PG CERT
MICRO TEACHING

PRESENTATION
OBJECT BASED NHM CAMPAIGN DESIGN

‘Interaction with artefacts deepens students’ learning.’

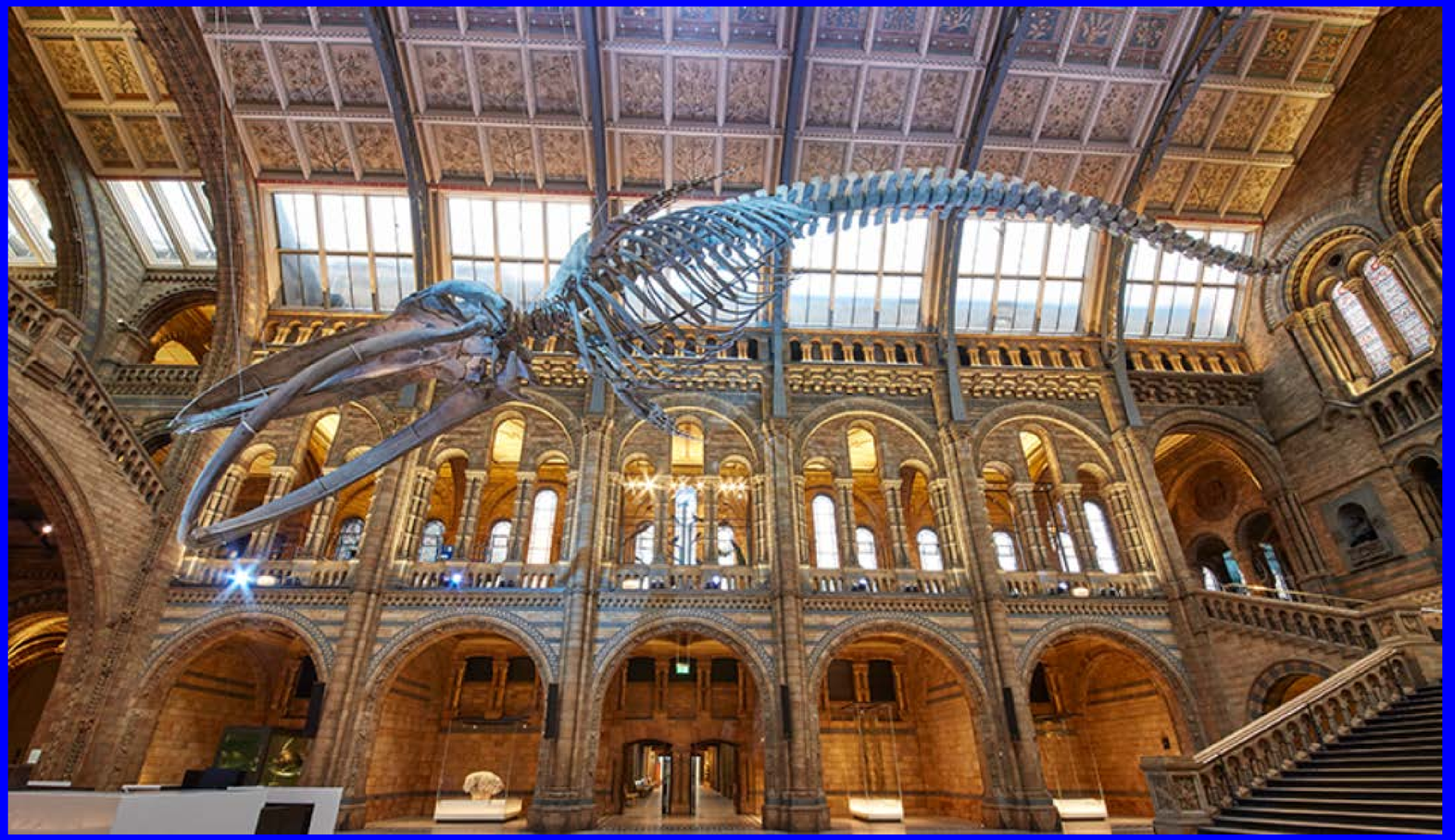
(Schultz 2012, p.185)

