

PROCESS BOOK- NMNH Annual Report

Project Description

Project Specs:

Quantity: 2

Pages: 24 (divisible by 4)

Flat size: 14 x 10 inches

Fold size: 7 x 10 inches

Color: 4-color process

File format: InDesign

Binding: Saddle Stitch

Client:

The Smithsonian National Museum of Natural History

Problem:

Design an annual report for the National Museum of Natural History.

Audience:

The general public, academia, and the media

Design Must-Haves:

- Student designers must adhere to the project specs listed above
- Vector images must be formatted as an .eps; Raster images must be formatted as a .tif or a Photoshop .eps
- Image resolution should be 300 dpi (Rasterized images should not exceed 120% in scale)

- All projects must be designed in InDesign and packaged with fonts and images
- All projects must be printed on paper ordered by the student

Project Objectives:

The primary objective of this project is to familiarize students with the process of designing a multi-page publication. Students will be expected to use the following design fundamentals and tools:

- Hierarchy
- Grids
- Prepping client-provided text using either InDesign or Word documents
- Learn the difference between Paragraph and Character Style Sheets, and how to apply them appropriately in InDesign
- Practice good typography skills by learning how to format text in a manner that doesn't have the standard errors—poor rag, rivers, proper alignment, widows, and orphans
- Create a saddle-stitch publication
- Learn how to combine type and image in an appropriate hierarchy for a target audience
- Learn how to create infographics using Adobe Illustrator
- Learn how to spec and order paper

Project budget:

This project is designed to enable students to potentially complete the entire project using the school's labs and equipment. Students should plan accordingly when purchasing additional supplies and/or stock photography to complete this assignment.

If you are working on a limited budget, plan ahead. Waiting until the last minute may result in higher fees or the unavailability of faculty and staff to assist with the project's completion.

Project Assets:

- [NMNHAnnualReport_ClientText.docx](#)
- [Download NMNHAnnualReport_ClientText.docx](#)
- [NMNH Logos - Brand Guidelines-1.zip](#)
- [Download NMNH Logos - Brand Guidelines-1.zip](#)

Design deadlines:

All work submitted online to Canvas should be submitted to the assignment link as a single PDF. **Please ensure that the project title, design stage, and your name are included in the file name.**

Annual Report Process:

● Research:

Research annual report design by searching online for design samples;

Develop a Pinterest board (Name Pinterest Board: **ART142: Annual Report/Your Last Name**) with visual images of report covers and interiors. *Do not limit yourself to researching just annual reports.*

This is the instructor's [Pinterest board](#).

There should be at least **50 pins** on your board for full credit. DO NOT pin Templates! Post Actual Designed documents. Pinterest and Behance are great places to look.

Submit the URL to your Annual Report board; please do not upload the link to your Pinterest account.

● Thumbnails:

After reading the annual report text and creating a Pinterest board, develop 12 thumbnails of the cover and 2 interior spreads (4 pages are in 2 spreads). Thumbnails should include at least 4 different concepts and should consist of both images and text. Thumbnails should be hand-drawn.

- **Comps**

Select three designs from the thumbnail sketches and develop three digital comps. Each comp should include a cover and interior spread design, and the design for one comp should work in harmony with the others.

Each comp should be unique and designed differently from the other two comps submitted. Failure to do this will result in a grade reduction.

Illustrations should be **created in Illustrator, and the report design should be developed in InDesign.**

Pages should be saved in spread mode. AND saved in the **smallest file size** for PDF.

Upload the PDF that includes all three comps to this link. Do not upload multiple files if you are unsure how to combine them into a single PDF.

Google it.

- **Draft**

Upon receiving feedback on the comp design, design the complete report. Be sure to make the edits based on the instructor's comments.

Package the InDesign file with the PDF (Pages should be saved in **spread mode** and at the **smallest file size** for PDF). Compress the packaged folder into a zip file and upload it to this assignment link.

