PROJECT3

“Real museums are places where time is transformed into space”

Web, Video, Graphic Design

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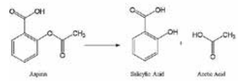
36029947

RESEARCH

Name of medicine ***ASPIRIN***

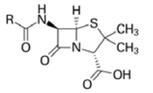


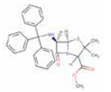
Extractive

Salicylic acid in willow bark

Salicylic acid reacts with acetic anhydride to form aspirin. The reaction takes place in a slightly acidic or slightly alkaline environment and is usually catalyzed by sulfuric acid or pyridine. The carboxyl group in the salicylic acid molecule undergoes esterification with acetic anhydride to form acetylsalicylic acid, which is aspirin. The product is purified through steps such as crystallization and filtration after the reaction. This process is simple and efficient, and it is the main method for industrial production of aspirin.

Name of medicine ***PENICILLIN***





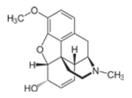
Penicillin G

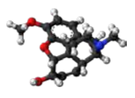
Extractive

Penicillin is an antibiotic produced by Penicillium and was discovered by Fleming in 1928. At that time, he found that staphylococcus could not grow in the mold-contaminated culture dish and inferred that the mold-secreted substances inhibited bacteria, naming it penicillin. This discovery ushered in the era of antibiotics and saved countless lives

Inoculated Penicillium into the culture medium, and controlled the temperature, pH value and dissolved oxygen content to promote the production of penicillin.

Name of medicine ***CODEINE***

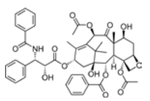


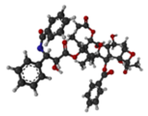


Extractive

Codeine is extracted from poppy plants and requires steps such as raw material processing, solvent extraction, chromatography or crystallization purification. Its production and use are strictly regulated by regulations. It is an anesthetic drug with a high risk of abuse. Illegal extraction is illegal and dangerous. It is recommended to obtain it through regular medical channels to avoid health and legal risks.

Name of medicine ***TAXOL***



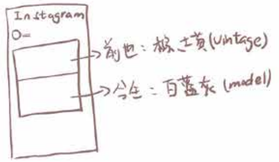


Extractive

Taxol was initially extracted from the bark of Taxus Pacific, but its content was extremely low (1 gram from 10 to 50 kilograms of bark), and it required complex steps such as crushing, solvent leaching, column chromatography, and crystallization. Due to the scarcity of resources, semi-synthetic methods are now mostly adopted. Key intermediates extracted from leaves are used as raw materials to synthesize paclitaxel through chemical transformation, in order to protect tree resources and improve efficiency

MINDMAP

P7：现代意义对照页



扫码"微观原始结构视频"
细胞演化视频

阿司匹林：柳树皮中的水杨酸

青霉素：发霉的面包

互待因：罂粟提取物

Taxol：太平洋紫杉树皮

实验日志：金鸡纳树皮中的秘密.

Pic：套字试剂瓶插图-笔迹覆盖-拉页感

PAGE1：P.J. Pelletier 1820 PARIS

P 2：提取树皮有效成分 → 用于医学.

P 3：步骤图 ①树皮研磨 ②酒精溶解 ③过滤沉淀 ④[illegible] > 参考 [illegible]

P4-5：标出"观察事项" ①[illegible]为淡黄色结晶性粉末，略带苦味 ②患者服用后，病状明显减轻

P 6：药物流通世界形线图

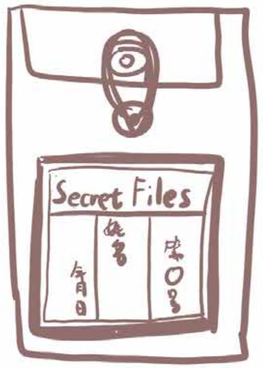
实验笔记.

①贝壳纸包

②折页

③档案袋

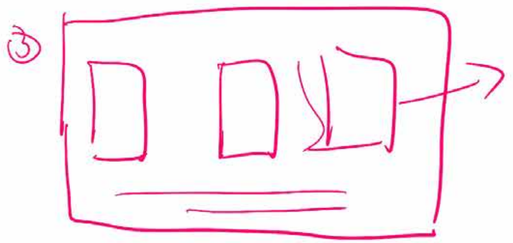
④药品铁盒.

