

Great design makes the difference

Tips & tricks to make a greater
impact at your library

Presented by Sarah Amazing



"Good design is obvious.
Great design is
transparent."

Joe Sparano, graphic designer

Elements of great design

Purpose

Space

Wordage

Images & objects

Fonts

“Recognizing the need is
the primary condition for
design.”

Charles Eames, designer

Purpose

Why are you creating this piece of marketing?

Audience: who is the design for?

Brands: who is already attracting teens?
Why?

Type: Full-page, postcard, bookmark,
something unique?

→ Calendar vs individual event flyer

“If you want to understand how a lion hunts, don't go to the zoo. Go to the jungle.”

Jim Stengel, business consultant

Space

Use full-color when you can

Design inspiration

White space (let the paper breathe!)

Let fandoms guide you...

THE WONDROUS WIZARDING WORLD

Saturday, November 19 at 2:00pm

Join us as we celebrate *Fantastic Beasts & Where to Find Them!*
For wizards and no-majs of all ages.

WARREN-TRUMBULL COUNTY PUBLIC LIBRARY
www.wtctl.org

FREE! Main Library in Warren
444 Mahoning Ave NW

nerdfighter gathering

Come help us celebrate the premiere of the

PAPER TOWNS

movie with games, crafts, videos, and more!

Thursday, July 23 at 5:00pm
Main Library in Warren



This special event is for Nerdfighters of all ages.
Questions? Email teencentral@wtctl.org. DFTBA!

ONE CHOICE CAN TRANSFORM YOU -- CHOOSE TO COME TO YOUR LIBRARY!



DIVERGENT

MOVIE PREMIERE PARTY

Thursday, March 20 at 6:00pm
Main Library in Warren

Join us as we celebrate every Faction in a unique way, with Dauntless chocolate cake & fake tattoos, book trivia fit for an Erudite, & more!
Bring a canned food item for our Abnegation food drive if you can.



This program is for teens in grades 6-12. Questions? Email teencentral@wtctl.org. Please have your ride ready to pick

TEEN CENTRAL
WARREN-TRUMBULL COUNTY PUBLIC LIBRARY
www.wtctl.org

A SPECIAL LIBRARY EVENT
FREE
FOR WHOEVERS OF ALL AGES

DOCTOR WHO
50th ANNIVERSARY CELEBRATION
EXTRAORDINARY

THURSDAY, JUNE 20 AT 6PM
MAIN LIBRARY IN WARREN // ALL AGES

TEEN CENTRAL
PUBLIC LIBRARY
www.wtctl.org

TEEN COP 2015
reimagine your world
@ your library

MAY THE ODDS BE EVER IN YOUR FAVOR



THURSDAY, MARCH 22 AT 6:00PM

MAIN LIBRARY IN WARREN

COMPETE IN TEAMS OF 2-3

FINISH THE TASKS


WIN THE GAME

teen central
WARREN-TRUMBULL COUNTY PUBLIC LIBRARY
www.wtctl.org

This program is for teens in grades 7-12. No registration is required. Questions? Email teencentral@wtctl.org or call (330)399-8807 ext 305. Please have your ride ready to pick you up before the library closes at 8:00pm.

THE WONDROUS WIZARDING WORLD

Saturday, November 19 at 2:00pm



Join us as we
celebrate *Fantastic
Beasts & Where to
Find Them!*
For wizards and
no-majs of all ages.



WARREN-TRUMBULL COUNTY
PUBLIC LIBRARY
www.wtcpl.org

FREE! Main Library in Warren
444 Mahoning Ave NW

EXPLORE A NEW ERA OF
J.K. ROWLING'S WIZARDING WORLD



nerdfighter gathering

Come help us celebrate
the premiere of the

PAPER TOWNS

movie with games, crafts,
videos, and more!

