

**Grand Valley State University**

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**From the Selected Works of Gayle Schaub**

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Summer June, 2018

# Graphic Language in the Library

Gayle Schaub

Vinicius Lima, *Grand Valley State University*



Available at: <https://works.bepress.com/schaubg/24/>



# Graphic Language in the Library

**Vinicius Lima, MFA**  
Assistant Professor  
limav@gvsu.edu

**Gayle Schaub, MLIS**  
Liberal Arts Librarian  
schaubg@gvsu.edu

**Grand Valley State University**  
Allendale, MI  
www.gvsu.edu/vma  
www.gvsu.edu/library  
scholarworks.gvsu.edu/oer\_teaching/2/

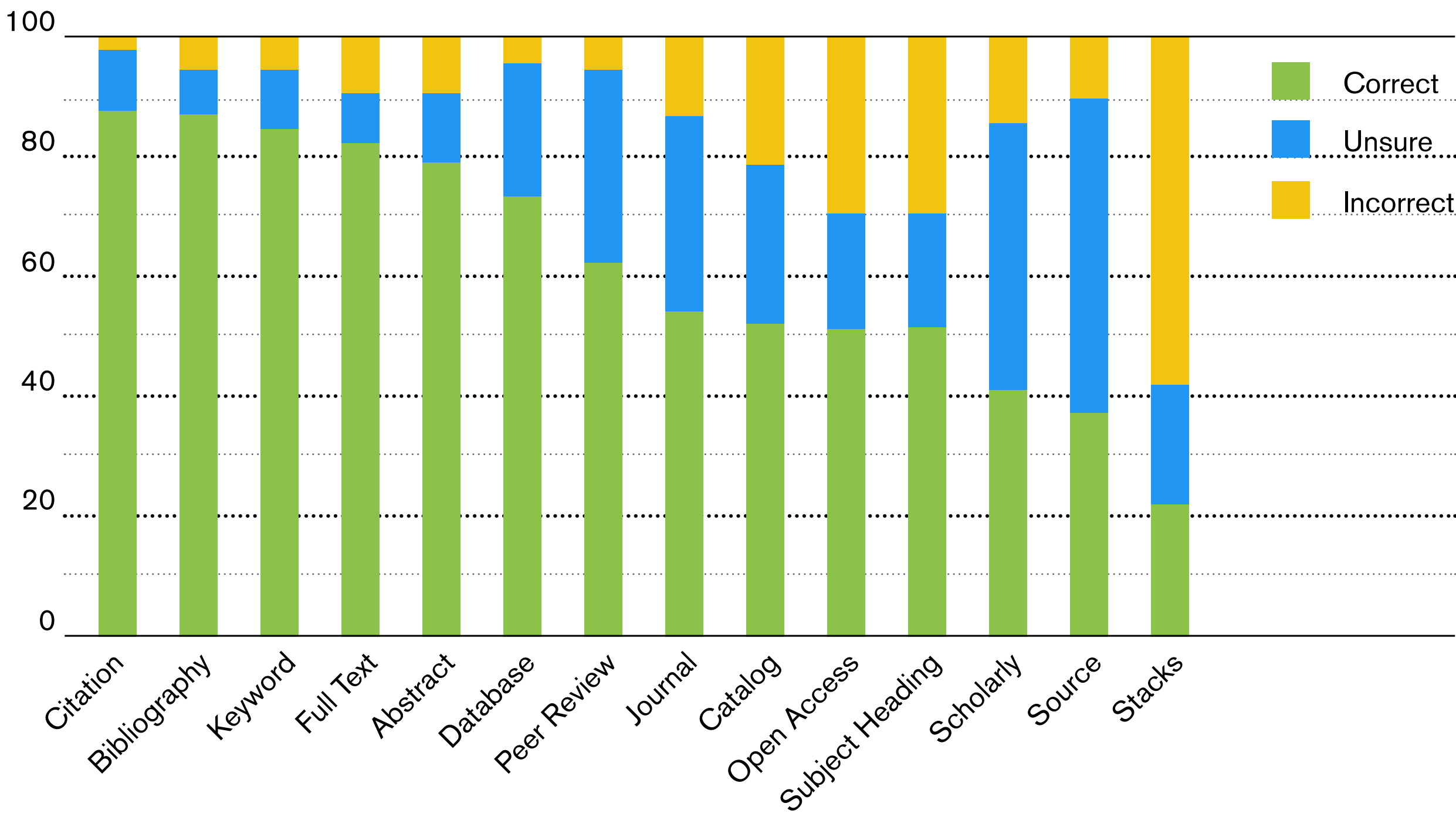
Learn the Terms is a graphic design/academic library collaborative project in which students create touchpoints that illustrate the meanings of information literacy terms used in libraries, instruction, and college courses. Designed by students in a senior-level design course,

the campaign is the product of a large-scale assessment of students' understanding of library research terminology that showed a large percentage of university students do not understand common research and information terms used by professors and librarians.