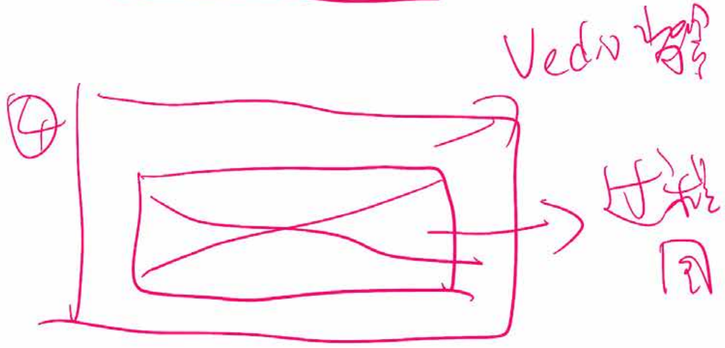


Video：

①分解步骤数→细菌

②做实验进程





讲述故事 → 历史
→ 如何提炼.
→ 现世今事

Theme positioning

① How to scientific discovers change destines
② The first step in fighting malaria
③ How to extract?
④ Encountering nature from the laboratory.

color scheme

① The feeling of the medicine
white / buff / dusty blue

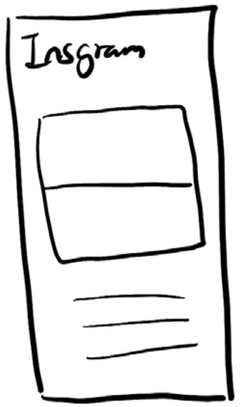
② Retro feel

Picture element

① Illustrations / photos of test tubes
② Chemical structure diagram
③ Silhouettes of various plants
④ Chemical experiment manuscript notes.

Video:

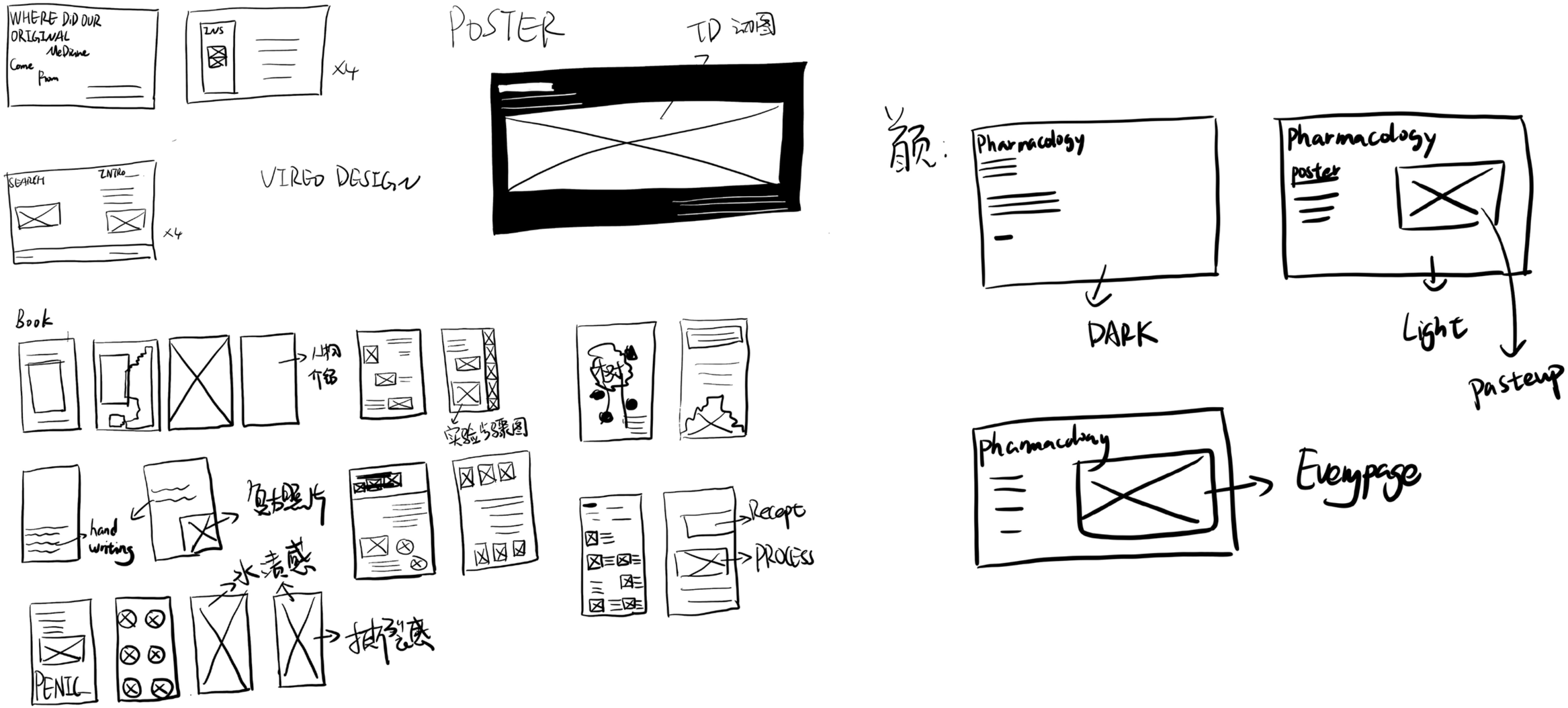
1. Chemical experiment process
2. The origin of drugs
3. Beginning: Do you know that this medicine was once bark?



