LOOKING GOOD!

BASIC PHOTO EDITING & GRAPHIC DESIGN FOR LIBRARIES

JOY STORTVEDT
TECHNOLOGY & TEEN LIBRARIAN
SHENANDOAH PUBLIC LIBRARY
ILA & NLA JOINT ANNUAL CONFERENCE, OCTOBER 2019
Take Good Pictures

- Good lighting, Interesting angles & Backdrops
- Take pictures up close
- Kids especially from back or side so not recognized unless you have express permission from parent/guardian
- Rule of Thirds
Photo Editing/Graphic Design Software

GIMP
- Pros – Free, Many Options
- Better for Photo Editing
- Cons – Complex, fewer options for text

Microsoft Publisher
- Pros – May already have it, easy to use
- Better for Graphic Design
- Cons – fewer options for photo editing, expensive
Quick and Dirty Photo Edit

- Crop!
- Sharpness: Filters > Enhance > Unsharp Mask
  (Radius: 5, Amount: 0.50, Threshold: 0)
- Colors > Curves > small “S” curve
- Colors > Levels > Bring in black & white ends
- Options – Color balance, Brightness/Contrast
- File > Overwrite or Export As to save
Graphic Design Best Practices

Branding:
- Have a logo
- When possible, stick to a consistent look – Make a template if needed
- Choose 3 or fewer fonts (title, body, + extra)
- Take cues from your building
- Branding & Style guidelines for consistency
Graphic Design Best Practices

Aesthetics:
- Look critically at publications you think are professional/beautiful
- Create a Color Palette of 3-5 colors
- Consider using a grid for layout
- Uncluttered – no wall of text, space to rest the eye
- Avoid Clip Art (use photos/shapes instead)
- Crop images, don’t distort – no squishing!
Publisher/Word Tips & Tricks: Shapes

- Insert > Shape
- Drawing Tools > Shape Fill > Sample Fill Color
- Drawing Tools > Shape Fill > More Fill Colors (Transparency)
- Drawing Tools > Shape Outline
- Drawing Tools > Front & Back
- Drawing Tools > Align (relative to margin guides)
- Right Click, Save as Picture
Publisher Tips & Tricks: Text

- Add fonts (dafont.com)
- Insert > Draw text box
- Text Box Tools > Text Effects
- Text Box Tools > Font Color > Sample Font Color
- Text Box Tools > Spacing (AV with Arrow) > More Spacing
- Text Box Tools > Wrap Text
- Home > Paragraph (Before/after paragraph, line spacing)
GIMP Tips & Tricks: Text

- Add fonts (dafont.com)
- Add Layers
- Text Tool
- Change Color (eyedropper)
- Use space bar and font sizes to correct spacing or make alignment
Publisher Tips & Tricks: Pictures

- Insert > Picture
- Resize using corner dragging
- Picture Tools > Crop
- Picture Tools > Corrections > Picture Corrections Options (Brightness & Contrast)
- Picture Tools > Picture Border
GIMP Tips & Tricks: Pictures

- Scale Tool
- Fit Canvas to Layers
- Add layers & navigate the stack
- Colors > Color Exchange > Color Map
- Bonus: Tutorials to convert photo image to graphic
Resources

- www.gimp.org
- Easy Graphic Design for Librarians. Wakimoto, Diana K. Chicago: ALA Editions, 2018
- Dafont.com
- Publicdomainpictures.net ; freeimages.com ; www.clkr.com ; commons.wikimedia.org
- www.shenandoah.lib.ia.us/lookinggood.html