

If I don't get all your questions answered, or if you think of some after this session, you can reach me at:

<http://www.statelibraryofiowa.org>

Click on “Contact Us”

Annette Wetteland

What we will not be covering:

How to use a camera; digital or otherwise. That’s what your instruction manual is for or a photography class.

Different publishing programs for creating publications: There are many out there. You may want to try and learn Word Publisher which is fairly simple if you’re good at Word.

What we will discuss:

Tips for taking good photographs with any camera and things to look out for when shooting pictures

Things to pay attention to when designing print and Web pages

Also touch on using color...carefully!

Every Picture Tells a Story Baby



Why do we take pictures in our libraries?

For our:

Newsletters

Scrapbooks

Local newspapers

Historical or posterity's sake

Do you use them to bring attention to what's going on in your library:

During budget presentations

When speaking to civic organizations

It doesn't matter whether you use them in a Powerpoint presentation, which is so easy to do, or simply pass around a small scrapbook.

One of the reasons we're talking about photographs is because they can be used successfully to tell your story – whether that story is good or bad.

But to do this well, your pictures have to be good!

Yawn....booring



One picture is worth...nothing if it's boring or doesn't convey a message. You're better off not using a photo at all than using a bad one.

See What the Camera Sees



Watch out for busy backgrounds. Pay attention for things like “plant hats.” You may not see it because you’re distracted by your subject, but the camera will! Keep your surroundings in mind when you think about where to stage a photo.

The Line Up



If it's a photograph of a groundbreaking ceremony, you don't have much choice. People will be lined up. But if you're taking a picture of say your summer library program participants, think again.

And the old "grip and grin" photos – the ones where someone representing some organization has just given you a monetary donation. You have a line of people – the donor is holding the check while shaking your, or your board president's, hand. You can't help it if that's what the newspaper photographer wants. But I saw a much more interesting picture in a newspaper lately where the donor wanted to provide funds to beef up the library's business publications. He was standing in the stacks looking at what the library had already. That picture told a story.

Clustered



Have some people sitting, one or two standing behind them. That helps give the picture depth and a little more interest. Needless to say, tall people in the back, shorter people in the front. They can even overlap. Remember...if they can't see the camera lens, the camera can't see them. The same goes with you. Be sure you can see everyone's face in the lens. And again, be careful about what's going on in the background and on the sides of your pictures. Messy area? Clean it up or move.

You have to get up close and personable with the object of your picture.

It takes courage during meetings / presentations to get in people's view for a minute. Maybe you think your subject will be bothered by it. (Most people aren't by the way.) But getting in someone's face or in someone's way for just a few seconds makes all the difference in getting a good shot.

Fill the Frame



What's wrong with this picture?

Where does your eye flow?

To the left?

Is it clear who you are seeing?

Does it look focused?

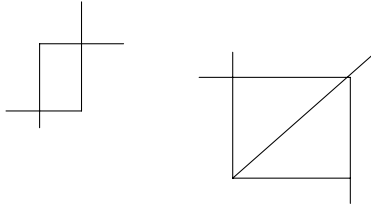
The photographer needed to move in tight so that all she saw in the frame is what she wanted in her picture. The people!

Up Close and Personal



More like this! Don't stand at the back of the room, but up close. You can use the zoom lens on your camera to get a closer shot, but use caution. My experience is that the photos are grainy and a little out of focus using the zoom. Whenever possible, simply get closer.

Cropping Symbols



We're going to talk about cropping photos. Here are a couple of symbols that depict the cropping tool. It can look different in different publishing programs, so you'll have to take the mouse and hover over things that look similar to see if "cropping" pops up.

You want to take advantage of this little tool because it can make a lot of difference in your photographs.

Crops...and I don't meant corn and soybeans



When I look at this photo, the first thing my eye focuses on is the people, but then right away I'm drawn to all the other things going on in the background. While it would have been better to get close to my subjects and fill the frame with them, I can still make this a good photo with my cropping tool.

Cropped



I've cropped it once (left) which improves it. But by cropping it even tighter I've almost completely done away with anything distracting in the background. Maybe you like the bridge. That's OK, too. Art is in the eye of the beholder.

