LIBRARY MARKETING
putting the fly back in flyers.
MARKETING CYCLE

1. Decide on your goals
2. Research your market
3. Segment your market
4. Set objectives
5. Promotional activities
6. Measurement
7. Evaluation
8. Modification

Diagram: Clockwise flow of marketing cycle.
I'LL BE YOUR GRAPHIC DESIGN GURU TODAY!
Laura McPherson
lmcpherson@arlibrary.org

I'll be your Graphic Design Guru today!
I HAVE EXACTLY THIS MUCH GRAPHIC DESIGN TRAINING.
WE ARE FELLOW TRAVELERS.
AT THE END OF TODAY'S LEG OF THE JOURNEY,
YOU WILL HAVE THE KNOWLEDGE & TOOLS TO CREATE GREAT MARKETING MATERIALS THAT WILL WORK FOR YOUR LIBRARY.
TIPS FOR EFFECTIVE DESIGN
TIPS FOR EFFECTIVE DESIGN USING CANVA TO CREATE
1. TIPS FOR EFFECTIVE DESIGN
2. USING CANVA TO CREATE
3. TOOLS FOR ENHANCING CANVA
4.
1. Tips for Effective Design
2. Using Canva to Create
3. Tools for Enhancing Canva
4. Canva Tutorial
1 TIPS FOR EFFECTIVE DESIGN
Know what your audience needs to know.
DOES TECHNOLOGY MAKE YOU FEEL LIKE THIS?

Make an appointment for a one-to-one technology session!

CALL 336.846.2041 X227 OR STOP BY THE UPSTAIRS INFORMATION DESK TO SCHEDULE YOUR SESSION.
Consider how a design will be used (and reused).
THE FIELD NOTES PROJECT
JUNE to DECEMBER 2015

Check out a field notes memo book from the library to share a poem, sketch, story, or photograph about YOUR Appalachia.

ASHE COUNTY PUBLIC LIBRARY
www.ashelibrary.org
336.846.2041
THE FIELD NOTES PROJECT

This project is designed and directed by Roger May.
Have a design in mind.
HERITAGE FEST

ASHE COUNTY FARMERS MARKET

JUNE 6, 2015 from 8 am to 1 pm

A PART OF FIBER ARTS DAY @ THE FARMERS MARKET!
Keep it simple.
GET CRAFTY all day • all ages
make & take fun

BOOK CHARMS
SATURDAY, OCTOBER 24
Work together.
OCPL @ 3:30 pm

Kids EXPLORE

Legos
September 2, October 7, November 4

Art
September 9, October 14, November 11

Science
September 16, October 21, November 18

Literature
September 23, October 28, November 25
Kids EXPLORE
August - December

Grades K-3
Tuesdays @ 3:30 pm

Legos
Aug. 4, Sept. 1, Oct. 6, Nov. 3, Dec. 1

Art
Aug. 11, Sept. 8, Oct. 13, Nov. 10, Dec. 8

Science
Aug. 18, Sept. 29, Oct. 20, Nov. 17

Literature
Aug. 25, Sept. 22, Oct. 27, Nov. 24
<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>browser-based</td>
<td>browser-based</td>
</tr>
<tr>
<td>free</td>
<td>except for some stuff</td>
</tr>
<tr>
<td>professional templates</td>
<td>learning curve</td>
</tr>
<tr>
<td>flexible</td>
<td>no filing structure</td>
</tr>
<tr>
<td>digital &amp; print materials</td>
<td>asynchronous editing</td>
</tr>
</tbody>
</table>
Let's watch a simple video guide to Canva
Check out the Design School Resources.

- **How to Simplify Your Designs**
- **How to Pick Colors That Look Great Together**
- **Brilliant Backgrounds**
Keep it tidy.
Start out using a template.
Start out using a template.

Then make it your own.
TOOLS TO ENHANCE CANVA
FIND BEAUTIFUL IMAGES.
AND EDIT THEM.
MATCH COLORS & OTHERS

CHROME

COLORZILLA
Pick, identify, and save colors from a webpage

PALETTE FOR CHROME
Extract a color palette from an image

MEASUREIT!
Use a digital ruler to measure pixel width & height of elements

WHATFONT
Identify fonts & font families

Firefox

COLORZILLA
Pick, identify, and save colors from a webpage

RAINBOW COLOR TOOLS
Extract a color palette from an image

MEASUREIT!
Use a digital ruler to measure pixel width & height of elements

FONT FINDER
Identify fonts & font families
BONUS!

HOW TO CREATE FIVE OF THESE SLIDES
Find this cap in the search tab under icons. With the image selected, change the color. Rotate the image.

In the text tab on the sidebar, click "Add text". Double click to select the text. Change colors, fonts, character spacing, size, etc.

In the background tab on the sidebar, choose a color. To add non-standard colors, click the plus sign and enter a hex code.

Use Canva’s keyboard shortcuts tutorial to make these changes even simpler.
Drag your image onto the blank canvas and use filters to make it grayscale and blur it a bit. Then make it a little transparent.

In the search tab, under shapes, find and click the square. Resize it, change its color, and make it a little transparent.

Find this image at Flickr Creative Commons. Search 'together' and filter to CC license only.
Find this template in the layouts tab on the sidebar. Change the image so you don’t have to pay anything!

Start out using a template.

Then make it your own.

Change the color of the shape on the left side of the template. Change the fonts and colors of the text. Change the graphic above the text.

Use filters to change your image to grayscale so it doesn’t compete with your bright colors.

To find this image, visit Pixabay and search for "pencils".
Check out the tutorials and the blog.

To make a canva design into an image, download it as an image. Then upload the PNG image file. Use this trick to make flyers into quarter sheets!

Under the background tab on the sidebar, select the free background that looks almost black. Then use the color circles to make it light gray. Or any other color!

Using the search tab, run a search for computer. Click the icon to insert it. Then drag one of your uploaded images into the computer's frame. Crop if necessary.


Leg of the Journey. [http://mrg.bz/kXhOQR](http://mrg.bz/kXhOQR)


Audience. [http://mrg.bz/1gJoZ](http://mrg.bz/1gJoZ)

Reuse. [https://flic.kr/p/mpgYYX](https://flic.kr/p/mpgYYX)


Film Reel. [https://flic.kr/p/5YWuWk](https://flic.kr/p/5YWuWk)

Keep it Tidy. [https://flic.kr/p/6XsVUx](https://flic.kr/p/6XsVUx)


Finding Beautiful Images. [https://flic.kr/p/5YWuWk](https://flic.kr/p/5YWuWk)

Fonts uses: Raleway Heavy and Oswald with an accent of Shadows into Light. All are available in Canva. Raleway and Oswald may be downloaded for free from [www.fontsquirrel.com](http://www.fontsquirrel.com) & Shadows into Light may be downloaded for free from [www.dafont.com](http://www.dafont.com)
CONTACT ME

with questions, comments, design successes!

LAURA MCMHerson
Interim Adult Services Librarian
Ashe County Public Library
a member of Appalachian Regional Library

336.846.2041 x232
lmcmherson@arlibrary.org