

Designing to Display

Building simple yet effective book displays
the McNally Robinson way.

Necessary Tools

- ❖ Books
- ❖ Display space
- ❖ Poster
- ❖ Book stands
- ❖ Risers



Step 1: Choose a Theme



- ❖ What's on hand?
- ❖ What is the size of the display space to be filled?
- ❖ Is the theme broad enough to maintain when featured books are checked out?

Choosing a theme



What is the current season or social climate?

- ❖ Is there a holiday or a relevant community event to base a display around?
- ❖ Is there a hot topic in world events that can be addressed?
- ❖ Are there any new movies or T.V. shows based on books?
- ❖ What's trending at the moment? (Vampires!)

Basic Themes

- ❖ New Fiction (or new Non-Fiction)
 - ❖ A sampling of new titles of the current year
- ❖ Your Next Great Read
 - ❖ This can be genre specific - Mystery, Fantasy, Fiction or Non-Fiction - or just a mix of great books
- ❖ Seasonal Themes
 - ❖ Christmas, Easter, Halloween, Graduation, Gardening



Themes



- ❖ Community Happenings
 - ❖ Writer's Festival, Fringe Festival, Reading Week, etc
- ❖ World News
 - ❖ Recession, Technology and Social Networking, Global Warming, etc
- ❖ Movies and T.V.
 - ❖ A "From Page to Screen" theme would fit many titles

Fun themes

- ❖ Post - Apocalyptic
- ❖ Zombies/Vampires/W ere wolves
- ❖ Steam Punk
- ❖ Books for the W icked
- ❖ Astrology & Divination
- ❖ Superheroes

