

WEBVTT - This file was automatically generated by VIMEO

0

00:00:00.400 --> 00:00:03.600

All right, welcome everybody. This is the graphic design

1

00:00:03.600 --> 00:00:07.200

for promotion branding and signage panel Valentine.

2

00:00:06.200 --> 00:00:09.600

Would you please intro yourself? Tell us

3

00:00:09.600 --> 00:00:12.100

how you first became interested in graphic design and how you built your

4

00:00:12.100 --> 00:00:15.600

skill set? Yeah, so I was not formally

5

00:00:15.600 --> 00:00:18.500

trained as a graphic designer. I kind of fell into

6

00:00:18.500 --> 00:00:21.000

it a little bit I went to

7

00:00:21.200 --> 00:00:24.200

school for journalism actually and I learned some

8

00:00:24.200 --> 00:00:27.200

things with like photography photo journalism and framing

9

00:00:27.200 --> 00:00:30.300

in that way, but when I transitioned to graphic design, I learned

10

00:00:30.300 --> 00:00:33.400

that a lot of those skills kind of can translate into

11

00:00:33.400 --> 00:00:36.600

graphic design as well because of aesthetic and Framing and

12

00:00:36.600 --> 00:00:40.600

things like that. So I'm self-taught.

13

00:00:39.600 --> 00:00:42.500

I've learned some programs

14

00:00:42.500 --> 00:00:46.400

that are very beginner friendly. And so

15

00:00:45.400 --> 00:00:49.600

I kind of kind of

16

00:00:49.600 --> 00:00:52.900

fell into graphic design with my

17

00:00:52.900 --> 00:00:55.900

bookstore manager hired me as the graphic

18

00:00:55.900 --> 00:00:58.000

design person because he saw that I had an eye for,

19

00:00:58.400 --> 00:00:59.700

you know framing things for

20

00:01:00.500 --> 00:01:03.900

Media and whatnot. So, yeah, I

21

00:01:03.900 --> 00:01:05.600

kind of just fell into it I guess.

22

00:01:07.100 --> 00:01:10.400

Caroline would you please tell us about yourself? How many times before you

23

00:01:10.400 --> 00:01:13.600

hun? My name is Carol Ann Jane Duro. I am the founder of quiet

24

00:01:13.600 --> 00:01:17.100

quill books, which is an indigenous pop-up

25

00:01:16.100 --> 00:01:20.500

bookstore that travels around Southern California. I'm

26

00:01:19.500 --> 00:01:22.900

a mad at yum and kumiya descendant

27

00:01:22.900 --> 00:01:25.300

on my father and grandfather's side

28

00:01:25.300 --> 00:01:28.200

and I started quite cool books during

29

00:01:28.200 --> 00:01:32.200

the pandemic. I started selling online eCommerce. Thank

30

00:01:31.200 --> 00:01:35.100

you and during 2022.

31

00:01:34.100 --> 00:01:37.800

I started making the rounds all around Indian

32

00:01:37.800 --> 00:01:40.400

Country in Southern California. And so

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00:01:40.400 --> 00:01:43.500

I go to Pow Wow's conferences museums you name it?

34

00:01:43.500 --> 00:01:46.800

But yeah, I do in person

35

00:01:46.800 --> 00:01:49.500

and online selling I run

36

00:01:49.500 --> 00:01:52.300

pretty much every single aspect of my

37

00:01:52.300 --> 00:01:56.000

own bookstore, but it wouldn't be without the help from Lee

38

00:01:55.300 --> 00:01:58.300

Francis from Red Planet Books and Comics

39

00:01:58.300 --> 00:02:02.200

which Speaking of we are now working with Native

40

00:02:01.200 --> 00:02:04.100

realities and non-profit to get more

41

00:02:04.100 --> 00:02:06.900

American Indian book ner

42

00:02:07.100 --> 00:02:10.200

To open their own bookstores around the country. There's plenty that you

43

00:02:10.200 --> 00:02:14.000

can find just find me on social media but all

44

00:02:13.200 --> 00:02:16.700

to say for graphic design

45

00:02:16.700 --> 00:02:19.400

since I was a kid this paint count on

46

00:02:19.400 --> 00:02:22.500

Microsoft. I mean, I'm I'm one of the kids

47

00:02:22.500 --> 00:02:25.300

that grew up solely on computers in the internet.

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00:02:25.300 --> 00:02:28.500

So I'm a lot of self-taught I used to do paint

49

00:02:28.500 --> 00:02:31.500

shop Corelle and Photoshop for fun after school with

50

00:02:31.500 --> 00:02:34.700

my friends, but equally I went to Scripps College

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00:02:34.700 --> 00:02:37.200

and did a lot of media studies classes. I didn't

52

00:02:37.200 --> 00:02:40.600

major in it. A lot of these things. I've found

53

00:02:40.600 --> 00:02:43.800

free tutorials on Tumblr forever

54

00:02:43.800 --> 00:02:46.500

ago or on YouTube. So most

55

00:02:46.500 --> 00:02:49.300

of the things that you see graphic design from my bookstore

56

00:02:49.300 --> 00:02:52.300

are all me and self-taught and so

57

00:02:52.300 --> 00:02:55.200

I'm really grateful to be here today to kind of

58

00:02:55.200 --> 00:02:58.700

let you know that you can do it you can do anything that happens

59

00:02:58.700 --> 00:03:01.500

for your bookstore if that's a skill set that you're willing to

60

00:03:01.500 --> 00:03:04.200

invest the time into and you find

61

00:03:04.200 --> 00:03:06.300

it to be a strength. So yeah.

62

00:03:07.100 --> 00:03:10.200

Melissa, would you please intro yourself and tell us

63

00:03:10.200 --> 00:03:14.000

how you got into? Graphic design Hello all I'm Melissa Napolitano.

64

00:03:13.100 --> 00:03:16.500

I'm the senior graphic and web designer at

65

00:03:16.500 --> 00:03:18.400

the American booksellers Association.

66

00:03:19.600 --> 00:03:22.400

Thank you. So a lot of you probably

67

00:03:22.400 --> 00:03:25.500

seen a lot of work I've done in particular

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00:03:25.500 --> 00:03:28.700

a lot of the signage and all the marketing materials and

69

00:03:28.700 --> 00:03:32.000

The Branding for this event, including your

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00:03:31.200 --> 00:03:32.600

badges that you're wearing.

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00:03:34.700 --> 00:03:36.900

So I have always been.

72

00:03:38.600 --> 00:03:41.300

A very creative person as long as I can remember, I

73

00:03:41.300 --> 00:03:44.200

love to draw so I

74

00:03:44.200 --> 00:03:48.200
did start studying our college and

75
00:03:47.200 --> 00:03:50.300
I more focused on the visual

76
00:03:50.300 --> 00:03:53.300
arts. But when I transfer to the School of

77
00:03:53.300 --> 00:03:56.200
Art and Design at SUNY Purchase, I decided I should

78
00:03:56.200 --> 00:03:59.200
focus on something that I could be able to career out of

79
00:03:59.200 --> 00:04:02.500
so I concentrated in graphic design and

80
00:04:02.500 --> 00:04:05.500
I started to learn more about what exactly

81
00:04:05.500 --> 00:04:08.700
that meant and what exactly graphic design

82
00:04:08.700 --> 00:04:11.200
was and the history of it and it just

83
00:04:11.200 --> 00:04:11.800
I really

84
00:04:12.800 --> 00:04:15.800
fell in love with just like the beauty of simple

85

00:04:15.800 --> 00:04:18.500

typography and layout design and

86

00:04:18.500 --> 00:04:22.800

color theory and just basically anywhere

87

00:04:21.800 --> 00:04:24.600

and everywhere you go. It's graphic design

88

00:04:24.600 --> 00:04:28.100

is everywhere and it's just kind of amazing and how

89

00:04:27.100 --> 00:04:30.200

if influential it can

90

00:04:30.200 --> 00:04:33.100

be and how powerful can be in your

91

00:04:33.100 --> 00:04:34.000

marketing and

92

00:04:35.600 --> 00:04:38.300

yeah, so I did learn a lot of technical things in college, but

93

00:04:38.300 --> 00:04:41.500

it was after that that I really sort of

94

00:04:41.500 --> 00:04:44.600

made my own way and continued to learn from others and

95

00:04:44.600 --> 00:04:47.300

looking at tutorials and making sure I just

96

00:04:47.300 --> 00:04:47.600

sort of

97

00:04:48.500 --> 00:04:51.600

Kept up with all the ever-changing Technologies of

98

00:04:51.600 --> 00:04:54.200

software and just keeping up

99

00:04:54.200 --> 00:04:57.500

with some, you know, the trends are always changing and things

100

00:04:57.500 --> 00:04:58.900

like that. So, yeah.

101

00:05:00.300 --> 00:05:01.900

Thank you. All right, let's get into it.

102

00:05:04.300 --> 00:05:07.600

So when I put this up so one I think it's funny too.

103

00:05:07.600 --> 00:05:10.200

It's true and three. I think it's a good reminder

104

00:05:10.200 --> 00:05:13.500

not to be Precious too precious about your work and your designs

105

00:05:13.500 --> 00:05:16.200

you can spend hours and days and months working on

106

00:05:16.200 --> 00:05:19.400

something and then someone will come in with a completely different perspective

107

00:05:19.400 --> 00:05:22.800

and analyze it in a way you never thought possible. So it's just

108

00:05:22.800 --> 00:05:26.000

good to keep that in mind always be open to feedback. Absolutely.

109

00:05:25.900 --> 00:05:28.600

Absolutely. So let's let's

110

00:05:28.600 --> 00:05:31.600

talk a little bit about programs and tools Melissa will

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00:05:31.600 --> 00:05:34.200

start with you. So can you walk us through

112

00:05:34.200 --> 00:05:37.400

kind of what programs you use and how you determine what programs you

113

00:05:37.400 --> 00:05:40.100

use for specific projects? Sure. Absolutely. So I

114

00:05:40.100 --> 00:05:44.000

do because I study ate a lot of Adobe suite

115

00:05:43.400 --> 00:05:46.400

such as illustrator Photoshop and design

116

00:05:46.400 --> 00:05:49.300

I do use a lot of that for my work

117

00:05:49.300 --> 00:05:52.500
and illustrator. I focus more on creating

118
00:05:52.500 --> 00:05:55.200
logo and other type of vector graphics.

119
00:05:56.900 --> 00:05:59.300
and InDesign, that's where I focus more

120
00:05:59.300 --> 00:06:03.200
on layout designs and include brochures and

121
00:06:02.200 --> 00:06:06.900
book layouts infographics and

122
00:06:06.900 --> 00:06:09.800
Photoshop by concentrate mostly doing sort

123
00:06:09.800 --> 00:06:10.700
of more of

124
00:06:12.100 --> 00:06:15.200
photography manipulations or if I'm

125
00:06:15.200 --> 00:06:19.200
working on some headshots or might be some edits

126
00:06:18.200 --> 00:06:22.000
that I do in that so but I

127
00:06:22.200 --> 00:06:25.500
do go outside of the Adobe suite and

128

00:06:27.500 --> 00:06:31.700

Sometimes if I'm in a pinch and I need a graphic real quick canva is

129

00:06:31.700 --> 00:06:35.000

something that's you know, great to use because there's already

130

00:06:34.300 --> 00:06:37.800

like set templates and it's very easy and

131

00:06:37.800 --> 00:06:38.900

user-friendly to use.

132

00:06:39.800 --> 00:06:42.300

So it's it's been a very

133

00:06:42.300 --> 00:06:45.300

helpful app, and when I think need things

134

00:06:45.300 --> 00:06:48.500

quickly, but I also started looking

135

00:06:48.500 --> 00:06:52.500

into procreate, which is a great digital illustrative

136

00:06:51.500 --> 00:06:54.600

app on the iPad and that's been

137

00:06:54.600 --> 00:06:57.400

super fun. I've been sort of focusing on

138

00:06:57.400 --> 00:07:00.200

doing more handheld illustrative work for my

139

00:07:00.200 --> 00:07:03.300

designs giving it sort of a more

140

00:07:03.300 --> 00:07:07.700

authentic look to some of our Graphics. Thank

141

00:07:06.700 --> 00:07:07.800

you.

