

# PICTURE PRETTY PRESENTATIONS, POSTERS AND PROMOS

## CREATIVE DESIGN FOR THE CREATIVELY CHALLENGED

CHALLENGE	SOURCE WITH COMMENTS
<p>Need help with branding your library? Looking for help writing “blurbs”?</p>	<p>Gunnels, Claire.  <b>LIFE in the Library: Events to Build Community.</b>            Morrisville, NC: Lulu Publishing, 2009.</p> <p>Book gives lots of examples of programming from a joint public/college library. Chapters 5 and 6 were particularly helpful for building a brand and writing blurbs for events.</p>
<p>Seeking new ways to create publicity?</p>	<p>Siess, Judith.  <b>The Visible Librarian: Asserting Your Value with Marketing and Advocacy.</b>            Chicago: ALA, 2003.</p> <p>Chapter 3 focuses on creating publicity. Great source for additional tips on using “30 second elevator commercials” and “email tag lines”.</p>
<p>Need a template for creating your library brand?</p>	<p>Doucett, Elisabeth.  <b>Creating Your Library Brand: Communicating Your Relevance and Value to Your Patrons.</b>            Chicago: ALA, 2008.</p> <p>Book offers a template that helps you identify the project and people involved. I especially liked their tip about “Pass it on weeks” in which you ask every person to pass on a good word about your library or event.</p>
<p>Need sources for fonts, images, video or sound?</p> <p>Want inspiration to keep improving your pieces?</p>	<p>Williams, Robin.  <b>The Non-Designer’s Presentation Book: Principles for Effective Presentation Design</b>            Berkeley: Peachpit Press, 2009.</p> <p>“Great marketers of the future will not be measured by how well they tell stories to their audience, but rather by how well their audience tells stories about them.” -- Tim Smith</p> <p>Check out the section “The Truth About Handouts”.</p>
<p>Time to focus on WOMM?</p>	<p>Barber, Peggy and Linda Wallace.  <b>Building a Buzz: Libraries &amp; Word-of -Mouth Marketing</b>            Chicago: American Library Association, 2010.</p> <p>Great source for examples to inspire you. I especially liked the “Literary Speed Dating Program” at Omaha Public Library. Book also focuses on the role of staff in creating the buzz and measuring its effectiveness.</p>

<p>Don't have time or staff to do it all? Need "dollar store solutions"?</p>	<p>Dowd, Nancy, Evangeliste, and Jonathan Silberman.  <b>Bite-sized marketing: Realistic solutions for the overworked librarian.</b>  Chicago: American Library Association, 2010.</p> <p>"WOMM centers on the concept that 10 percent of the population influences the behavior of the other 90 percent." --p.2</p> <p>"Things to keep in mind when you develop a message:  - keep it simple  - make it memorable  - turn it into a story  -include a call to action" --p.12</p> <p>Look for "Dollar Store Solutions" or tips that you can use to create professional results on a budget.</p>
<p>Forgetting about the "people" aspect of your PR?</p>	<p>Gould, Mark R. (Ed.)  <b>The Library PR Handbook: High-Impact Communications.</b>  Chicago: ALA Association, 2009.</p> <p>See Chapter 13, "Building a Community: Empowering People as Messengers". WOW!</p>
<p>Just getting started with creating promotional pieces for your library?</p>	<p>Seddon, Tony and Jane Waterhouse.  <b>Graphic design for non-designers : essential knowledge, tips, and tricks, plus 20 step-by-step projects for the design novice</b>  San Francisco: Chronicle Books, 2009.</p> <p>Principles of design in the first half, projects in the second. This book is meant for the beginner.</p>
<p>Looking for an online source for improving your design skills?</p>	<p><b>Learn the Basics of Design this Weekend.</b>  <a href="http://lifehacker.com/#!5739492/learn-the-basics-of-design-this-weekend">http://lifehacker.com/#!5739492/learn-the-basics-of-design-this-weekend</a></p> <p>Lots going on here. Everything from Photoshop to blog postings on where to get inspiration for new designs. This is the kind of site you visit in small doses for "just in time" learning.</p>

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Information Literacy Summit 2011

Presentation website: <http://picturepretty.pbworks.com>  
Posters and promos gallery: <http://tinyurl.com/picturepretty>