TODAY WE WILL:
CONCEPT A CAMPAIGN BASED AROUND AN OBJECT

https://www.nhm.ac.uk/discover/news/2017/june/star-specimens-of-hintze-hall-revealed.html

Introduction: Natural History Museum – Star Objects

HOPE: The Blue Whale



(5 Min)

MUSEUM UNVEILS ‘HOPE’ THE BLUE WHALE SKELETON

The Natural History Museum has unveiled a blue whale skeleton: the new star of its reimagined Hintze Hall, which begins the biggest transformation in its 136-year history.

A stunning 25.2-metre-long blue whale skeleton suspended from the ceiling takes centre stage in the spectacular space, giving visitors the opportunity to walk underneath the largest creature ever to have lived.

The Natural History Museum has named the female blue whale Hope, as a symbol of humanity’s power to shape a sustainable future. Blue whales were hunted to the brink of extinction in the twentieth century, but were also one of the first species that humans decided to save on a global scale.

FURTHER READING ON HOPE'S SECRET HISTORY:

On the morning of 25 March 1891, a blue whale migrating up the east coast of Ireland was caught by the low tide and stranded on a sandbar just out from the harbour town of Wexford.

The whale was young and not yet fully grown, but that didn't stop the locals from taking great interest in the 25.2-metre leviathan from the deep that had been grounded so close to shore.

https://www.nhm.ac.uk/discover/news/2018/september/secret-history-of-hope-the-blue-whale-finally-revealed.html

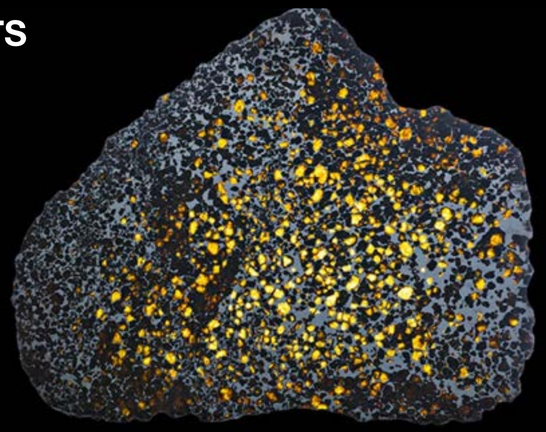
The Wonder Bays - the 10 ground-floor alcoves along the Romanesque-style hall - house displays that represent the incredible scope of the Museum's 80 million specimens.

Richard Owen, who founded the Museum in 1881, had originally planned to display extinct species in the building's east wing and living species in the west.

To reflect his vision, the five bays on the eastern side of Hintze Hall will represent the origins and evolution of life on Earth, and the five bays to the west will show the diversity of life today and in the future.

PG CERT
MICRO TEACHING

STAR OBJECTS



THE IMILAC METEORITE

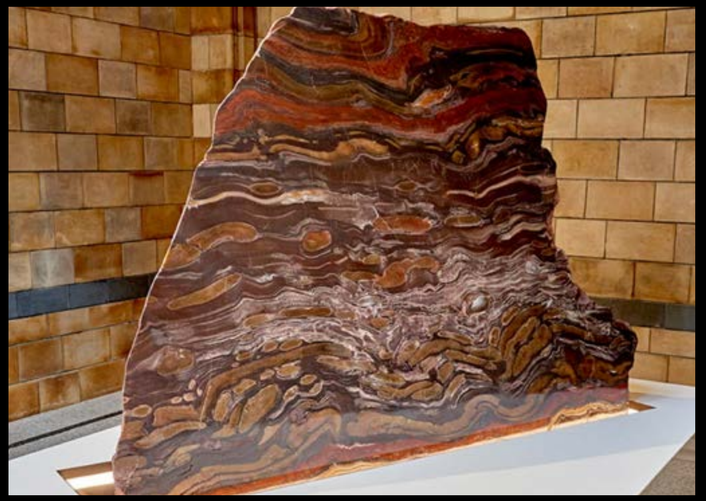
At 4.5 billion years old, the Imilac meteorite dates back to the beginning of our solar system. Dr Caroline Smith, Head of Earth Sciences Collections at the Museum, sheds light on the secrets the sparkling rock holds about the formation of our own planet.
This extraterrestrial piece is part of an ancient pallasite meteorite. It is a slice from one of the world's largest specimens of its kind.
It's thought to have been part of a much larger meteor that weighed up to 1,000 kilogrammes and exploded over the Atacama Desert in northern Chile, possibly in the fourteenth century.

