Graphic Design for Maximum Engagement

Meggan Frost ♦ Paul Smith’s College
mfrost@paulsmiths.edu
Which tastes better?

**The Truth About CHEAP vs. EXPENSIVE WINE**

- **Cheap Wine**:
  - 6-9 months in French & American oak
  - Released after 1.5 years aging
  - From two large sub-regions within Mendoza
  - A developing wine nation
  - Affordable packaging
  - Nobody cares.

- **Expensive Wine**:
  - New $2600 Bertranges French oak barrels for 12 months
  - Released after 6 years of aging
  - From a single vineyard called ‘Cros-Parantoux’ in Vosne-Romanee in Burgundy
  - A well-developed wine nation
  - Expensive packaging
  - Everybody cares.

**$4** **$900**
I will talk about:

Four Fundamentals

Three Shortcuts

And a few extras...
1. Layout

• Ask:
  – What does this need to do?
  – What are my constraints?
  – How will I organize the information?
  – What is the hierarchy?
  – What is most important?
  – How will I show importance? With color, texture, placement, or size?
  – Does the flow make sense?
  – Is it clear?
  – What isn't needed?
3 Quick Things:

1. Extended Library Hours
   If you have been in the library in the last two weeks you've probably already noticed the signs on the front door. We are now offering extended hours on Sundays! The library will be open starting at 11am and close at 10pm like usual.

2. Meet with a Librarian
   It's about half way through the semester. Maybe you have a big project coming up in the second half of the semester, or maybe you've already started a project and it's not going quite like you hoped. We are offering a new service to students: individual meetings with librarians. We are always happy to help you out on the spot in the library, but sometimes undivided attention is what's needed. All you have to do is send an email to library@paulsmiths.edu and suggest a meeting time. A librarian will be happy to help you out one-on-one.

3. Student Speaker Series
   Applications for the Student Speaker Series closed at the end of February. We had lots of great applicants and now we're in the process of scheduling speakers and working on making great presentations! The series will run between April 1st and April 4th. Keep an eye out for posters with the details for each presentation.
2. Color

- Natural
- Refined
- Calming

- Vibrant
- Vivid
- Energizing
LibQUAL Results

Remember last spring when we asked you to help us improve our services by taking a survey? LibQual is a national survey, and it allows us to compare your expectations with our services. It also allows us to compare ourselves to other libraries. The library has been consistently improving since the first survey in 2003. We discovered that you have very high expectations of us, and that we’re going a pretty good job of living up to them. We gave out more than $500 in prizes to participants.

Here are some of the results:

442
The number of survey responses.
That’s an amazing 45%!

88
The percent who said you had a great experience with the library staff.

80
The percent of the PSC community who use the library on a weekly basis.

47
The percent who use the resources inside the library on a daily basis.

24
The percent who use the library resources on the webpage on daily basis.

You told us

You understand that we have lots of resources available online, but you’d like to see more books on the shelves. As a direct result of this survey response, the library received an increased book budget for the year. Look for our newest books in the display at the front of the library. If there’s a book you think we should have, all you need to do is email the library with your request.

You love the library building. Library as a space was one place in the survey where we exceeded your expectations. We’re so glad that you love the space as much as we do, and we’re working on a few tweaks for the upcoming year that are sure to make the space even better. For instance, try out the new chairs in the 24 Hour Room.

Because you care, so do we.
Color Palette Generator

URL of image:
http://www.degraeve.com/images/beach.jpg

Make color schemes. Enter the URL of an image to get a color palette that matches the image. This is useful for coming up with a website color scheme that matches a stock photo a client wants to work with. If you like this color palette generator, you might like [ColorHunter.com](http://www.colorhunter.com).

Custom Invitations
up to 50% off

Like
4,896 people like this. Be the first of your friends.
3. Images

Sustainability Speaker Series
presents
Philip Ackerman-Leist

Droves of people have turned to local food as a way to retreat from our broken industrial food system. From rural outposts to city streets, they are growing, selling, and eating food produced close to home—and they are crying out for agricultural reform. All this has made “local food” into everything from a movement buzzword to the newest darling of food trendsters.

But now it’s time to take the conversation to the next level. That’s exactly what Philip Ackerman-Leist does in Rebuilding the Foodshed, in which he refocuses the local food lens on the broad issue of rebuilding regional food systems that can replace the destructive aspects of industrial agriculture, meet food demands affordably and sustainably, and be resilient enough to endure potentially rough times ahead.

Changing our foodscape raises a host of questions. How far away is local? How do you decide the size and geography of a regional foodshed? How do you tackle tough issues that plague food systems large and small—issues like inefficient transportation, high energy demands, and rampant food waste? How do you grow what you need with minimum environmental impact? And how do you create a foodshed that’s resilient enough if fuel grows scarce, weather gets more severe, and traditional supply chains are hampered?