- **Production Day**

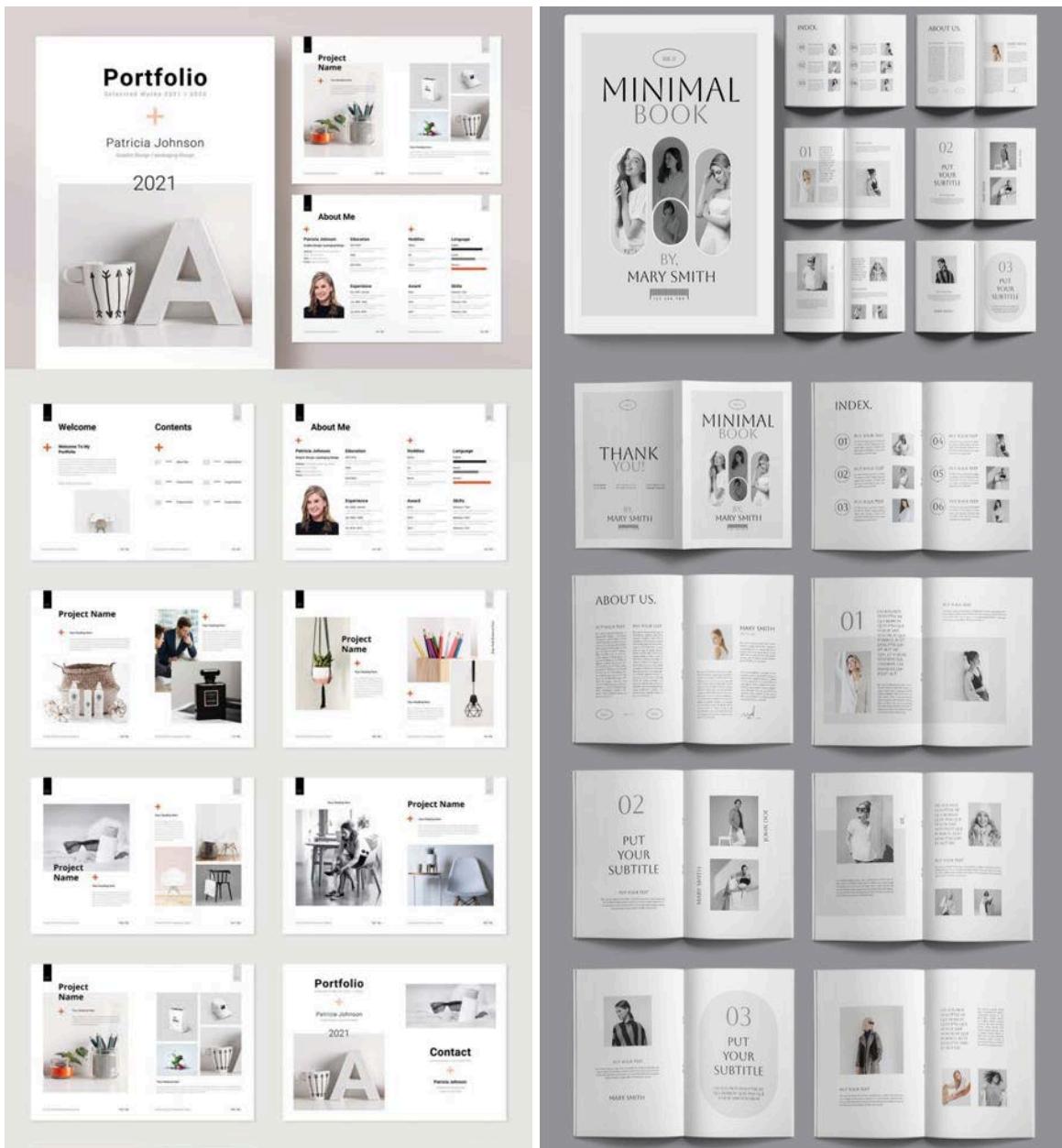
This is a day when the instructor will assist students in printing and preparing the project for final submission. Students should come to class prepared with final files (including packaged InDesign files with High-res impositioned PDF in spread mode).

