Irene Tsai

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).
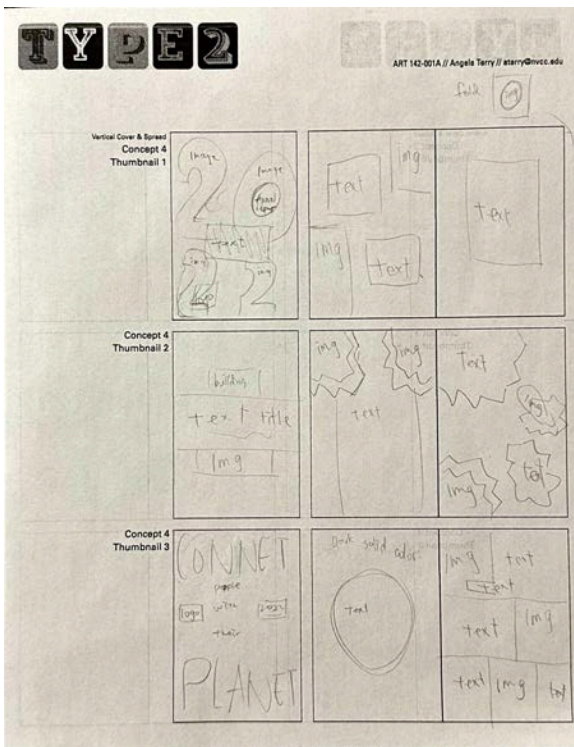