More is Better...and Safer

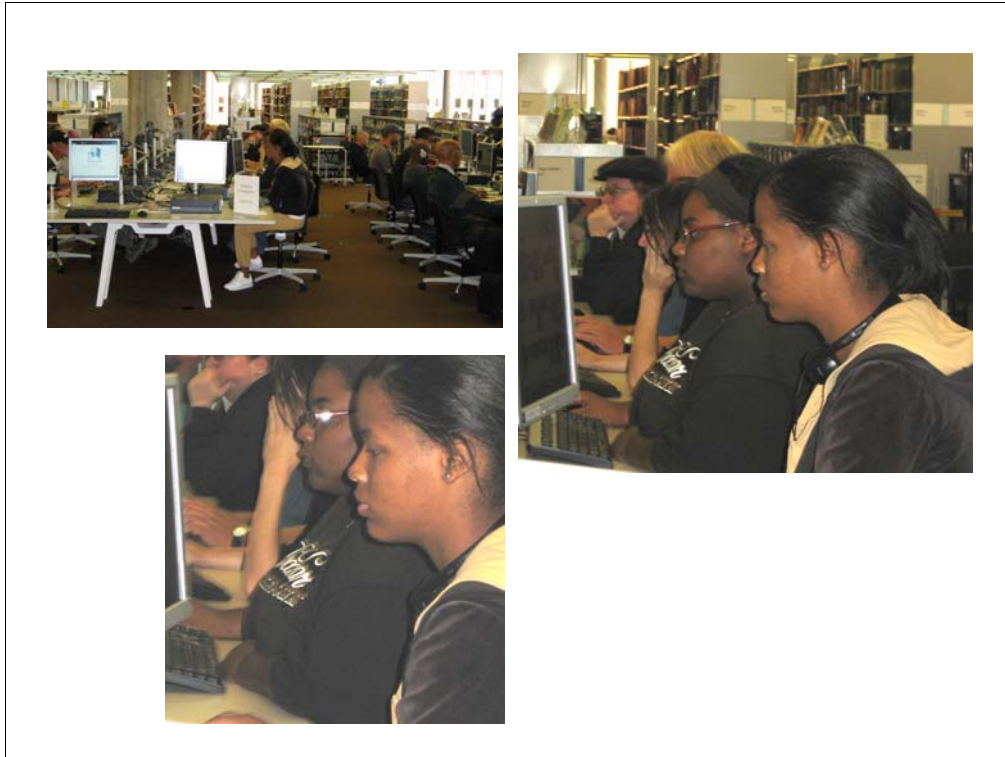


Shoot lots of pictures, especially when photographing kids and groups. It's not unusual for me to take 20 or more pictures at an event, and then only use one or two of the best. These were taken nearly four years ago at the State Law Library during the 2004 Iowa caucuses. Bob Scheiffer was doing a live interview of presidential candidate John Edwards for Face the Nation. It was an exciting opportunity and I can't tell you many dozens of pictures I took that morning.

1 in a 100



But this is the one I chose to use. I like the interaction between them and the setting.



Take a lot of pictures of the same scene, too. These are people using computers at the Des Moines Public Library. Depending on what the story is, I could use any one of these pictures. The first one (upper left) could be used to tell the story of how tied up our computers are and that we need more. The second photo could tell the story of how students use the library to do homework. The third would make a nice picture in a collage that talks about the daily goings on at the library. You get the idea.

What's the big difference between digital and 35 mm cameras? You can see if you have a good picture right away with a digital camera. That's why it's important, especially with 35 mm cameras, to take lots of photos.

Shoot from the Subject's Eye Level

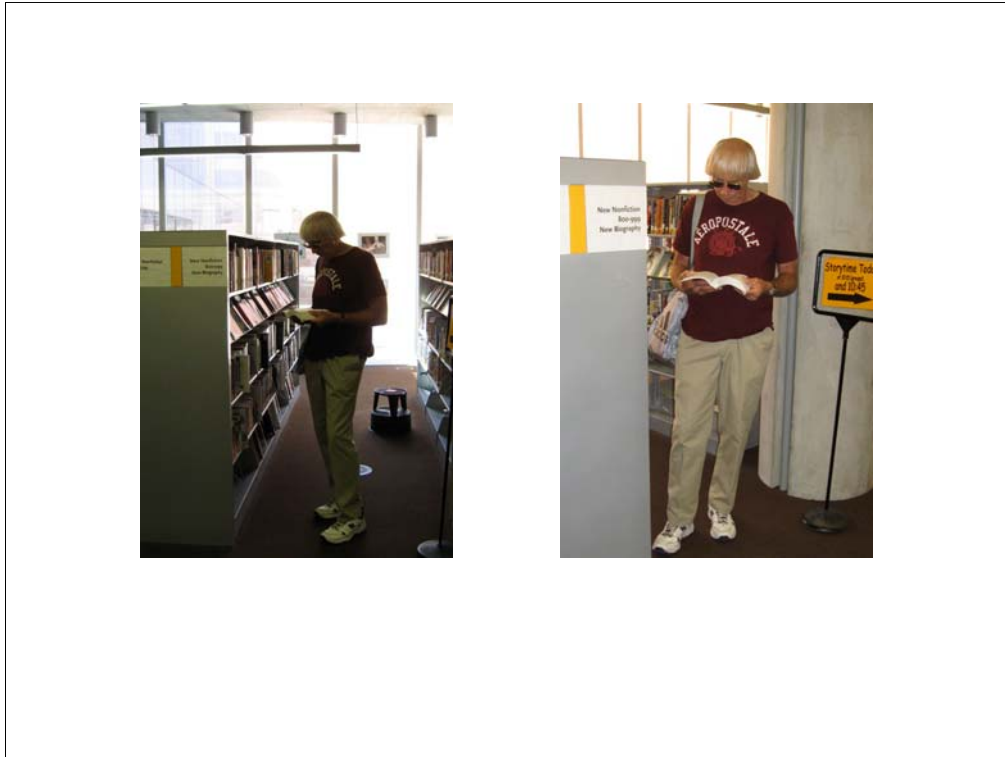


We miss the opportunity for a good photo if we don't get down to the level of our subject, especially with children. It's important to take pictures at their eye level. You can also get very interesting effects from taking pictures looking up at people or standing on a ladder shooting down at them. Ladder shoots are great for group scenes because you'll be able to get faces of more people.

