BEYOND ACADEMIA: DESIGNING ARCHIVES OUTREACH FOR NON-TRADITIONAL USERS

Outreach and Information Design

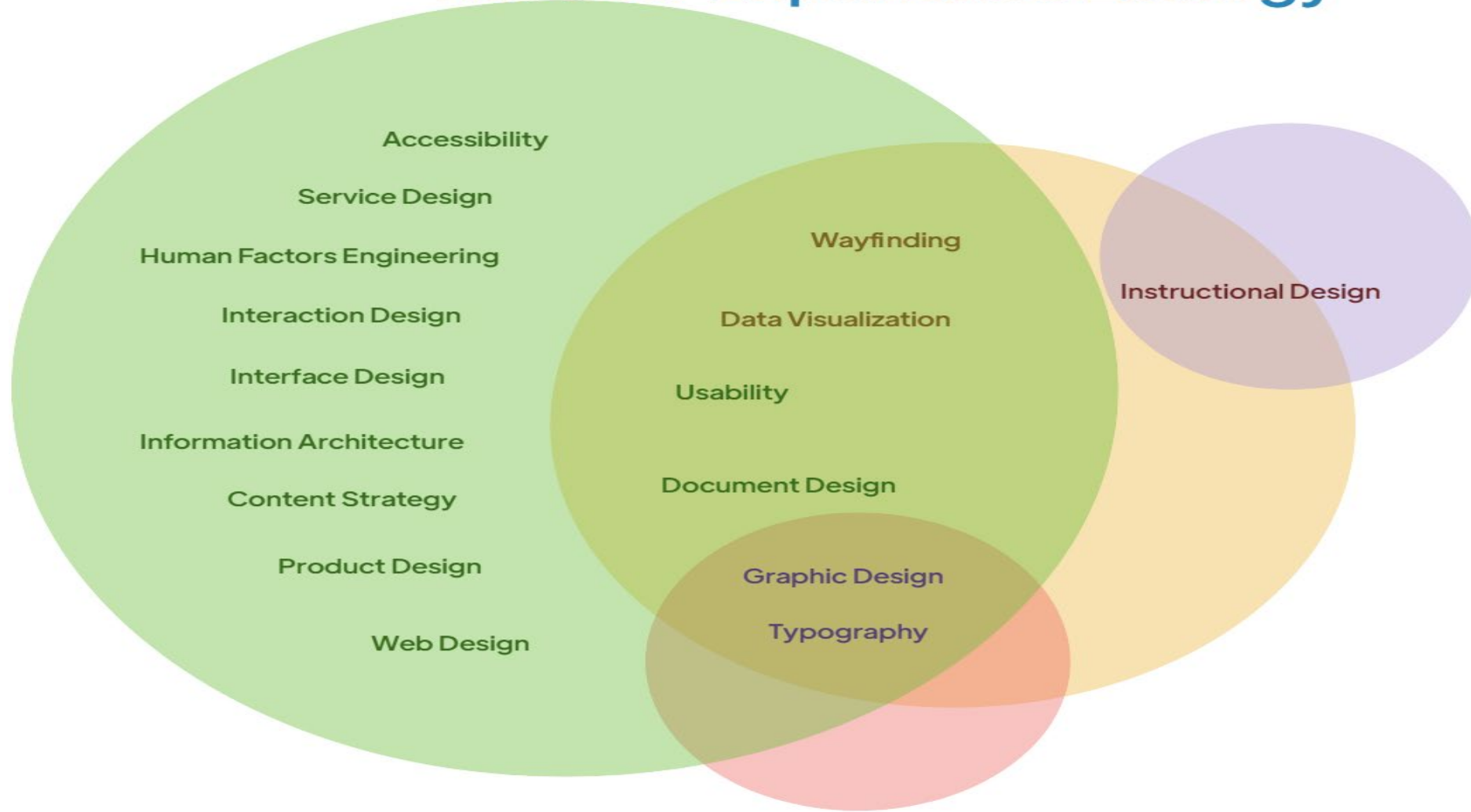Mid-Atlantic Regional Archives Conference 2023

INFORMATION DESIGN?

"Librarians and archivists are often called upon to practice design. Such activities take various forms, from creating maps and signs to arranging services and spaces. From an organizational perspective, every policy or service created in a library can be regarded as a design decision."

— Diana Wakimoto

The User Experience Ecology

Accessibility

Service Design

Human Factors Engineering

Interaction Design

Interface Design

Information Architecture

Content Strategy

Product Design

Web Design

Wayfinding

Data Visualization

Usability

Document Design

Graphic Design

Typography

Instructional Design

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INFORMATION DESIGN PRINCIPLES and GUIDELINES

❖ Audience Analysis
❖ Plain Language
❖ Typography
❖ Data Visualization
❖ Graphics

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INFORMATION DESIGN and FINDING AIDS

"Archivists have a professional responsibility to promote access to archives. They proactively provide access to the parts of their holdings that are of wide interest to the public through print publication, digitization, postings on the institution's website, or by cooperation with external publication projects. Archivists consider user needs when determining how the archives are published."
— International Council on Archives

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Series Descriptions

CAMPAIGN FILES

NICHOLAS MARTINI'S CAMPAIGNS:
1936 & 1937 CAMPAIGNS FOR PASSAIC COUNTY FREEHOLDER
1935 & 1939 CAMPAIGNS FOR PASSAIC COUNTY COMMISSIONER
MISCELLANEOUS CAMPAIGNS

Folders arranged topically and chronologically; documents arranged in chronological order (wherever possible) in folders as well.

This series mainly contains documentation pertaining to Nicholas Martini's 1936 and 1937 bids for Passaic County Freeholder and his 1935 & 1939 campaigns for Passaic County Commissioner. However, there are also some documents pertaining to other campaigns, including Republican campaigns of 1931 and 1938. These files contain correspondence pertaining to Martini's political affiliations and invitations to various functions, such as benefits and dedications. These files also contain correspondence related to Martini's duties as a City Commissioner of Passaic, as he was often acting in that capacity during his campaigns for Freeholder as well as when he was running for re-election for Commissioner. Among the documents are letters to/from the Passaic County Clerk's Office, the Central Italian-American Committee, the New American, Robert Wardle Associates, the Dante Political Club, as well as letters from citizens. These files also include letters from Martini asking for support in the elections and documents pertaining to the Martini League.

In addition to the correspondence, these files contain political paraphernalia, including campaign cards, brochures, posters and receipts pertaining to the campaigns. Election ballots and voting tallies of the elections can also be found in these files. Among the documents are offers of condolences to Martini on his 1936 loss and congratulations on his 1937 victory, and Martini's acknowledgement of these materials. These documents are in the form of cards, letters and telegrams.

The Martini Collection

Campaigns   **Articles**   **Photographs**   **Memorabilia**

Campaign Files

Want to learn what it was like to run for local office in 1930s New Jersey?

This part of the collection contains items from Nicholas Martini's political campaigns.

Researchers can search through five boxes of letters, posters, notes, and more, covering elections for Passaic County Freeholder and Commissioner.

Every campaign has its own box, with folders organized by date.

Check out our container list for details, and download the guide for more information.

Print the guide

WP archives

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