to donate.
- Ask for old wallpaper samples. These can be used for both background and for cutting out bookmarks.
- Shop discount stores that specialize in closeouts.
- Go to furniture stores for heavy cardboard tubes, carpet remnants, fabric samples, etc.

<http://www.olec.org/marketing/1intro.htm>

In module format this site gives tips on how to market a public library.



The screenshot shows a Microsoft Internet Explorer browser window with the following details:

- Browser Title Bar:** 1 Introduction, public library marketing training - Microsoft Internet Explorer
- Address Bar:** <http://www.olec.org/marketing/1intro.htm>
- Navigation Bar:** Back, Forward, Stop, Home, Search, Favorites, Refresh, Print, Stop, Links
- Page Header:** marketing home | site index | about | ohio reference excellence | orientation | 1.OVERVIEW | 2.PLANNING | 3.PRODUCT | 4.PROMOTION | 5.INTERNET | 6.OHIO
- Page Content:**
 - Logo:** Marketing the Library (with colorful balloons)
 - Text:** Marketing training on the web for public library staff
 - Section Header:** **Marketing Overview**
Introduction to Marketing the Library
Module 1
 - Section Header:** **What's in this module?**
 - Text:** The Overview module is an introduction to the process of marketing and to the materials covered in the Planning, Product, Promotion, Internet, and Ohio modules.
 - Section Header:** **Explore the marketing process**
 - Text:** Are you a whiz at library marketing, but want a refresher, with links to helpful sites and some ideas from other libraries? Are you a pro at promotions, but a novice at assessing what different groups
- Right Side:**
 - Text:** What's in this module? Tips!
 - Image:** Public Library (with a red balloon)
 - Text:** The community needs to know the role of the library in today's information environment.
- Taskbar:** start | 1 Introduction, public... | cookh | Microsoft PowerPoint ... | 1:40 PM



What Tips Do You Have to Add?