Thursday, July 23 at 5:00pm
Main Library in Warren

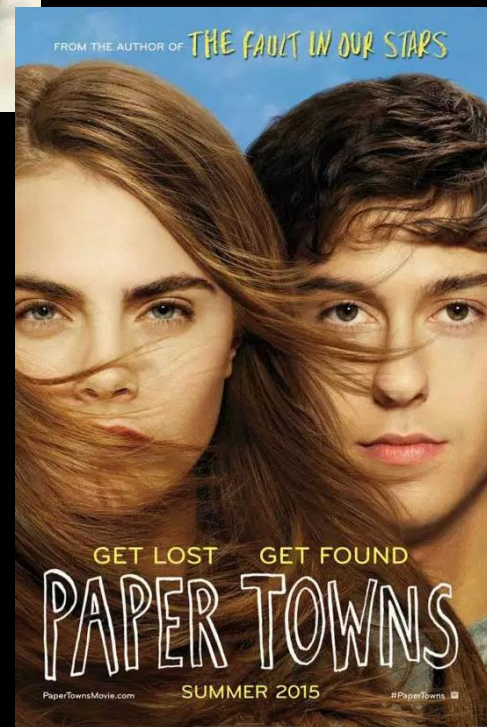
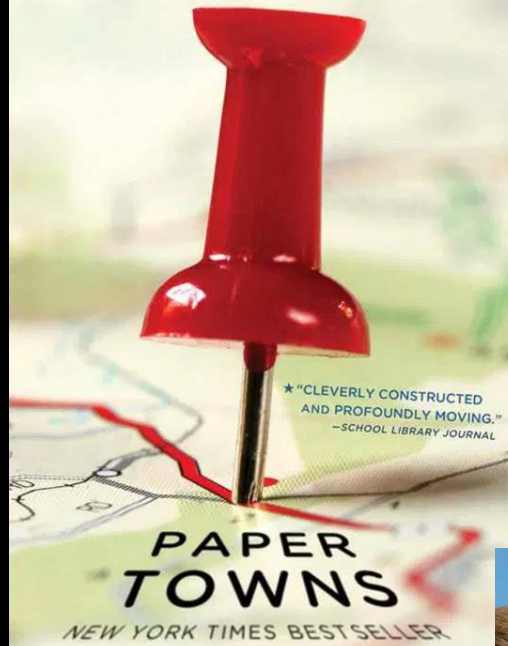


This special event is for Nerdfighters of all ages.
Questions? Email teencentral@wtcpl.org. DFTBA!



PRINTZ AWARD-WINNING AUTHOR OF *LOOKING FOR ALASKA*

JOHN GREEN



ONE CHOICE CAN TRANSFORM YOU -- CHOOSE TO COME TO YOUR LIBRARY!



DIVERGENT

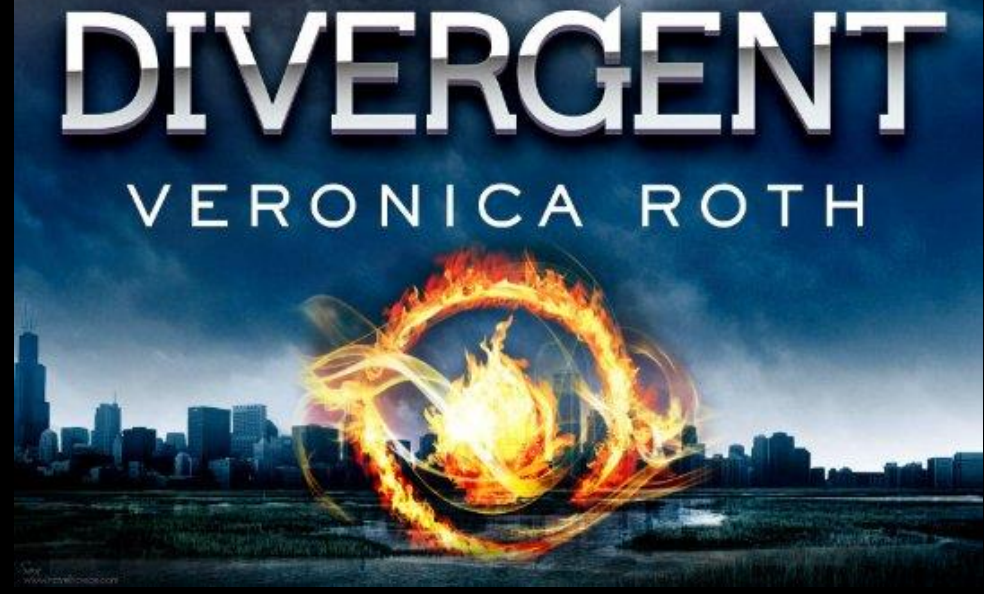
MOVIE PREMIERE PARTY

Thursday, March 20 at 6:00pm
Main Library in Warren

Join us as we celebrate every Faction in a unique way, with Dauntless chocolate cake & fake tattoos, book trivia fit for an Erudite, & more! Bring a canned food item for our Abnegation food drive if you can.



This program is for teens in grades 6-12. Questions? Email teencentral@wtcpl.org. Please have your ride ready to pick you up before the library closes at 8:00pm.