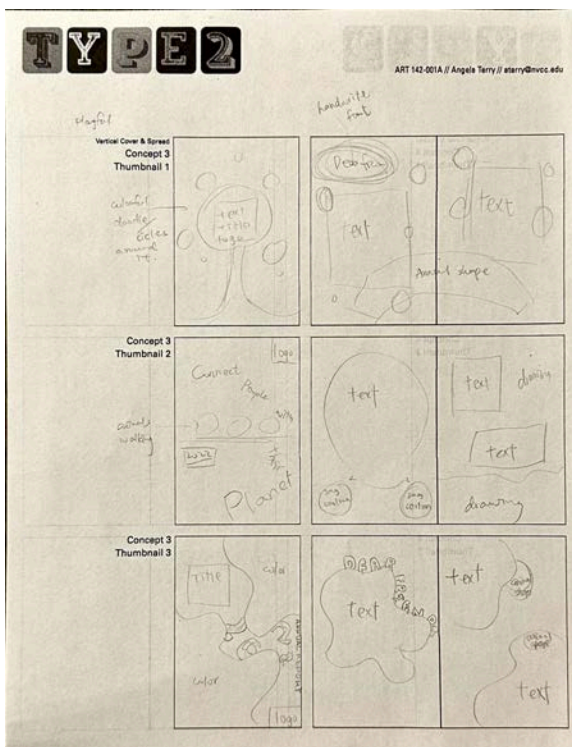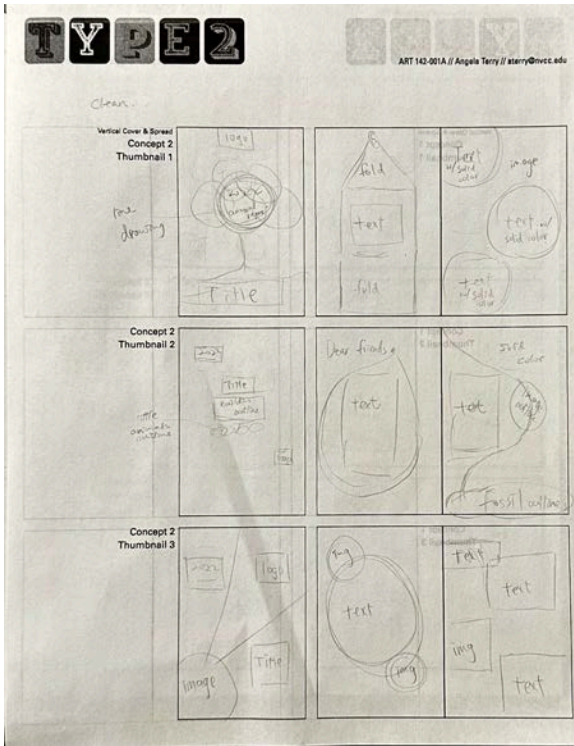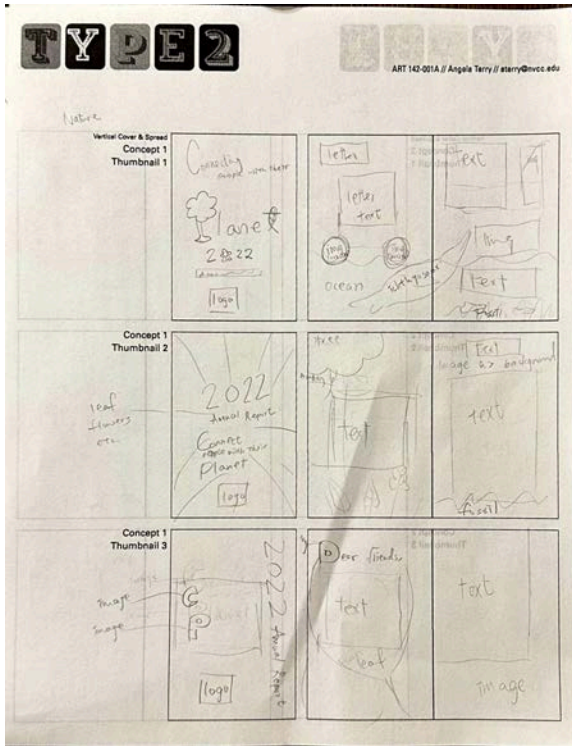
- **Final Annual Report**

