Take off your jewelry: A ‘simple’ approach to LibGuides design

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“Ornamentation is like jewelry. Put on all of your best, then take most of it off.”
K.K. Merker, literary publisher

- Keep it simple: design continuity, one-click database navigation, single-page layouts, no drop downs, no search boxes
- Make it scannable: place important information in upper right corner, pull eye across page with right-side photos
- Control cognitive overload: use white space, fewer than 15 links per page, single row of fewer than 6 tabs
- Resist librarian-ing: use plain language, fewer words, just-in-time resources

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