Connect with your Community: How to Create a Virtual Library Tour

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Schedule for Today

Today’s session is 8 AM–5 PM.

• Morning break around 9:30 AM

• Lunch 11:30 AM – 1 PM

• Afternoon break around 2:45 PM
What to Expect

This morning:
• Introductions
• Background & examples
• Plan & brainstorm
• Create rough draft slide(s)

This afternoon:
• Best practices
  • Slide design
  • Text & photos
• Create & refine
• Show & tell
Introductions

1. Your name
2. Where are you from
3. Where do you work
4. One thing (a technology, skill, etc.) you hope to learn/improve today
Why a Virtual Tour?

- UAA Distance Library Services Survey
- Advocacy & Outreach
- Your ideas?
The Good, the Bad, & the Ugly

- Virtual Tour Examples
Example 1 – University of York

https://www.youtube.com/watch?v=vuGV6wk8J6g
Example 2 – UC Irvine Langson Library

https://www.lib.uci.edu/virtual-tour
Example 3 – Birmingham Public Library

http://www.bplonline.org/locations/Tours.aspx
Example 4 – UT San Antonio

https://www.youvisit.com/tour/utsalibraries/86104
Example 5 – Thayer Public Library

https://prezi.com/vhukjqwm8ntx/virtual-library-tour/
Example 6 – Niles-Maine District Library

https://www.nileslibrary.org/virtual-tour
Example 7 – Our Tour

http://libguides.consortiumlibrary.org/VirtualTour
Planning Your Tour
Planning Your Tour – Questions to Ask

- What do you want to show in your tour?
- Who is your audience?
- What software do you want to use?
- Where will your tour live?
- Existing material to adapt or brand new?
- Who is going to work on the project? Division of work?
- Assessment questions?
- Activity: Fill out the Planning Your Tour worksheet
How we got Started

We created a (very rough) mockup of a slide.
How we got Started – Refining

Rough Draft

- In Anchorage
  - Group Study Rooms
  - Individual Study Rooms
  - Printing
  - Fax
  - Parking

Finished

Research Help

Need to find articles and books for your paper or project?

Contact the Research Help Desk in person, online, or by phone for help with:

- Starting research assignments
- Searching for information
- Finding books, articles, and more
- Citing your sources
How we got started – Refining

Rough Draft

Finished

Partners & Collections

- ARLIS, the “Mother Lode of Alaska Resources Information,” focuses on natural resources and cultural materials of Alaska.
- AMIPA preserves Alaska’s film and video history. This treasure trove contains more than 17,000 items dating from the 1920s.
- ScholarWorks@UA provides access to research and works by the University of Alaska community.
- SLED is a vast collection of library databases and resources available to all Alaskans. Find {Live Homework Help} here!

Explore our many additional {partners and collections}.
Create a Slide

Activity: Use a piece of paper/flipchart to create a mockup or rough draft slide
Templates

Templates are available in Google Slides and PowerPoint
Lunch Break
Please return by 1 PM
After Lunch – Plan for Today

This morning:
• Introductions
• Background & examples
• Plan & brainstorm
• Create rough draft slide(s)

This afternoon:
• Best practices
  • Slide design
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Slide Design

**LINE**
A line is any two connected points. Lines are useful for dividing space and drawing the eye to a specific location.

**COLOUR**
Color creates a mood within the piece and tells a story. Every color says something different, and combinations can alter that impression further.

**VALUE**
Value is the lightness or darkness of a color. It is used to create a focal point and to create the illusion of depth. The human eye is drawn to an element in contrast of its background.

**Typography**
Typography enhances the readability, speaks in behalf of a brand and should reflect the content.

**SIZE**
Playing with the size of objects, shapes, type and other elements add interest and emphasis. Subtle differences suit professional content, while bold ones prefer creative enterprises.

**SHAPE**
Shapes are defined by boundaries, such as a lines or color. Everything is ultimately a shape, so various elements of the design are always creating shapes.

**TEXTURE**
Textures are used to create a more three-dimensional appearance. It also helps build an immersive world. Even when the piece isn’t ever going to be touched.

**DIRECTION**
Horizontal direction suggests calmness, stability and tranquility. Vertical gives a feeling of balance, formality and alertness. Oblique suggests movement and action.

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Copyright: https://futurice.com/blog/visual-design-basics
Consistency and Branding
Think about your audience as you are drafting language
One idea per slide
Use everyday language, not jargon
Be clear and concise; no fluff/too many adjectives
Avoid passive and negative language
Avoid large blocks of text; use bullet points
• Keep it generic or use links for things subject to change
• Link to other pages intuitively, not with click here
• Don’t obsess over the quality of pages you link to
• Get outside feedback from your in-house grammarian
• Use a consistent voice and consistent terminology
• Check for dead links and updates on a schedule
Copyright and Photo Permissions

[Diagram showing various Creative Commons licenses]

- CC BY
- CC BY-SA
- CC BY-NC
- CC BY-NC-SA
- CC BY-ND
- CC BY-NC-ND

[Stamp labeled "Permission Granted"]
Finding Photos

- UAA’s Images and Videos LibGuide: http://libguides.consortiumlibrary.org/images
- Activity: Find an owl image on Pixabay
Basic Image Formatting

• Move and resize
• Crop unwanted parts
• Add effects
Let’s make a slideshow!
Slightly Less Basic Image Formatting

- Align/group objects
- Compress file size
Google Slides
Your Google Slide Tour

Activity: Import your PowerPoint to Google Slides

Activity: Paste a link to your tour at

http://libguides.consortiumlibrary.org/VirtualTour (we’ll tell you where)
Show and Tell
Pitts, J., Coleman, J., & Bonella, L. J. (2012). We built it, why didn't they come? An analysis of library awareness and usage in the Kansas State University distance learning community. Retrieved from: https://krex.k-state.edu/dspace/handle/2097/16308


UAA’s Images and Videos Libguide: http://libguides.consortiumlibrary.org/images