GRAPHIC DESIGN on a dime
INTRODUCTION

- Think Cheap
- The Power of Attractive Marketing
- Fonts & Colors
- Why You Can't Use Any Picture You Want
- Using Free to Your Advantage
• Try not to spend money if you don't have to

• So I don't have to pay for it?

• Nothing in life is free...or is it?
IF A USER HAS A BAD EXPERIENCE OF ANY MEDIA, WHETHER IT IS A MOBILE APP, A WEBSITE OR A PIECE OF PRINT MEDIA, THAT IMPRESSION WILL REFLECT POORLY ON THE PRODUCT, COMPANY OR INDIVIDUAL IT IS ASSOCIATED WITH.

Roberto Blake
• TYPES OF FONTS (4+)
• HOW TO CHOOSE
• COMBINING FONTS

legal notice: FONTS CAN BE LICENSED
1. Is it appropriate?
2. **Match** your message/audience
3. **Versatility**
   ( *italic*, **bold**, and everything in between )
4. **Legibility**
   ( incl. size, spacing, and . . . )

the I/1 test
RESUME HELP
CALL FOR AN APPOINTMENT

Resume Help
November 22, 2017
Call for an appointment.
1. Match your message/audience
2. Is it appropriate?
3. Versatility
   ( italic, bold, and everything in between )
4. Legibility
   ( incl. size, spacing, and . . . )
the I/l/1 test
TIPS & TRICKS

• Shared quality (letter height/width, same structure)

• Same font family (Merriweather + Merriweather Sans)

• Give each font a job

• Less is more

• Try adjusting *learning*, weight, or style
Main Library
684 Village Hwy.
Rustburg, VA 24588
434-332-9560

Timbrook Library
18891 Leesville Rd
Lynchburg, VA 24501
434-592-9551

Staunton River Memorial Library
500 Washington Street
Altavista, VA
434-369-5140

Patrick Henry Memorial Library
204 Lynchburg Avenue
Brookneal, VA 24528
434-376-3363
CHOOSING A COLOR SCHEME
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(2) the nature of the copyrighted work;

(3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and

(4) the effect of the use upon the potential market for or value of the copyrighted work.

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Source: Copyright.gov

Fair use doesn't exactly protect libraries from using images for marketing.

We need to make sure any images we use are 100% free for us to use.
Why You Can't Use Any Picture You Want

Checklist for Fair Use:
Introduction

Prepared by the COPYRIGHT MANAGEMENT CENTER
Kenneth D. Crews, Associate Dean of the Faculties for Copyright Management
Indiana University Purdue University Indianapolis
530 West New York Street
Indianapolis, IN 46202-3225
Voice: 317-274-4400 Fax: 317-278-3326
http://www.copyright.iupui.edu
copyinfo@iupui.edu

Name:  Date:  Project:
Institution:  Prepared by:

PURPOSE

<table>
<thead>
<tr>
<th>Favoring Fair Use</th>
<th>Opposing Fair Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching (including multiple copies for classroom use)</td>
<td>Commercial activity</td>
</tr>
<tr>
<td>Research</td>
<td>Profiting from the use</td>
</tr>
<tr>
<td>Scholarship</td>
<td>Entertainment</td>
</tr>
<tr>
<td>Nonprofit Educational Institution</td>
<td>Bad-faith behavior</td>
</tr>
<tr>
<td>Criticism</td>
<td>Denying credit to original author</td>
</tr>
<tr>
<td>Comment</td>
<td></td>
</tr>
<tr>
<td>News reporting</td>
<td></td>
</tr>
<tr>
<td>Transformative or Productive use (changes the work for new utility)</td>
<td></td>
</tr>
<tr>
<td>Restricted access (to students or other appropriate group)</td>
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<tr>
<td>Parody</td>
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NATURE

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<tr>
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<th>Opposing Fair Use</th>
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<tbody>
<tr>
<td>Published work</td>
<td>Unpublished work</td>
</tr>
<tr>
<td>Peculiar or nonfiction based</td>
<td>Highly creative work (art music novels films plays)</td>
</tr>
<tr>
<td>Important to favored educational objectives</td>
<td>Fiction</td>
</tr>
</tbody>
</table>

AMOUNT

<table>
<thead>
<tr>
<th>Favoring Fair Use</th>
<th>Opposing Fair Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small quantity</td>
<td>Large portion or whole work used</td>
</tr>
<tr>
<td>Portion used is not central or significant to entire work</td>
<td>Portion used is central to work or &quot;heart of the work&quot;</td>
</tr>
<tr>
<td>Amount is appropriate for favored educational purpose</td>
<td></td>
</tr>
</tbody>
</table>
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