CANVA & DESIGN FOR LIBRARIES

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LEARN PAGE LAYOUT AND SOCIAL MEDIA DESIGN

Training your eye

- In everything is a design
- Types of design
- What is the point?
- What makes a good and bad design?

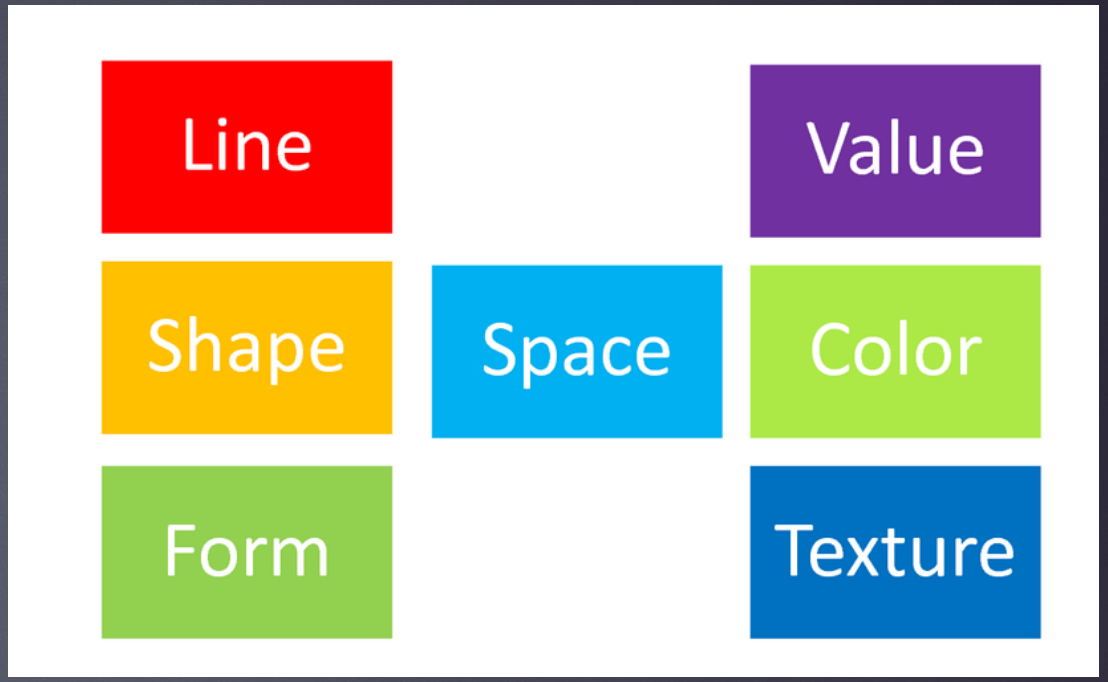
Elements & principles of design

Elements

- Line
- Color
- Shape
- Form
- Value
- Space
- Texture

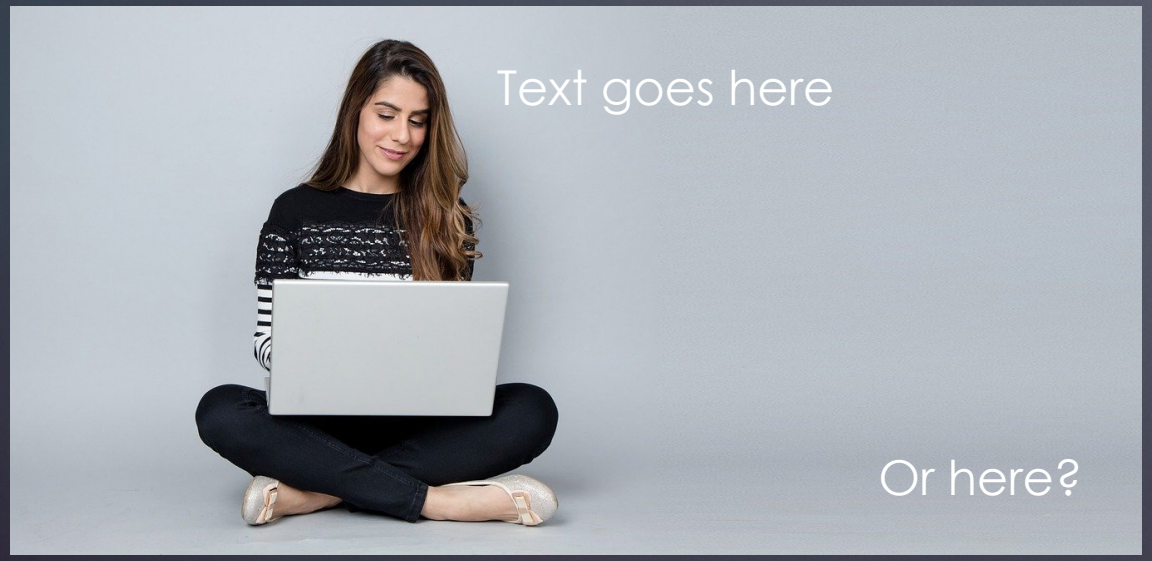
Principles

- Unity
- Harmony
- Balance
- Rhythm
- Contrast
- Dominance
- Gradation
- Repetition
- Emphasis
- Proportion and Scale



Typography, shapes, and images

- Typographic design
- Image content, size and proportion
- Font styles and color