MONKEYS

Climbing up and down the columns in the main hall are the famous monkey sculptures.

There are 78 in total, but if you look closely, some of them have slightly different faces to the others. These are said to be based on the face of Charles Darwin: supposedly a little dig from Richard Owen.

https://livinglondonhistory.com/the-secrets-and-stories-of-the-natural-history-museum/



BANDED IRON

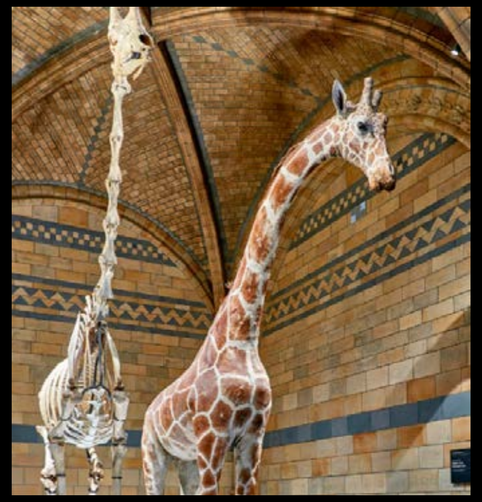
At 2.5 billion years old and weighing in at 2.5 tonnes, the banded iron formation is so heavy that Museum engineers had to reinforce the floor underneath it in Hintze Hall.

PG CERT
MICRO TEACHING

STAR OBJECTS

AMERICAN MASTODON

The American mastodon was a large land mammal that roamed North America throughout the Ice Age until as recently as 13,000 years ago. Mastodons lived in pine forests and boggy areas covered by larch and spruce, feeding on twigs, leaves and water plants.
Adapted for life at the water's edge, they had broad feet and stubby, wide-splayed toe bones. This allowed them to walk on the soft, waterlogged ground beside ponds and lakes.
We now know a lot about how these animals lived and died - but it took years for the nineteenth-century scientific community to establish the facts of mastodon anatomy.



A GIRAFFE SKELETON ALONGSIDE A TAXIDERMY GIRAFFE

The pairing is an homage to Museum founder Richard Owen and his role in the development of the modern study of comparative anatomy and arrangement of collections when the Museum opened in 1881

BLUE MARLIN

The first complete blue marlin specimen to wash up on UK shores and be recovered in full has a new home at the Museum.

The four-metre-long fish was discovered on a Pembrokeshire beach last week.

Although some people initially thought it was a swordfish, it has since been identified as a blue marlin - only the third found in the UK

PG CERT
MICRO TEACHING

STAR OBJECTS

SEAWEEDS

They may not look like much when washed up on the beach, but seaweeds provide a vital underwater habitat.
Professor Juliet Brodie is shedding light on the vast forests growing in our oceans.

The largest of these weeds are kelps. These brown seaweeds grow from the shore down to 20-30 metres, or further if the water is clear. They form dense forests and provide a habitat for a diversity of marine life.
Juliet says, ‘They can be nurseries for fish and provide services for many other different types of animals and seaweeds. The forest is full of all this amazing life.’

INSECTS

Insects count for around 70% of all living species, impacting human lives as vectors of disease and pollinators of crops. This dynamic display will show all living orders of insects, including airborne swarms of beetles, butterflies, moths, bees, wasps and flies.

