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Can you Kern? Online and Print Design for Librarians

Diana K. Wakimoto
California State University, East Bay

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CAN YOU KERN?

Online and Print Design

For Librarians

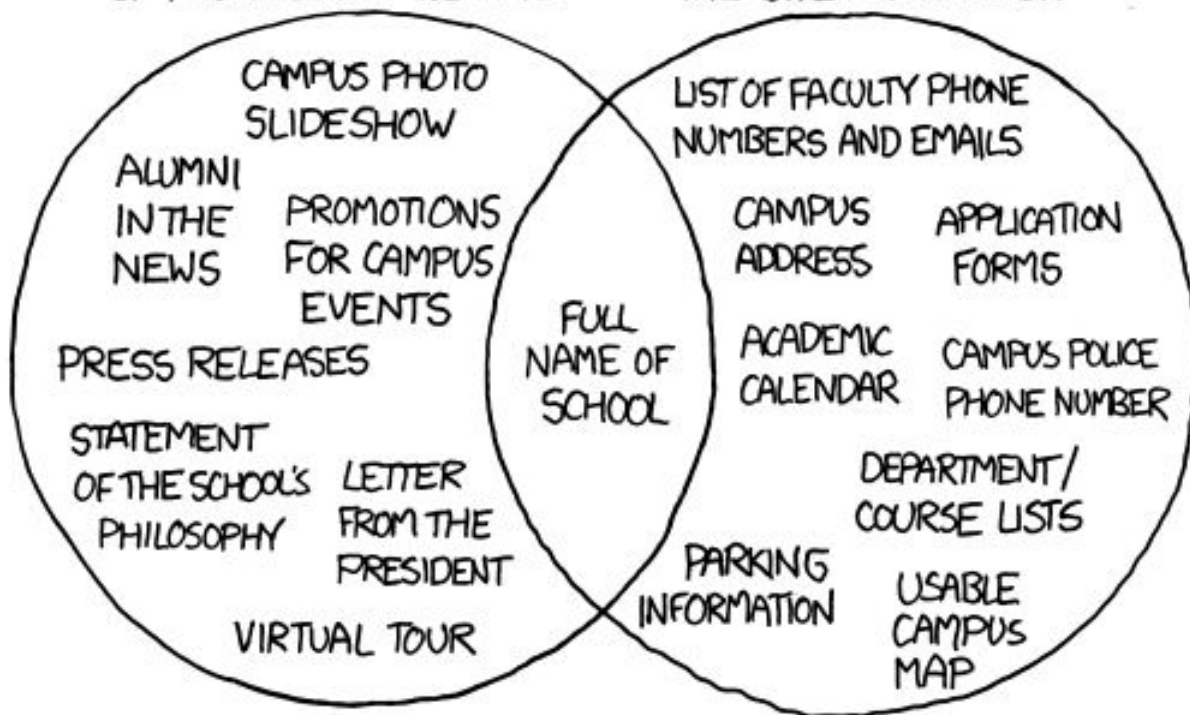
BY

DIANA WAKIMOTO

Cal State East Bay

THINGS ON THE FRONT PAGE
OF A UNIVERSITY WEBSITE

THINGS PEOPLE GO TO
THE SITE LOOKING FOR



CAMPUS PHOTO
SLIDESHOW

ALUMNI
IN THE
NEWS

PROMOTIONS
FOR CAMPUS
EVENTS

PRESS RELEASES

STATEMENT
OF THE SCHOOL'S
PHILOSOPHY

LETTER
FROM THE
PRESIDENT

VIRTUAL TOUR

LIST OF FACULTY PHONE
NUMBERS AND EMAILS

CAMPUS
ADDRESS

APPLICATION
FORMS

ACADEMIC
CALENDAR

CAMPUS POLICE
PHONE NUMBER

DEPARTMENT/
COURSE LISTS

PARKING
INFORMATION

USABLE
CAMPUS
MAP

FULL
NAME OF
SCHOOL



e o i v t

Serif

This is an example of Georgia.

San Serif

This is an example of Arial.

Script

This is an example of Vivaldi.

Display/Decorative

This is an example of Chiller.

