

Access Services Interest Group 2022 Fall Virtual Forum

Title: Designing Effective Library Signage: Best Practices, Tips, and Tricks

Wednesday, December 7, 2022, 1:00pm - 2:00pm Central Time

A presentation by Mark Aaron Polger, Associate Professor & Coordinator of Library Outreach, College of Staten Island, City University of New York (CUNY)

About this presentation

In this 60-minute presentation, Mark Aaron Polger will discuss some of the best practices when designing effective library signage. He will outline the steps in conducting a signage audit, and how to use different signage research techniques to obtain valuable qualitative and quantitative data from your users. Mark will describe how to compose a succinct message and provide advice when planning and designing a library signage system. He will conclude by providing guidelines on mounting and placement of signage, and ADA requirements. This webinar will be highly interactive and practical, as Mark will also discuss how to craft a library signage policy document. Lastly, he will address the technical specifications needed for a digital signage system in your library.

Learning Outcomes

By the end of this webinar presentation, learners will be able to:

1. Apply the best practices for creating effective library signage
2. Implement a signage audit to evaluate the current state of your library's signage
3. Identify "touchpoints" in your library that inform where to mount library signage.
4. Utilize different signage research techniques that will help provide valuable quantitative and qualitative data about your users.
5. Understand how ADA compliancy may affect the design and placement of library signage
6. Create a template for a library signage policy

About the presenter



Mark Aaron Polger is Associate Professor/Coordinator of Library Outreach at the College of Staten Island, City University of New York (CUNY). His responsibilities include promoting library services and resources and teaching the information literacy course (Beyond Google) in the department. Polger's research interests include library marketing, outreach, and user experience (UX) design. He has written and presented on topics ranging from library marketing strategies, faculty outreach, information literacy outreach, library jargon, and library signage. His most recent book, *Library Signage and Wayfinding Design: Communicating Effectively with Your Users*, was published by ALA editions in November 2021. Polger holds a BA in Sociology from Concordia University, an MA in Sociology from the University of Waterloo, a B.Ed. in adult education from Brock University, and an MLIS from the University of Western Ontario. He is currently in his 7th year of study and working on his dissertation for his Ph.D. in Learning and Instruction in the Graduate Department of Education at the University at Buffalo, SUNY. Originally from Montreal, Canada, Polger moved to New York City in 2008.