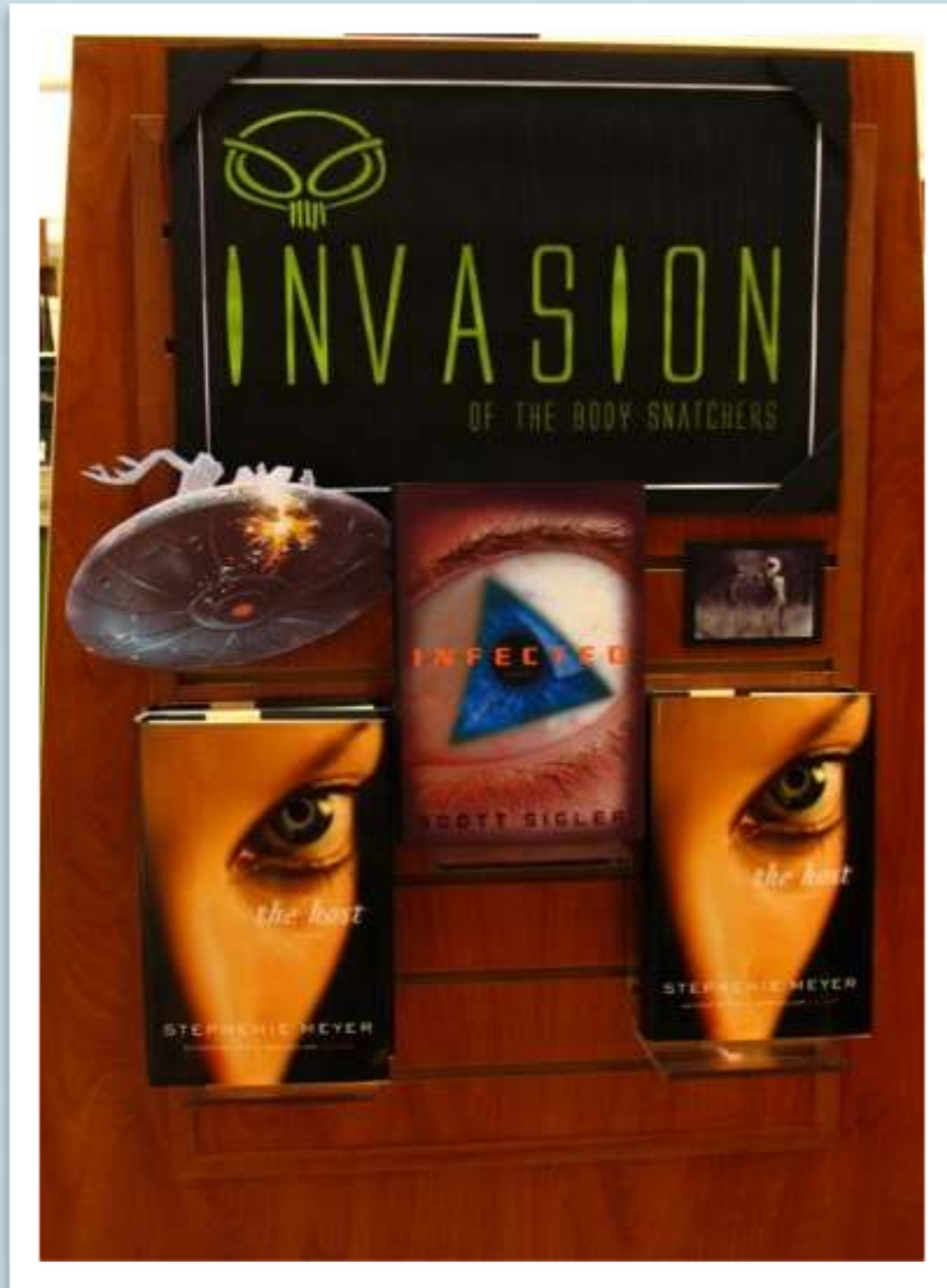


Step 2: Tie
your theme
together

Posters!



Posters



- ❖ Use Text and Images relating to the theme
- ❖ Posters always look better mounted with a border
- ❖ A computer generated poster will give a cleaner look to the display

Posters when you have limited resources

- ❖ Hand drawn and coloured posters can work when care is taken to be neat and artistic
- ❖ Use old magazines, calendars & comics to make a collage
- ❖ Try printing text with a computer and adding images clipped from magazines afterwards



Mounting Posters



- ❖ foam core or cardboard (try painted cardboard)
- ❖ Popsicle sticks
- ❖ Old picture frames
- ❖ Bristol board or coloured construction paper
- ❖ Use your imagination!

Table-top necessities

- ❖ Book stands - plexi is best if you have the access but dollar stores sell picture frame stands that also work
- ❖ Risers - Pyramids and symmetry are your friends. You will need to raise the books in the back to have an effective display



Risers Are Key

Especially when you have single copies

- ❖ Bricks
- ❖ crates
- ❖ boxes - use gift wrap to spruce up
- ❖ homemade items - recycled crafts
- ❖ Overturned bowls, baskets, barrels
- ❖ store bought risers



Tools to make your display POP!



- ❖ Greenery & Flowers
- ❖ Gift wrap as a background
- ❖ Accents on posters - photo corners, raised borders, jewels, etc (use scrapbooking techniques)

Tools to make your display POP!



❖ Images as props



Props

Props can be anything

- ❖ Homemade with basic art supplies
- ❖ Found objects
- ❖ Items borrowed from home





Build your own



Great prop resources

- ❖ Garage sales
- ❖ Salvation Army, Goodwill
- ❖ Attics and basements
- ❖ Lost and Found

Going too far?



Never!





Building the
display

Tools checklist

- ❖ Books
- ❖ Poster
- ❖ Book stands/risers
- ❖ Fabric/Placemats
- ❖ Props/Plants
- ❖ Accents, gift wrap



Tips

- ❖ Build pyramids
- ❖ Raise those books up!
- ❖ Consider colour and how it all ties together
- ❖ fill spaces with plants, flowers and props
- ❖ Small details and accents can make a big difference
- ❖ always hide the messy details - fold under or cover spots and stains in fabric, never let the tape show
- ❖ Maintenance - dust, refill & straighten daily, often more

Ideal Art Supplies

- ❖ self healing cutting mat
- ❖ box cutter, scissors
- ❖ metal, cork bottom ruler
- ❖ measuring tape
- ❖ tape - cello tape, packing tape, double sided tape
- ❖ glue - hot, spray, crazy
- ❖ paint, markers, gel pens
- ❖ stencils

Need Ideas?

- ❖ Watch old “Art Attack” clips on YouTube.
- ❖ Look through scrapbooking
- ❖ “Google” it
 - ❖ Plug key words into Google
 - ❖ Look through craft books



what comes up



FREE Art Supplies!!

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