(Special thanks to Librarians Hazel McClure, Kristin Meyer, Kiersten Quilliams, Matt Reidsma and all students enrolled in ART 410 - Graphic Design V during the fall 2016 and 2017 semesters)



## Background



### Figures

- 21,235 undergraduate students
- 50% first-generation students
- 14 surveyed terms
- 773 responses

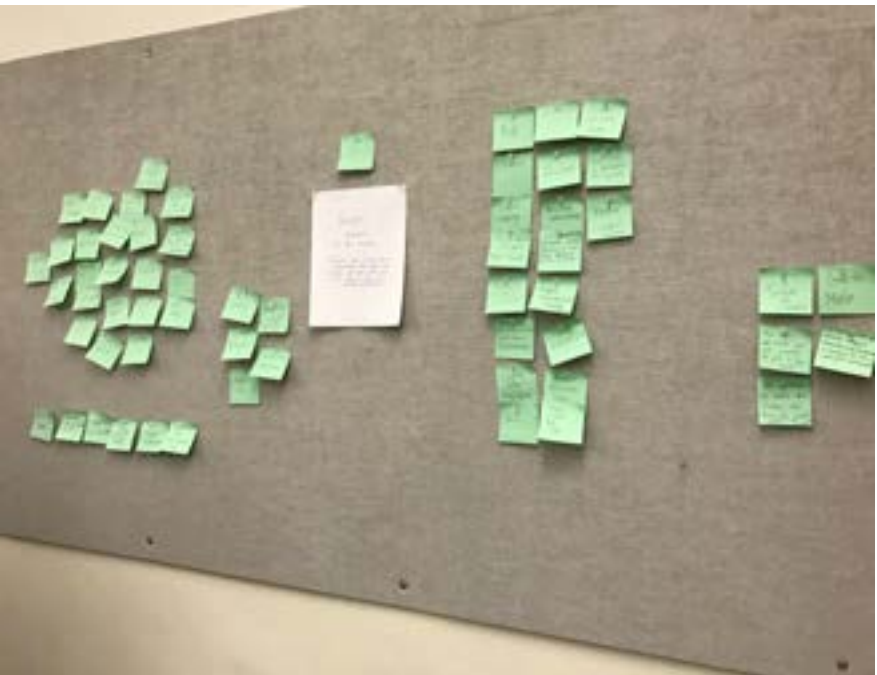
Source: Schaub, Gayle, Cadena, Cara, Bravender, Patricia, and Kierkus, Christopher. *The Language of Information Literacy: Do Students Understand?* College & Research Libraries, 78, no.2 (2017).

## Brief

*“They [GVSU Librarians] would like to address this issue and, for that, they reached out to the Graphic Design Program at GVSU. They are looking for someone to collaborate with (you!) to create meaningful pieces they can use in the Library that are visual and not the same old handouts or videos they are used to creating and seeing.”*

## Framework

- Empathize
- Define the Problem
- Brainstorm
- Prototyping
- Design
- Test
- Implement
- Assess