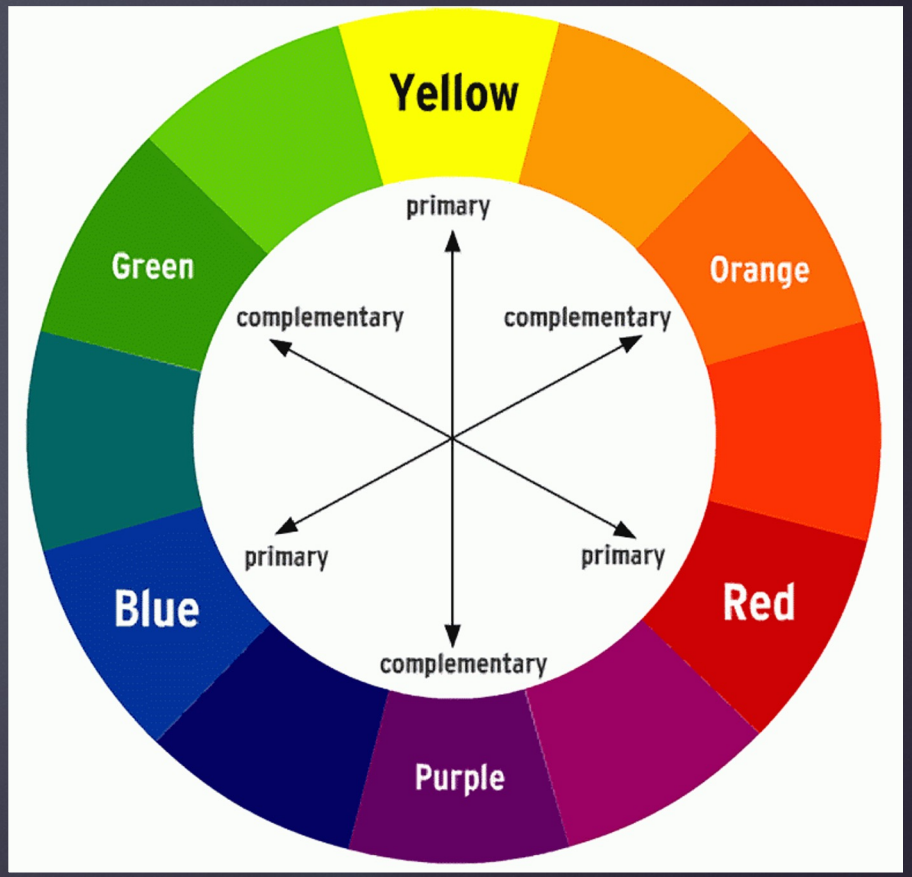


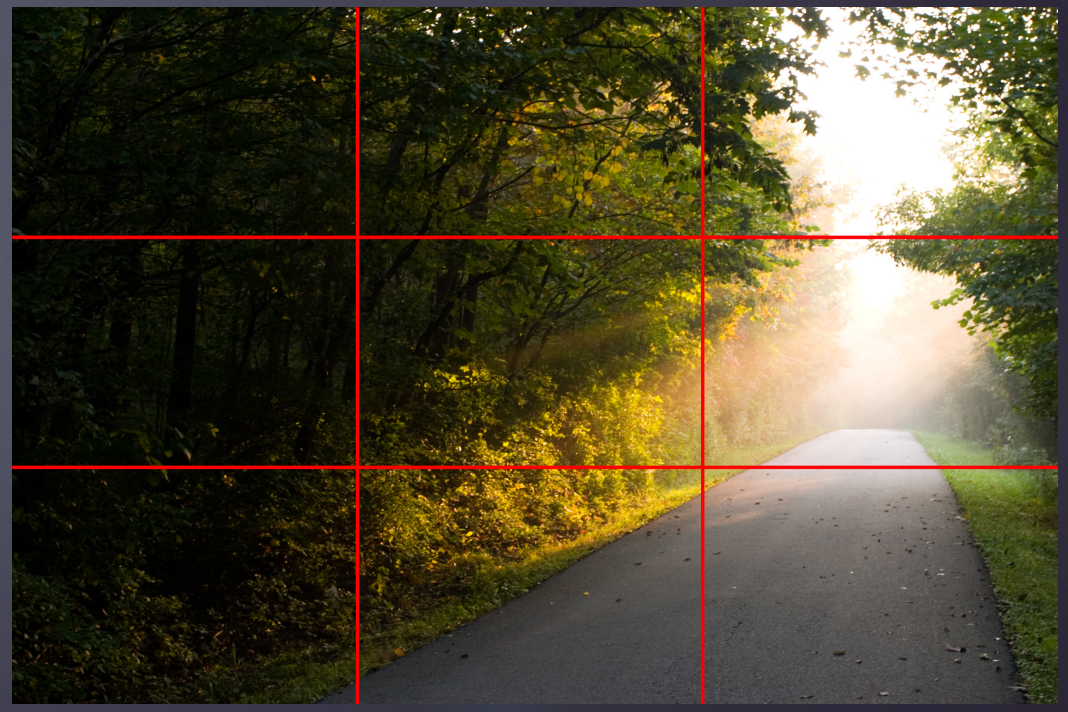
What is different with design and why is it important in libraries?

- The library's purpose in design
- The message
- Library mission
- Advocacy vs. profit
- Community outreach
- Education
- Human-centered

Complimentary colors

- The color wheel:
  - **Primary color**s: Red, yellow, blue
  - **Complimentary pairs:** red–green, blue-orange, and yellow–purple
  - **Secondary colors:** Orange, green, violet/purple
- RGB color model
- CMY color model
- Color theory



Rule of thirds

- Vertical and horizontal lines
- Divided by thirds to create balance and visual flow
- Compositional technique
- Theory