- **Final Annual Report**

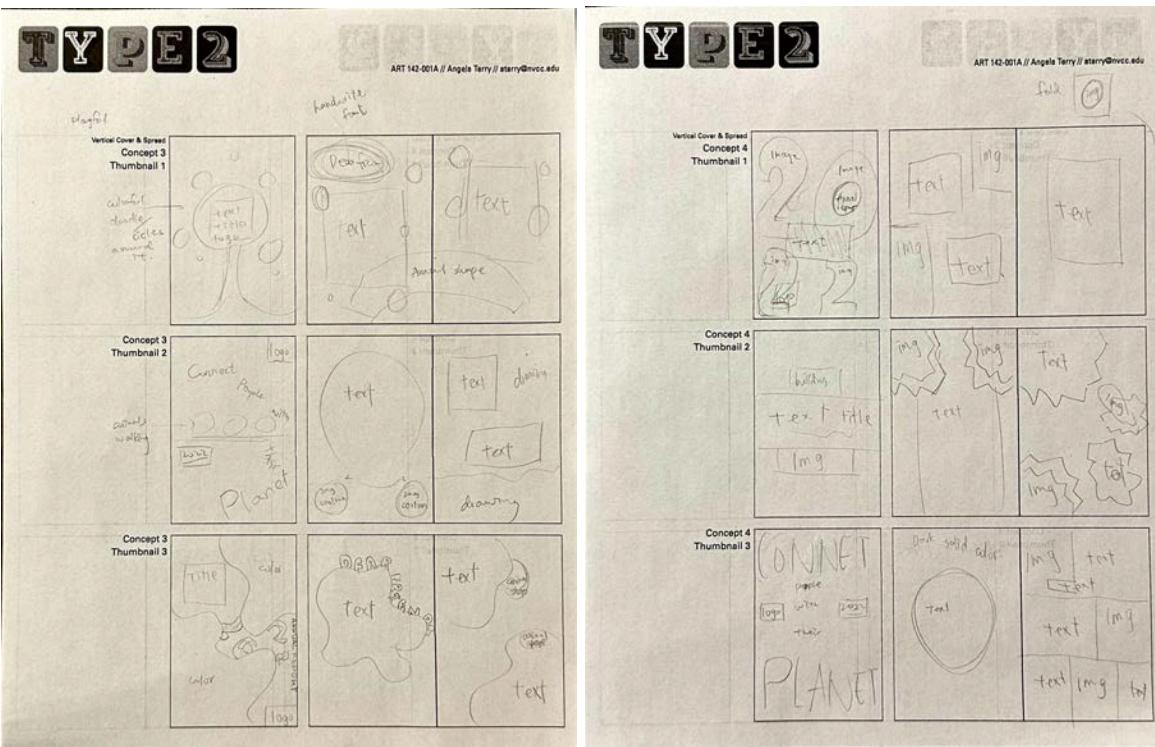
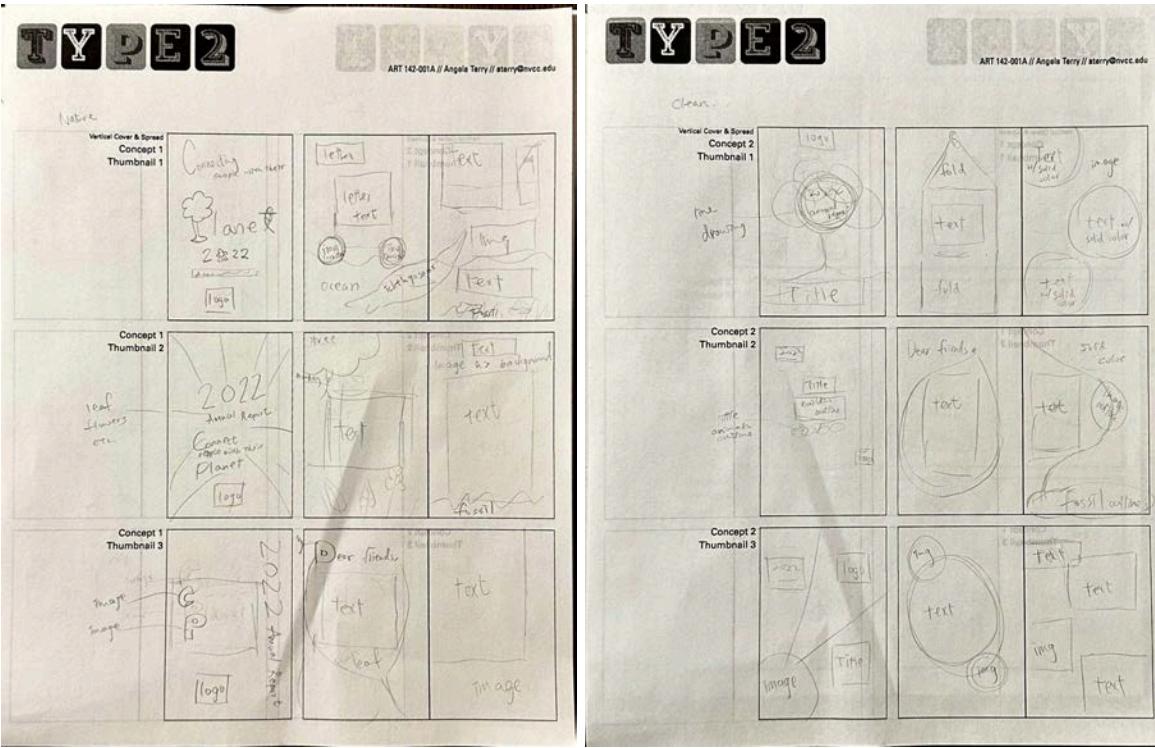
Package the final report file, ensuring it includes all the files listed below under **Digital Upload**, and submit it to this assignment link for grading.

Research

Pinterest board <https://pin.it/4r7yfmOr5>



Thumbnails



Comp



Dear Friends,

We live on an amazing planet — one that is brimming with life, culture, and new natural wonders waiting to be discovered.

While the past few years have been challenging for all of us, it has been heartening to see that many people have used this time to reconnect with nature. To get outside and open their eyes to the beauty of the world around them.

Building and maintaining our connection to the natural world has been core to the mission of the National Museum of Natural History since we opened our doors in 1910 and it underpins everything we do today.

In 2022, we marked our first full year open to the public since the beginning of the pandemic. We were excited to welcome back our visitors in person, with more than 1.5 million visitors, at least four times that many online. Online or in-person, we aimed to prepare our visitors with the knowledge necessary to be a part of the solution to some of the planet's most pressing conservation challenges.