A SPECIAL
LIBRARY EVENT

FREE

FOR WHOVIANS OF
ALL AGES

DOCTOR WHO

50th ANNIVERSARY CELEBRATION

EXTRAVAGANZA

THURSDAY, JUNE 20 AT 6PM

MAIN LIBRARY IN WARREN // ALL AGES

**TEEN
CENTRAL**


WARREN PUBLIC LIBRARY
www.warrenpl.org/home

TEEN SUP 2013
**reimagine
your world**
© your library

MAY THE ODDS BE EVER IN YOUR FAVOR



THURSDAY, MARCH 22 AT 6:00PM

MAIN LIBRARY IN WARREN

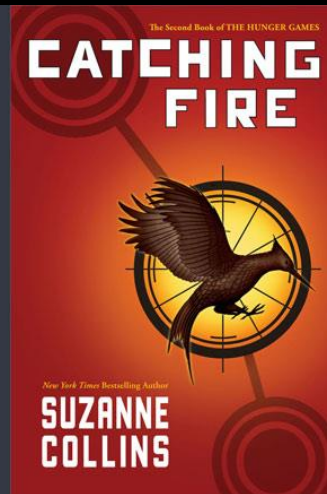
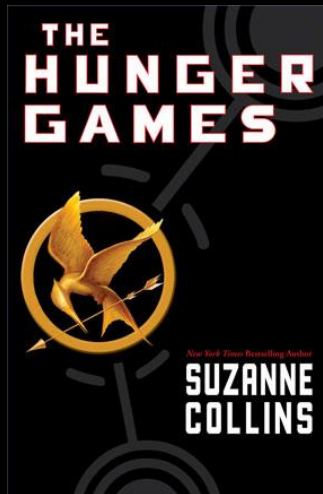
COMPETE IN TEAMS OF 2-3

FINISH THE TASKS

WIN THE GAME



This program is for teens in grades 7-12. No registration is required. Questions? Email teencentral@wtcpl.org or call (330)399-8807 ext 305. Please have your ride ready to pick you up before the library closes at 8:00pm.



“Content is king, but marketing is queen and runs the household.”

Gary Vaynerchuk, entrepreneur

Wordage

Less is more

Important details must be clear &
legible

*Promise nothing!

Introducing...

Game Nights!



Upcoming
Game Nights:
11/5
11/19
12/3

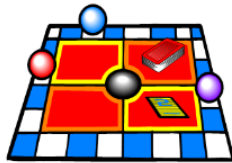
All Game Nights
will be held from
4-7pm in Teen
Central at the
Main Library in
Warren unless
otherwise noted.



Bored? Need out of the house? Read everything in the library? Looking for an excuse to sit in the new furniture? Come hang out in Teen Central! Board games will be available for play throughout the evening, or bring your



WARREN-TRUMBULL COUNTY
PUBLIC LIBRARY
www.wtcpu.org
TEEN CENTRAL



own games and invite others to play. Scrabble, D&D, Connect Four, Chess, Apples to Apples.

Magic: The Gathering: whatever you want to play, bring it along and find someone to play it with. Come & join the fun twice a month!

New to Teen Central: Apples to Apples, Monopoly, Scrabble, checkers, and chess are now available for play at any time.

Video games, board games, collectible card games, & more!
Bring along your decks and friends.



EVERY THURSDAY IS GAME NIGHT!

SPECIAL GAME NIGHT EVENTS:

- May 19: Minecraft Mania
- June 2: Jenga Tournament
- June 16: Smash Bros Doubles Tournament
- June 30: Minecraft Mania
- July 14: Yu-Gi-Oh! Tournament

5:00pm

Main Library in Warren
For teens in grades 7-12



Questions? Email teencentral@wtcpu.org



Love is in the air... **GROSS!**

Tired of all the ooey-goey couples? The roses, the romance, the cute cupids scampering about? Need an escape? Come to the...

Love STINKS CHOCOLATE FEST!

We'll eat chocolate, play games,
and prove that you don't need a
date to have a good time!

February 11th

5:00pm

RSVP Required

Registration begins February 1st!

Register starting
02/01/08 by calling
(330)399-8807 ext.
400. Questions? When
calling, ask for Sarah!



THE SIXTH ANNUAL LOVE STINKS CHOCOLATE FEST

Wednesday, February 13 at 6:00pm
Main Library in Warren

Chocolate, break-up songs, crafts, & more!

For teens in grades 7-12. No registration is required. If you'll be bringing a group of six or more, please call ahead. Questions? Email teencentral@wtcpl.org



Hosted* by Deadpool!

