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.

FREE! Main Library in Warren
444 Mahoning Ave NW

THURSDAY, JULY 23 AT 5:00PM
Main Library in Warren

nerdfighter gathering

Come help us celebrate the premiere of the
PAPER TOWNS movie with games, crafts, videos, and more!

This special event is for Nerdfighters of all ages.

THURSDAY, MARCH 20 AT 6:00PM
Main Library in Warren

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.

DOCTOR WHO 50th ANNIVERSARY CELEBRATION EXTRAVAGANZA
THURSDAY, JUNE 20 AT 6PM
MAIN LIBRARY IN WARREN // ALL AGES

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@wcpl.org or call (330)399-6800 ext 105. Please have your riddle ready to pick you up before the library opens at 8:00pm.
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JOHN GREEN

PAPER TOWNS
NEW YORK TIMES BEST SELLER

*CLEVERLY CONSTRUCTED AND PROFOUNDLY MOVING.*
—SCHOOL LIBRARY JOURNAL

GET LOST GET FOUND
PAPER TOWNS
SUMMER 2015
ONE CHOICE CAN TRANSFORM YOU -- CHOOSE TO COME TO YOUR LIBRARY!

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

TEEN CENTRAL

DIVERGENT

VERONICA ROTH

WHAT MAKES YOU DIFFERENT MAKES YOU DANGEROUS
DOCTOR WHO
50th ANNIVERSARY CELEBRATION EXTAVAGANZA
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TEEN CENTRAL
PUBLIC LIBRARY
www.ukpl.org.com
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@your library
MAY THE ODDS BE EVER IN YOUR FAVOR

THE HUNGER GAMES

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

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“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!

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 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.

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.

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@wtcpl.org
Love is in the air! Tired of all the ooey-gooey 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)360-5807 ext. 400. Questions? Ask Sarah!

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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@wtpl.org

THE NINTH ANNUAL LOVE STINKS CHOCOLATE FEST

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

Hosted by Deadpool!

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

No registration is required. Questions? Email teencentral@wtpl.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

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“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