142

00:07:08.100 --> 00:07:11.300

Caroline could you tell us about what programs you use and how you determine which

143

00:07:11.300 --> 00:07:14.500

programs right? So I also grew up using Adobe suite

144

00:07:14.500 --> 00:07:18.000

A lot of Photoshop. I have experience with illustrator

145

00:07:17.400 --> 00:07:20.300

hard for me in design hard for me

146

00:07:20.300 --> 00:07:23.200

and then canva came along and really changed the

147

00:07:23.200 --> 00:07:26.200

game because I think maybe others can relate trying

148

00:07:26.200 --> 00:07:29.600

to do everything on Photoshop is really hard and it is

149

00:07:29.600 --> 00:07:33.200

best for photos like Melissa mentioned so canva

150

00:07:32.200 --> 00:07:35.500

is really where I go for Designing flyers and

151

00:07:35.500 --> 00:07:38.600

it's so nice because they have so many free templates and

152

00:07:38.600 --> 00:07:41.400

if you have all of your branding kit put on there,

153

00:07:41.400 --> 00:07:44.300

then you just, you know, kind of change it

154

00:07:44.300 --> 00:07:47.600

pretty fast and you can add people from your bookstore to

155

00:07:47.600 --> 00:07:50.700

be on your team to like look over and collaborate on

156

00:07:50.700 --> 00:07:53.200

designs because like we were talking about a second set

157

00:07:53.200 --> 00:07:57.200

of eyes is always really helpful. You will make a typo so

158

00:07:56.200 --> 00:07:59.400

canvas really great to collab with

159

00:07:59.400 --> 00:08:02.600

teams, but equally if it's if Photoshop or

160

00:08:02.600 --> 00:08:05.200

Adobe suite feels really just like a steep

161

00:08:05.200 --> 00:08:07.800

Mountain climb. It's it's a great way to start

162

00:08:08.400 --> 00:08:11.600

Those things and then one of the things that I recommend to for

163

00:08:11.600 --> 00:08:14.400

bookstores is if you can try to

164

00:08:14.400 --> 00:08:17.500

start investing in a DSLR camera

165

00:08:17.500 --> 00:08:20.800

or a point to shoot because having high quality

166

00:08:20.800 --> 00:08:23.200

photos can go a long

167

00:08:23.200 --> 00:08:26.800

way for your bookstore social media accounts your

168

00:08:26.800 --> 00:08:29.800

website, which I'll get into later but equally

169

00:08:29.800 --> 00:08:32.600

if you're getting opportunities to work with other

170

00:08:32.600 --> 00:08:36.300

bookstores or other organizations or

171

00:08:36.300 --> 00:08:39.400

other events and stuff. They're gonna ask you for pictures

172

00:08:39.400 --> 00:08:42.100

of things of your bookstore. So if you want to start

173

00:08:42.100 --> 00:08:45.400

small, I have a point tissue that is even, you know,

174

00:08:45.400 --> 00:08:48.300

just a little bit more high quality than my personal iPhone right

175

00:08:48.300 --> 00:08:51.400

now, but then if you have the accessibility then

176

00:08:51.400 --> 00:08:54.700

a DSLR that you can change lenses on I've just

177

00:08:54.700 --> 00:08:57.400

found that because I share so much on social media when

178

00:08:57.400 --> 00:09:00.300

it's a higher quality image. There's way more

179

00:09:00.300 --> 00:09:03.600

engagement and it gets way more reach than versus just

180

00:09:03.600 --> 00:09:04.200

on my phone.

181

00:09:05.500 --> 00:09:06.400

Valentine

182

00:09:07.100 --> 00:09:11.100

So yeah, I usually go with more beginner friendly

183

00:09:10.100 --> 00:09:13.800

programs just because I am more self-taught I

184

00:09:13.800 --> 00:09:16.600

didn't, you know have a lot of experience with Photoshop and

185

00:09:16.600 --> 00:09:19.400

things like that at first but you can learn it. Um,

186

00:09:19.400 --> 00:09:22.600

I use a lot of YouTube tutorials on Photoshop

187

00:09:22.600 --> 00:09:25.600

and you can kind of find your way you just you have to search like

188

00:09:25.600 --> 00:09:28.100

the actual version of the program that you're using

189

00:09:28.100 --> 00:09:31.100

and then figure out like then search what you're

190

00:09:31.100 --> 00:09:35.200

trying to do in and you'll find a lot of helpful tips there.

191

00:09:34.200 --> 00:09:37.600

I also use canva like

192

00:09:37.600 --> 00:09:40.400
pretty much for every project because it's

193
00:09:40.400 --> 00:09:43.400
so customizable and like are my colleague

194
00:09:43.400 --> 00:09:46.400
mentioned that there are pre templates that

195
00:09:46.400 --> 00:09:49.200
are already set for you. So if you find one that you're like,

196
00:09:49.200 --> 00:09:53.500
yes, this is perfect for this event or this, you know this particular

197
00:09:53.500 --> 00:09:56.300
display use it and you know

198
00:09:56.300 --> 00:09:59.800
make it yours. So yeah canva

199
00:09:59.800 --> 00:10:02.400
and and Photoshop or the main

200
00:10:02.400 --> 00:10:05.300
programs that I use and my phone

201
00:10:05.300 --> 00:10:06.900
for images. I don't have

202
00:10:07.100 --> 00:10:10.400
A camera but you know you can you know, you can

203

00:10:10.400 --> 00:10:14.700

do pretty great images with your phone camera as well. Right? I'll

204

00:10:13.700 --> 00:10:16.300

quickly go through mine everything all the

205

00:10:16.300 --> 00:10:19.200

apps. I used have already been talked about up, but I'll give you a kind of how I

206

00:10:19.200 --> 00:10:22.500

use them or how I view them. So Photoshop obviously everyone's familiar

207

00:10:22.500 --> 00:10:25.500

with editing photos any photo have a heavy

208

00:10:25.500 --> 00:10:28.200

imagery also when I think a Photoshop I

209

00:10:28.200 --> 00:10:31.500

don't design a whole lot in it, but it's it is a component application to

210

00:10:31.500 --> 00:10:34.200

all the other applications. I use rarely will I use

211

00:10:34.200 --> 00:10:37.200

one application for everything I'm doing and and oftentimes it just starts

212

00:10:37.200 --> 00:10:40.700

in Photoshop Adobe Illustrator. I love that's for

213

00:10:40.700 --> 00:10:43.800

you know designing anything you want to scale. You know,

214

00:10:43.800 --> 00:10:46.300

it's Vector base so you can design

215

00:10:46.300 --> 00:10:49.400

something three inches and scale it to you know, 10 feet and

216

00:10:49.400 --> 00:10:52.400

you won't lose resolution. So it's great for that. It's also great for working

217

00:10:52.400 --> 00:10:55.400

in fonts or type. It's really easy

218

00:10:55.400 --> 00:10:58.600

to import different fonts and mess with them and tweak them to how you

219

00:10:58.600 --> 00:11:02.000

want them to look Adobe InDesign like Melissa

220

00:11:01.100 --> 00:11:05.500

mentioned. It's great for like long form like think

221

00:11:04.500 --> 00:11:06.600

catalogs things, bro.

222

00:11:07.200 --> 00:11:10.700

Years anything like that generally going to be using Photoshop or

223

00:11:10.700 --> 00:11:13.400

illustrator as a component to that. But if it's great

224

00:11:13.400 --> 00:11:16.600

for just long form page layout and then lastly my

225

00:11:16.600 --> 00:11:19.500

two favorite applications I use for design work are procreate which

226

00:11:19.500 --> 00:11:22.500

I use daily pretty much and if I need Affinity

227

00:11:22.500 --> 00:11:25.400

designer, so those are both kind of

228

00:11:25.400 --> 00:11:28.400

app based procreate is great for like really

229

00:11:28.400 --> 00:11:31.200

detailed like design work. I do

230

00:11:31.200 --> 00:11:34.200

like shirts buttons, you'll see a bunch of examples a little

231

00:11:34.200 --> 00:11:37.500

bit later of things that is good for it's a

232

00:11:37.500 --> 00:11:40.700

relatively cheap program. I think it's only like 20 dollars it is

233

00:11:40.700 --> 00:11:43.800

however limited to the Apple platform. So and you

234

00:11:43.800 --> 00:11:47.000

have to have an iPad to use it which is a bummer but there's

235

00:11:46.300 --> 00:11:49.500
also Affinity Affinity designer, which is

236
00:11:49.500 --> 00:11:53.400
very similar. It's also mobile. It's

237
00:11:53.400 --> 00:11:56.600
a mobile tablet based application. It's very

238
00:11:56.600 --> 00:11:59.600
similar procreate, but it does offer a vector option

239
00:11:59.600 --> 00:12:02.800
to design and Vector. So what that

240
00:12:02.800 --> 00:12:05.600
means it's scalable and you can export it to programs

241
00:12:05.600 --> 00:12:06.800
like illustrator.

242
00:12:06.900 --> 00:12:09.000
Or InDesign and continue editing from there.

243
00:12:09.200 --> 00:12:12.800
So it's great. It's a little bit more expensive. They just religion released

244
00:12:12.800 --> 00:12:15.200
version 2.0 which I haven't really

245
00:12:15.200 --> 00:12:18.300
got to mess with but it looks great and it's available

246

00:12:18.300 --> 00:12:21.200

on all devices and operating systems. So it's a

247

00:12:21.200 --> 00:12:24.400

lot easier to get a hold of this next question. Let's

248

00:12:24.400 --> 00:12:27.500

maybe second procreate. Sorry. I forgot to say also use

249

00:12:27.500 --> 00:12:30.200

procreate for a lot of my iPad work. And also

250

00:12:30.200 --> 00:12:33.800

if you're a little iffy about doing the

251

00:12:33.800 --> 00:12:36.400

Adobe suite A lot of the stuff that they mentioned I

252

00:12:36.400 --> 00:12:40.300

do on canva. I've made all of my bookmarks on canva brochures

253

00:12:39.300 --> 00:12:43.400

they have so many dimensions are

254

00:12:42.400 --> 00:12:45.100

ready created and then you

255

00:12:45.100 --> 00:12:48.300

can export those into whatever printing program that you

256

00:12:48.300 --> 00:12:51.700

use so you can design it all on canva just

257

00:12:51.700 --> 00:12:54.200

right there and then whatever print you use for your

258

00:12:54.200 --> 00:12:57.200

paper t-shirts Etc. I do it all from canvas. I

259

00:12:57.200 --> 00:12:58.100

just want to throw that out there, too.

260

00:12:59.600 --> 00:13:03.300

Think canvas should probably start paying you. I know

261

00:13:03.300 --> 00:13:07.000

like where's my canvas? Sponsor button, we're gonna

262

00:13:06.100 --> 00:13:09.300

jump into Show and Tell in just a second but really quickly.

263

00:13:09.300 --> 00:13:12.600

I think this is an important question. I'd like everybody to just

264

00:13:12.600 --> 00:13:15.900

answer really quick. When do

265

00:13:15.900 --> 00:13:18.200

you realize a project is beyond your skill set? And

266

00:13:18.200 --> 00:13:21.200

when does it make sense to hire someone? Let's start with

267

00:13:21.200 --> 00:13:21.900

Melissa.

268

00:13:22.900 --> 00:13:25.700

I do a lot of the work mostly myself

269

00:13:25.700 --> 00:13:28.700

at ABA but sometimes there might be some technical

270

00:13:28.700 --> 00:13:32.800

issues that I might need help on so I

271

00:13:31.800 --> 00:13:34.200

could fear out to someone. I

272

00:13:34.200 --> 00:13:37.800

know or someone within the company that helps me in that

273

00:13:37.800 --> 00:13:37.900

way.

274

00:13:40.100 --> 00:13:43.200

Also, I with the load of work

275

00:13:43.200 --> 00:13:46.900

that I have at ABA. We have looked into hiring a

276

00:13:46.900 --> 00:13:49.800

freelance graphic designer. So that

277

00:13:49.800 --> 00:13:53.600

has been really helpful. We looked into doing an

278

00:13:52.600 --> 00:13:55.600

intern that way, you

279

00:13:55.600 --> 00:13:58.800

know interns are very, you know able to

280

00:13:58.800 --> 00:14:01.300

work and you know, we don't have to pay them

281

00:14:01.300 --> 00:14:03.000

a whole ton of money. So that works.