GIANT SLOTH

The full Megatherium skeleton cast on display in the Museum on Fossil Way shows just how tall they once stood. Megatherium americanum was up to 10 times the size of living sloths reaching weights of up to four tonnes (similar to a present day bull elephant).

BRIEF:

Design a corporate campaign poster
based on an NHM object of your choice from the deck
to promote the reopening of the Hintze Hall to new audiences
after the biggest transformation in its 136-year history

https://www.nhm.ac.uk/discover/news/2017/june/star-specimens-of-hintze-hall-revealed.html

COPY:

Title: Inspiring, Beautiful, Free

Sub copy: Visit the World’s Greatest Museum of Natural History

Date: 17 February – 21 May 2025

Logos: Sponsored by: NHM logo RSPB logo

(screenshot this to use for your design task)

https://www.nhm.ac.uk/press-office/press-releases/stars-of-the-spectacular-hintze-hall-revealed.html

YOU WILL NEED:

Pen and paper or

iPad and procreate or similar tablet

Air drop or alternative transfer method

(Failing this we can hold up on screen)

ACTION:

Sketch 3x design layout options

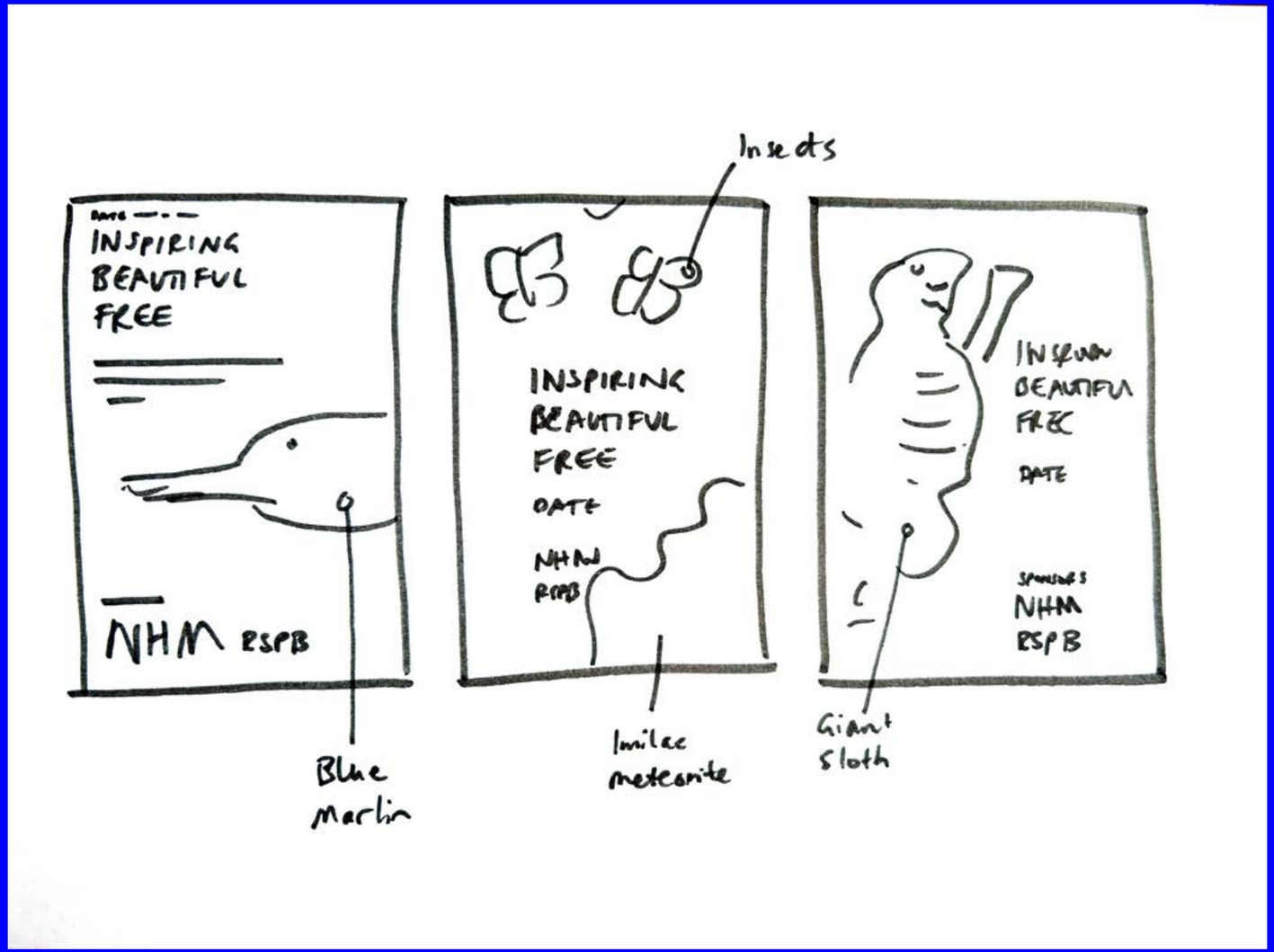
Add your hand drawn sketches to the Miro Board link below