    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.
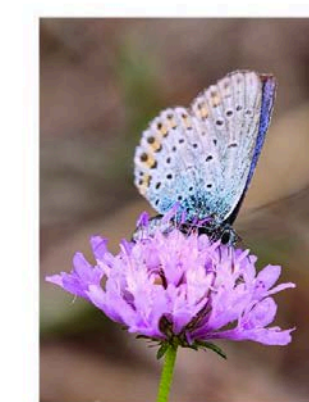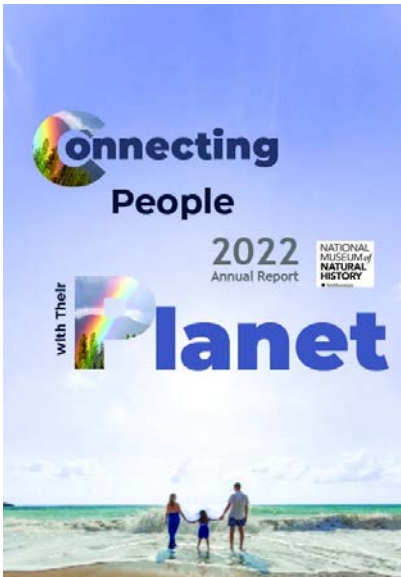
Research

Thumbnails

Comp

Connecting People with Their Planet

Connecting People
2022 Annual Report
NATIONAL MUSEUM of NATURAL HISTORY

with Their Planet
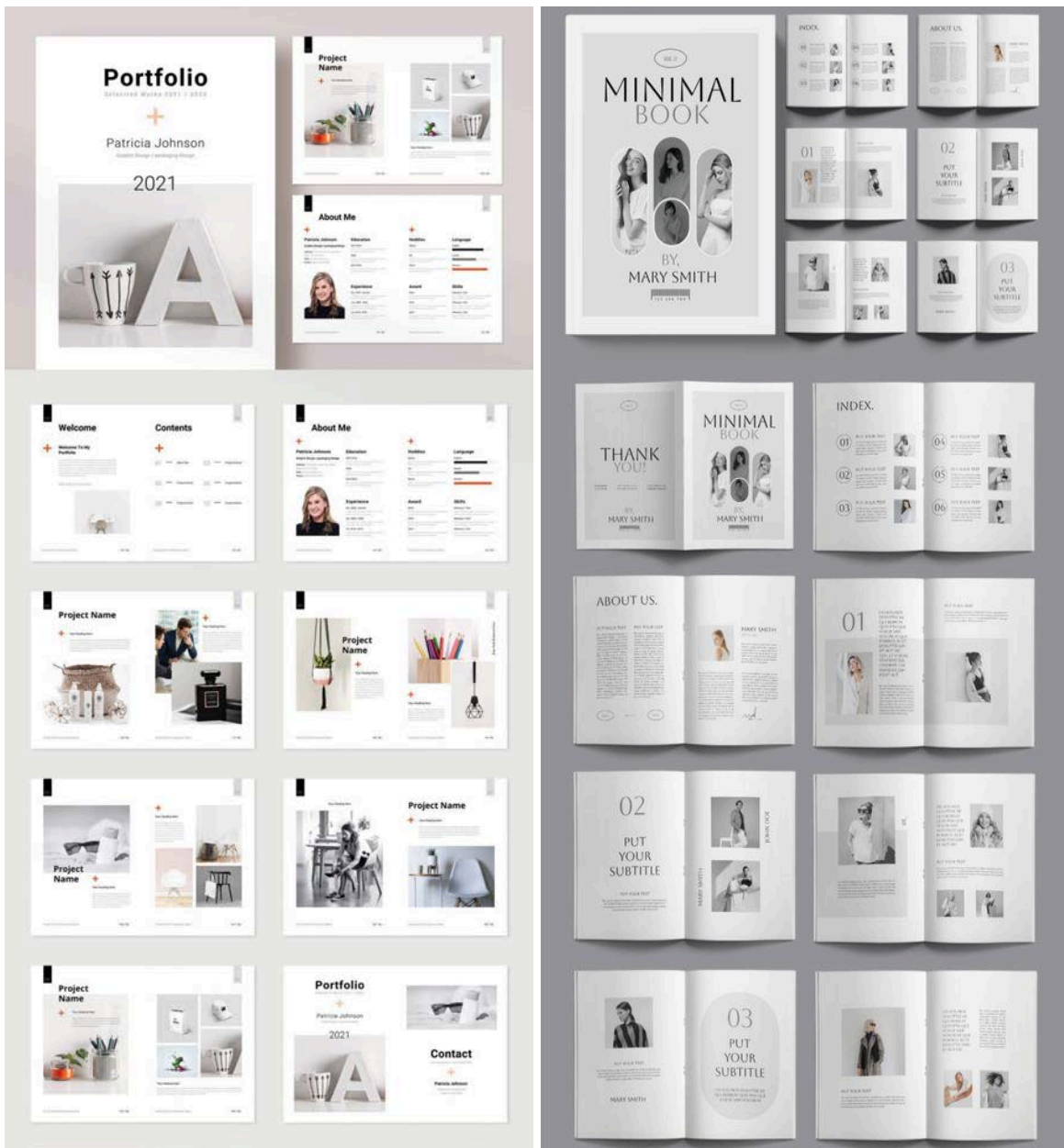
Dear Friends,

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 this sense of 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 welcomed nearly 4 million people back to the museum and engaged with 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 concerns.