Action



Another reason to take a lot of pictures is to try and get one that shows action. And that's not easy. They move, you click, but you and/or the camera weren't fast enough to actually catch the action. It's frustrating to miss a good action shot. The best way I've found is to stand at attention, camera focused on a person, finger on the shutter, and wait...and wait...THEY MOVE. Click!



Can anyone explain why one of these pictures is better than the other? You don't want bright light in the background or you'll get shadows.

Keep Your Camera Close



One never knows when a good picture will suddenly occur. Keep your camera handy. Maybe at the reference desk - in a drawer of course - where staff have easy access to it. I got my 3-year-old cat, Riley, a playmate from the Rescue League. I knew it would take a couple of days for them to warm up to each other, but I kept the camera on the dining room table so I could capture the moment when they became bosom buddies.

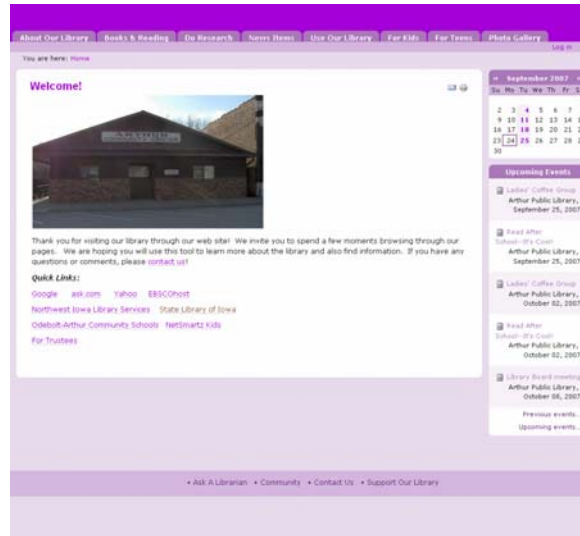
I was sitting right next to them and the camera was right there. Voila!

Avoid Using Color Paper



Colored paper is fine if you're not going to include photos, but look at what happens when you do. The photos take on the color of the paper. It can't be helped. I once saw a newsletter that used blue paper with blue print. And everyone in the pictures looked blue in the face. Better off sticking with white paper when using photos.

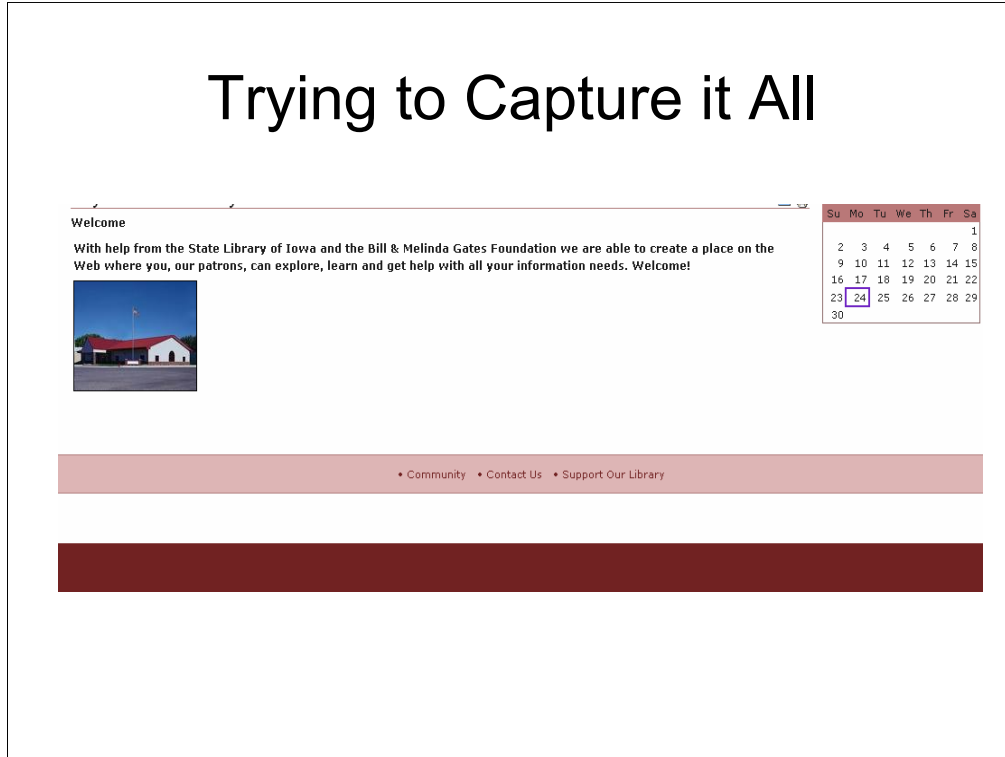
Photos on Web Pages



The photos you put on your Web pages are probably some of the most important you'll use. Especially if you intend for them to be a permanent fixture, like your library building.