Our scientists and collections staff were back in force discovering new species, generating a deeper understanding of our world, and caring for our collection of 148 million specimens. They also worked hard to bring back into the museum to assess this irreplaceable archive of our planet in support of their research.

We began the process of rebuilding key aspects of our museum community including our fellowship, internship, and volunteer programs. Fostering the next generation of science and conservation leaders is critical to our mission. The continued support and involvement of volunteers is critical to our success in so many ways; be it in the museum, behind the scenes, or as ambassadors to our communities and families.

The last month has been to do more work to be recovered, but the foundation—as it has been throughout the pandemic—remains strong.

Our success is, in no small measure, due to the ongoing support of our partners and individuals like you.

We hope you will enjoy taking a look back at some of our achievements from last year. And we look forward to working together with you to continue to connect people and our planet.

Sincerely,

John Foster, Board Chair

Kirk Johnson, Senior Director

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National Museum of Natural History Annual Report 2022

National Museum of Natural History Annual Report 2022

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2022 Annual Report

Connect People with Their Planet

A mysterious bonebed was once a marine reptile maternity ward

Long before whales swam onto the scene, the ocean's biggest benthic predators, ichthyosaurs, a type of marine reptiles that resembled souped-up dolphins. One of the largest ichthyosaurs known is Shonisaurus, a humpback whale-sized predator that terrorized late Triassic seas more than 225 million years ago.

Bones from at least 37 Shonisaurus individuals have been found at Berlin-Ichthyosaur State Park in the middle of the Nevada desert. For decades, paleontologists have attempted to figure out why so many ichthyosaurs perished here.

Museum paleontologist Nicholas Pyenson teamed up with several researchers, including former museum Peter Buck. Fellow Neil Kelley reinterpreted the iconic site. They collected samples of the surrounding rock to determine the ancient environment, sifted through museum collections for fossils from the site, and partnered with the Smithsonian Digitization Program Office to digitally recreate the jumble of Shonisaurus bones still in the ground with 3D imaging.

Some believed these marine reptiles were poisoned by toxic algal blooms, while others posit they met their end during a mass stranding event.

In a study published in the journal *Current Biology*, they concluded that the site was once an ichthyosaur birthing ground. Like modern whales, these marine reptiles would return to the same location over generations to give birth. Instead of one catastrophic disaster, the site's bones accumulated over thousands of years.

Artist's life reconstruction of adult and newly born Triassic ichthyosaurs *Shonisaurus*, 2022.

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National Museum of Natural History Annual Report 2022

National Museum of Natural History Annual Report 2022

CONNECT PEOPLE with Their PLANET

Our Places

Exploring the Interaction of People and Nature

In July, the National Museum of Natural History unveiled this new exhibition, Our Places: Connecting People and Nature. The exhibition encourages people to connect with nature, inspires them to go outside and make a difference, and includes participatory activities that range from identifying local birds and other animals in nature recordings to leaving notes in a “Nature Journal” and “Nature Art” station. The exhibition is a collaboration between the museum and its partners, and community members working to protect dynamic environments around the globe, from tropical rainforests to coastal mangroves to local neighborhood greenspaces spread across the United States and D.C.

Our Places highlights how developing a closer connection between people and nature can address many environmental issues. The exhibition’s displays highlight efforts to incorporate sustainable practices into agriculture, such as organic farming, which have been carried out through Indigenous community-led restorative agricultural practices, and sustainably harvest seafood through management programs such as the Sustainable Fisheries of Alaska Bay. Personal stories from scientists and local community leaders bring these projects to life and highlight why personal engagement is so important. Visitors not only learn about fieldwork in locales like India and Peru, but also get an in-depth look at how to engage in their local community and such as the city’s Rock Creek Park and Maryland’s own shore.

Many of these local greenspaces are natural areas that are overlooked by conservation efforts. One example is Kenilworth Aquatic Gardens, the only national park in the country dedicated to aquatic plants like water lilies and lotuses. Nestled near the banks of the Anacostia River in Washington, D.C., the park’s wetlands and surrounding land area of marshes had been utilized by the Nacotchtank tribe for millennia. In the 1860s, a Civil War veteran and his daughter cultivated the local wetlands into ponds, creating with aquatic plants a place to grow like lotus, water lily, and blue hydrangeas.

Friends of Kenilworth Aquatic Gardens’ Zerline Hughes-Spaul (with colleague Megan Singleton), NMNH Yeah team program director Brandon, and Scott Budden of Orchard Point Oysters are among the many voices featured in Our Places.

NATIONAL MUSEUM of NATURAL HISTORY
Smithsonian

SPECIMEN SPOTLIGHT

Northern Giant The “uzziest” specimen highlighted in Our Places is the historic northern giant hornet nest.