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Wed. Dec. 3, Eng. 285, 12:00-1:30

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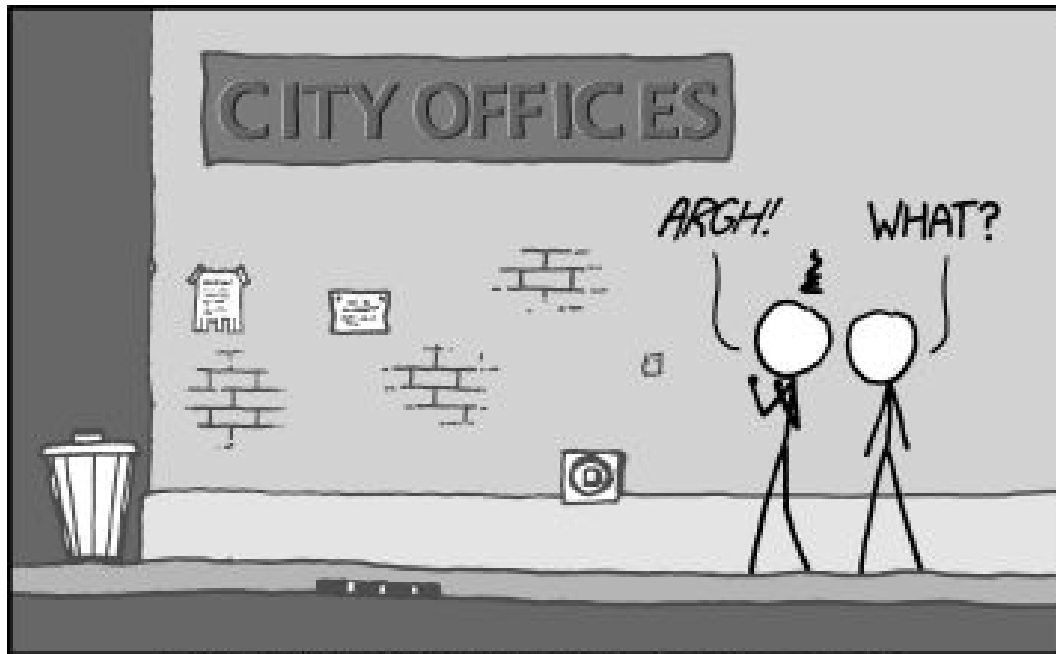
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Safe Fonts

“No one ever got fired for specifying Georgia.”

Arial is a web safe choice.

When in doubt, go classic with a twist.
(Book Antiqua)



IF YOU REALLY HATE SOMEONE, TEACH
THEM TO RECOGNIZE BAD KERNING.

TIPS

Use no more than 3 fonts in a design

Don't use **DISPLAY FONTS** for body text

Remember to check your kerning

Avoid **Comic Sans**

Use the font to enhance your message

Alignment Matters



Centering text and images promotes a calm, grounded feeling with little movement. It is often seen as formal.

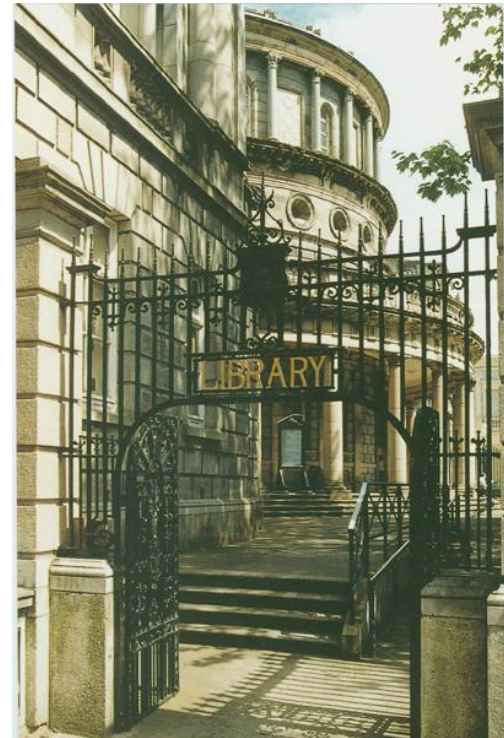
Aligned Left: Easy to read

We are comfortable with text set this way as it is how we most often encounter text in a book or online. We can incorporate images into the text block while maintaining a flush left block of text.



Aligned Right: Use Sparingly

Text that is aligned right is often more difficult to read as the left side of the text block has a ragged edge which we are not used to reading. However, it can be used for incorporating images into the text block.