282

00:14:05.100 --> 00:14:05.400

Yeah.

283

00:14:06.400 --> 00:14:09.800

Caroline so for me, I'm the only bookstore

284

00:14:09.800 --> 00:14:12.700

person working my bookstore. So

285

00:14:12.700 --> 00:14:15.300

I already knew that this was a major skill set of

286

00:14:15.300 --> 00:14:18.400

mine. So I do everything for my social media my

287

00:14:18.400 --> 00:14:21.100

website my branding you name it. I do

288

00:14:21.100 --> 00:14:24.400

all of that in addition to all of the selling the books and those things

289

00:14:24.400 --> 00:14:27.600

so I tend to get volunteers and

290

00:14:27.600 --> 00:14:30.800

stuff from family to help me for like pop-up

291

00:14:30.800 --> 00:14:33.500

stuff, but I know that my skill set is in

292

00:14:33.500 --> 00:14:36.700

this graphic design realm, but if you are

293

00:14:36.700 --> 00:14:40.600

doing more of the major Logistics financially

294

00:14:39.600 --> 00:14:42.200

and like inventory and all those

295

00:14:42.200 --> 00:14:45.700

things for a bookstore and you'd rather focus on that then take

296

00:14:45.700 --> 00:14:48.500

all the time to learn a brand

297

00:14:48.500 --> 00:14:51.300

new software because learning software can take time. It's a

298

00:14:51.300 --> 00:14:54.300

time zone, you know, so if you just think about

299

00:14:54.300 --> 00:14:57.400

it time wise and budget wise then I

300

00:14:57.400 --> 00:15:00.200

think you can then make the decision on you know, this might

301

00:15:00.200 --> 00:15:01.300

be outside of my wheelhouse.

302

00:15:02.400 --> 00:15:05.600

Valentine yeah, I think actually I kind of

303

00:15:05.600 --> 00:15:08.300

was the person that was hired as this skill

304

00:15:08.300 --> 00:15:11.300

set. So I'm coming into the bookstore to kind

305

00:15:11.300 --> 00:15:14.200

of offer those services so on when you

306

00:15:14.200 --> 00:15:14.300

have

307

00:15:15.400 --> 00:15:18.800

You know limited resources. It's important to look around your

308

00:15:18.800 --> 00:15:21.200

community and your your team

309

00:15:21.200 --> 00:15:24.800

to see what skills that you can bring together to, you

310

00:15:24.800 --> 00:15:27.300

know, lift the business up and that's how you know,

311

00:15:27.300 --> 00:15:30.700

you grow as a business is kind of also just

312

00:15:30.700 --> 00:15:33.600

looking at who's around you and what skills that

313

00:15:33.600 --> 00:15:36.500

each person brings to the team and uplifting that

314

00:15:36.500 --> 00:15:40.300

I was very lucky to have a manager

315

00:15:39.300 --> 00:15:42.200

that does that and kind of

316

00:15:42.200 --> 00:15:45.300

looks around and sees like who do I

317

00:15:45.300 --> 00:15:48.200

have already because it it's hard to run

318

00:15:48.200 --> 00:15:52.000

a book story, you know, and sometimes you know, if you're

319

00:15:51.500 --> 00:15:54.100

a smaller business just starting out you want to

320

00:15:54.100 --> 00:15:55.300

just make make

321

00:15:56.400 --> 00:15:59.600

As many financial decisions to save money

322

00:15:59.600 --> 00:16:02.300

as possible. So looking within your own team is

323

00:16:02.300 --> 00:16:05.500

important I think as well, right and for

324

00:16:05.500 --> 00:16:08.000

me similar this kind of

325

00:16:08.300 --> 00:16:11.100

is my skill set. So it kind of usually falls into one of

326

00:16:11.100 --> 00:16:14.500

two categories from Utah Outsource one. It's a tedious really

327

00:16:14.500 --> 00:16:17.800

time-consuming product project. That's not very creative something

328

00:16:17.800 --> 00:16:20.300

that you can easily Outsource or hire someone to do and then

329

00:16:20.300 --> 00:16:23.400

two someone approaches me for something they're looking for that

330

00:16:23.400 --> 00:16:26.200

they don't really want my style. They

331

00:16:26.200 --> 00:16:29.600

want me to to mimic another artist or

332

00:16:29.600 --> 00:16:32.300

designer style all often recommend that they reach out

333

00:16:32.300 --> 00:16:35.200

to that person or if they're unattainable to somebody with

334

00:16:35.200 --> 00:16:38.100

a similar skill set. I think that's just a better

335

00:16:38.100 --> 00:16:41.200

way to work and you know spread the love around a

336

00:16:41.200 --> 00:16:44.000

little bit too. I commission a lot of

337

00:16:44.400 --> 00:16:48.400

artists at the same time because I want to use native artists

338

00:16:47.400 --> 00:16:50.000

to create a lot

339

00:16:50.100 --> 00:16:53.400

of my design. So I go seek them out on social media

340

00:16:53.400 --> 00:16:56.300

or online and then I find out when

341

00:16:56.300 --> 00:16:59.300

Our commissions are open and during that time send an

342

00:16:59.300 --> 00:17:02.200

email and work out what's best for the price for them.

343

00:17:02.200 --> 00:17:05.100

That's yeah, that's a great point. A lot

344

00:17:05.100 --> 00:17:08.200

of my like design work comes in through Instagram. Somebody sees something I

345

00:17:08.200 --> 00:17:11.200

did for bookstore and they're like, can you do this for me? So Reach Out

346

00:17:11.200 --> 00:17:14.400

people are active that way. Let's get into show

347

00:17:14.400 --> 00:17:17.900

and tell so Melissa, we're

348

00:17:17.900 --> 00:17:20.500

gonna start with you. Would you tell us what your

349

00:17:20.500 --> 00:17:23.300

specialty is in graphic design and we're gonna

350

00:17:23.300 --> 00:17:26.300

go through some of your work here. So if you could talk about

351

00:17:26.300 --> 00:17:29.900

it briefly talk about your inspiration your process and what programs

352

00:17:29.900 --> 00:17:31.700

you use for each of these. Okay, great.

353

00:17:35.900 --> 00:17:38.300

Thing about a campaign we

354

00:17:38.300 --> 00:17:41.600

started three years ago not to trigger anyone,

355

00:17:41.600 --> 00:17:42.800

but that was in 2020.

356

00:17:45.100 --> 00:17:48.200

This weren't they were a little challenging at the

357

00:17:48.200 --> 00:17:51.300

time. Let's say so yeah, we the team had

358

00:17:51.300 --> 00:17:51.600

talked about.

359

00:17:52.700 --> 00:17:55.200

It was important for our members to get

360

00:17:55.200 --> 00:17:59.700

through 2020 especially Q4. We

361

00:17:58.700 --> 00:18:02.600

wanted to make sure that our members got

362

00:18:01.600 --> 00:18:04.200

through the holiday season. We knew

363

00:18:04.200 --> 00:18:07.300

there was a lot of obstacles that came

364

00:18:07.300 --> 00:18:10.400
in the way we were looking at high demands for

365
00:18:10.400 --> 00:18:14.100
books. We were looking at supply shortages including paper

366
00:18:13.100 --> 00:18:17.500
because of course also there

367
00:18:17.500 --> 00:18:20.900
were delays in shipping and deliveries. So

368
00:18:20.900 --> 00:18:23.600
we want to make sure we start early and getting

369
00:18:23.600 --> 00:18:26.200
out a strong message to help

370
00:18:26.200 --> 00:18:29.400
book sellers to communicate their customers to

371
00:18:29.400 --> 00:18:32.300
not delay in their holiday shopping. Let's start early.

372
00:18:34.500 --> 00:18:37.800
So we came up with this messaging of

373
00:18:37.800 --> 00:18:40.800
shop early shop local and a

374
00:18:40.800 --> 00:18:43.100
little more brainstorming we came up

375

00:18:43.100 --> 00:18:46.300

with this great slogan October is the new December

376

00:18:46.300 --> 00:18:50.100

and we thought it worked. Well it related

377

00:18:49.100 --> 00:18:52.200

to pop culture. But it also at the

378

00:18:52.200 --> 00:18:54.000

same time gave a clear message.

379

00:18:56.200 --> 00:18:59.500

So when it came time to start thinking about the design

380

00:18:59.500 --> 00:19:02.500

for this, I knew that I wanted it

381

00:19:02.500 --> 00:19:05.400

to be very visually appealing I wanted

382

00:19:05.400 --> 00:19:09.000

to make sure that the assets and the

383

00:19:08.300 --> 00:19:11.500

marketing materials really stood out and

384

00:19:11.500 --> 00:19:14.900

brought attention. So I thought

385

00:19:14.900 --> 00:19:17.500

of starting with the style the

386

00:19:17.500 --> 00:19:20.200

design and I was thinking a retro type of

387

00:19:20.200 --> 00:19:23.400

style would really resonate with a lot of folks. I

388

00:19:23.400 --> 00:19:27.100

think it's a very sort of trendy design style

389

00:19:26.100 --> 00:19:29.100

that you know, a lot

390

00:19:29.100 --> 00:19:32.500

of folks find appealing and it would be fun

391

00:19:32.500 --> 00:19:35.100

and it would be great, you know

392

00:19:35.100 --> 00:19:38.300

include all types of bright colors and just

393

00:19:38.300 --> 00:19:39.800

have something that really popped.

394

00:19:41.000 --> 00:19:41.000

um

395

00:19:42.200 --> 00:19:45.300

So if we go on to slide 2, I know

396

00:19:45.300 --> 00:19:48.100

you told me to kick you under the chair, but I don't know you well enough,

397

00:19:48.100 --> 00:19:50.900

that'll come.

398

00:19:52.500 --> 00:19:54.500

So, yeah, so

399

00:19:56.800 --> 00:19:57.900

Oh, no before that.

400

00:20:00.300 --> 00:20:04.400

Yeah. Okay, great. Thank you. So, yeah. So after 2020

401

00:20:03.400 --> 00:20:07.200

we want to you know, keep going with the campaign, you

402

00:20:06.200 --> 00:20:10.400

know, we were still facing the same challenges. So

403

00:20:09.400 --> 00:20:12.800

in the fall of 2021, we

404

00:20:12.800 --> 00:20:16.000

want to keep it the same but change up

405

00:20:15.200 --> 00:20:19.100

the design just a little bit have it

406

00:20:18.100 --> 00:20:21.200

slightly different. But we also wanted to make it

407

00:20:21.200 --> 00:20:24.500
feel a little more fresh something new but it's also at

408
00:20:24.500 --> 00:20:26.400
the same time still recognizable.

409
00:20:27.800 --> 00:20:31.300
Um, then this past year 2022 we

410
00:20:30.300 --> 00:20:33.600
decided to go something a little more different this

411
00:20:33.600 --> 00:20:37.500
time. We have a new logo good books

412
00:20:37.500 --> 00:20:39.300
come to those at shop early.

413
00:20:41.100 --> 00:20:44.700
And I wanted to keep with that same retro

414
00:20:44.700 --> 00:20:47.700
style. I felt that that was working and I hope that you

415
00:20:47.700 --> 00:20:50.400
know, it was working for our Bookseller members and

416
00:20:50.400 --> 00:20:53.500
helping bring in the customers during Q4.

417
00:20:54.300 --> 00:20:54.500
So

418

00:20:56.500 --> 00:20:59.600

This year at the same time that when I started creating

419

00:20:59.600 --> 00:21:02.700

with this new design. Look I thought at

420

00:21:02.700 --> 00:21:05.100

the same time maybe bring something a little

421

00:21:05.100 --> 00:21:08.500

different to it. And that's when I decided it would

422

00:21:08.500 --> 00:21:11.800

be fun to create a little character to go with this design.