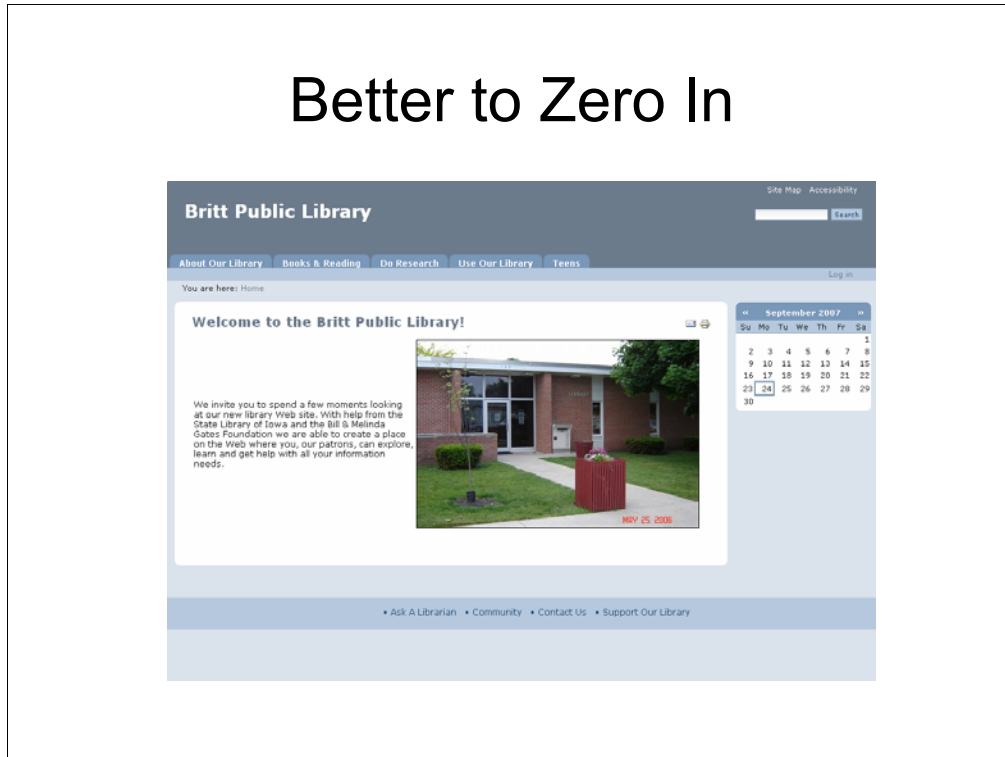
This photo would be better if the library wasn't in the shadow. Sometimes it's worth it to wait for a sunny day and good lighting. (Early morning or early evening light is better than the harsh sunlight of midday.)

Trying to Capture it All



Here, the photographer has decided he wants to show the whole library. It's an impressive looking building, I think. It's so far away it's kind of hard to tell. The photo would be better on the page if it was larger.

Better to Zero In



Notice how the photographer chose to zero in on just a part of the library....a welcoming front door. Also, the picture is bigger and fits well on the page. It would be perfect if it had a couple of people entering or leaving the library.

Anyone remember the Holly Hunter character in "Broadcast News"? They're covering a war in the jungle somewhere and her photographer starts to shoot a picture of a man taking off his boots. She stops the photographer and tells the soldier he doesn't have to take his boots off if he doesn't want to just so they can get a picture. Of course the soldier just looks at her strangely and proceeds to take off his muddy, wet boots. Point is, we're not purists in the true journalism sense of the word. It's OK to stage your photos!

Layout and Design

- Identify the Point
- What you produce represents your library
- Focus on your message and audience
- KISS

We're going to change course now and talk about some simple strategies for creating publicity materials.

Most of us aren't artists, but if we follow some basic design principles, our final production will be better. **Maybe not award winning, but at least not ugly.**

What is the hot issue, the one thing you want your reader to retain. Let this issue dictate your design's emphasis.

Good document design is mainly a combination of common sense and keeping things simple. Look at attractive examples of documents that are similar to what you're trying to create. Be sure and check out the samples other librarians have brought to the conference.

When creating publicity materials, remember that your fliers and brochures represent your library and reflect on you! Focus on your audience and your message.

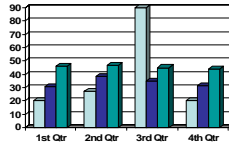
It's important to keep simplicity in mind when designing publicity pieces. It's easy to get carried away with fancy fonts and colors, clip art and boxes. Know your limitations. Stick to the basics and leave the complex to the artists.

Use the KISS rule. Keep it simple and smile!

What's *That* Doing Here?

