

InDesign big document project



Natural History Museum London: press pack design

The generic Natural History Museum press pack (of around 2017) was never “designed” – see iscom.millner.fr/down2/project-1-old-press-pack.pdf

Design the first few (at least 12) pages of a new press pack with the same written content as given in the PDF. This new design should be visually attractive, clear to read, and have many images.

The format should be spiral booklet A4 portrait, recto-verso. Remember that the print can go right to the edge of the page. (Note: this format is a bit unusual, as press packs are often single-sided and stapled, and sometimes in a pretty press folder.)

Because (1) there will be future press packs and (2) the customer might want to tweak something, you are required to make good use of named colour swatches, paragraph styles and character styles.

The press-pack will be printed at onlineprinters.co.uk (or .fr), so the resulting PDF output should conform to the printer’s specifications (hint: click on Brochures then Spiral booklet).

You should have page numbering, and running titles.

The existing tables on the 3rd and 4th pages are, well, not that attractive. Your tables should be simple: go » [Windows](#) » [Type & Tables](#) » [Table](#), and the rest is almost obvious – so inform yourself how to do tables in InDesign. See [Bits and Pieces lesson](#) page 7. Tables should be minimalist in design – so generally remove all ink that is not necessary.

For the logo, simply Google something like “Natural History Museum logo vector”. You can copy-paste a vector directly from Illustrator to InDesign.

For images, Google “Natural History Museum”, then click on IMAGES and in TOOLS set the image size to LARGE. Or, look for “Natural History Museum” on [shutterstock.com](https://www.shutterstock.com), and you can use images with the watermark. Or, look somewhere else.

Note: the spirit of a document like this is not to have each page as a stand-alone wonderful design, but to develop consistency – a rhythm so to say. I’ll explain in class.

You should send me the (1) InDesign file and (2) for-print PDF file in a zipped directory entitled YOUR-SURNAME_firstname.zip – and place this in the Microsoft Teams space provided.

(Sometimes these submissions get lost, so you are required to keep your submission for the whole semester, in case I need to ask you to resubmit.)