

From Drab to Fab

Crafting Effective Library Promo Materials



BACKGROUND



- **Presentation Kiosks = stepping up PR output**
- **Staff using multiple tools (Print Shop, PowerPoint) to create materials**
- **VLA 2016 - learned about existence of Canva**

WHAT IS CANVA?



- cloud-based web service
- create social media formatted images, flyers, resumes, presentations, and more
- upload images and export to multiple filetypes (PDF, JPG, PNG)
- share work with your team

Canva Positives

- Free to Non-profit Organizations
- Access to thousands of layouts and design elements (fonts, stock photos)
- User friendly (to a degree)
- Makes collaboration easy with a team
- cloud-based - access anywhere



Canva Negatives

- Unforgiving user interface (at times)
- Non-Canva users can't be given edit access
- Will only work well on PCs that aren't totally locked down/controlled by IT
- cloud-based - all is well as long as cloud servers (Amazon hosted) are up



A Few Design Tips

FONTS

Legible and few

BALANCE

Elements have weight - even things out

ORGANIZED CHAOS

Randomness with purpose

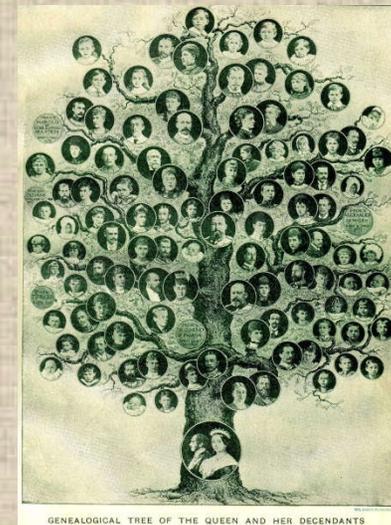
MAKE YOUR OWN RULES

Be creative and enjoy designing!

Examples

The shoddy work you are about to see may shock you. Consider yourself warned...

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HERITAGE QUEST™ ONLINE



ancestry library edition

Amateur Genealogist?

Discover your roots

HeritageQuest

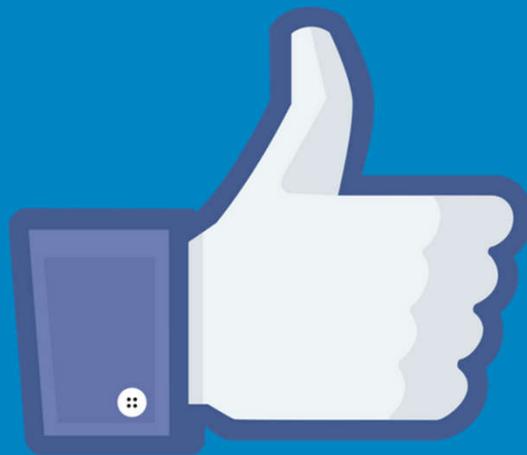


 [ancestry.com](https://www.ancestry.com)

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Find the right resources for your research



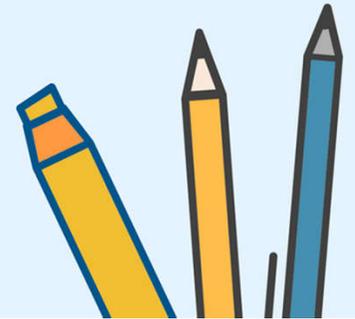
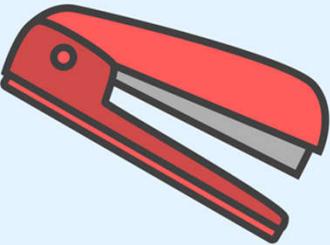


**FIND THE
RIGHT
RESOURCES
FOR YOUR
RESEARCH**

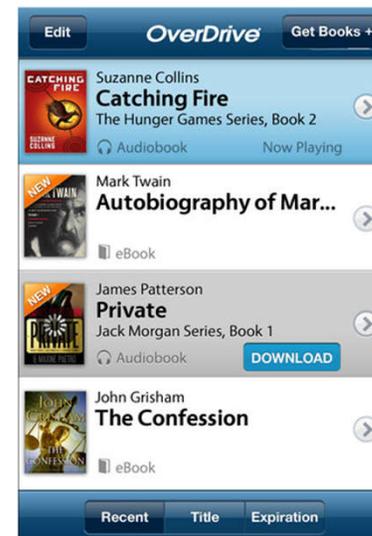
ProQuest[®]

NewsBank^{inc.}

FIND IT
VIRGINIA



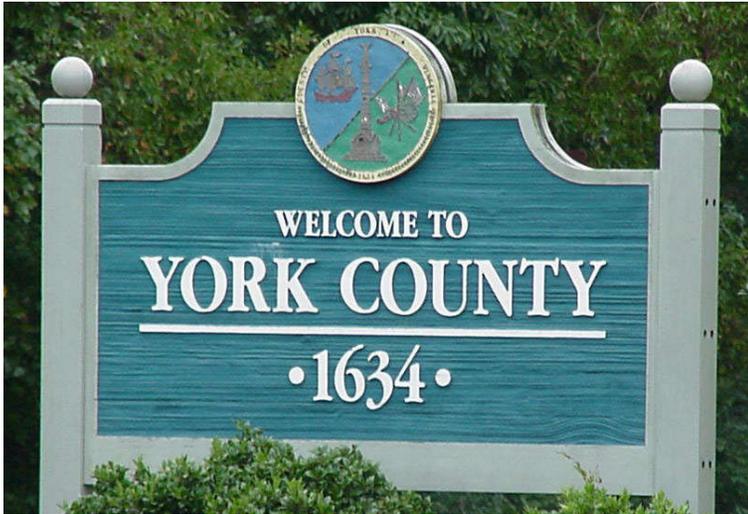
Want mobile-ready e-books and e-audiobooks? There's an app for that!