THE NINTH ANNUAL LOVE STINKS CHOCOLATE FEST

Thursday, February 11 at 5:00pm
Main Library in Warren // For grades 7-12

*By hosted, we mean Deadpool-themed with choco tacos and crafts. But feel free to wear all your Deadpool stuff!

WARREN-TRUMBULL COUNTY PUBLIC LIBRARY
No registration is required. Questions? Email teencentral@wtcpl.org

“What makes content
engaging is relevancy.”

Gail Goodman, CEO,
Constant Contact

Images & Objects

Importance of high resolution

→ Where to find images

→ Say NO to watermarks!

Resize correctly: always make smaller,
never bigger

→ Difference between image types

Let fandoms guide you...



FROM J. K. ROWLING'S WIZARDING WORLD

FANTASTIC BEASTS

AND WHERE TO FIND THEM

NOVEMBER 2016

HEYDAY FILMS SET IT IN 3D



FROM J. K. ROWLING'S WIZARDING WORLD

FANTASTIC BEASTS

AND WHERE TO FIND THEM

NOVEMBER 2016

HEYDAY FILMS SET IT IN 3D

THE WONDROUS WIZARDING WORLD

Saturday, November 19 at 2:00pm

Join us as we celebrate *Fantastic Beasts & Where to Find Them!* For wizards and no-majs of all ages.

WARREN-TRUMBULL COUNTY PUBLIC LIBRARY
www.wtctl.org

FREE! Main Library in Warren
444 Mahoning Ave NW

nerdfighter gathering

Come help us celebrate the premiere of the

PAPER TOWNS

movie with games, crafts, videos, and more!

Thursday, July 23 at 5:00pm
Main Library in Warren



This special event is for Nerdfighters of all ages. Questions? Email teencentral@wtctl.org. DFTBA!

ONE CHOICE CAN TRANSFORM YOU -- CHOOSE TO COME TO YOUR LIBRARY!



DIVERGENT

MOVIE PREMIERE PARTY

Thursday, March 20 at 6:00pm
Main Library in Warren

Join us as we celebrate every Faction in a unique way, with Dauntless chocolate cake & fake tattoos, book trivia fit for an Erudite, & more! Bring a canned food item for our Abnegation food drive if you can.



This program is for teens in grades 6-12. Questions? Email teencentral@wtctl.org. Please have your ride ready to pick

TEEN CENTRAL
WARREN-TRUMBULL COUNTY PUBLIC LIBRARY
www.wtctl.org

A SPECIAL LIBRARY EVENT
FREE
FOR WHOEVERS OF ALL AGES

DOCTOR WHO
50th ANNIVERSARY CELEBRATION
EXTRAORDINARY

THURSDAY, JUNE 20 AT 6PM
MAIN LIBRARY IN WARREN // ALL AGES

TEEN CENTRAL
PUBLIC LIBRARY
www.wtctl.org

TEEN COP 2015
reimagine your world
@ your library

MAY THE ODDS BE EVER IN YOUR FAVOR



THURSDAY, MARCH 22 AT 6:00PM
MAIN LIBRARY IN WARREN
COMPETE IN TEAMS OF 2-3
FINISH THE TASKS
WIN THE GAME

teen central
WARREN-TRUMBULL COUNTY PUBLIC LIBRARY
www.wtctl.org

This program is for teens in grades 7-12. No registration is required. Questions? Email teencentral@wtctl.org or call (330)399-8807 ext 305. Please have your ride ready to pick you up before the library closes at 8:00pm.

"Simplicity, wit,
and good typography."

Michael Bierut, graphic designer

Fonts

Can be tricky!

→ Avoid anything too cutesy

→ NO COMIC SANS

Details must be clear – use the fun font for title & sparingly otherwise

Where to find them

Let fandoms guide you...

Other thoughts

FAIR USE: Definition?

Use same details in social media and at event – wordage, fonts, images, etc

→ Save your flyer as an image!

Put the same amount of work into ALL marketing!

“Nothing influences people more than a recommendation from a trusted friend.”

Mark Zuckerberg

Where to put your marketing?

Everywhere! Anywhere your teens hang out

*Hot Topic & Starbucks

Send flyers to school with your regulars!

Morning announcements, yearbooks, theater advertising, sports programs

All social media accounts

Questions?

“Everything should be made as simple as possible, but not simpler.”

Albert Einstein

This powerpoint &
associated handouts
will be available at
zen-teen.com