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. We invited the global scientific community back into the museum to access 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 museum professionals is among the most important things we do. And our network of volunteers is critical to our success in so many ways, be it in the museum, behind the scenes, or as ambassadors to friends and family.
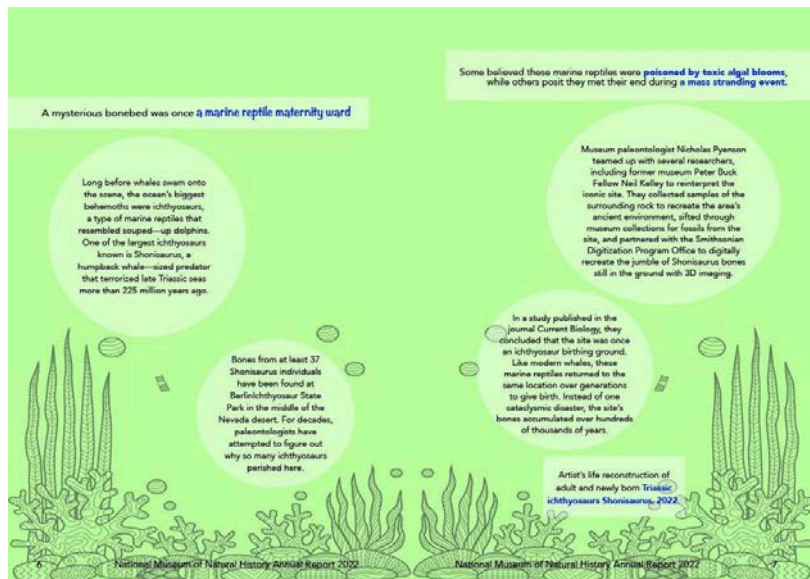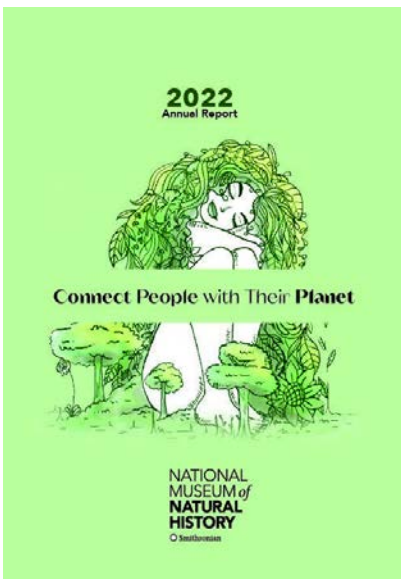
There is still more work to be done, more ground to be recovered, but the foundation—— as it has been throughout the pandemic——remains strong.

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.
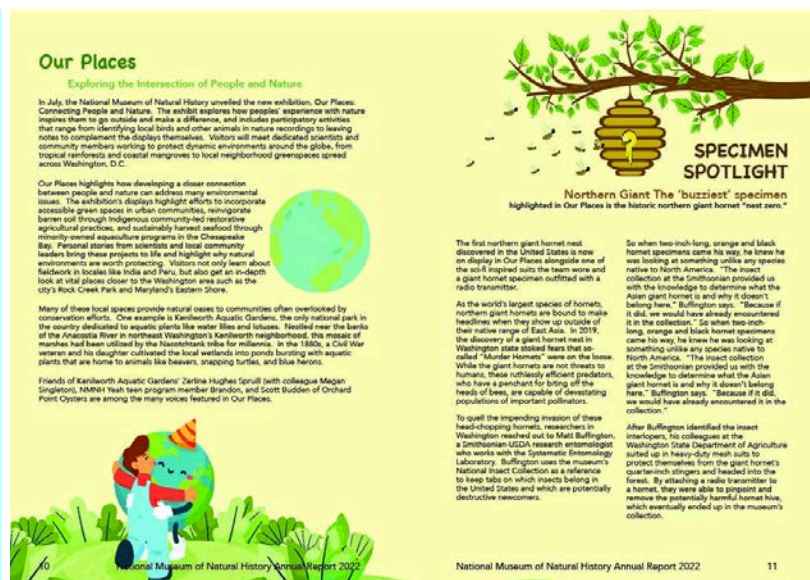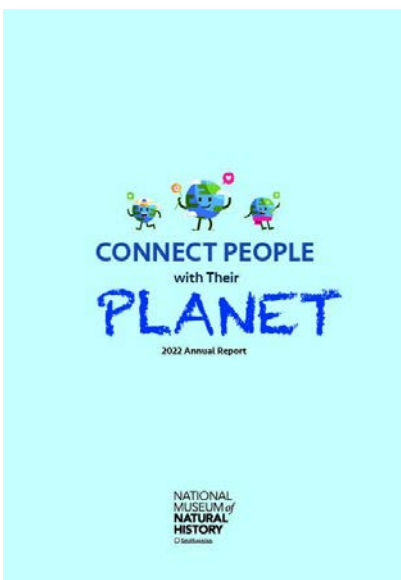
Sincerely,

