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

Tammi M. Owens
University of Nebraska at Omaha, tammiowens@unomaha.edu

Allison Quam

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Tammi Owens, Emerging Services Librarian
Allison Quam, Reference Librarian
Winona State University

“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 dropdowns, 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

LibGuides design team
Tammi Owens, towens@winona.edu
Allison Quam, aquam@winona.edu
H. Vernon Leighton, vleighton@winona.edu