



JON WHIPPLE, DESIGN COUNSEL – PROJECT PROFILE

INTRODUCTION TO LIBRARY RESEARCH

INTRODUCTION TO LIBRARY RESEARCH

POSTERS, HANDBILLS

Created posters and handbills that radically changed the visual communications of this library program.

For this project which required an information poster and a handbill, I departed dramatically from the existing design.

I re-grouped the information and discarded the clip art. I also removed the Library Square logo, choosing instead to display only the VPL logo.

I employed an appropriate selection of icons I designed earlier (see VPL Icons) in a series of large circles across the poster below the headline.

I bisected the page vertically, displaying date time and location information on the left under a clock icon and general information about the course itself on the right under the international information symbol. This was displayed in black in order to come to the foreground.

I ensured alignment was maintained across the columns as well, clearly delineating the information.

Subsequent posters cycle through library colours, introducing colour variation to indicate new schedules of these popular courses.

The general structure of this poster became the template for event information posters from 2001 to present.

The handbill was designed to match the poster and was available at information desks throughout the library system. It was reproduced two to an 8.5"X11" sheet and trimmed, On both sides the title and icons were displayed and information about the course was displayed on one side and date, time and location on the other.

Together these pieces re-defined the typical publications that would be used to support the library's growing number of training and information programs.

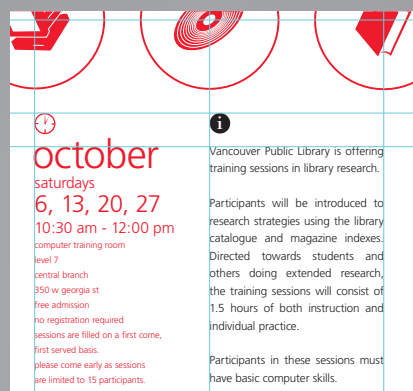
DETAILS

1



This poster represents the state of event information posters before my redesign. The centre-lined titling at the top and the information groupings as well the bordered text block and use of clip-art were all typical of the time.

2



I worked within a simple grid and ensured that cross-alignment was maintained in order to develop a clear structure. The division of the page into discrete areas containing illustration, date and time, and general information would serve as a pattern for subsequent library posters.

3



Handbills split the course content and date and time information to the front and back of the sheet and utilized the structure of the poster creating attractive consistency across the pieces.

introduction to library research



october

saturdays

6, 13, 20, 27

10:30 am - 12:00 pm

computer training room

level 7

central branch

350 w georgia st

free admission

no registration required

sessions are filled on a first come,

first served basis.

please come early as sessions

are limited to 15 participants.



Vancouver Public Library is offering training sessions in library research.

Participants will be introduced to research strategies using the library catalogue and magazine indexes. Directed towards students and others doing extended research, the training sessions will consist of 1.5 hours of both instruction and individual practice.

Participants in these sessions must have basic computer skills.

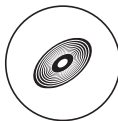


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www.vpl.vancouver.bc.ca

Poster (11"X17", photocopied),
different months would be published
in different colours.

Handbills (5.5"X8.5",
photocopied), were popular
takeaways from library
information desks

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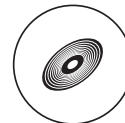
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computer training room
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november

wednesdays

7, 14, 21, 28

6:30 pm - 8:00 pm



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JON WHIPPLE MGDC

GRAPHIC DESIGNER, PROFESSIONAL MEMBER OF THE SOCIETY OF GRAPHIC DESIGNERS OF CANADA

Dream. Dare. Design. Enlighten.



I'm a professional graphic designer, currently working at Vancouver Public Library in Marketing + Communications as well as Virtual Library (the library's newest department).

It's a pretty fascinating place, and I get to exercise my skills across all mediums.

I have skill in designing in print and on the web.

I design simple systems and clear communications that can help you and your organization communicate and operate better and more efficiently.

I am a Professional Member of the Society of Graphic Designers of Canada.

I'm available to help you.

Design consulting + counsel

Web design + re-design

Print Design

Information Graphics + process visualisation

Technical Writing

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