John Foster, Board Chair

Kirk Johnson, Sant Director

2022 Annual Report

Connect People with Their Planet

NATIONAL MUSEUM of NATURAL HISTORY
Smithsonian

A mysterious bonebed was once **a marine reptile maternity ward**

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

Long before whales swam onto the scene, the ocean's biggest behemoths were 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.

Museum paleontologist Nicholas Pyenson teamed up with several researchers, including former museum Peter Buck Fellow Neil Kelley to reinterpret the iconic site. They collected samples of the surrounding rock to recreate the area's 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.

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.

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 returned to the same location over generations to give birth. Instead of one cataclysmic disaster, the site's bones accumulated over hundreds of thousands of years.

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

CONNECT PEOPLE with Their PLANET

2022 Annual Report

NATIONAL MUSEUM of NATURAL HISTORY
Smithsonian

Our Places

Exploring the Intersection of People and Nature

In July, the National Museum of Natural History unveiled the new exhibition, Our Places: Connecting People and Nature. The exhibit explores how peoples' experience 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 to complement the displays themselves. Visitors will meet dedicated scientists and community members working to protect dynamic environments around the globe, from tropical rainforests and coastal mangroves to local neighborhood greenspaces spread across Washington, 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 accessible green space in urban communities, reinvigorate barren soil through Indigenous community-led restorative agricultural practices, and sustainably harvest seafood through minority-owned aquaculture programs in the Chesapeake Bay. Personal stories from scientists and local community leaders bring these projects to life and highlight why natural environments are worth protecting. Visitors not only learn about fieldwork in locales like India and Peru, but also get an in-depth look at vital places closer to the Washington area such as the city's Rock Creek Park and Maryland's Eastern Shore.

Many of these local spaces provide natural oases to communities often 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 northeast Washington's Kenilworth neighborhood, this mosaic of marshes had been utilized by the Nacotchtank tribe for millennia. In the 1880s, a Civil War veteran and his daughter cultivated the local wetlands into ponds bursting with aquatic plants that are home to animals like beavers, snapping turtles, and blue herons.

Friends of Kenilworth Aquatic Gardens' Zarline Hughes Spruill (with colleague Megan Singleton), NMNH Yeah teen program member Brandon, and Scott Budden of Orchard Point Oysters are among the many voices featured in Our Places.

SPECIMEN SPOTLIGHT

Northern Giant The 'buzziest' specimen highlighted in Our Places is the historic northern giant hornet "nest zero."

The first northern giant hornet nest discovered 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 hornets, northern giant hornets are bound to make headlines when they show up outside of their native range of East Asia. In 2019, the discovery of a giant hornet nest in Washington state stoked fears that so-called "Murder Hornets" were on the loose. While the giant hornets are not threats to humans, these ruthlessly efficient predators, who have a penchant for biting off the heads of bees, are capable of devastating populations of important pollinators.

To quell the impending invasion of these head-chopping hornets, researchers in Washington reached out to Matt Buffington, a Smithsonian-USDA research entomologist who works with the Systematic Entomology Laboratory. Buffington uses the museum's National Insect Collection as a reference to keep tabs on which insects belong in the United States and which are potentially destructive newcomers.