423

00:21:13.700 --> 00:21:16.700

so I was looking at a lot of old vintage ads

424

00:21:16.700 --> 00:21:20.100

that have like those fun mascots that

425

00:21:19.100 --> 00:21:22.800

are sort of like doing their walking thing

426

00:21:22.800 --> 00:21:25.200

and has a little like quote in front

427

00:21:25.200 --> 00:21:25.900

of them and

428

00:21:27.700 --> 00:21:30.600

I thought it brought a lot of fun and some

429

00:21:30.600 --> 00:21:33.200

humor into the design and the message as

430

00:21:33.200 --> 00:21:36.300

well and it just felt like it brought more of a personal

431

00:21:36.300 --> 00:21:39.300

connection. So, um the team

432

00:21:39.300 --> 00:21:43.500

and I talked about doing that and we decided to come

433

00:21:42.500 --> 00:21:45.600

up with a character of a bookstore

434

00:21:45.600 --> 00:21:48.700

cat because why not so I

435

00:21:48.700 --> 00:21:51.500

started looking for inspiration. I

436

00:21:51.500 --> 00:21:55.200

like to find a lot of inspiration on Pinterest so

437

00:21:54.200 --> 00:21:57.700

is looking at some other illustrations of

438

00:21:57.700 --> 00:22:00.900

cats and that's when

439

00:22:00.900 --> 00:22:03.400

I went to procreate because it's just

440

00:22:03.400 --> 00:22:06.800

really helpful in sketching out designs and

441

00:22:06.800 --> 00:22:09.900

sort of working up that and

442

00:22:09.900 --> 00:22:13.100

refining it until I felt that this character

443

00:22:12.100 --> 00:22:15.000

evoked the right Vibe because

444

00:22:15.300 --> 00:22:18.300

I'm not necessarily a character creator, but

445

00:22:18.300 --> 00:22:21.700

it's something that I really find inspirational and

446

00:22:21.700 --> 00:22:24.400

fun to see how people can sort

447

00:22:24.400 --> 00:22:27.300

of create these different characters and different.

448

00:22:27.600 --> 00:22:30.600

days and bring a certain personality to

449

00:22:30.600 --> 00:22:31.300

them so

450

00:22:32.100 --> 00:22:33.700

Sorry water break.

451

00:22:37.100 --> 00:22:38.100

so

452

00:22:39.300 --> 00:22:42.600

yeah, so I just it was important to me that this character really

453

00:22:42.600 --> 00:22:45.500

evoked the right personality of a bookstore cat.

454

00:22:45.500 --> 00:22:47.700

So I hope that came through in stocks, but

455

00:22:49.800 --> 00:22:53.000

So that's when we also decided you know, okay. Now

456

00:22:52.100 --> 00:22:55.700

we have this great bookstore cat character. I

457

00:22:55.700 --> 00:22:56.800

think they need a name.

458

00:22:57.300 --> 00:23:00.200

So we talked about coming up with the name, but

459

00:23:00.200 --> 00:23:03.400

also thinking hey how great would

460

00:23:03.400 --> 00:23:06.400

it be to include our members in getting

461

00:23:06.400 --> 00:23:09.300

some suggestions? So we put a call out

462

00:23:09.300 --> 00:23:13.800

in our e-weekly newsletter BTW to

463

00:23:12.800 --> 00:23:15.200

get some submissions for

464

00:23:15.200 --> 00:23:18.900

the names. We got a lot of great fun different

465

00:23:18.900 --> 00:23:21.300

names for that and so went with the

466

00:23:21.300 --> 00:23:23.100

five most popular picked of those

467

00:23:24.700 --> 00:23:24.900

and

468

00:23:26.500 --> 00:23:29.700

actually if we can go. Oh, no, we aren't Stacks. Okay. Yep, you're

469

00:23:29.700 --> 00:23:31.700

ahead of me. Could you talk about the animation a little bit?

470

00:23:32.100 --> 00:23:35.300

Yes, so I I was

471

00:23:35.300 --> 00:23:38.800

thinking, you know once I came up with the main like design of

472

00:23:38.800 --> 00:23:42.000

the character, I want to make sure that I

473

00:23:41.700 --> 00:23:44.600

did a few other variations so

474

00:23:44.600 --> 00:23:47.800

that he wasn't just or they weren't just in that

475

00:23:47.800 --> 00:23:50.400

sitting position. I also thought it

476

00:23:50.400 --> 00:23:53.500

would be fun to do an animation. And you know,

477

00:23:53.500 --> 00:23:56.000

I think it's sometimes a great way to

478

00:23:56.400 --> 00:23:59.700

bring more attention to a design. So in

479

00:23:59.700 --> 00:24:00.900

procreate they have this

480

00:24:02.600 --> 00:24:05.200

great way that you can do an animation. I wasn't really

481

00:24:05.200 --> 00:24:08.900

familiar. I just looked it up on YouTube and did a pretty

482

00:24:08.900 --> 00:24:11.300

quick easy tutorial. It's actually

483

00:24:11.300 --> 00:24:14.300

a lot more simple than you think you could just once you're

484

00:24:14.300 --> 00:24:17.300

done export it as a gif and you got your

485

00:24:17.300 --> 00:24:20.300

animation. So yeah, and but I

486

00:24:20.300 --> 00:24:23.900

also did stacks and like lying positions

487

00:24:23.900 --> 00:24:27.000

sort of like a sleepy bookstore cat and

488

00:24:26.100 --> 00:24:29.400

then more of like walking standing kind

489

00:24:29.400 --> 00:24:32.600

of fun book store cat variation. So

490

00:24:32.600 --> 00:24:35.500

yeah, but going back to the

491

00:24:35.500 --> 00:24:38.300

how we came up with the name. We picked the

492

00:24:38.300 --> 00:24:38.900

top five.

493

00:24:39.700 --> 00:24:43.300
Which was Advocates Ampersand we

494
00:24:42.300 --> 00:24:46.200
would have used Sandy for short decal.

495
00:24:48.800 --> 00:24:51.300
ISBN which would be pronounced is been and then

496
00:24:51.300 --> 00:24:54.700
what became our most popular vote Stacks

497
00:24:54.700 --> 00:24:54.800
so

498
00:24:56.100 --> 00:25:00.200
now we have this great fun character and mascot

499
00:24:59.200 --> 00:25:03.100
that I started incorporating into

500
00:25:02.100 --> 00:25:06.100
a lot of the assets and the materials

501
00:25:05.100 --> 00:25:08.300
for this past campaign and

502
00:25:10.100 --> 00:25:13.500
Yeah, I think it just brought a connection

503
00:25:13.500 --> 00:25:16.300
to when we you know

504

00:25:16.300 --> 00:25:19.100

roll this out and our you know, a lot

505

00:25:19.100 --> 00:25:22.300

of our social media typographics it sort of I think

506

00:25:22.300 --> 00:25:26.700

helps bring recognition to the campaign just reminding

507

00:25:26.700 --> 00:25:29.700

customers of the message to shop early

508

00:25:29.700 --> 00:25:32.800

in job local. So let's is

509

00:25:32.800 --> 00:25:35.600

okay if we jump to your signage and wayfinding. Yes.

510

00:25:35.600 --> 00:25:38.200

No, you're not going. No, you're fine.

511

00:25:38.200 --> 00:25:41.600

I just yeah everyone. Yeah, so also wanted

512

00:25:41.600 --> 00:25:44.600

to talk today about a lot of the work I

513

00:25:44.600 --> 00:25:49.200

do at ABA signage for our events our Institute.

514

00:25:48.200 --> 00:25:51.200

I'm sure if you've been to

515

00:25:51.200 --> 00:25:53.000

previous ones you might have seen them there as well.

516

00:25:55.600 --> 00:25:58.500

But yeah, a lot of work does go into creating

517

00:25:58.500 --> 00:26:01.600

signage. I usually go on site visits and

518

00:26:01.600 --> 00:26:04.400

see the space because I want to make sure that I'm working

519

00:26:04.400 --> 00:26:07.600

out the right foot traffic with way

520

00:26:07.600 --> 00:26:10.100

finding signs and making sure folks get to the right

521

00:26:10.100 --> 00:26:13.800

place best we can and I

522

00:26:13.800 --> 00:26:15.000

just wanted to you know

523

00:26:17.100 --> 00:26:21.000

Make sure that folks know, you know, it is important to to

524

00:26:20.200 --> 00:26:24.400

create signage for advanced or just

525

00:26:24.400 --> 00:26:27.500

you know, helping folks find their way through a store

526

00:26:27.500 --> 00:26:30.700

is important as well. And I you

527

00:26:30.700 --> 00:26:33.900

know signage it attracts customers and

528

00:26:33.900 --> 00:26:37.200

it helps grab attention signage. It

529

00:26:37.200 --> 00:26:40.200

also helps direct folks to where you would need them to

530

00:26:40.200 --> 00:26:40.300

go.

531

00:26:44.300 --> 00:26:47.000

So just briefly about some of the you know,

532

00:26:47.200 --> 00:26:50.900

technical words of signage, you know,

533

00:26:50.900 --> 00:26:54.200

you have your main like directional and informational

534

00:26:53.200 --> 00:26:56.900

signs. They're known as plylign signs.

535

00:26:59.100 --> 00:27:02.700

So like I said before with creating directional signs,

536

00:27:02.700 --> 00:27:05.600

you just want to make sure that you're working out that flow and

537

00:27:05.600 --> 00:27:08.100

you know, you're doing the steps and how

538

00:27:08.100 --> 00:27:12.700

your customers or attendees would be visiting that

539

00:27:12.700 --> 00:27:17.600

space and for information signs providing

540

00:27:15.600 --> 00:27:18.900

clear instructions is

541

00:27:18.900 --> 00:27:21.900

very helpful. It can help alleviate

542

00:27:21.900 --> 00:27:24.600

some questions that your customers are attendees might

543

00:27:24.600 --> 00:27:24.800

have

544

00:27:25.700 --> 00:27:28.400

so just some examples of

545

00:27:28.400 --> 00:27:31.500

signage that even for small businesses

546

00:27:31.500 --> 00:27:34.500

like an outside sign and helping where

547

00:27:34.500 --> 00:27:37.000

you know, folks might want to enter the building.

548

00:27:38.800 --> 00:27:43.000

And inside just you know, simple way findings signs

549

00:27:41.100 --> 00:27:44.400

to take them to the right area the

550

00:27:44.400 --> 00:27:47.300

store and instructions about

551

00:27:47.300 --> 00:27:50.200

just helping customers and

552

00:27:50.200 --> 00:27:53.600

folks prepare if they're participating in events as

553

00:27:53.600 --> 00:27:53.700

well.

554

00:27:54.500 --> 00:27:57.200

Great. Thank you Valentine. Could you

555

00:27:57.200 --> 00:28:00.400

would you walk us through some of your projects including your

556

00:28:00.400 --> 00:28:04.400

inspiration process and programs that use? Yeah, I'm

557

00:28:03.400 --> 00:28:07.100

heavily inspired by music

558

00:28:06.100 --> 00:28:09.600

albums book covers

559

00:28:09.600 --> 00:28:12.200

as well. And so usually when I'm doing

560

00:28:12.200 --> 00:28:15.300

events based types of

561

00:28:15.300 --> 00:28:18.400

designs. I'm going to start with

562

00:28:18.400 --> 00:28:21.300

the book cover for inspiration to go off color

563

00:28:21.300 --> 00:28:24.500

schemes so that everything fits nicely. It's really fun to

564

00:28:24.500 --> 00:28:27.600

be able to do that rather than I don't necessarily do

565

00:28:27.600 --> 00:28:30.600

like a store-style guide. You'll find a lot of variety

566

00:28:30.600 --> 00:28:33.600

and it looks amazing because we have these large glass

567

00:28:33.600 --> 00:28:36.000

windows on our store. So when you

568

00:28:36.200 --> 00:28:39.300

see all of the events lined up it it's very really cool to

569

00:28:39.300 --> 00:28:42.300

see when you're not really expecting we

570

00:28:42.300 --> 00:28:45.300

get a whole bunch of local authors that come to our store that

571

00:28:45.300 --> 00:28:48.600

we support. And so when you get to see them lined up,

572

00:28:48.600 --> 00:28:50.400

you're not it doesn't always get to

573

00:28:51.500 --> 00:28:54.200

Nestlé plan how things are gonna

574

00:28:54.200 --> 00:28:57.200

be until like you see it there. Um, so yeah,

575

00:28:57.200 --> 00:29:00.500

I'm heavily inspired by those. I'm also inspired by just

576

00:29:00.500 --> 00:29:03.400

like walking in cities and seeing different, you know

577

00:29:03.400 --> 00:29:07.200

sign is for events concerts things

578

00:29:07.200 --> 00:29:11.200

like that. So being able to balance your

579

00:29:10.200 --> 00:29:13.800
aesthetic with information is very

580
00:29:13.800 --> 00:29:18.500
very important to consider. I yeah,

581
00:29:16.500 --> 00:29:19.800
so these all

582
00:29:19.800 --> 00:29:22.600
canva yes, all of these are canva I

583
00:29:22.600 --> 00:29:25.700
use Photoshop for images. So

584
00:29:25.700 --> 00:29:28.400
when I need to clean up an image or do a

585
00:29:28.400 --> 00:29:31.100
cutout all these Photoshop for sure so that it looks nice and

586
00:29:31.100 --> 00:29:35.500
clean when it before I put it on canva and then yeah and

587
00:29:35.500 --> 00:29:38.400
then everything else is kind of it's just

588
00:29:38.400 --> 00:29:42.800
yeah. So yeah,

589
00:29:42.800 --> 00:29:46.000
that's that would be my inspiration

590

00:29:45.200 --> 00:29:48.600

there. I love the local.

