

# Adobe Express

Adobe Express is a design platform that is used to create infographics, social media posts, webpages, and more. Its webpage tool was used to create the Women in Aviation and Aerospace Guide shown in figures 6 and 7. Adobe Express webpages embed nicely in the LibGuides platform and have a dynamic and aesthetically pleasing interface for presenting information.

### Pros:

- User friendly & intuitive interface
- Free to use and the premium version is often included in institutional Adobe Creative Cloud subscriptions
- Has generative AI image and template generators
- Webpage views data is available

### Cons:

- The webpage tool is not as customizable as Canva's
- Guide view statistics were reset when the new version debuted
- Usage data is not as robust as Canva or Genially's paid versions



Figure 6. This is the first page of the Women in Aviation and Aerospace Guide that was created as a website in Adobe Express. Websites made in Adobe Express allow for easy scrolling.



Figure 7. This is an example of one of the pages in the Women in Aviation and Aerospace Guide made as a website in Adobe Express. It features a large graphic and a scrolling sidebar with links to other resources.

# Promoting the Guide



Figure 8. The air mail history physical display for National Aviation History Month. A QR code linking to the online guide was included in the physical display of air mail artifacts.



Figure 9. Image of the business card used to promote the guide during Constitution Day events.

The University Library uses many methods to promote the Government Resources Guide. A particularly successful method of promotion has been adding a QR code, which links to the guide, to business cards. These business cards were created in Canva and have been handed out at events, placed in goodie bags, and left next to book displays. For example, the library handed out 41 goodie bags at a Constitution Day event and received 49 views on the guide the day of the event. QR codes are also added to physical displays within the library as well as book displays. In addition, the guide is promoted on the library's social media accounts.

# Outcomes

The newly redesigned Government Resources guide debuted in September 2022 with an interactive timeline of the U.S. Constitution made using Genially. In the two years prior to the redesign the guide only garnered 214 views. From September 2022 through September 2024, the guide received 6,925 views due to continual curating of the guide. In October 2023, the guide garnered 1,820 views when it received the Federal Depository Library Website of the Year award. The University Library plans to continue to add content to the guide for holidays, celebrations, and special interest topics. Please view the guide at: <https://library.csustan.edu/government-resources>.

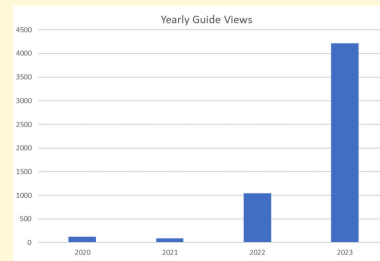


Figure 10. This chart demonstrates the yearly guide views for 2020-2023. The redesigned guide debuted in September 2022.

# Gov Guide Glow-up: Creative Tips for a New Look

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University Library  
STANISLAUS STATE

## Government Resources Guide QR Code



<https://library.csustan.edu/government-resources>

# Introduction

The California State University, Stanislaus Library has been a member of the Federal Depository Library Program (FDLP) since 1964. In addition to receiving federal government publications via the FDLP program, the University Library is also a selective repository for State of California government publications. In response to an increase in the amount of government information being published online and the Federal Depository Library Program moving to an all digital FDLP, the CSU Stanislaus Library decided to redesign their Government Resources Guide in order to create a meaningful guide with links to both federal and State of California government resources that users could access as a starting point for finding and navigating government information. This redesign included: adding content, moving content to other pages, changing the navigation, and creating a welcoming home page for the guide. Beginning in September 2022, the Library also decided to experiment with the guide and add fun and engaging content for holidays and celebrations using a variety of platforms including Canva, Genially, and Adobe Express. This brochure discusses the use of these platforms to embed content in Springshare's LibGuides platform and the pros and cons of each. It also demonstrates methods to promote research guides and the outcomes of the CSU Stanislaus redesign.

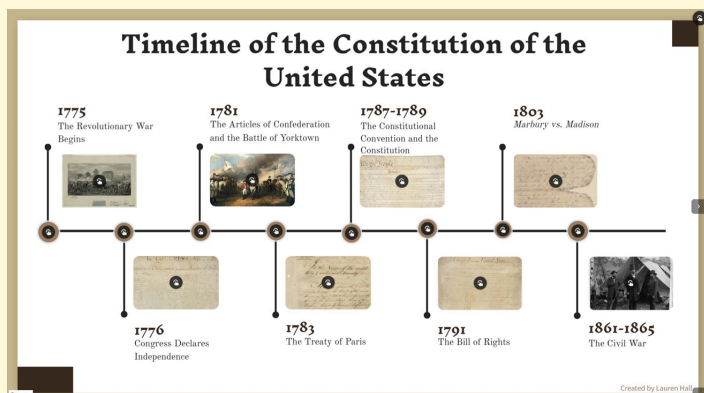


Figure 1. A timeline of the Constitution of the United States embedded on the Government Resources Guide. It was created using Genially and is showing the interactive elements.

# Canva

Canva is a graphic design platform that is used to create images, social media posts, infographics, flyers, presentations, websites, and more. A Canva website template was used to create the Air Mail History Guide shown in figure 3. While the template was easy to use, when it was embedded in Springshare's LibGuides platform the website displayed like a slideshow presentation rather than a website.

## Pros:

- User friendly
- Free to use, but you can pay more for a Canva Pro version
- Has AI image and QR code generators
- Can be used to create images for use in other platforms
- Allows for customization and unique creations
- Insights & analytics are available in the Pro version

## Cons:

- Websites will display as slideshows when embedded in the LibGuides platform
- Many of the best graphics are only available in Canva Pro which requires a subscription
- Limited export options with the free version



Figure 3. The first page of the Air Mail History Guide. This guide was created as a website in Canva. When embedded in Springshare's LibGuides platform it displays as a slideshow presentation.

# Genially

With a focus on education, Genially is a platform for creating interactive content including infographics, games, presentations, quizzes, tutorials, and more. Genially has hundreds of templates that can be used or repurposed. Users can also make unique creations from a blank canvas. Genially was used to make the Remembrance Poppy Guide shown in figures 4 and 5.

## Pros:

- User friendly
- Creates highly interactive content
- Free to use, but you can pay for access to more content and usage data
- Robust usage data in paid version

## Cons:

- Must pay for a premium version in order to remove the Genially logo from designs or include an institutional logo
- Must have a premium version to gather usage data



Figure 2. A flyer for National Aviation History Month that was created using Canva. It was placed by a book display and features a QR code linking to the guide.



Figure 4. The Remembrance Poppy Guide is about the poppy as a symbol of remembrance for fallen soldiers and Memorial Day history. It was created using Genially. Each graphic is clickable which opens a new window with more information.

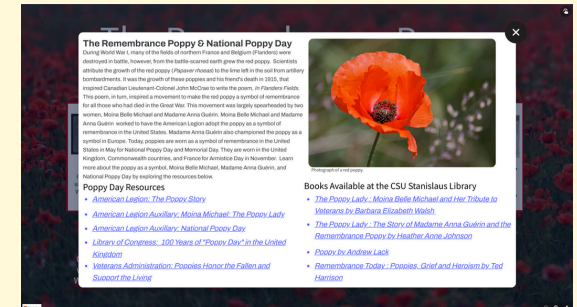


Figure 5. This is an example of an open window in Genially from the Remembrance Day Poppy and Memorial Day History Guide. It features a short history of the red poppy as a symbol of remembrance and then links to resources available online and from the CSU Stanislaus Library.