MAKE IT BEAUTIFUL, MAKE IT USABLE:
DIY Design for Libraries
Hello!

WE ARE DANI & JESS

We are librarians. We are a creative pair.

You can find us at:
theroughlyrightway.com
@dwellemeyer & @jessbrarian
What is beautiful is usable.

“Learners make subjective judgments about their experiences based on how easy materials are to use and process. A well-thought-out visual design contributes to a favorable experience that influences a learner's attitude and motivation toward learning tasks. A learner will be more attentive and engaged with highly usable materials, compared with those that are frustrating or unappealing. Effective visual design impacts learning success.”

“Design and aesthetics have a profound impact on how users perceive information, learn, judge credibility and usability, and ultimately assign value to a product. To dismiss design as merely visual is to make a fundamental mistake. Style does not replace substance, but style and substance in balance work much better.”

Do It Yourself ≠ Invent It Yourself

Hack what you can. Don’t reinvent the wheel.
1. BALANCE & ARRANGEMENT

2. COLOR & CONTRAST

3. DON'T F%@! UP THE TEMPLATE

4. TYPOGRAPHY
Hype Type Studio
Graphic Design
+ Art Direction

Paul Hutchison
Tel 310.948.6213
paul@hypetype.co.uk
hypetype.co.uk
Stanley Kubrick

A CLOCKWORK ORANGE

08.06.11 – 26.06.11
I fremtidens Storbritannien bliver fanger udsat for aversionsterapi i et forsøg på at løse samfundets forbrydelser, men ikke alt går efter planen.

Genre: Sci-Fi
Medvirkende: Malcolm McDowell, Michael Bates m.fl.
Spilletid: 136 minutter
Land: England; 1971

Ny Carlsberg Vej 13
1760 København V

(From: http://www.edgee.net)
This is an example of horizontal alignment. The body copy is aligned with the left and right hand margins. Horizontal alignment can apply to a single large body of text, or for smaller portions like columns or text boxes. [_________] 

Rag
The misaligned text creates a focal point.
Enchantment Under the Sea Dance

Marvin Berry & the Starlighters

Nov 12 and the 1955

Hill Valley High

(From: http://www.edgee.net)
UI Style Guide

Branding

**OldHouseOnline.com**
Your Online Guide to Old Houses

Color Palette

- **Dark Green**
  - #3d4f39
  - #51694b
  - #64f25e
- **Light Green**
  - #8d82
  - #a9d993
  - #b3f2a5
- **Dark Gray**
  - #737373
  - #8c8c8c
  - #a6a6a6
- **Light Gray**
  - #d9d9d9
  - #e6e6e6
  - #f2f2f2

Button Styles

- **Normal**
- **Hover**
- **Active**

All buttons feature rounded corners with a radius of 4 pixels

Heading Styles

**H1 Heading**

**H2 Heading**

**H3 Heading**

**H4 Heading**

**H5 Heading**

**H6 Heading**

**H7 Heading**

Character Styles

- **Normal**
- **Strong**
- **Emphasis**
- **Underline**
- **Strikethrough**

- **Normal Link Style**
- **Active Link Style**
- **Visited Link Style**

Paragraph Styles

Diane Stoner demands a lot from her Connecticut garden. First of all, she tolerates no slackers in her beds. There's plenty happening from earliest spring through late autumn on her five-acre property, and that's no accident.

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Basic typographic terms

**Serif**
Typefaces with small decorative edges

**Sans Serif**
Geometric, easy to read typefaces without embellishments

**Serif** fonts have small decorative edges at the ends of the letters.

**Sans Serif** fonts are geometric with no additional strokes at the end of the letters.

**Script** fonts mimic the stroke of a paintbrush, often linking letters together.

(From: Canva Design School)
Basic typographic terms

**Letter spacing** (Tracking), is the space between letters on a line. Use this technique to elongate shorter words and create flush lines of text.

**Line height** is the distance between text from baseline to baseline. Alter this space to provide breathing room for tightly tracked lines of copy.
FONT PAIRINGS

Just Google It!
Twitter or Instagram hashtags are a perfect example of a crowd-sourced vocabulary that can be used to gather like kinds of content.

But because there is nobody in charge of keeping the hashtags under control, they might get you both more than you want—when the same hashtag is used for different things—and less—when different people use different hashtags for the same thing.

Does LOL stand for laughing out loud... or League of Legends, or lots of love, or lots of luck, or little old lady? Is the hashtag for the annual pop culture and comic conference in San Diego #comiccon, or #comiccon2014, or #sdcomiccon?
Our goal is to give students the skills they need to be information savvy for success in both academics and the real world.

Requirements of the Technology and Information Literacy General Education Student Learning Outcome

- Demonstrate effective use of research resources
- Incorporate information obtained into academic & creative endeavors
- Demonstrate ability to locate, evaluate, organize, and use research material from a broad range of sources
- Format and document source material in properly constructed papers, presentations and a variety of visual formats
HOW TO PICK A DATABASE

So you know you need to search one of the library’s 300 databases for some information about your topic, but how do you know which one to start with? We have three tips for choosing a database:

3 TIPS

- Perspectives
- Experts & Authors
- Get Advice
ASK US
what you can get here

RESEARCH
HELP
HIGH FIVES
ARTICLES
MAGIC
SEARCH TIPS
SKILLZ TO
PAY THE
BILLZ
BOOKS
A+
HELP WITH DATABASES
VICTORY
graphic design

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thanks!

ANY QUESTIONS?

You can find presentation notes, tools, and links at: theroughlyrightway.com/beautiful-usable

Curious about our info lit program? Check out Research Essentials