591

00:29:50.500 --> 00:29:54.000

Support that we get from our community is that's just

592

00:29:53.200 --> 00:29:56.200

the neighborhood is that's their culture is

593

00:29:56.200 --> 00:29:59.500

to support and Shop local already. So the the half of

594

00:29:59.500 --> 00:30:02.700

the work is already done. Essentially. It doesn't

595

00:30:02.700 --> 00:30:05.200

hurt also to have a bookstore cat because you can just take

596

00:30:05.200 --> 00:30:08.500

images of the cat. And then that's your

597

00:30:08.500 --> 00:30:12.700

your celebrity is born. You know, our bookstore

598

00:30:12.700 --> 00:30:15.400

cat is pages and she will appear on

599

00:30:15.400 --> 00:30:19.700

pretty much everything on ads bookmarks and

600

00:30:18.700 --> 00:30:21.800

people just come now sometimes

601

00:30:21.800 --> 00:30:24.700

just to visit her sometimes and so

602

00:30:24.700 --> 00:30:28.000

yeah definitely get a

603

00:30:27.100 --> 00:30:28.900

cat if you don't have one.

604

00:30:31.400 --> 00:30:34.700

That's your next software investment. Yeah

605

00:30:34.700 --> 00:30:37.200

Carolyn, let's go through yours. I'm

606

00:30:37.200 --> 00:30:40.100

Gonna Save Your video for the end. Just just to be

607

00:30:40.100 --> 00:30:41.100

safe. Okay. Yeah.

608

00:30:42.100 --> 00:30:45.400

Will save it for the end. But basically I gave a little video to

609

00:30:45.400 --> 00:30:49.200

show you that I created my website quiet quillbooks.com

610

00:30:48.200 --> 00:30:51.200

completely by myself, and I

611

00:30:51.200 --> 00:30:55.100

wanted to preface before even saying that I do not code. Okay.

612

00:30:54.100 --> 00:30:57.200

I am not a coder. I'm

613

00:30:57.200 --> 00:31:00.400

not somebody who knows all kinds of things that are important

614

00:31:00.400 --> 00:31:03.500

for that website aspect but there's so

615

00:31:03.500 --> 00:31:06.700

many amazing tools out there for you to be able

616

00:31:06.700 --> 00:31:09.500

to build your own website. And if you're like me, I'm

617

00:31:09.500 --> 00:31:12.600

like one of those, you know, sitcom dads

618

00:31:12.600 --> 00:31:15.400

that if I can fix, you know the plumbing myself. I'm not

619

00:31:15.400 --> 00:31:18.500

gonna hire a plumber. I'd rather be doing it

620

00:31:18.500 --> 00:31:21.200

in house and especially with all the updates that I like

621

00:31:21.200 --> 00:31:25.400

to put on my website. It's much more helpful to do it myself. And

622

00:31:24.400 --> 00:31:27.200

so the best thing that

623

00:31:27.200 --> 00:31:30.300

I always think about talking about branding is I came

624

00:31:30.300 --> 00:31:33.100

up with a cohesive color theme for most of

625

00:31:33.100 --> 00:31:36.600

my things and what's really nice is if you go in Squarespace

626

00:31:36.600 --> 00:31:39.700

you can you know pick a color theme but other ones

627

00:31:39.700 --> 00:31:41.200

that you can look into that I hear from

628

00:31:42.300 --> 00:31:47.300

Other bookstores besides Squarespace is like Wix Shopify.

629

00:31:45.300 --> 00:31:48.200

I don't really like

630

00:31:48.200 --> 00:31:51.900

WordPress but that one's out there. There's all

631

00:31:51.900 --> 00:31:54.600

kinds of other ones that you can look into that really

632

00:31:54.600 --> 00:31:58.200

give you they have like 24/7 customer

633

00:31:57.200 --> 00:32:00.200

support which is true. I've used it.

634

00:32:00.200 --> 00:32:03.700

They have so many built-in video

635

00:32:03.700 --> 00:32:06.200

tutorials on their website and you can find

636

00:32:06.200 --> 00:32:09.500

them very easily on YouTube. There was one time, you

637

00:32:09.500 --> 00:32:12.400

know, how you have to like put like your email at

638

00:32:12.400 --> 00:32:15.800

quite quailbooks.com that seemed very very

639

00:32:15.800 --> 00:32:18.900

challenging. But because they have so many free tutorials

640

00:32:18.900 --> 00:32:22.200

online I could do that all myself. So but

641

00:32:21.200 --> 00:32:24.400

equally it's very important. I think

642

00:32:24.400 --> 00:32:27.300

to have a cohesive color palette and

643

00:32:27.300 --> 00:32:30.600

brand and so as you can see too from

644

00:32:30.600 --> 00:32:34.000

like some of my previous slides I go with an

645

00:32:33.200 --> 00:32:36.200

artist named Paul yomi who creates a lot

646

00:32:36.200 --> 00:32:40.800

of imagery of California Indian women with

647

00:32:39.800 --> 00:32:41.800

books and with

648

00:32:41.900 --> 00:32:44.600

Whales and stuff like that and then this other logo.

649

00:32:44.600 --> 00:32:47.000

Oh, sorry, but yeah, so I use a lot

650

00:32:47.400 --> 00:32:50.100

of the that imagery on my website that you'll see

651

00:32:50.100 --> 00:32:53.300

later when we go through it, but then sorry you

652

00:32:53.300 --> 00:32:57.500

can go to the next one. I also use this this logo

653

00:32:57.500 --> 00:33:00.800

that I commissioned from another Ojibwe artist and that

654

00:33:00.800 --> 00:33:03.600

one's really helpful to do black and white because sometimes if

655

00:33:03.600 --> 00:33:06.500

you want to do different colors, then black and

656

00:33:06.500 --> 00:33:09.300

white can tend to blend with everything. So I like having

657

00:33:09.300 --> 00:33:12.000

the options of having a color logo and a black

658

00:33:12.300 --> 00:33:15.600

and white logo for whatever it is that I'm making but another

659

00:33:15.600 --> 00:33:18.700

thing for social media that's huge for me is book lists

660

00:33:18.700 --> 00:33:21.200

and infographics and if we're talking about

661

00:33:21.200 --> 00:33:24.500

like really, you know getting so

662

00:33:24.500 --> 00:33:27.500

many people exposed to your audience. I personally believe in doing

663

00:33:27.500 --> 00:33:30.300

it through social media and I do

664

00:33:30.300 --> 00:33:33.400

have a website but most of my engagement happens on

665

00:33:33.400 --> 00:33:36.600
social media and so a lot of times I will

666
00:33:36.600 --> 00:33:39.800
make canva posts for

667
00:33:39.800 --> 00:33:41.700
things that I really want.

668
00:33:41.900 --> 00:33:45.400
To let my audience know about and

669
00:33:44.400 --> 00:33:48.400
I know that a lot of people in

670
00:33:47.400 --> 00:33:50.100
an Ideal World you want them to read

671
00:33:50.100 --> 00:33:53.200
their New Year newsletter. They're probably not going to read your newsletter. I'm
so

672
00:33:53.200 --> 00:33:56.300
sorry, but they will see it on yourself their social

673
00:33:56.300 --> 00:33:59.100
media, you know, and they will see it. If so if

674
00:33:59.100 --> 00:34:02.400
you still want to send a newsletter, but then whatever you put in the newsletter
also

675
00:34:02.400 --> 00:34:05.500

put on your social media. That's usually the best trick to

676

00:34:05.500 --> 00:34:08.400

ensure for people who get a flood of emails and

677

00:34:08.400 --> 00:34:11.600

stuff like that. So yeah, I I

678

00:34:11.600 --> 00:34:14.900

just really try to keep that cohesive theme.

679

00:34:14.900 --> 00:34:17.900

I'm going for a California Indian theme.

680

00:34:17.900 --> 00:34:20.700

So I try to pull that in and then here's

681

00:34:20.700 --> 00:34:24.400

some like different event Flyers

682

00:34:23.400 --> 00:34:26.200

that I've made. I got a recommendation from

683

00:34:26.200 --> 00:34:29.300

another panel make sure you're putting your event Flyers like two months

684

00:34:29.300 --> 00:34:32.400

in advance or weeks in advance and you

685

00:34:32.400 --> 00:34:35.100

can find so many templates. So like I know I was

686

00:34:35.100 --> 00:34:38.600

doing a holiday Boutique at the Chumash Indian Museum. And so

687

00:34:38.600 --> 00:34:41.400

I searched for some things like holiday related.

688

00:34:41.900 --> 00:34:44.700

And then I filled in my own color scheme and

689

00:34:44.700 --> 00:34:47.100

kind of fit it to what aesthetic that I

690

00:34:47.100 --> 00:34:50.300

really liked. But yeah, and then

691

00:34:50.300 --> 00:34:54.000

I also again speaking back to like finding local

692

00:34:53.800 --> 00:34:56.500

artists in your community or

693

00:34:56.500 --> 00:34:59.000

like local, you know

694

00:34:59.600 --> 00:35:03.100

people that are skilled in this stuff gives you a lot of community buy-in

695

00:35:02.100 --> 00:35:05.400

as well. So I know it doesn't seem

696

00:35:05.400 --> 00:35:08.300

always like the best option but giving people a

697

00:35:08.300 --> 00:35:11.600

chance who live in your neighborhood and stuff

698

00:35:11.600 --> 00:35:14.100

and live in the communities that you're serving your

699

00:35:14.100 --> 00:35:17.700

bookstores for and then they get to see their art included

700

00:35:17.700 --> 00:35:20.400

in your own promotional things is really

701

00:35:20.400 --> 00:35:23.400

awesome first folks because the amount of people that

702

00:35:23.400 --> 00:35:26.400

have come up to me and said my cousin makes your artwork, you

703

00:35:26.400 --> 00:35:29.200

know, or like oh my cousin helped with this is

704

00:35:29.200 --> 00:35:32.300

really really sweet and you really feel that one-on-one connection

705

00:35:32.300 --> 00:35:35.600

with the communities that you're serving. So yeah.

706

00:35:38.700 --> 00:35:41.400

I'm by no means an expert but I do

707

00:35:41.400 --> 00:35:44.400

think I'm pretty good at Brand identity and style guide

708

00:35:44.400 --> 00:35:47.200

to something. I really focus on so I wanted to highlight this for a

709

00:35:47.200 --> 00:35:47.300

minute.

710

00:35:49.500 --> 00:35:52.400

I think for bigger campaigns programs anything even

711

00:35:52.400 --> 00:35:55.000

starting a store doing in-store signage. I think it's a great

712

00:35:55.300 --> 00:35:58.300

idea to start with a style guide. If you can it's Gonna Save you so much

713

00:35:58.300 --> 00:36:01.600

work in the end. If you start with with these these very

714

00:36:01.600 --> 00:36:04.600

simple things up front, I think.