or drop in the chat if you're having any tech issues

https://www.nhm.ac.uk/discover/news/2017/june/star-specimens-of-hintze-hall-revealed.html

(7 Min)

EXAMPLE:


INSPIRING
BEAUTIFUL
FREE
NHM RSPB
Blue Marlin
Insects
INSPIRING
BEAUTIFUL
FREE
DATE
NHM
RSPB
Imilac meteorite
INSPIRING
BEAUTIFUL
FREE
DATE
NHM
RSPB
Giant sloth

CONSIDERATIONS

- Must be eye catching
- Audience has 3 seconds to read the copy eg on a tube or bus stop ad
- Copy alternatives can be suggested if they support the image of the object chosen and concept
- You may want it to be contemporary / classic or humorous depending on your audience. eg funny for family engagement

EXAMPLES


Pleased to eat you
Come to life in our Dinosaurs gallery
Whale hellooo there
Come to life in Hintze Hall
Nice to see you
pukka
Come to life at Sensational Butterflies


WILDLIFE PHOTOGRAPHER OF THE YEAR
Visit today
WILDLIFE PHOTOGRAPHER OF THE YEAR
See the world through a new lens
WILDLIFE PHOTOGRAPHER OF THE YEAR
Free for Members and Patrons
Ørsted
LUMIX

EXAMPLE


MUSEUM
OF THE
MOON
An artwork by Luke Jerram
Opens 17 May
Free
nhm.ac.uk/moon
NATURAL
HISTORY
MUSEUM

GROUP WORK:

In groups of 3 each person presents their x3 route options. Other members of the group to provide constructive criticism and feedback for the designer to develop their concept further

HOMEWORK / OPTIONAL EXTRA

- Design your most successful layout in InDesign
- Follow the NHM Brand Guidelines
- Create realistic mock-ups using examples from Build Hollywood to add a more professional look and feel
- Suggest relevant merchandise to increase museum revenue

e.g. Tote bag reusable water bottle / badges

EXAMPLES


Natural History Museum
Birds
Brilliant & Bizarre
Unravel the epic story of birds in this new exhibition
Closes 5 January 2025
Vote now to enter to win a £250* prize
Which came first?
Chicken
Egg
Birds
Brilliant & Bizarre

EXAMPLES


Natural History Museum
Birds
Brilliant & Bizarre
Unravel the epic story of birds in this new exhibition
Closes 5 January 2025
Natural History Museum
Vote now to enter to win a £250* prize
Which came first?
To celebrate our exhibition Birds: Brilliant and Bizarre, we are giving one lucky person a chance to win £250 of Natural History Museum goodies.

LEARNING OUTCOMES

Observational skills

Visual literacy (ability to ‘read’ objects, to find meaning from them)

Design awareness and knowledge

Team working

Critical analytical skills

Drawing skills

Communication

Aesthetic judgement

Understanding of key concepts (e.g. branding, style, ethics)

Research skills and confidence

Inspiration

THANK YOU