



Design



Good Design is Good Business

So let's review because there have been quite a few steps getting to this point. You've now identified your target audience and prepared the message that you want them to receive. The brand is taken care of and you've put together the marketing campaign with various elements of how you are doing to deliver your message. In the last section, we talked about advertising and now we are talking about design.

Design is where all the parts thus far come together as you apply the look, feel, voice and tone of the campaign and/or piece that you are creating. Basically... at this point we are applying the personality. You are bringing all your hard work and efforts to life.

One thing to remember at this point though is that consistency is key. This distinguishes you from everyone else by conveying a look that is distinct, memorable and uniquely its own. These standards include elements such as color, photography and typefaces (fonts), layouts (print and web) and general communication guidelines.

Although the standards need to be applied consistently, a look or design that is too inflexible can result in a look that is too uniform to be effective or fail to take advantage of the different kinds of communication necessary to speak to a wide variety of audiences. For example, a layout used to draw the attention of teens probably wouldn't work so well of getting the attention of seniors and vice versa.

When it comes to design, start small and then move from there. Although it would be grand to be able to change everything overnight, the reality of that is far from it. By

starting small, you can start gaining consistency as you go, but at the same time, build a stronger brand. Another reason to start slowly is because a radical sudden change can sometimes cause more grief and heartache than wanted or planned. The possibility of a negative reaction exists due to the fact that humans in general hate change. If patrons have a chance to warm up to a new look and feel, then they will more-than-likely welcome the change.

One library that faced this problem was the Yorba Linda Public Library where there was little to no consistency in the materials that went out to the public. The library hired a new graphic designer and one of the first tasks the designer faced was to work towards a consistent design. The designer began to design all materials using the same fonts, placing the logo in the same location on all materials (bottom right hand side to be exact) and using a consistent color palette. Now, two years later, many of the materials in the library have the same look and feel and patrons recognize materials from the library.

So just remember that good design is good business, but everything takes time and energy. In the end, you will achieve the goal of a consistent look and feel for your library design.

Copyright, Creative Commons and More

WHAT IS COPYRIGHT?

Copyright is a form of protection granted by law for original works of authorship fixed in a tangible medium of expression. “Tangible mediums of expression” include text, music, drawings, film, photographs, sculpture, and anything that once existed in a physical form, no matter for how brief a time. Copyright covers both published and unpublished works.

Copyright does not protect ideas, facts, or figures. Copyright protects creativity. It doesn't matter how creative the work is or even the quality or merit of the creative work, as long as it involved some original effort on the author's or creator's part. For instance, a listing of names and numbers in the white pages is not protected by copyright because it consists of a factual listing of names and numbers. However, if an artist takes that page, cuts it into pieces and reassembles it as a collage, it becomes a copyrighted work, since the artist had to use creativity to reassemble the names and numbers.

HOW LONG DOES COPYRIGHT LAST?

For works published after 1977 - life of the creator, plus 70 years.

If the work was “for hire” (done in the course of employment, or commissioned), or was published anonymously or under a pseudonym, the copyright lasts between 93-120 years, depending on when it was published.

Anything published in the United States before 1922 is in the public domain.

If a work was published between 1922 and 1978, it is protected 95 years from the date of publication.

Unpublished works are a little different. If a work was created before 1978, but not published, the copyright lasts for the life of the author plus 70 years.

This is really just an overview of copyright law. For more detailed information check the United States Copyright Office (www.copyright.gov). Additionally, the Copyright Management Center at Indiana University-Purdue University Indianapolis has a quick summary of copyright law: www.copyright.iupui.edu/quickguide.htm

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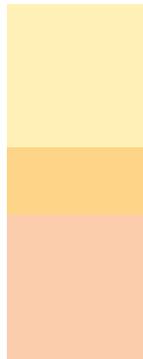
LOW BUDGET DESIGN TRICKS

From Apply Now, Your Guide to Graphic Design.

Spot color design can be every bit as exciting as process design. But sometimes it takes a little something extra to really make your designs stand out in the crowd.

The following are ten low budget design ideas -- how to make two colors look like more and a few other ideas thrown in. Use these money saving color ideas.

1. ALLOW COLORS TO OVERPRINT TO CREATE A THIRD COLOR - When one color prints over another, a third color is often created. If you have a good knowledge of how colors work and a good relationship with your printer, this is sometimes a great trick to use. Overprint works best when you are using tints of colors, such as 50 percent apple green and 25 percent ocean blue which could end up giving you three colors as shown here.



them. But even solid paper that's a different color than the traditional white or cream can really make a difference. Be careful when using bright colored paper as it tends to be difficult to read and if left in a sunny area, fades faster than lighter colored paper.

3. USE A VARIETY OF TINTS OF YOUR TWO COLORS - Ten perfect blue looks quite different than 80 percent blue, doesn't it? You have roughly ten tints of any one color available to you — more if you use increments of 5 percent — and if you're using two colors, that's 20 colors. Just remember that small text that's screened can be very difficult to read.



When using tints, be aware of the color of text being placed over the tints as sometimes, such as shown on the blue, the same text color doesn't always work on each shade.

4. EXPERIMENT WITH DUOTONES - A duotone is a photograph that is printed in two colors. You can get subtle effects from sepia tones to really “out there” posterized looking photos.

5. REVERSE TEXT OUT OF SOLID OR TINTED BOXES - White can be your third color. Reverses are hard to read, so use sparingly. Reverse text is a great trick to use as a heading on a flyer or advertisement. It’s bold and stands out.

6. CONSIDER RUBBER STAMPING - Scrapbooking is big, and there's a multitude of rubber stamps out there. You can get really creative with rubber stamping, but just keep in mind that it will be time consuming, too.

7. USE LASER FOIL - Several manufacturers sell sheets of foil that you can use in your laser printer. You may even be able to make up a master copy on your inkjet, copy it, and use the foil with a copier. Once again, though, applying the foil and running it through your printer can be very time consuming.

8. USE STICKERS AND/OR COLORED OR FOIL LABELS - It could be something as simple as a gold thank-you sticker. Or you can print directly to colored or foil labels and then stick them in your printed pieces.

9. USE SCISSORS WITH UNUSUAL EDGES - Die cuts are expensive. The poor man's die cut can be made using scissors with unusual edges; look in the scrapbooking section again. While this can be time consuming, you probably don't have to be too precise.

10. USE PUNCHES WITH UNUSUAL EDGES - Small paper punches are made that can punch out a circle, a square, etc. You can get some very interesting effects with punches, but it can be another time-consuming operation.