715

00:36:05.500 --> 00:36:08.600

You know a top-down view coming up with branding is

716

00:36:08.600 --> 00:36:12.300

very difficult. Even if you have something you like, you know,

717

00:36:12.300 --> 00:36:16.000

you have to get over that hurdle. The next hurdle is in my

718

00:36:15.100 --> 00:36:18.400

experience. I feel like bad branding really sticks with

719

00:36:18.400 --> 00:36:22.500

you and good branding often just kind of disappears. It's

720

00:36:21.500 --> 00:36:24.200

more about the vibe and this is

721

00:36:24.200 --> 00:36:27.400

an example. I always think about so I want everybody to picture

722

00:36:27.400 --> 00:36:29.200

Mickey Mouse in their head right now, okay.

723

00:36:30.100 --> 00:36:30.600

Got it.

724

00:36:31.200 --> 00:36:34.100

Round face big smile big circular black ears, right?

725

00:36:34.100 --> 00:36:37.000

Okay now picture Mickey Mouse looking to the right.

726

00:36:38.100 --> 00:36:38.700

Turn to the right.

727

00:36:39.600 --> 00:36:42.300

Got it in profile. See the nose

728

00:36:42.300 --> 00:36:45.100

big smile big black ears same right?

729

00:36:45.100 --> 00:36:47.200
So what's wrong with the second image?

730
00:36:48.400 --> 00:36:48.700
anybody

731
00:36:50.900 --> 00:36:51.300
exactly

732
00:36:52.400 --> 00:36:55.200
Mickey Mouse is very strict branding guidelines that we don't

733
00:36:55.200 --> 00:36:56.300
even recognize so

734
00:36:57.200 --> 00:37:00.800
No matter what way Mickey Mouse is facing for facing forward facing

735
00:37:00.800 --> 00:37:03.700
right or left or back. His ears are always facing camera big

736
00:37:03.700 --> 00:37:06.800
black circles and that's by Design and we don't

737
00:37:06.800 --> 00:37:09.300
even think about that anatomically that makes no sense.

738
00:37:09.300 --> 00:37:13.900
But we just accept it because the branding is good, right? So so

739
00:37:12.900 --> 00:37:15.000
that's what I mean by you're gonna

740

00:37:15.200 --> 00:37:18.600

spend tons of time on this people are gonna get lost in the details. But as

741

00:37:18.600 --> 00:37:22.100

long as the vibe is good. That's all that matters. So just

742

00:37:21.100 --> 00:37:24.300

a couple elements. I want to talk about this I designed

743

00:37:24.300 --> 00:37:27.100

this style guide for I also do The Branding and marketing

744

00:37:27.100 --> 00:37:30.000

for Heartland fall Forum. These are a few

745

00:37:30.200 --> 00:37:33.500

elements we started with it gives us a you know,

746

00:37:33.500 --> 00:37:36.100

a touchdown something to always go back to what we need

747

00:37:36.100 --> 00:37:39.500

something come up with the fonts ahead of time as you can see. I have a header fonts

748

00:37:39.500 --> 00:37:43.400

and body fonts that we use the two Graphics

749

00:37:43.400 --> 00:37:46.200

are vector base so they can be easily scalable and

750

00:37:46.200 --> 00:37:49.200

those elements can be pulled out. And then I think this is maybe most

751

00:37:49.200 --> 00:37:52.500

important is the colors. So we have the hex colors RGB

752

00:37:52.500 --> 00:37:55.400

colors Pantone colors, hex and RGB our web colors and

753

00:37:55.400 --> 00:37:56.500

Pantone our print colors.

754

00:37:57.200 --> 00:38:00.500

I cannot recommend enough picking your colors ahead

755

00:38:00.500 --> 00:38:03.800

of time your Pantone colors or CMYK colors printing

756

00:38:03.800 --> 00:38:06.200

them out. So you have a sample to physically see what they look

757

00:38:06.200 --> 00:38:09.500

like. What you don't want to do is spend hours days doing something

758

00:38:09.500 --> 00:38:12.500

print it out. It looks like s*** which often happens

759

00:38:12.500 --> 00:38:16.900

because the colors don't match all monitors are different so really

760

00:38:15.900 --> 00:38:17.300

quickly.

761

00:38:18.300 --> 00:38:21.500

Because I guarantee this has happened or will happen to somebody you're gonna you print

762

00:38:21.500 --> 00:38:24.600

something out. You're gonna design something. You're gonna send it off. The printer you

763

00:38:24.600 --> 00:38:27.800

designed it in RGB in the printer is going to need the CMYK or

764

00:38:27.800 --> 00:38:30.300

Pantone colors. So this really quickly what you'll do

765

00:38:30.300 --> 00:38:33.400

you will so say I want to print that image

766

00:38:33.400 --> 00:38:36.700

on the right the blue red and yellow Arch. What I

767

00:38:36.700 --> 00:38:39.500

would do is import take that into Photoshop or

768

00:38:39.500 --> 00:38:43.100

illustrator get the RGB or hex colors for

769

00:38:42.100 --> 00:38:45.400

those for those three colors or is

770

00:38:45.400 --> 00:38:48.500

actually six colors because they're Shadow, but for each

771

00:38:48.500 --> 00:38:53.000

of those colors the blue red and yellow, I'm gonna pick I'm gonna

772

00:38:52.100 --> 00:38:55.600

get those color codes. I'm gonna go to a Pantone converter and

773

00:38:55.600 --> 00:38:58.400

we'll have a link for that later in the presentation and then

774

00:38:58.400 --> 00:39:01.600

you're gonna pick three colors for each of those. I'm gonna get three blue three

775

00:39:01.600 --> 00:39:04.300

red three yellows that are close to what I want. I'm gonna send

776

00:39:04.300 --> 00:39:07.300

those to my printer and they're gonna send me samples of those so

777

00:39:07.300 --> 00:39:10.300

I can physically see them. That's really the only way to get around it.

778

00:39:10.300 --> 00:39:13.500

So that's why starting from the beginning pick your

779

00:39:13.500 --> 00:39:16.100

colors ahead of time because it'll save you a headache and money in time

780

00:39:16.100 --> 00:39:16.600

down the road.

781

00:39:18.300 --> 00:39:21.700

I'm going to get into my show and tell a little bit. I organize my slides. I'm

782

00:39:21.700 --> 00:39:24.700
gonna go quickly. We're we're closing in so I

783
00:39:24.700 --> 00:39:27.100
organized my slides by the programs that I used to create them.

784
00:39:27.100 --> 00:39:30.500
Just so you get a good idea of what you can do with each program. These are

785
00:39:30.500 --> 00:39:33.500
all created in Adobe Illustrator. Like I

786
00:39:33.500 --> 00:39:36.500
said, it's great for a bright color text heavy things

787
00:39:36.500 --> 00:39:40.000
and anything you want scalable. So the one on the left is the passport

788
00:39:39.200 --> 00:39:42.200
cover I did for a print passport for

789
00:39:42.200 --> 00:39:45.000
independent bookstore Day Chicago tour. We did

790
00:39:45.600 --> 00:39:48.400
we've had we've done a few like two or

791
00:39:48.400 --> 00:39:51.600
three at this point. So we change the colors every year but it's you

792
00:39:51.600 --> 00:39:54.400
know independent bookstore day. Will it be bright and appealing?

793

00:39:54.400 --> 00:39:57.100

I'm always a sucker for light text on

794

00:39:57.100 --> 00:40:00.200

a dark background. So you'll see a lot of that in my work and then

795

00:40:00.200 --> 00:40:03.300

I just tried to pull some like iconic or like funny fun things from

796

00:40:03.300 --> 00:40:06.700

Chicago into that the center something I

797

00:40:06.700 --> 00:40:09.500

designed when I came on as the Director galiba this

798

00:40:09.500 --> 00:40:12.900

I didn't illustrator. Like I said great for for text work.

799

00:40:12.900 --> 00:40:15.200

Each state is made up of the names of

800

00:40:15.200 --> 00:40:18.000

all the independent bookstores in that state so we have

801

00:40:18.300 --> 00:40:22.200

posters we have those as on shirts that artwork

802

00:40:21.200 --> 00:40:24.300

all Source can download that are working print their

803

00:40:24.300 --> 00:40:27.300

own shirts highlight their names sell them or a lot of them where I'm

804

00:40:27.300 --> 00:40:29.100

on Independent bookstore day and then on the right

805

00:40:29.900 --> 00:40:32.700

Forever books wanted to Rebrand so they

806

00:40:32.700 --> 00:40:35.300

wanted to incorporate their store puppy which is really cute. So I

807

00:40:35.300 --> 00:40:38.800

drew it in illustrator. And like I said, it's in

808

00:40:38.800 --> 00:40:41.300

it illustrator. So it's scalable. It can be used, you know

809

00:40:41.300 --> 00:40:44.600

on a header on a piece of paper on a website or all the,

810

00:40:44.600 --> 00:40:47.500

you know, large enough for outdoor brand outdoor signage.

811

00:40:48.500 --> 00:40:50.000

This Adobe InDesign.

812

00:40:51.100 --> 00:40:54.900

Like I said at the beginning long form brochures newsletters any

813

00:40:54.900 --> 00:40:57.200

multi-page document that being said

814

00:40:57.200 --> 00:41:00.200

it is a component application like the it's it's

815

00:41:00.200 --> 00:41:03.500

a piece of the full process the full project the two covers

816

00:41:03.500 --> 00:41:06.800

on the left are the covers. I designed for the liba NEPA

817

00:41:06.800 --> 00:41:09.500

Zeba summer reads catalog. I did those in

818

00:41:09.500 --> 00:41:12.600

procreate but the Interiors are all done in InDesign and then

819

00:41:12.600 --> 00:41:16.100

the cover on the right is done in illustrator, but

820

00:41:15.100 --> 00:41:18.000

the interior layout is all InDesign and

821

00:41:18.300 --> 00:41:21.200

that was like a 25-page document in design. It's great

822

00:41:21.200 --> 00:41:24.300

because the text will wrap through your pages so you

823

00:41:24.300 --> 00:41:27.300

don't have to worry about it and the other nice thing about if you if you

824

00:41:27.300 --> 00:41:30.200

do use the Adobe suite say I needed to edit a photo

825

00:41:30.200 --> 00:41:33.800

in you know in the program I go into Photoshop as

826

00:41:33.800 --> 00:41:37.000

long as all my assets are together edit the

827

00:41:36.100 --> 00:41:40.200

photo it will automatically update in Adobe InDesign.

828

00:41:39.200 --> 00:41:42.300

So that's that's a nice very nice feature. I'm

829

00:41:42.300 --> 00:41:46.400

not a huge fan of InDesign I use it when I have to but it works

830

00:41:46.400 --> 00:41:50.400

Photoshop everybody's familiar with Photoshop similar

831

00:41:49.400 --> 00:41:51.000

to ad.

832

00:41:51.600 --> 00:41:54.300

InDesign I think it just part of a project to use it for you

833

00:41:54.300 --> 00:41:57.200

need it for certain things. So the I created these

834

00:41:57.200 --> 00:42:00.000

profile photos for Abraham Associates. All of them

835

00:42:00.300 --> 00:42:03.100

are individual actually did those in pen and marker and then scan them

836

00:42:03.100 --> 00:42:06.400

in and then cut them out at the shadow at the text at

837

00:42:06.400 --> 00:42:09.200

the background they use this and then the I also gave them

838

00:42:09.200 --> 00:42:12.100

individual avatars that they use for you know

839

00:42:12.100 --> 00:42:15.200

for social media for their business cards. And then on the right

840

00:42:15.200 --> 00:42:18.600

something else Photoshop is good for I sourced

841

00:42:18.600 --> 00:42:21.200

to a photo an old photo of a Sony cassette.

842

00:42:21.900 --> 00:42:24.300

Use Photoshop to erase Sony all

843

00:42:24.300 --> 00:42:27.600

the things I didn't want on there. I changed colors. I tweaked it added all

844

00:42:27.600 --> 00:42:31.300

the text. So you see it's it's more it's less really

845

00:42:30.300 --> 00:42:34.300

graphic and more like image and photo photo

846

00:42:33.300 --> 00:42:34.700

heavy.

