

# INTRODUCTIONS

Griff Shelley

Jordan Neels

Vienna Bridges

Adam Wolfe

# **JOBS**

*Griff* - Poster, Front Cover,  
**Formatting**

*Jordan* - **Back Cover, Interactivity**

*Adam* - **Vertical Banner,  
Interactivity**

*Vienna* - **Horizontal Banner, ePub**

# STORY

London real estate attorney travels to remote location in Eastern Europe to assist a reclusive count in property purchase. Once there, he discovers that the count may not be all that he seems, and a forboding future awaits all who encounter him...

# **DIFFICULTIES**

**Formatting**

**Interactivity (PDF)**

**Table of Contents**

# **S U C C E S S**

**Fixes to solve PDF interactivity**

**Animations**

**Importing original texts**

# LIKES

Design aesthetic

New, useful experiences with  
publishing

# **C R A P**

We wanted to bring a modern look to the image of the story, so we used a lot of stark color options and a new-age, sans-serif font. These elements combined to give the story's image a sterile, 21st century appeal.

## NEXT TIME

*Maybe a shorter book...*

*Dracula was 28 chapters, so formatting everything was beyond a chore. The length of the book was probably the root of the difficulties we faced during the process.*



**QUESTIONS?**