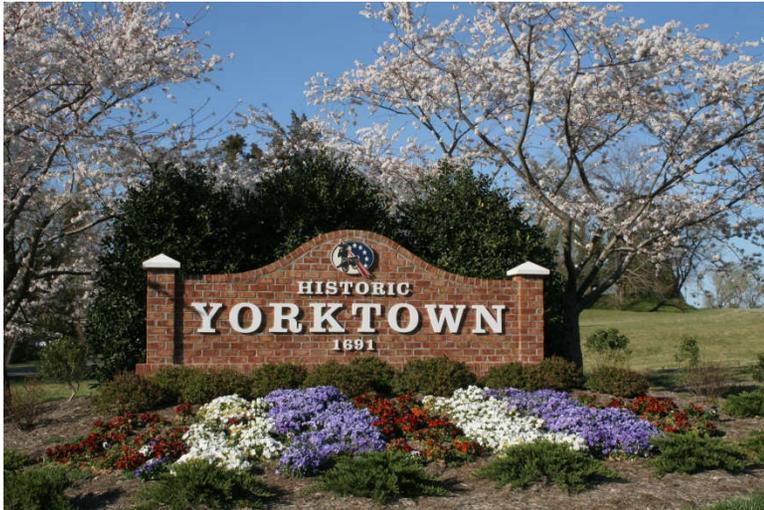


WANT MOBILE-READY E-BOOKS AND E-AUDIOBOOKS?

THERE'S AN APP FOR THAT









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Kids Create Leaf Critters



**Join us in the Tabb Meeting Room.
We will be making people and animals,
using artificial leaves.**

Tuesday, Nov. 1, 4:30-5:30PM

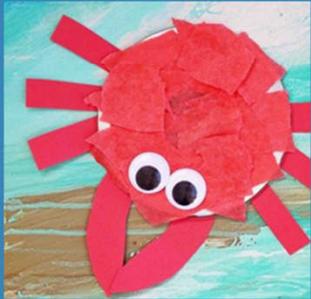
Ages 6-12

Limit of 25 participants. Registration begins 10AM on 10/25



Kids Create

Sea-D Creatures



Tuesday, June 6

4:30-5:30 PM

In the Tabb Library Meeting Room

For ages 5-12

Registration begins @ 10 AM on 5/30



Supplemental Tools

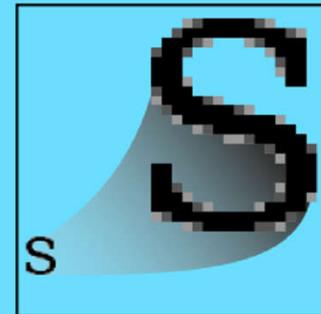
GIMP

INKSCAPE

GREENSHOT

GIMP (GNU Image Manipulation Program)

- Free and open source software
- Create/manipulate raster graphics (images made up of pixels/dots)
- Alternative to Adobe Photoshop
- Interface isn't very user friendly
- Many tutorials available online
- *Another Photoshop alternative: Pixlr*



Raster
.jpeg .gif .png

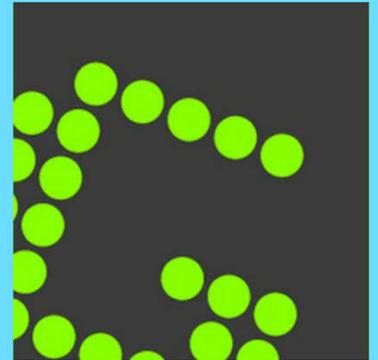
Inkscape

- Free and open source software
- Create/manipulate scalable vector graphics (images made up of points, lines, and curves)
- Alternative to Adobe Illustrator
- Export to web/print friendly formats
- Many tutorials available online



Greenshot

- Free and open source software
- Like a powerful version of the Print Screen key
- Capture parts of a window/screen
- Export to picture files or directly to Office software
- Ideal for creating tutorials



Art Sources

- Take photographs (with proper waivers, if including people)
- Use stock photos (from pay sites like GraphicStock or free sites like: Unsplash, pixabay, Creative Commons)
- Roll the dice and bet on fair use
- Use Canva's library of images

WHERE CAN ONE FIND THESE THINGS?

Canva (canva.com)

GIMP (gimp.org)

pixlr (pixlr.com)

Inkscape (inkscape.org)

Greenshot (getgreenshot.org)

GraphicStock \$ (graphicstock.com)

Unsplash (unsplash.com)

pixabay (pixabay.com)

Creative Commons (creativecommons.org)

thank you.

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