847

00:42:35.300 --> 00:42:38.600

This now these my this is my favorite applications procreate

848

00:42:38.600 --> 00:42:41.200

and Affinity designer as you can see, this is great

849

00:42:41.200 --> 00:42:44.700

for really detailed design work you use

850

00:42:44.700 --> 00:42:47.400

a literally use a pen on tablet on the

851

00:42:47.400 --> 00:42:50.100

left. This is shirt. I did for Exile on book

852

00:42:50.100 --> 00:42:53.700

villain in Chicago. They're very music focused store.

853

00:42:53.700 --> 00:42:56.600

So and you know very fun hip store.

854

00:42:56.600 --> 00:42:59.500

So I wanted to do something kind of punk rock something metal. So I did

855

00:42:59.500 --> 00:43:02.300

like a kind of a old school heavy metal shirt for them

856

00:43:02.300 --> 00:43:05.400

then on the bottom is a pin

857

00:43:05.400 --> 00:43:08.400

I did for Heartland fall Forum. We do like a annual quiz

858

00:43:08.400 --> 00:43:12.500

bowl and the winning team got these pins the the

859

00:43:11.500 --> 00:43:14.600

kind of the workflow for this is very similar

860

00:43:14.600 --> 00:43:18.700

to I guess a similar to canva and illustrator in

861

00:43:18.700 --> 00:43:21.700

that you work in layers when you're creating these things. So I

862

00:43:21.700 --> 00:43:24.100

have a an outline layer. I have a

863

00:43:24.100 --> 00:43:28.400

color layer. I have a background layer that are all editable very easy

864

00:43:28.400 --> 00:43:32.200

to work with and then on the right just kind of a more cold colorful colorful

865

00:43:31.200 --> 00:43:34.200

version, you know.

866

00:43:35.300 --> 00:43:36.400

Of some design work.

867

00:43:37.200 --> 00:43:37.800

a couple more

868

00:43:38.500 --> 00:43:42.100

Just to show you the breath of what you can do with with procreate

869

00:43:41.100 --> 00:43:44.300

Infinity designer. These are staff photos.

870

00:43:44.300 --> 00:43:47.500

I did for prologue Bookshop one. Another nice feature

871

00:43:47.500 --> 00:43:53.100

of procreate is you can import like reference

872

00:43:52.100 --> 00:43:55.200

material so I could open up a little

873

00:43:55.200 --> 00:43:58.400

window that will have a photo of the person that I want to draw right there.

874

00:43:58.400 --> 00:44:01.200

So I don't have to you know, look at have it on my phone or print it

875

00:44:01.200 --> 00:44:04.200

out or something. It's really nice. And for this one, like I

876

00:44:04.200 --> 00:44:07.400

said Gary reached out to carry lovely from prologue he

877

00:44:07.400 --> 00:44:10.200

reached out because he likes my on Instagram. I do a lot of our

878

00:44:10.200 --> 00:44:13.300

work really colorful poppy artwork you like that style. He reached

879

00:44:13.300 --> 00:44:16.100

out to me and that's that's how we got that in the

880

00:44:16.100 --> 00:44:19.300

middle is a shirt. I designed for Heartland fall Forum. This one I

881

00:44:19.300 --> 00:44:22.300

did in procreate, you know, we wanted something to

882

00:44:22.300 --> 00:44:25.400

like Encompass the our full region

883

00:44:25.400 --> 00:44:28.300

to Showcase how many states we had but I didn't want to just

884

00:44:28.300 --> 00:44:31.300

put a map on a shirt. So I use the style God I pull our colors

885

00:44:31.300 --> 00:44:33.200

and then I drew each state made out of books.

886

00:44:33.900 --> 00:44:36.800

And then one on the right I did for Hannah at

887

00:44:36.800 --> 00:44:39.500

loyalty Bookshop. I did wanting to work with her for a while on something

888

00:44:39.500 --> 00:44:42.400

and so we'd gone back and forth and this one

889

00:44:42.400 --> 00:44:45.200

took a long time to come up with because I wanted something representative of

the

890

00:44:45.200 --> 00:44:48.200

store. It's kind of punk rock and it's got kind of iconic. Look.

891

00:44:48.200 --> 00:44:51.800

She's also really into Buffy the Vampire Slayer. So I

892

00:44:51.800 --> 00:44:54.100

started mocking some stuff up and that's what we came up with.

893

00:44:54.100 --> 00:44:57.200

Also. These are all builts and layers. All of

894

00:44:57.200 --> 00:45:00.800

my stuff is is very structured design layer

895

00:45:00.800 --> 00:45:04.300

our outline layer some detail and

896

00:45:03.300 --> 00:45:06.100

then color different layers of color. So it's

897

00:45:06.100 --> 00:45:06.900

easily editable.

898

00:45:08.400 --> 00:45:12.100

And then my last one these are stickers I did for this show for University sales,

899

00:45:11.100 --> 00:45:14.900

press rep Leonard Lenora hariden.

900

00:45:14.900 --> 00:45:17.200
She wanted to stick her set. So I

901
00:45:17.200 --> 00:45:19.600
did for stickers different stickers.

902
00:45:20.400 --> 00:45:23.400
You know the style is kind of all over the place, but just some

903
00:45:23.400 --> 00:45:27.600
some fun stuff so all done in procreate lastly this

904
00:45:26.600 --> 00:45:29.700
I feel like this kind of applies. I

905
00:45:29.700 --> 00:45:32.300
didn't have any any anything to

906
00:45:32.300 --> 00:45:35.200
do with the design work for these but I wanted to Showcase these as like good

907
00:45:35.200 --> 00:45:38.400
examples of in store branding and the different ways to go

908
00:45:38.400 --> 00:45:39.300
about thinking about it.

909
00:45:40.400 --> 00:45:45.100
Um, so this is two dollar radio in Columbus, Ohio, they it's

910
00:45:44.100 --> 00:45:48.700
a very small space but you can see it's

911

00:45:47.700 --> 00:45:50.600

very cohesive in various

912

00:45:50.600 --> 00:45:53.500

statically pleasing right? They've kind of a wood theme throughout

913

00:45:53.500 --> 00:45:56.700

wood furniture would tables would signage

914

00:45:56.700 --> 00:45:59.300

even there's some of their shelf doctors are wood and then

915

00:45:59.300 --> 00:46:02.200

you know on the one on the right is just a wood case that they

916

00:46:02.200 --> 00:46:05.300

use a clear enamel sticker on so but still carries the wood

917

00:46:05.300 --> 00:46:08.800

theme throughout so I think that's a good example of you know

918

00:46:08.800 --> 00:46:10.600

some unique in store branding.

919

00:46:11.300 --> 00:46:14.100

This is Schuler Books in Michigan Schuler Books is

920

00:46:14.100 --> 00:46:17.300

a very big space so you can easily get lost

921

00:46:17.300 --> 00:46:21.200

so they went with very clean very bright text, right?

922

00:46:20.200 --> 00:46:23.200

I think that's great. I think that's the right choice

923

00:46:23.200 --> 00:46:26.300

and me. I love white text on a dark

924

00:46:26.300 --> 00:46:29.500

background. They did the throughout this theme is carried throughout their

925

00:46:29.500 --> 00:46:32.300

signage throughout their merchandise and in-store branding.

926

00:46:34.400 --> 00:46:35.400

And a couple more examples.

927

00:46:36.800 --> 00:46:39.400

Again Exile book fill in Chicago, they're unique

928

00:46:39.400 --> 00:46:42.300

case because they don't have a lot of section signage. They like

929

00:46:42.300 --> 00:46:46.000

to walk their customers to the to this the

930

00:46:45.100 --> 00:46:48.400

section they're looking for it and they hand them the book and they

931

00:46:48.400 --> 00:46:51.600

also don't have a lot of floor space but they do have very specific

932

00:46:51.600 --> 00:46:54.600

and dedicated signings of signage for you

933

00:46:54.600 --> 00:46:57.400

know, what's important in their focus. So, like

934

00:46:57.400 --> 00:47:00.600

I said, they're big focus in music and and highlighting small

935

00:47:00.600 --> 00:47:03.300

presses. So they do have a dedicated wall with signage just a

936

00:47:03.300 --> 00:47:06.200

small presses. And then the other wall is for 33 and

937

00:47:06.200 --> 00:47:06.900

a third books.

938

00:47:08.400 --> 00:47:11.400

And then my last example is Women and

939

00:47:11.400 --> 00:47:12.200

Children First in Chicago.

940

00:47:13.100 --> 00:47:15.700

So this isn't technically graphic design, but

941

00:47:16.700 --> 00:47:19.900

You know, there are mission driven feminist bookstore. Very

942

00:47:19.900 --> 00:47:22.200

proactive. Very informed very socially aware.

943

00:47:22.200 --> 00:47:25.900

So their signs need to be adaptable, right? They need to quickly be

944

00:47:25.900 --> 00:47:28.600

be able to quickly change and chalkboards work

945

00:47:28.600 --> 00:47:31.400

for them. They also have traditional like vinyl signage in

946

00:47:31.400 --> 00:47:34.700

the store, but this helps them, you know care their

947

00:47:34.700 --> 00:47:35.200

message throughout

948

00:47:37.100 --> 00:47:40.400

Going to get into inspiration next but I just, you know wanted to

949

00:47:40.400 --> 00:47:43.900

highlight those. I thought were special cases that go along

950

00:47:43.900 --> 00:47:46.100

the same lines of thinking is with the with your

951

00:47:46.100 --> 00:47:49.000

branding or style guide think of what your end goals are. Where do you want to be

952

00:47:49.600 --> 00:47:52.700

Dr. Is your store gonna focus on small press is your

953

00:47:52.700 --> 00:47:55.900

are you a socially active store, you

954

00:47:55.900 --> 00:47:58.800

know, what do you want to to get to and planning

955

00:47:58.800 --> 00:48:01.300

that stuff ahead of time can can help you how you

956

00:48:01.300 --> 00:48:04.900

want your signage and how you're branding to look we are

957

00:48:04.900 --> 00:48:07.300

closing in we want to do want

958

00:48:07.300 --> 00:48:10.800

to get to some questions, but very quickly. Let's talk about some

959

00:48:10.800 --> 00:48:13.100

inspiration and resources. I'm gonna

960

00:48:13.100 --> 00:48:16.300

back out of here just so we can see some live inspiration and

961

00:48:16.300 --> 00:48:16.700

resources.

962

00:48:17.800 --> 00:48:18.700

in action

963

00:48:20.800 --> 00:48:23.200

Yeah, so I have a lot more examples too on

964

00:48:23.200 --> 00:48:26.500

my website or my social media of a lot more graphic design

965

00:48:26.500 --> 00:48:29.300

that I do so like stickers and

966

00:48:29.300 --> 00:48:32.800

tote bags t-shirts pens caps

967

00:48:32.800 --> 00:48:35.900

mugs. I also do a lot of chalkboards. I

968

00:48:35.900 --> 00:48:38.600

try to do everything that like a traditional brick

969

00:48:38.600 --> 00:48:41.100

and mortar will offer as much as I can. So I

970

00:48:41.100 --> 00:48:45.000

also bring like different blankets. And even when I've hosted authors,

971

00:48:44.200 --> 00:48:48.000

I will create chalkboard signs decorate

972

00:48:47.200 --> 00:48:50.800

with like butterflies and cute pens

973

00:48:50.800 --> 00:48:53.800

and shelves. I even have a rolling bookshelf

974

00:48:53.800 --> 00:48:56.500

that I bring to a lot of my pop-ups that me

975

00:48:56.500 --> 00:48:59.900
and my uncle added some wheels too. And so

976
00:48:59.900 --> 00:49:02.300
just so I can carry more books and stuff like that

977
00:49:02.300 --> 00:49:05.400
and I do different table designs as

978
00:49:05.400 --> 00:49:08.700
well. It's okay. I think we're having technical difficulties,

979
00:49:08.700 --> 00:49:11.600
but I'll say you can check out my website and

980
00:49:11.600 --> 00:49:14.400
see more if you are looking for some more

981
00:49:14.400 --> 00:49:18.500
graphic inspo depending on your situation. Yeah.