The first northern giant hornet nest in the United States is now on display in Our Places alongside one of the sci-fi inspired suits the team wore and a giant hornet specimen outfitted with a radio transmitter.

As the world’s largest species of hornet, northern giant hornets are bound to make headlines. They are native to East Asia. In 2019, the discovery of a giant hornet nest in Washington state led to a massive search for what was called “Murder Hornets” were on the loose. While hornets are natural predators of humans, these nocturnal efficient predators, who have a penchant for biting off the head of their prey, are threatening populations of important pollinators.

To quell the impending invasion of these head-chopping hornets, researchers in Washington state and the Smithsonian’s Battaglia, a Smithsonian-USAID research entomologist who works with the Systematic Entomology Laboratory, used the National Museum’s National Insect Collection as a reference to keep tabs on which insects belong in the United States and which are potentially destructive nonnatives.

After Battaglia identified the insect as a northern giant hornet, he contacted the Washington State Department of Agriculture, which set up in heavy-duty mesh suits to capture the hornet nest. Battaglia and his team’s quarter-inch stingers and headed into the forest. By attaching a radio transmitter to the nest, Battaglia and his team could remove the potentially harmful hornet hive, which eventually ended up in the museum’s collection.

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Our Places

Exploring the Interaction of People and Nature

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Draft

Full book's draft design [click here](#)



A MYSTERIOUS MONSTER WAS ONCE A MAGGOT MATEY WRAP

Long before whales swam onto the scene, the ocean's biggest behemoths were a type of marine reptiles that resembled modern-day sea turtles. One such species, the long-necked Shonisaurus, a humpback whale-sized predator that terrorized the West Coast about 160 million years ago, has been found to have at least 37 Shonisaurus individuals have been found fossilized in a single location in Oregon's coastal Coquille River delta. For decades, paleontologists have struggled to figure out why so many contemporaneous predators had...

Some believed these marine reptiles were pursued by local killer whales, while others post that they died and sank in mass溺死事件.

Maurice Paskalis, paleobiologist at the National Museum of Natural History, learned of with former researchers, including former museum Peter Bush. Paskalis and his team collected a fossilized skull and selected sample of the surrounding rock to research the area's ancient ecosystem. They found a mix of marine life, including fossils from the site, and partnered with the Smithsonian Digitization Program to create a 3D model of the skull. The 3D reconstruction shows still in the ground with 3D imaging.

In a study published in the journal *Current Biology*, they noted that she was more in utero birth. Unlike most mammals, female marine reptiles do not return to the same location over generations to give birth. Instead, they give birth in the same place where they were born hundreds of thousands of years.

National Museum of Natural History Annual Report 2022

Our Places

Exploring the Interaction of People and Nature

At the National Museum of Natural History, we explore the way people interact with nature. Our Places: Connecting People and Nature, is a new initiative designed to engage visitors to go outside and make a difference, and includes participation activities and science exhibitions. We also offer opportunities for visitors to contribute to scientific research to complement the dialogue between people and nature. This year, we will continue our work to protect dynamic environments around the world, including the Amazon rainforest, the Arctic tundra, and the Great Barrier Reef.

Our Places highlight how our choices as individuals affect people and nature and address many environmental issues. The exhibition features interactive displays, including a 3D globe, a space-in-a-chair, community kiosks, augmented reality, and traditional exhibits. It also includes a 3D-printed model of a giant hornet nest, which is the largest nest ever made in North America.

The first northern giant hornet nest discovered in the United States now resides in the museum's collection. The nest, which measured nearly 10 inches across, was found in a tree in Washington state. The nest was created by a single female hornet, which had traveled from Japan to the Pacific Northwest. The nest was discovered by a local beekeeper who had a persistent sting of hornets in his garden. After the sting, he realized that the hornets were not your average stinging insects or dangerous pollinators.

Specimen Spotlight

POLYPHAGOUS GIANT HORNET
The world's largest hornet
Highlighted in Our Places, the hornet gives humans "dead ends."

So when two-inch-long, orange and black hornet specimens came his way, he knew he had something special. "It's a really unique specimen," says Buffington, who is the Asian giant hornet specimen specialist at the museum. "He determined what the Asian giant hornet looks like and what it's supposed to look like." Buffington says, "Because it's big, we can see all the details of the nest, which is the collection." "When we have something like this, we know he has to be looking at it," he says. "It's a really cool specimen." While the giant hornet nest and the nest itself are the main focus of the exhibit, visitors can learn about the life cycle of the hornet, including its diet, habitat, and behavior. "It's a really cool exhibit," says Buffington, "and I think it's something we would have already encountered if it wasn't for the hornet nest."

After Buffington identified the insect intruders, his colleagues at the museum's Department of Entomology and the Office of Agriculture called in a heavy-duty mask to remove the nest. "We had to use the museum's largest scissor lift to get the nest down from the tree," says Buffington. "It was a really difficult project to get the nest down from the tree, but it was a success. The nest was successfully removed and is now on display in the museum's collection."