If you justify your type, you may end up with weird rivers of spacing that run through your text block. This can distract your reader and make it harder to convey your message. When in doubt, don't justify your text, leave the right side ragged and it will ensure that the spacing doesn't detract from your text.



CALIFORNIA STATE
UNIVERSITY

E A S T B A Y









QUESTION N° 10 : LE PERSONNEL EST DISPONIBLE?

**VOTRE BU VOUS L'AIMEZ :
UN PEU ? BEAUCOUP ? PAS DU TOUT ?**
RÉPONDEZ À NOTRE ENQUÊTE EN LIGNE ET GAGNEZ DE NOMBREUX LOTS

DU 18 JANVIER AU 12 FÉVRIER 2010
POUR RÉPONDRE À L'ENQUÊTE :
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- Homework Support Center
- Live Homework Help
- Online Resources for Research

RESOURCES

- Ask A Librarian
- eBooks & Downloadable Audiobooks
- Bestsellers & Staff Favorites
- Computers at the Library
- Digital Story Station
- Daily Review (pre-1977)
- Daily Review (2001-present)
- Discover & Go - Museum Passes & More
- Grant Information for Non-Profit Organizations
- Hayward Seed Lending Library
- Income Tax Information

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Mon - Wed 11AM to 8PM
Thu - Sat 10AM to 5PM
Sunday CLOSED

Library Holiday Closures

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City Hall
777 B Street
Hayward, CA 94541

HOURS:
Mon - Fri 8AM to 5PM
Sat & Sun CLOSED

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Issue # 6

Hayward Public Library

Autumn 2014



California Reads War Comes Home: Our Veterans, Our Communities

What do we owe to those whom our country has sent into harm's way? How can we build bridges of understanding between those who have served and those who have not? California Reads provides an opportunity for civilians and veterans to explore how California is welcoming its veterans home, in the aftermath of over a dozen years of war.



Register online for at least one of the California Reads events, or stop by either library, to request a free copy of the featured book *What It Is Like to Go to War* by Karl Marlantes, while supplies last.



Meet Karl Marlantes, author of *What It Is Like to Go to War*
in conversation with Mary Menzel, Director of CA Center for the Book

Monday, October 6

7:00 pm

Chabot College, Buffington Performing Arts Center, Building 1300

Publishers Weekly, in its starred review of *What It Is Like to Go to War*, said, "Digging as deeply into his own life as he does into the larger sociological and moral issues, Marlantes presents a riveting, powerfully written account of how, after being taught to kill, he learned to deal with the aftermath." The son of a WWII veteran, a MA graduate of Yale, and a Rhodes Scholar at Oxford University, Marlantes completed a Marine training program at age 19 and subsequently fought in the Vietnam War. Marlantes served for a year, and was awarded the Navy Cross, two Navy Commendation Medals for Valor, two Purple Hearts, and ten air medals. Book signing by the author will take place after the event.

Arrive early for a special performance by **Saidiana Veterans Memorial Choir**, which will start at 6:45 p.m. Post #870-Hayward auxiliary members, family, survivors and friends of our national heroes, the Saidiana Veterans Memorial Choir also provides an opportunity for those who have not served to show their respect to those who have by presenting a public display of acknowledgment of the sacrifices made by our national heroes in defense of our country.

\$2.00 parking permit required, available for purchase in any of the Chabot College parking lots. For more information, visit our webpage at <http://library.hayward-ca.gov>

Main Library

835 C St
Hayward, CA 94541
Phone: 510-293-8685

Weekes Branch Library

27300 Patrick Ave
Hayward, CA 94544
Phone: 510-789-9155

Library Hours

Monday, Tuesday, Wednesday	11 am - 8 pm
Thursday, Friday, Saturday	10 am - 5 pm

Website: <http://library.hayward-ca.gov>

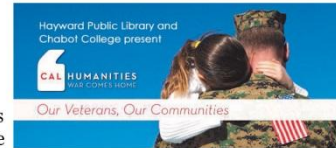
Email: library@hayward-ca.gov

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ISSUE 6 HAYWARD PUBLIC LIBRARY AUTUMN 2014
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Saidiana Veterans Memorial Choir Post #870
6:45 pm performance before Marlantes Talk

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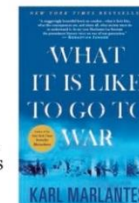


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TAKES
PRACTICE.**

(LORRAINE PETERSON)

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