Showcasing some of the most promising, replicable models for growing, processing, and distributing sustainably grown food, this book points the reader toward the next stages of the food revolution. It also covers the full landscape of the burgeoning local food movement, from rural to suburban to urban, and from backyard gardens to large-scale food enterprises.

Date: Tuesday, April 9th
Time: 7pm
Place: Adirondack Room

Plus! Two copies of Rebuilding the Foodshed will be raffled to attendees.
Morgue File

Biggest Bank of Images Millions of Stock Images from $0.15. 100% High Quality & Lowest Prices.

New iStock customers get 10% off credits with coupon code MORGUE10NEW
Department chairs are notified of upcoming journal review during the preceding semester.

At the start of the journal review semester, the liaison librarian reviews usage data and develops recommendations, including renewals, cancellations, and if possible, new subscriptions.

Early in the review semester, department faculty receive a copy of the usage statistics and are encouraged to meet with their liaison librarian to share comments and recommendations as a department.

The liaison librarian develops a final recommendation based on input received from faculty and his or her own collection development experience, and submits the recommendation to Katherine Ryner for review.

The liaison librarian will notify the academic department of final decisions and any titles recommended for cancellation will be posted to the library website for an open comment period.

Katherine Ryner will review comments and make a final decision about cancellations. All subscription changes will go into effect the following January.

Alana Verminski
St. Mary's College of Maryland
4. Fonts

Paul Smith's College

Student Art Show

Featuring work from this semester's art classes

Wednesday
November 20
5:00-6:00PM
Joan Weill Library

Plus bonus reception!

Sponsored by CALA and the Joan Weill Library
# DaFont

- **Themes**
  - New fonts
  - Authors
  - Forum
  - Submit a font
- **Fonts**
  - Fire, Ice
  - Decorative
  - Typewriter
  - Stencil, Army
  - Retro
  - Asian
  - Western
  - Groovy
  - Old School
  - Cute
  - Curly
  - Western
  - Droodled
  - Distorted
  - Destroy
  - Horror
- **Foreign Look**
  - Chinese, Jpn
  - Arabic
  - Roman
  - Greek
  - Russian
  - Various
- **Techno**
  - Square
  - LCD
  - Various
- **Gothic**
  - Medieval
  - Modern
  - Celtic
  - Isaiah
  - Various
- **Basic**
  - Sans serif
  - Serif
  - Fixed width
  - Various
- **Script**
  - Calligraphy
  - School
  - Handwritten
  - Brush
  - Truth
  - Graffiti
  - Various
- **Dahghts**
  - Alien
  - Animals
  - Asian
  - Roman
  - British
  - Esoteric
  - Fantastic
  - Horror
  - Games
  - Shapes
- **Holiday**
  - Be Code
  - Nature
  - Sport
  - Heads
  - Kids
  - TV, Movie
  - Logos
  - Sexy
  - Army
  - Music
  - Various

## Fancy > Distorted

**Preview**

- Moose

**Fonts**

- 20

**Size**

- Medium

**Sort by**

- Popularity

**Submit**

- More options

**Hacked by David Libeau**

- 187,454 downloads (760 yesterday) 4 comments 150% Free

### MOOSE

- Download

### Porky's by Fontalicious

- 1,167,693 downloads (452 yesterday) 6 comments Free for personal use - 2 font files

### Bad Coma by imagine

- 110,315 downloads (333 yesterday) 5 comments Free for personal use

- Download
REMEMBER TO RETURN YOUR BOOKS TO THE Carl B.
Three Shortcuts
Beware the Cherry Pie Vampire
Right hand to the President by day...

Superhero by night...
We have 500,000 users who have created 700,000 infographics!

Click on a template below to get started.
6 THINGS TO DO AT SCHAFFER LIBRARY

1. Find a study space
   libguides.union.edu/circulation-study-spaces

2. Print your paper

3. Connect to resources
   PRO TIP: Use the OFF-CAMPUSlink on our website to access resources when you aren’t at Union.

   HERE
   - Find books, films, and other useful things in the CATALOG
   - Renew books on MyLIBRARY
   - Search across the collections with SUMMON
   - Read COURSE RESERVES assigned by your professor

   www.union.edu/library

   PRO TIP: Ask a librarian! Visit the Reference Desk or reference@union.edu for help. You are not alone.

   & HERE
   - Read a new book on your tablet...
     libguides.union.edu/ebooks
   - ...or a rare one on the 3rd Floor

4. Borrow from other libraries

5. Share your thoughts and ideas with us...
   Use our in-house bulletin boards or online suggestion box

6. Follow us
   - Facebook
   - Twitter
   - News & Events
   - New Acquisitions List

---

Courtney Seymour
Union College
Inspiration
Learn More!

Canva

CREATIVE LIVE

SKILLSHARE
Questions?

Thank you!

Meggan Frost
mfrost@paulsmiths.edu