## 2016 - Year I

### Facts

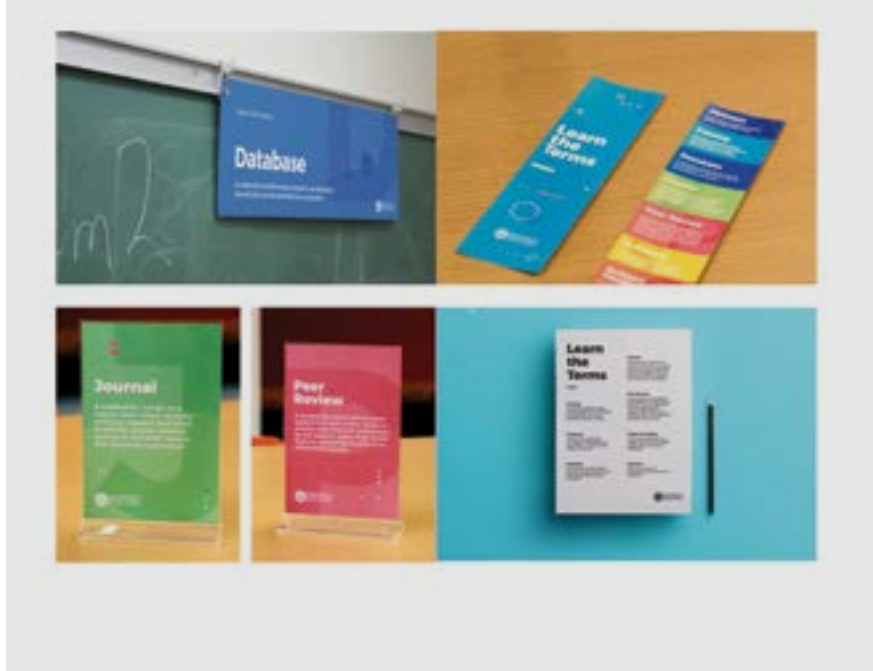
- Design: Fall 2016; 5.5 weeks
- Implementation: Fall 2017
- 14 students; 3 groups
- 7 terms from survey
- No name for the campaign
- 1 librarian and professor
- No established touchpoints

### Terms

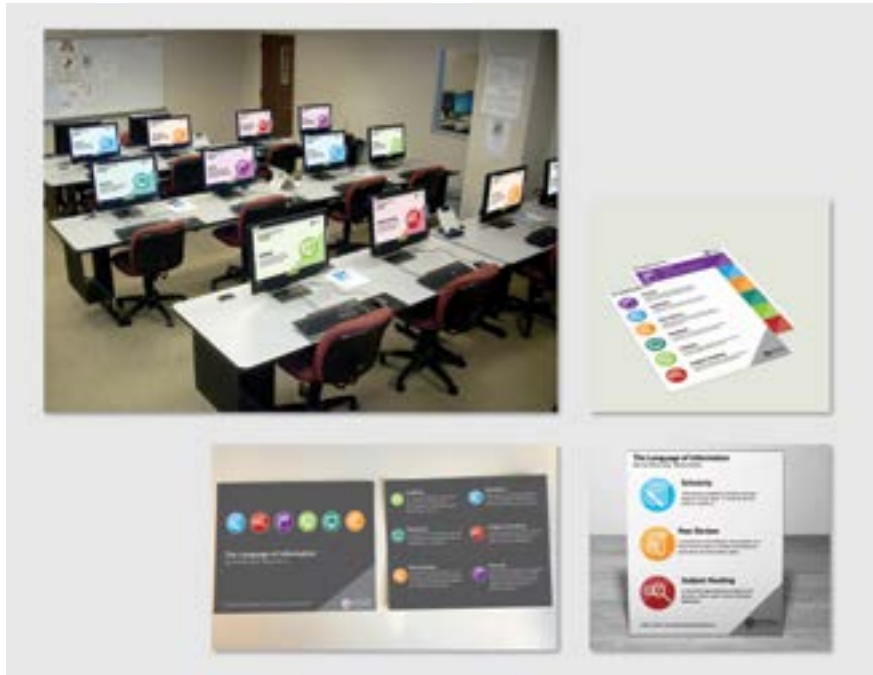
- Abstract
- Catalog
- Database
- Journal
- Peer Review
- Scholarly
- Subject Heading