National Museum of Natural History Annual Report 2022

By the Numbers

The pandemic changed us all and the museum was no exception. We closed for 463 days between 2020 and 2021, yet the work of the museum carried on.

We used our digital platforms to reach our audience and build new connections.

We continued the important work of caring for our collections and using them as the foundation of our research endeavors.

Financial

| Category | FY 22 Expenses (\$M) | FY 22 Revenue (\$M) |
|----------------------------------|----------------------|---------------------|
| Salaries | 18.0 | 18.0 |
| Operations & Administration | 1.5 | 1.5 |
| Research & Collection Management | 1.0 | 1.0 |
| Exhibitions & Programs | 1.0 | 1.0 |
| Visitor Services | 0.5 | 0.5 |
| Total Discretionary | 0.5 | 0.5 |
| Butterfly Pavilion | 0.2 | 0.2 |
| Other | 0.2 | 0.2 |
| Total FY 22 Budget | 30.0 | 30.0 |

New Exhibits

Creat American Diamonds

Did you know that diamonds can be found in the United States?

Some of these gems are rare, hidden, and sometimes even secreted away. One example is the Arkansas diamond, which is the largest found outside of Africa. In 2019, the museum received a gift of a large Arkansas diamond from a member of the museum's Board of Trustees. When it arrived, Washington's Kaelen McPherson, this month of March, the museum's newest Curator of Mineral Sciences, a Civil War veteran, and his daughter collected the nest. They may just be the first to find a nest in the United States, according to the museum's website.

#DiamondCar - The Exhibit

Some of the brightest minds in science and engineering have joined forces to create #DiamondCar. But instead of one night before the March 19 premiere, the team worked for months to design, fabricate, and assemble a single levitation system. The car is built entirely from scratch and is the first levitating vehicle of its kind. It's also the first to feature a 3D-printed exterior.

Outbreak: Epidemics in a Connected World

After a four-year absence, the museum's Outbreak: Epidemics in a Connected World exhibition returned to the National Museum of Natural History. Opened 18 months ago, COVID-19 pushed the museum to close its doors. Now, visitors can "surf" through exhibits that spread internationally.

Visitors were invited to be detectors, and the museum's scientists and experts responded to these outbreaks. The exhibition is now on view in an adjacent gallery.

OUR FREE Do-It-Yourself DIY Exhibits

BARRO COLORADO/ NATURE OF THE ROCK

The museum also opened last fall a new exhibition, Barro Colorado: The Heart of the Amazon Rainforest. The exhibition highlights the biodiversity of the tropical rainforest, including the little-known species of plants, animals, and microorganisms that call the forest home.

Sloths are among the many inhabitants of Panama's Barro Colorado Island.

Feedback: Adjust the color mode of the images so they match how they appear when printed, keep each page's colors consistent throughout the book, adjust the diagram colors to better match the overall color scheme so they feel more engaging, adjust some text colors to improve readability, and add more pages to the book.

Final Design

Full book's final design [click here](#)

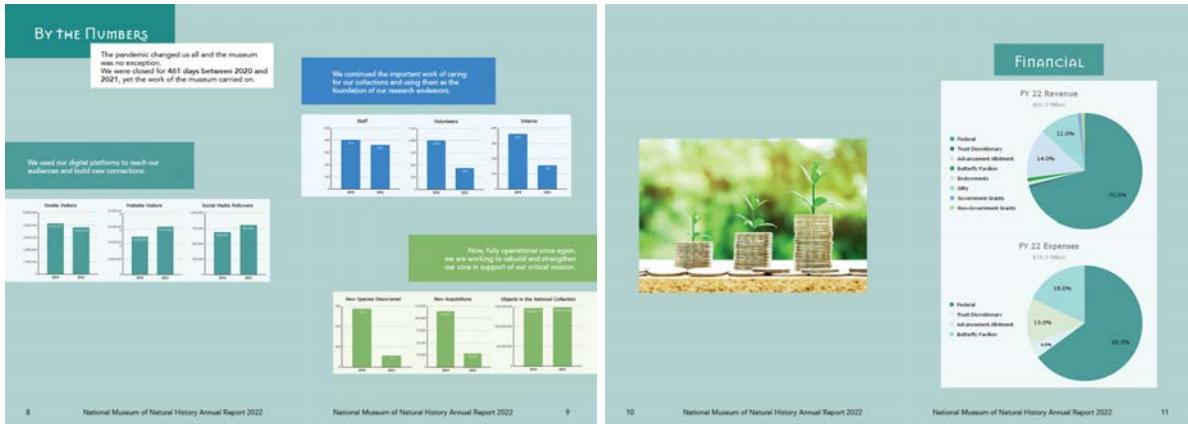
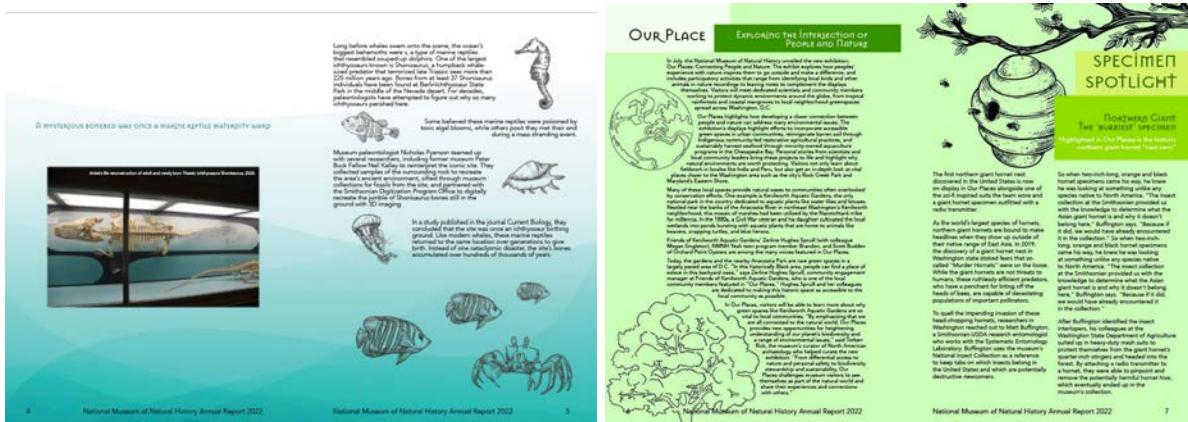


