DESIGN AN OUTSIDE THE LINES EXPERIENCE

Using the lists your team just created, design one imaginary campaign or experience for Outside the Lines 2016.

For this exercise:
• Blue-sky it! See how far you can push your idea.
• There are no budget implications – for our purposes, you would have all of the money and resources you would need.
• Using the materials provided, draw what this idea might look like. No rules here – it could be a promo poster, a map, anything you can dream!

Vet your idea with your teammates using the seven Outside the Lines criteria.

Your event or campaign:

1. Gets people thinking – and talking – about libraries in a different way.
2. Showcases the library out in the community as well as in the library.
3. Highlights how your library is relevant to people’s lives.
4. Represents your local community.
5. Is active versus passive – gets people engaged.
6. Is extraordinary and unexpected.
7. Most importantly, is fun!