The Smalltown Public Library's Annual Report

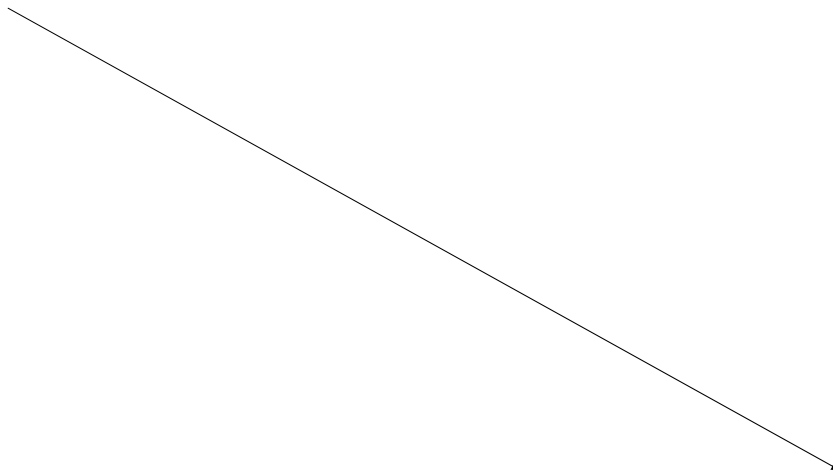
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Let's talk for a second about using graphics and photos. Never use a graphic for its own sake. Always consider and justify its inclusion as a contributor to the overall design effect.

Clip art and other graphics are just clutter if they don't contribute to a special objective.

Upper Left to Lower Right



Research shows that readers enter a layout at the upper left and exit at the lower right.

SMALLVILLE PL UPDATE

COMPUTER CLASSES PLANNED FOR ADULTS

NO PREVIOUS EXPERIENCE NECESSARY



FJDKSLA;LSKDJKDLA;
LDJFKDA;JFKDSL;AFJD
KSLA;JFKDSL;JFKDSL
A;JFKLSAJFKDLA;JF
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AJFDLSKAFJDLKSA;JF
DKSLA;JDFKLASDFJLK
ASDFJLASDFJAKLSDJF
KLSDJFLAS;DJFKSLA;D
FJLAKS;DFJLASSLKDFJ

LAPSITS BRING PARENTS CLOSER TO THEIR BABIES WHILE ENCOURAGING EARLY READING

FJDKSLA;LSDKJFKD
LA;LSKDJKDSL;JF
KDLA;JFKDS;AJFKD
SLA;JFKDAL;FJKDSL
A;KFJKDSAL;JFKLS
A;JDKFLA;JFKDLA;JF
DKLSA;JDFKLDSA;JF
KLDSA;JFDKLSAJFD
KLSA;JFDKLSA;JFDF

Using all caps in your headlines makes reading difficult. It takes your brain longer to comprehend what you're seeing.

There are two schools of thought on headlines. Some will capitalize only the first letter in the headline and proper nouns, while others will capitalize every word except prepositions such as a's, an's, the's, etc. Either way is OK but be consistent throughout your document.

You can see I'm starting to add some color to the layout.

<p>State Library of Iowa Sustaining A State of Learners</p> <hr/> <p>State Library of Iowa Ola Babcock Miller Bldg. 1112 East Grand Avenue Des Moines, IA 50319 (515) 281-4105 (800) 248-4483 Fax: (515) 281-6191 www.statelibraryofiowa.org</p> <p>Mary Wegner State Librarian (515) 281-4105 webmaster@lib.state.ia.us</p> <p>Communications (515) 281-7574 webmaster@lib.state.ia.us</p> <p>Library Development (515) 281-4105 webmaster@lib.state.ia.us</p> <p>Library Services (515) 281-4102 lib@lib.state.ia.us</p> <p>Patent & Trademark Depository (515) 281-4102 ip@lib.state.ia.us</p> <p>State Data Center (515) 281-4102 cdm@lib.state.ia.us</p> <p>State Documents (515) 281-4102 info@lib.state.ia.us</p> <p>State Medical Library (515) 281-4102 medical.library@lib.state.ia.us</p> <p>State Law Library Capitol Building 1007 East Grand Avenue Des Moines, IA 50319 (515) 281-5124 Fax: 281-5405</p>	<p>STATE LIBRARY OF IOWA FAX COVER SHEET</p> <p>To: _____ From: _____</p> <p>Fax #: _____ Pages: _____</p> <p>Phone #: _____ Date: _____</p> <p>Re: _____ CC: _____</p> <p>Comments:</p>
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Avoid using too many different type faces or styles. Use only two different ones at the most and be sure they are complementary.

I happened to notice this the other day. It is our fax cover sheet using two different type faces. One is Times New Roman and the other is Comic Sans.

One reflects a sense of business, the other a sense of fun. Since this is a business document, it should have a serious tone. Comic Sans is fun, but it's out of place here.

Smallville PL Update (Arial)

Computer classes planned for adults (Times New Roman)

No previous experience necessary



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Lapsits bring parents closer to their babies while encouraging early reading (Arial)

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sa;jdfk;ajdfksladfjka;sk
djfkds;a;fjdksladfjka;dfj
klaj;fdks;adfjkds;l;akdfs

Type faces each have personality and character. Here we're using two different fonts. One is Arial and the other Times New Roman. They look OK together. But typically I use just one type face. You can bold it, italicize it, wrap it in a box, change the color of the font and it will look different but consistent.

Smallville PL
Update
(Bradley Hand ITC)

MAYOR TO PROCLAIM
SEPTEMBER 29 AS
BANNED BOOKS WEEK
(CASTELLAR)

Mayor John Doe will proclaim September 29 as Banned Books Week. The mayor will also read from the book Huckleberry Fin. Other community leaders will also read from some of the hundreds of books that have been banned over the years.