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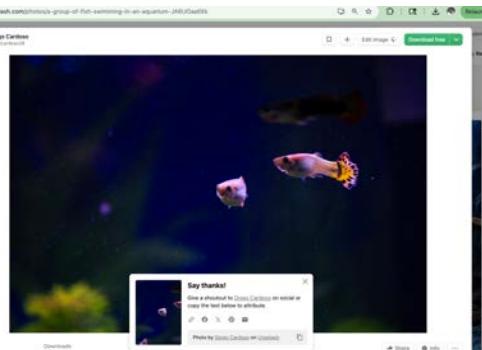
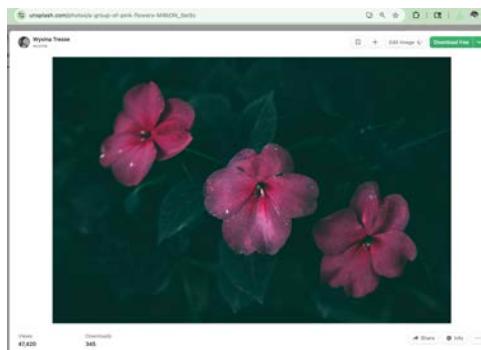
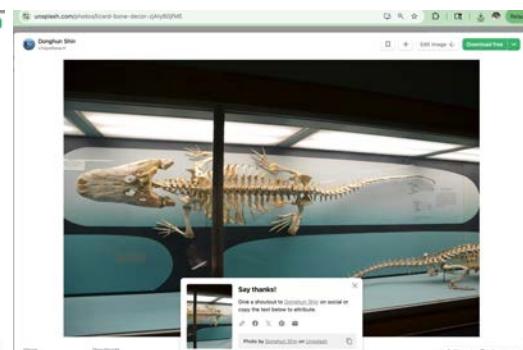
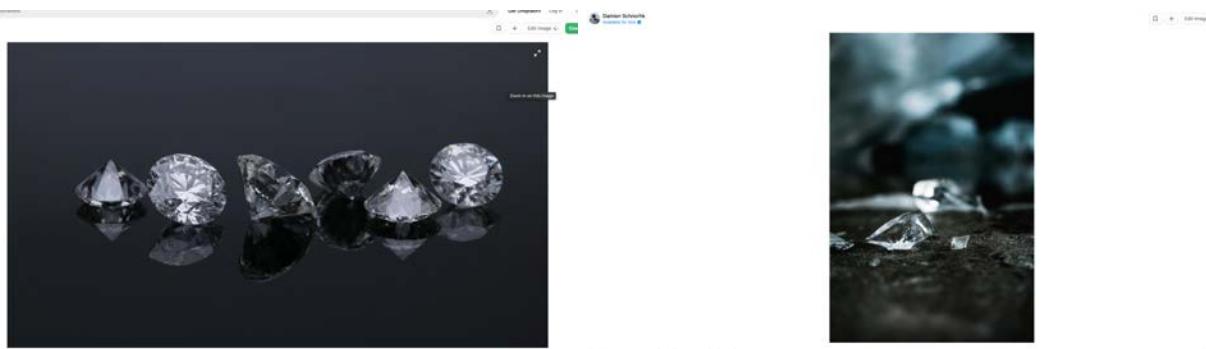
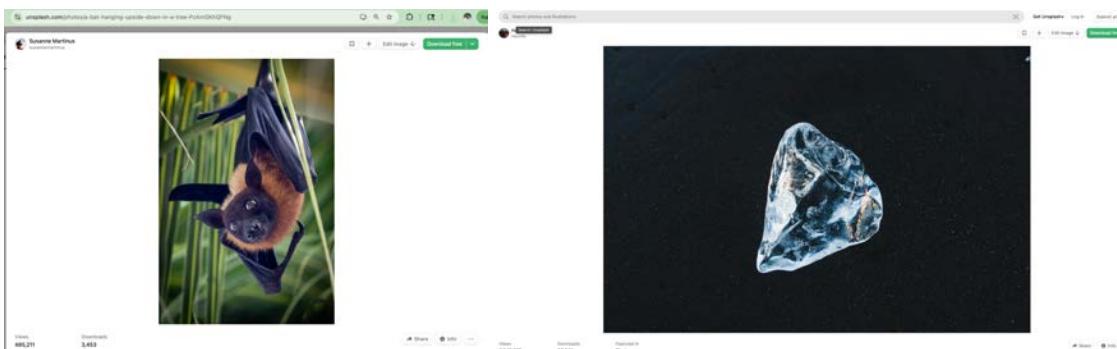