### Proposals

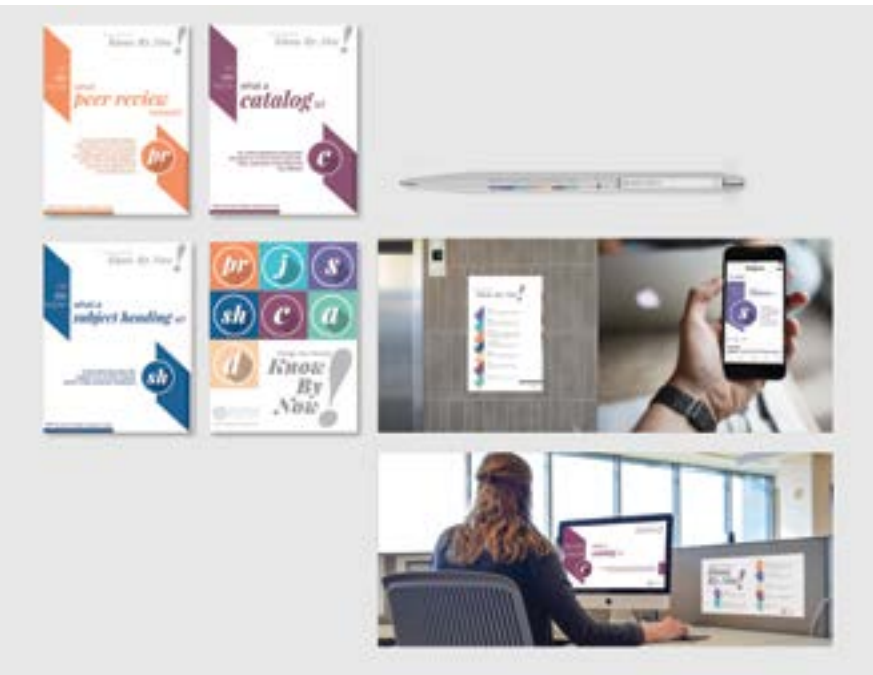
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### Student Feedback

*“Working with Gayle and hearing what she wanted was a good opportunity to learn how to communicate with clients”.*

*“I think learning from other classmates is a valuable asset, and I learned a lot from working with my three group members.”*

*“I enjoyed the creativity of collaborating which helped flesh out the project with everyone’s ideas.”*

*“5 was a lot of people for one group. It was hard to keep things totally consistent”.*

## 2017 - Year II

### Facts

- Design: Fall 2017; 5 weeks
- Implementation: Fall 2018
- 16 students; 4 groups
- 8 terms selected by Librarians
- Continue use of “Learn The Terms”
- 4 librarians and professor
- Some established touchpoints

### Terms

- Archives
- ASRS
- Call Number
- Document Delivery
- Limiter
- Periodical
- Primary Source
- Stacks

### Proposals

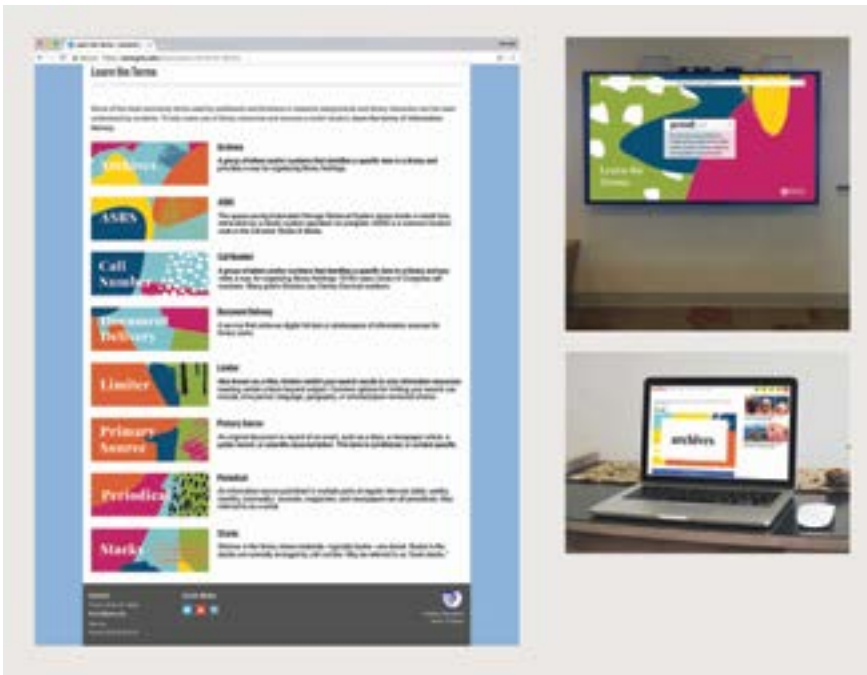
1.



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### Student Feedback

*“ We were able to work and get feedback like we would from an actual client.”*

*“A graded REQUIREMENT that all members in group projects maintain contact to complete the project”.*