(Abadi MT Condensed)

**TEEN GROUP FORMED: MEMBERS
INVITED TO MEET AT THE LIBRARY
ON OCTOBER 10
(BEE/KNEE/ ITC)**

Ten Smallville teenagers have organized a teen board and are inviting others in grades 9-12 to join them in deciding what changes they would like to see in the library.

(StempelGaramond Roman)

What are your reactions to these different type styles. Which one is easy to read? Which one is difficult and why? Some designs are just easier to read than others. Each may have their place in a publication, however. For instance...



Quilters Wanted

The Smallville Public Library is hosting local quilters for a sewing bee. Hats, gloves and scarves will be knitted and sewn to help underprivileged children in the community keep warm this winter

When: 9 a.m. Saturday, October 13

Where: Smallville Public Library
101 Main St

Register by calling (555) 222-2222 or drop by the library

Refreshments and materials will be provided.

Using an unusual type face like Curlz works okay for one or two words in a headline. In fact it can be eye catching. Or, as we saw from the previous slide, it can adversely influence your audience. There are hundreds of different type styles to choose from. Choose wisely. Let a couple of people look at it and get their feedback. Bottom line, if it's difficult to read, it won't get read.

	<p>You're Invited to a Halloween Party (Chiller type face)</p> <p>Bring your spooky friends to a Halloween Party at the Smallville Public Library</p> <p>Chilling Stories</p> <p> Ghostly Games </p> <p>And</p> <p>Frightening Treats</p> <p>7 to 8 p.m. Tuesday October 31</p> <p>(Abadi MT Condensed)</p>	
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Let's talk about white space. Don't use every inch of space on your page with writing and pictures. White space is as important as your text and graphics and should be considered a design element. White space equals eye rest.

	<p><i>You're Invited to a Halloween Party</i> (Curlz)</p>  <p>Bring your spooky friends to a Halloween Party at the Smallville Public Library</p> <p>Chilling Stories</p>  <p>Ghostly Games</p>  <p>And</p> <p>Frightening Treats</p>  <p>7 to 8 p.m. Tuesday October 31</p>  <p>(Abadi MT Condensed)</p>	
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There are too many distractions here to get your message across quickly. Clutter confuses. It dilutes your message. One or two graphics on a page are usually all you want. As noted before, be sure they are appropriate for your message.

Smallville PL Update (Arial)

Computer classes planned for adults (Times New Roman)

No previous experience necessary



6:30 to 8 p.m.
Wednesday
Smallville PL
Library

Tired of being the only one
in the house who can't use a
computer?

This class is for you.

Learn how to:

- turn on a computer.
- use a mouse.
- use e-mail.

Lapsits bring parents closer to their babies while encouraging early reading (Arial)

Experts agree that it is never
too early to start reading to
your child.

Learn how to read to your
baby or toddler in this special
lapsit class.

Give your baby a mental leg
up in the world!

10 to 10:45 a.m. Saturday,
October 13 at the library.

Use of short paragraphs psychologically tells readers they can read all of the information quickly. Next time you pick up a newspaper, notice how the first paragraph in a story is usually only one or two sentences. Use that first sentence or two to grab and hold your reader's attention so they'll continue to read the rest of your story. Try to make that first line an attention grabber!

For instance, rather than say "Story hour times are changing at the Smallville Public Library," you may start the article with..."More kids will be able to enjoy story hours because of recent schedule changes."

Smallville PL Update (Arial)

Mayor Mark Johnson to recognize National Library Week at special event



6:30 to 8 p.m.
Wednesday
Smallville PL
Library

National Library Week is just around the corner and the Smallville Public Library has lots of fun, special events planned, including Mayor Mark Johnson's signing of a declaration marking this important week.

Plan to be part of the declaration signing by coming to the library on s

Lapsits bring parents closer to their babies while encouraging early reading (Arial)

Experts agree that it is never too early to start reading to your child. Learn how to read to your baby or toddler in this special lapsit class. Give your baby a mental leg up in the world!

10 to 10:45 a.m. Saturday,
October 13 at the library.

There are several ways to lay out text. Typically we use left justification. You can also center your text or do a right justification though you typically would not do that. What newspapers often do is called full justification or block type like shown here. Avoid it. It's very formal and as you can see, it tends to stretch out space between words making it difficult to read.

Attention Getters

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Another way to highlight important information is by indenting paragraphs, using bullets, color, and other easily accessible tools. Bullets and indents give you the all important white space, making it easier and quicker to read.

Update

Smallville Public Library

Library receives state accreditation

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Local author to read from new book



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You don't always have to conform to standard layouts. It's OK to try different designs as long as you keep them simple and easy to read.