So when two-inch-long, orange and black hornet specimens came his way, he knew he was looking at something unlike any species native to North America. "The insect collection at the Smithsonian provided us with the knowledge to determine what the Asian giant hornet is and why it doesn't belong here," Buffington says. "Because if it did, we would have already encountered it in the collection." So when two-inch-long, orange and black hornet specimens came his way, he knew he was looking at something unlike any species native to North America. "The insect collection at the Smithsonian provided us with the knowledge to determine what the Asian giant hornet is and why it doesn't belong here," Buffington says. "Because if it did, we would have already encountered it in the collection."

After Buffington identified the insect interlopers, his colleagues at the Washington State Department of Agriculture suited up in heavy-duty mesh suits to protect themselves from the giant hornet's quarter-inch stingers and headed into the forest. By attaching a radio transmitter to a hornet, they were able to pinpoint and remove the potentially harmful hornet hive, which eventually ended up in the museum's collection.

Draft

Full book's draft design

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.
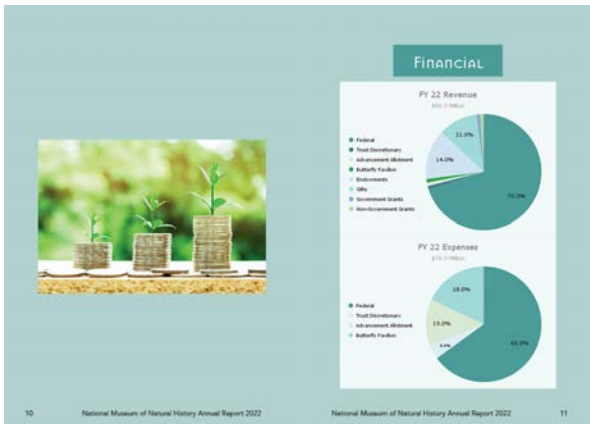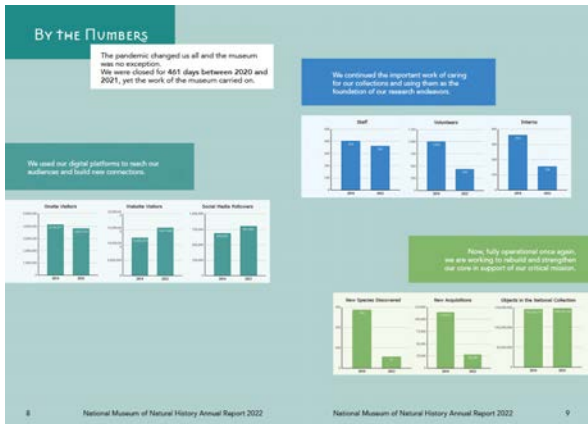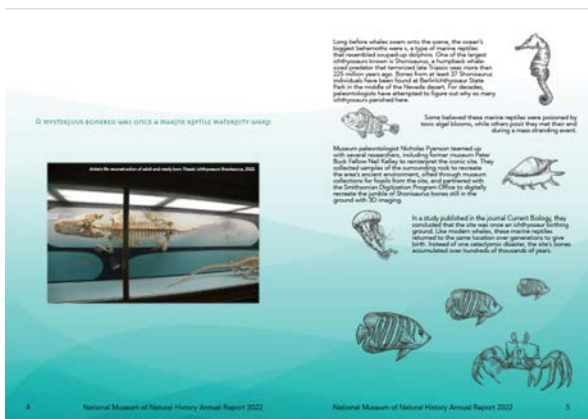
Final Design