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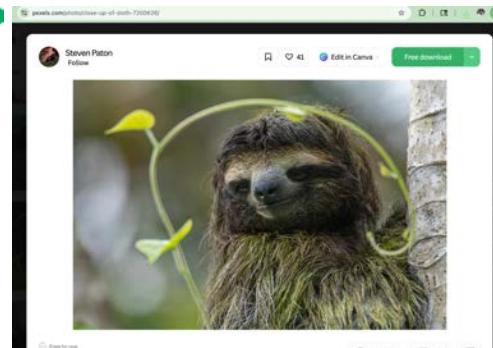
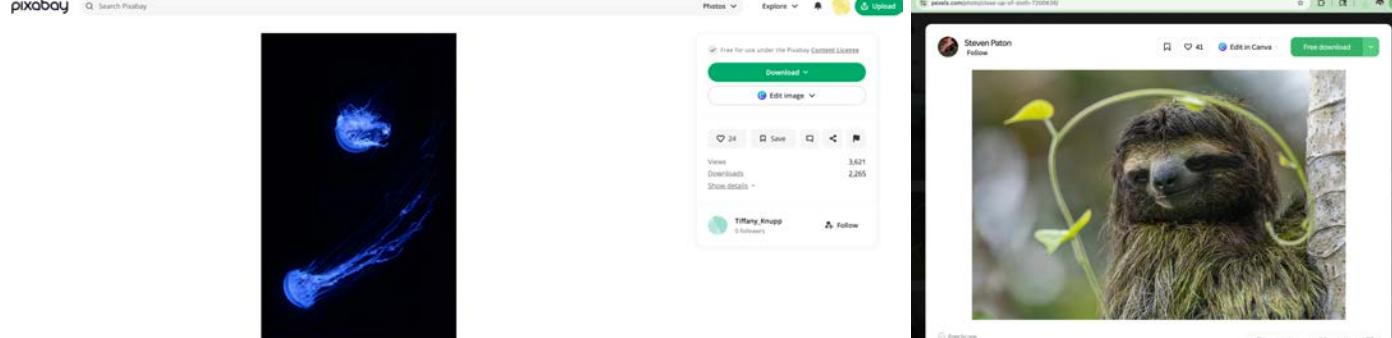
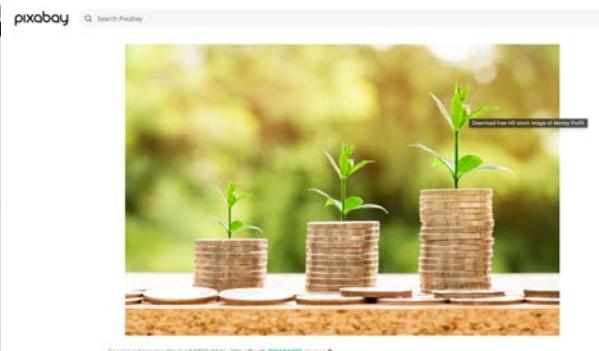
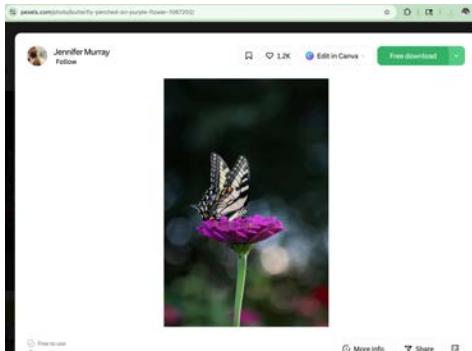


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