Smallville Public Library

Library receives state accreditation

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Local author to read from new book



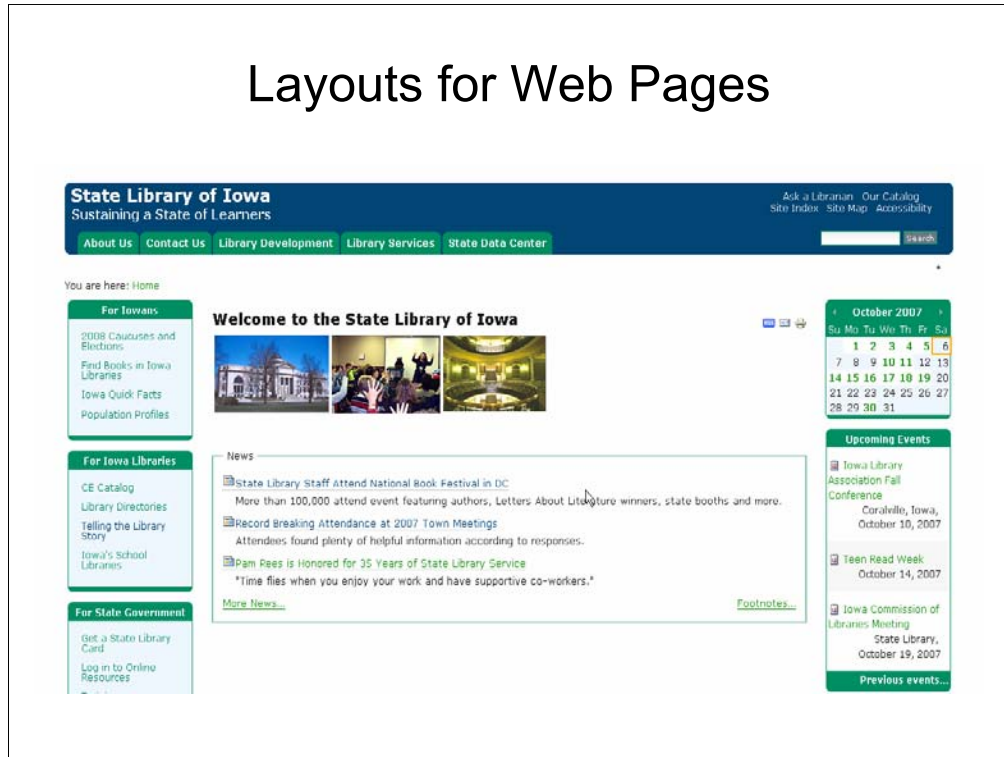
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ksla;jdfklsadjklas;djfklsd;ajfdksla;fdj
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Update

Another example.

Layouts for Web Pages

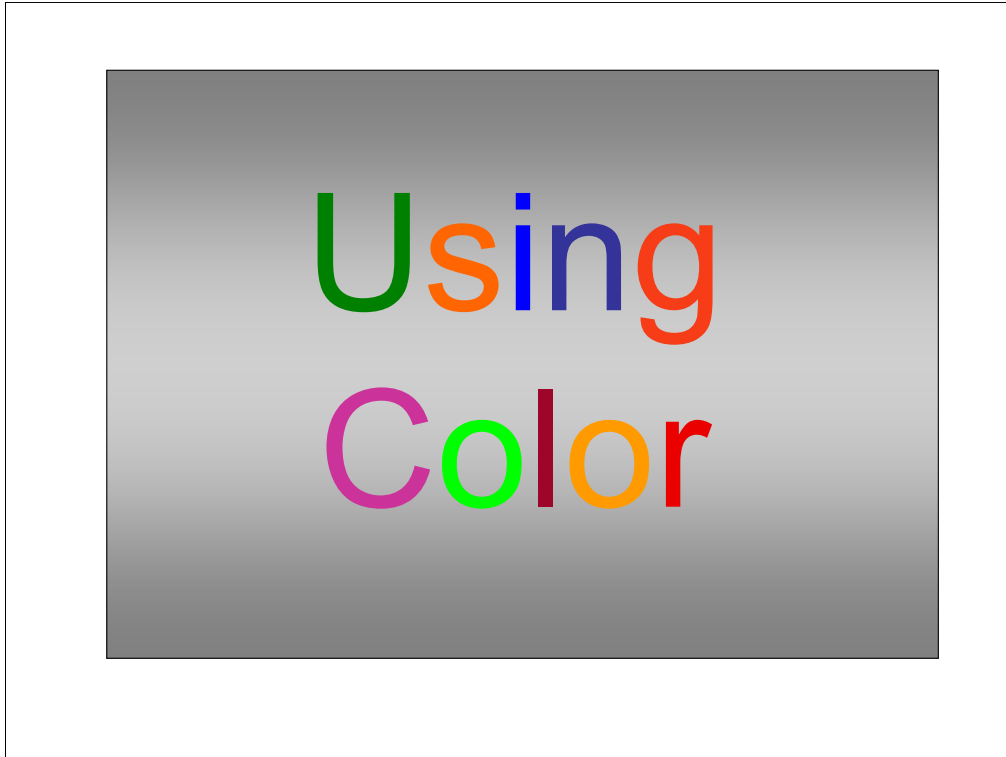


What is the difference between print publications and Web pages? In print publications, especially newspapers, magazines, etc., we're reading up and down the page. On Web pages, we read across. You don't want to have to scroll down to read an article, only to have to scroll back up to finish it.

Publications on the Web



We want to design publications on the Web so they read horizontally.



In most cases, areas intended for reading look best with a white background and black text. Dull but true, especially when there is a large amount of text content. Professional graphic artists say it is best to restrict the use of colors to no more than 3, with perhaps additional colors introduced in the form of different shades.