Full book's final design

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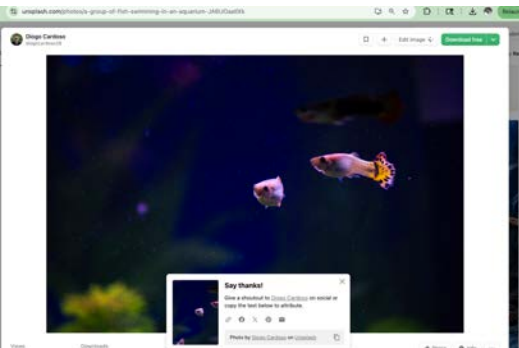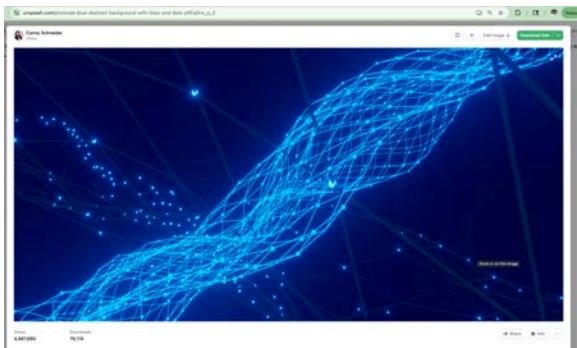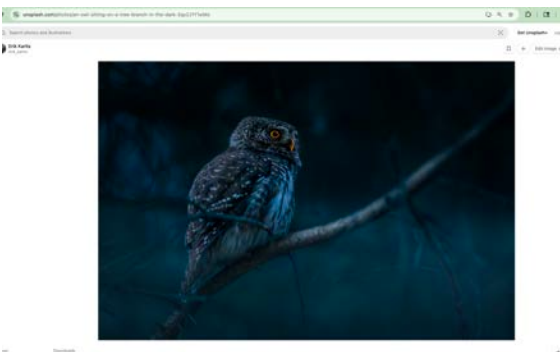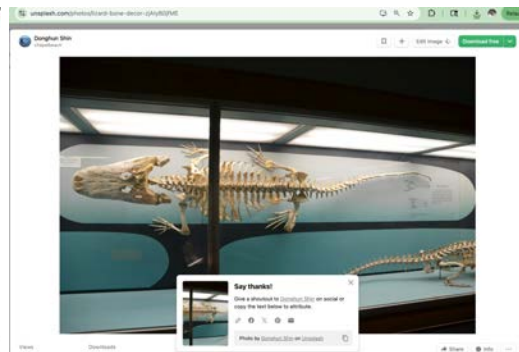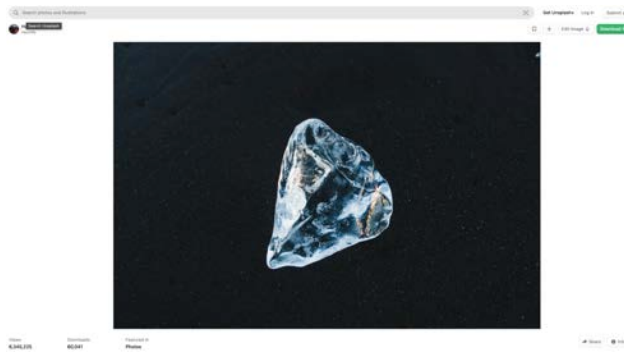
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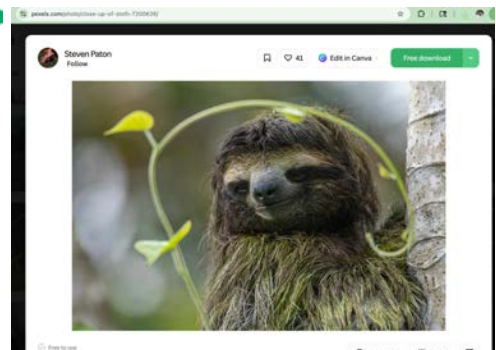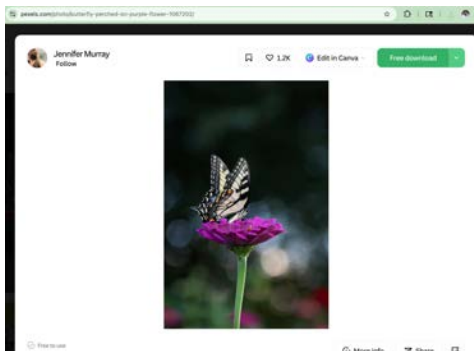
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