982
00:49:21.200 --> 00:49:23.000
I was almost there.

983
00:49:30.200 --> 00:49:34.300
Sorry, I wanted to actually pull up the website so you can look at him. Sorry,

984
00:49:33.300 --> 00:49:35.100
that's okay.

985
00:49:38.800 --> 00:49:41.900
Homes, and it will be available on book

986

00:49:41.900 --> 00:49:44.300

web. Yes. Yes. So this one will

987

00:49:44.300 --> 00:49:46.200

leave up for a second. So please take a photo of this.

988

00:49:47.900 --> 00:49:48.500

This is a lot of

989

00:49:49.600 --> 00:49:49.800

yeah.

990

00:49:50.700 --> 00:49:52.900

Yes, it will all the size will be available on book web as well.

991

00:49:56.200 --> 00:49:56.500

I also have

992

00:49:57.100 --> 00:49:57.500

some boards

993

00:50:00.300 --> 00:50:03.600

you need those and we

994

00:50:03.600 --> 00:50:06.800

have more over here, too. Yeah some bookmarks if

995

00:50:06.800 --> 00:50:09.500

you like to take one from yeah take pages with

996

00:50:09.500 --> 00:50:09.600

you.

997

00:50:11.300 --> 00:50:14.400

It's sorry it's not let me bounce out to what I want to show leave about

998

00:50:14.400 --> 00:50:17.100

five minutes left. You want to move into question. Yeah, let's go. Let's jump in

999

00:50:17.100 --> 00:50:20.300

please. Just wait for them the Q&A Mike and I'll bring it to you. I have a

1000

00:50:20.300 --> 00:50:20.700

question back here.

1001

00:50:23.200 --> 00:50:27.100

So a lot of bookstores have been doing social media posts

1002

00:50:26.100 --> 00:50:29.300

with it's Dawn from neighborhood read

1003

00:50:29.300 --> 00:50:32.600

sorry and they're doing like, you know

1004

00:50:32.600 --> 00:50:35.200

little handwritten notes around the photos with

1005

00:50:35.200 --> 00:50:38.200

little arrows and all I just want to know where they're creating. That

1006

00:50:38.200 --> 00:50:41.700

is that it can but thing does any of do any of you know, it's become

1007

00:50:41.700 --> 00:50:44.300

really common in the last month or so you can do

1008

00:50:44.300 --> 00:50:47.700

that on procreate you can do that in procreate

1009

00:50:47.700 --> 00:50:50.200

as for canva. I'm not sure if it

1010

00:50:50.200 --> 00:50:54.000

is hand written you can do that with an apple pencil on procreate

1011

00:50:53.900 --> 00:50:56.800

and then put it on to photoshop

1012

00:50:56.800 --> 00:50:59.500

or canva. That's the

1013

00:50:59.500 --> 00:51:02.700

only thing I can think of I will say also on canva.

1014

00:51:02.700 --> 00:51:05.700

There's like so many different text options that

1015

00:51:05.700 --> 00:51:08.400

you can play with. So a lot of ones that

1016

00:51:08.400 --> 00:51:11.700

up here handwritten, but they're actually just a designed

1017

00:51:11.700 --> 00:51:14.100

pretext that just for the

1018

00:51:14.100 --> 00:51:17.300
whole alphabet and numbers everything so play with

1019
00:51:17.300 --> 00:51:20.100
text as well. But, you know, make sure it's readable. Yeah.

1020
00:51:30.900 --> 00:51:33.100
Hi, I'm Rosa Hernandez. I am

1021
00:51:33.100 --> 00:51:36.900
the marketing manager for Third Place Books here in Seattle

1022
00:51:36.900 --> 00:51:40.000
and like Forest Park. We are

1023
00:51:39.300 --> 00:51:42.600
lucky. We have a graphic designer that we work with. Thank

1024
00:51:42.600 --> 00:51:46.100
God. I have

1025
00:51:45.100 --> 00:51:49.200
a particular question. So there's

1026
00:51:48.200 --> 00:51:51.300
three stores that we have in our company. There's

1027
00:51:51.300 --> 00:51:54.900
one in Ravenna super Park and Lake Forest Park the vibe

1028
00:51:54.900 --> 00:51:58.200
at each store is very very different. So coming

1029

00:51:57.200 --> 00:52:00.000

up with cohesive projects.

1030

00:52:00.900 --> 00:52:03.400

That you know, like t-shirts and hoodies and

1031

00:52:03.400 --> 00:52:06.300

stuff that we could sell and all three stores

1032

00:52:06.300 --> 00:52:09.400

is a bit of a challenge at times for

1033

00:52:09.400 --> 00:52:12.900

me and our graphic designer. Do you have any advice

1034

00:52:12.900 --> 00:52:16.400

at all of like what what

1035

00:52:15.400 --> 00:52:18.400

should I start with when I'm thinking of a new

1036

00:52:18.400 --> 00:52:21.200

project? So I think a color scheme do I think

1037

00:52:21.200 --> 00:52:21.300

like

1038

00:52:23.200 --> 00:52:26.900

I don't know graphic. Whatever what you have any advice it's hard.

1039

00:52:28.900 --> 00:52:31.300

Um for me the so if you have three stores, what I

1040

00:52:31.300 --> 00:52:34.700

would do, I would just come up with three style guides. I'd maybe incorporate

1041

00:52:34.700 --> 00:52:37.200

one thing across all like the font or something, but then

1042

00:52:37.200 --> 00:52:40.800

I would choose a color palette for each store and then

1043

00:52:40.800 --> 00:52:44.000

maybe you know two to three fonts per location, but

1044

00:52:43.500 --> 00:52:46.200

you probably want something to carry through like your

1045

00:52:46.200 --> 00:52:49.500

logo obviously is gonna be the same throughout so that can be a through line, but

1046

00:52:49.500 --> 00:52:52.300

I think color palette for me at least in design is really

1047

00:52:52.300 --> 00:52:55.300

important and then, you know, the personality of your store will

1048

00:52:55.300 --> 00:52:58.400

kind of be represented that way but yeah

1049

00:52:58.400 --> 00:53:01.200

fonts in color would be my first to two choices. I don't

1050

00:53:01.200 --> 00:53:04.300
know I think just having a clear idea of

1051
00:53:04.300 --> 00:53:07.800
exactly what those vibes are for each of those three stores

1052
00:53:07.800 --> 00:53:10.900
and just getting that down like clearly

1053
00:53:10.900 --> 00:53:13.300
what you want that message to be for

1054
00:53:13.300 --> 00:53:13.900
each of those.

1055
00:53:14.800 --> 00:53:17.300
Fact that you're already aware of the Vibes that are

1056
00:53:17.300 --> 00:53:20.800
different and every store, you know, really that's you

1057
00:53:20.800 --> 00:53:23.000
go with that intuition, you know, and you know

1058
00:53:23.300 --> 00:53:27.500
start there with the color scheme, you know, if yeah the

1059
00:53:26.500 --> 00:53:29.300
as I'm bummed it it's not working. So

1060
00:53:29.300 --> 00:53:32.500
go to human calm and it

1061

00:53:32.500 --> 00:53:35.500

will like generate these great like different color palettes

1062

00:53:35.500 --> 00:53:38.200

that you can just like Auto like automatically go through or

1063

00:53:38.200 --> 00:53:41.300

if you find a color you want you can plug that color in and then it'll show you other colors that

1064

00:53:41.300 --> 00:53:44.200

go well with it during the next question. I'm gonna

1065

00:53:44.200 --> 00:53:46.700

mess with this a little bit see if we can get that showing

1066

00:53:49.800 --> 00:53:52.400

Hi, I'm Kelly with Village books.

1067

00:53:52.400 --> 00:53:55.100

I am having a hard time finding a place where I can

1068

00:53:55.100 --> 00:53:58.200

get mugs and and all

1069

00:53:58.200 --> 00:54:01.800

I relate. Yeah, anyone I use

1070

00:54:01.800 --> 00:54:04.800

printful for some Camp mugs because

1071

00:54:04.800 --> 00:54:07.300

I I find a lot. It's a shape thing for

1072

00:54:07.300 --> 00:54:10.600

me is like what is the shape of the mug printful? I

1073

00:54:10.600 --> 00:54:13.400

use a lot and it's great because you can just upload

1074

00:54:13.400 --> 00:54:16.300

any design you want and they tend to have really

1075

00:54:16.300 --> 00:54:19.300

good shipping times. So that is one

1076

00:54:19.300 --> 00:54:22.500

place that I use and I've liked their print

1077

00:54:22.500 --> 00:54:25.600

and you can get a sample and also do bulk orders.

1078

00:54:25.600 --> 00:54:28.600

But again, it

1079

00:54:28.600 --> 00:54:31.300

just depends on what exactly it is that you're looking for in terms

1080

00:54:31.300 --> 00:54:34.300

but I agree it's been hard to find mugs and I

1081

00:54:34.300 --> 00:54:37.300

will say some of them are like too small or some of them are too big

1082

00:54:37.300 --> 00:54:40.200

but printful is where I go for my mugs. It's a

1083

00:54:40.200 --> 00:54:43.200

camper mug and you can double cite it as well. But I

1084

00:54:43.200 --> 00:54:46.200

will say you're gonna have to work with the dimensions and

1085

00:54:46.200 --> 00:54:49.500

I did this all on canva where printful

1086

00:54:49.700 --> 00:54:53.700

Me the dimensions. I manipulated it on canva

1087

00:54:52.700 --> 00:54:55.900

and then I spit it back into printful

1088

00:54:55.900 --> 00:54:58.300

and then I looked they do

1089

00:54:58.300 --> 00:55:01.500

a mock-up which is really nice because sometimes it's hard

1090

00:55:01.500 --> 00:55:04.800

to imagine it in your mind's eye. So they will do mock-ups right

1091

00:55:04.800 --> 00:55:07.200

there after you put it in and then

1092

00:55:07.200 --> 00:55:10.600

you can order a sample and then you can look at the sample decide

1093

00:55:10.600 --> 00:55:14.100

if it's good or not. And then if it is good, you know order

1094

00:55:13.100 --> 00:55:16.500

the mugs, but if it's not good, you know, just try again

1095

00:55:16.500 --> 00:55:19.500

and get a new sample. So that's one but there's

1096

00:55:19.500 --> 00:55:22.100

many another one is bonfire that people really like

1097

00:55:23.300 --> 00:55:27.100

On fire carpet it's time for one more question full PR i

1098

00:55:26.100 --> 00:55:29.600

n t f u l and

1099

00:55:29.600 --> 00:55:32.200

p r i n t

1100

00:55:32.200 --> 00:55:35.600

f u l and then bonfire is another

1101

00:55:35.600 --> 00:55:37.400

one that I've heard from bookstore owners.

1102

00:55:38.700 --> 00:55:41.900

Yeah red bubble is another good one red bubble.

1103

00:55:41.900 --> 00:55:43.000

Yeah, don't do Zazzle.

1104

00:55:45.400 --> 00:55:48.500

I just got my sponsorship taken away. It's okay.

1105

00:55:48.500 --> 00:55:51.400

Sorry. Hi, I'm Sean from

1106

00:55:51.400 --> 00:55:54.500

the book Joy the privilege of working with Valentine. He also

1107

00:55:54.500 --> 00:55:57.400

does our website on Wix. He does all the content. He's an

1108

00:55:57.400 --> 00:56:00.300

excellent writer who does our newsletter and even though

1109

00:56:00.300 --> 00:56:03.400

we we put a lot of pressure on him to get all of our stuff done.

1110

00:56:03.400 --> 00:56:06.200

He does freelance also, so if you

1111

00:56:06.200 --> 00:56:07.700

want to get Valentines card,

1112

00:56:09.300 --> 00:56:13.000

Is my blessing time, you know,

1113

00:56:13.400 --> 00:56:16.200

because I think you're sleeping too much. I think four hours

1114

00:56:16.200 --> 00:56:19.200

a night is all you need. There you go. Is there a question?

1115

00:56:19.200 --> 00:56:22.700

I think that's a great way to end. Thank you.

1116

00:56:22.700 --> 00:56:25.200

Thank you so

1117

00:56:25.200 --> 00:56:25.300

much.