CEMENT



Would you use pink to describe cement?

Does this color work?



There's nothing about this color that adds interest to the picture. In fact, it's
BAD!

Does this color work?



Given the tree in the background, this is a little better, but...

How about this color?



I think this shade of brown works best. It doesn't conflict with the colors in the picture, but rather complements them.



This probably seems obvious, but I have seen this on some Web sites. Avoid putting text on any but the most subtle background image; it can be hell to read.



Even a bright color won't help. You lose all interest in the graphic because you're struggling to read what's on it.



State Library of Iowa

Bottom line – keep text and graphics separate in most situations.

Latest Annual Report Shows Usage is Up

Customers are using library for more than books

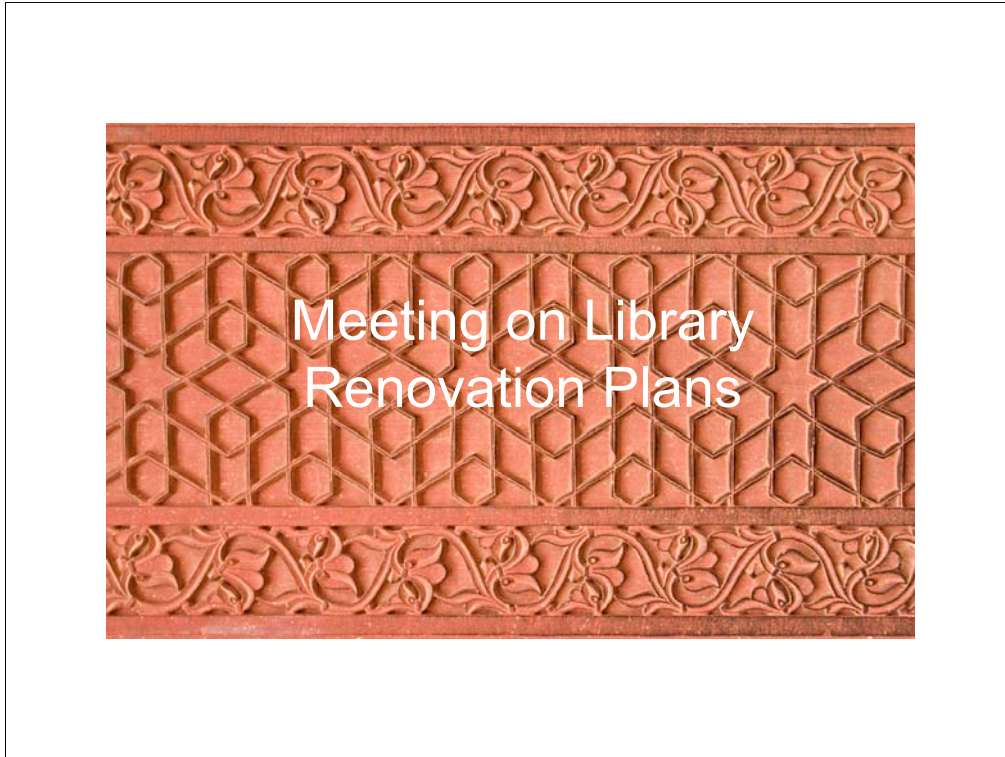
Jfdklsa
;skdjfdl
;adjfkd
a;jsdkfl
;dsjfk
dla;jfdl
sa;jfdks
lajfkdis
ajfkld;ajfdklsa;jdfkl
sajfkdksajfdklsajfds
kla;jdfksladjfklsajdf
klsa;djfklsadjfklsajf
klsa;fjlkasjfdklsajfd
lksa;jfdklsajfdklsa;
klsdjfkdal;jfdkla;jfd
ksla;jfdklsa;skdjfk
kkjf



Help needed in evaluating library services

Fjdklsa;slkdjfkdl;ajdf
kla;jfkdsa;jfkdsa;jfdk
slajfdklsa;jfdksal;djfk
dslla;jfdksafjdklsa;jfd
kslafjdsklafjdlksafjds
afjdlksafjdklsafjdklsa
;fjdlksafjdslla;jfdklsa;f
jdsklafjdsllak;jfdksa;f
jdskla;jfdklsa;jfdklsa;
jfdklsa
Fjdklsa;lksdjfkdl;sl
kdfkdl;jfdklsa;jfdklsa
;fjdsal;jfdklsa;djksal
;fjdsal;fdjksla;jfdksl
a;skfdjllak;sfjdklsa;k
d

White text on a black background is very hard on the eyes. If you want this sort of effect, try using a gray background and/or tan or pastel colored text.



The same goes for using text on textured backgrounds.

You're better off
using a light colored
background with
black text.

Or just a few words
of white text on a
dark color

These work. The first background is a light color. And there aren't a lot of words on the black background so it works, too.

Summary

Photos:

- Fill the camera frame
 - Pay attention to what's around your subject
 - Take lots of pictures and only use the good ones
-

Publications:

- Keep them simple and easy to read
 - Use white space
 - Layout your pages depending on your medium
 - columns OK for paper / horizontal lines
 - for Web pages
-

Color:

- Use color sparingly
- Keep text and graphics separate