The analysis of the overall project in terms of color, layout and elements ensures the unification of the overall tone style, etc.

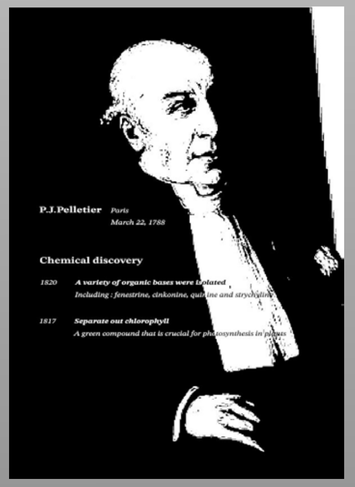
DRAFT

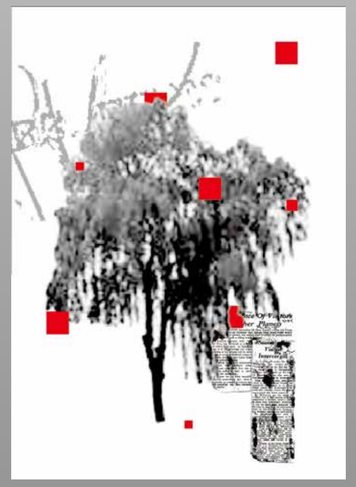
This part is divided into three types of drafts in total: web design, video design, poster design and experimental manual design

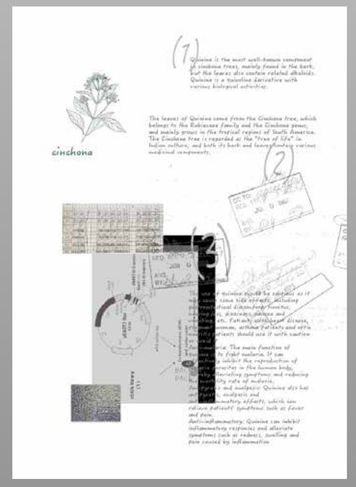


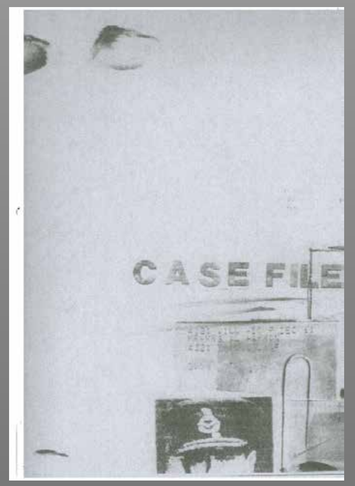
GRAPHIC DESIGN

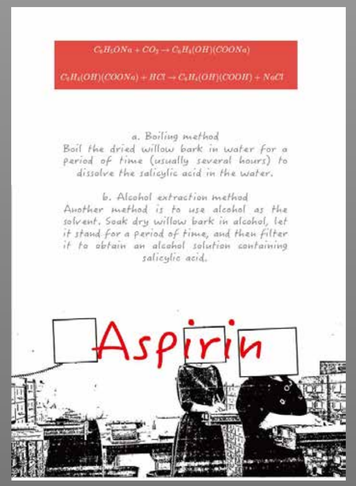
This is the inner page design of the experimental manual, which includes the drug extraction process, as well as the experimental records and photos during the decomposition, in a retro form

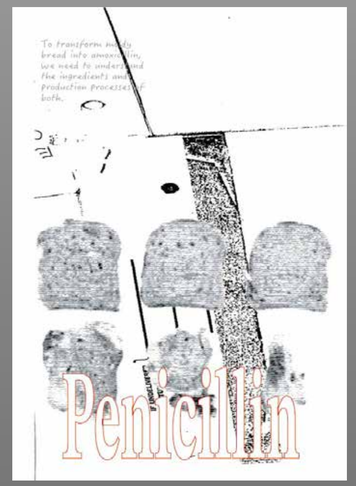


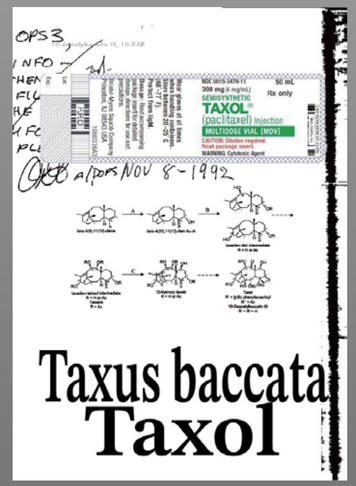






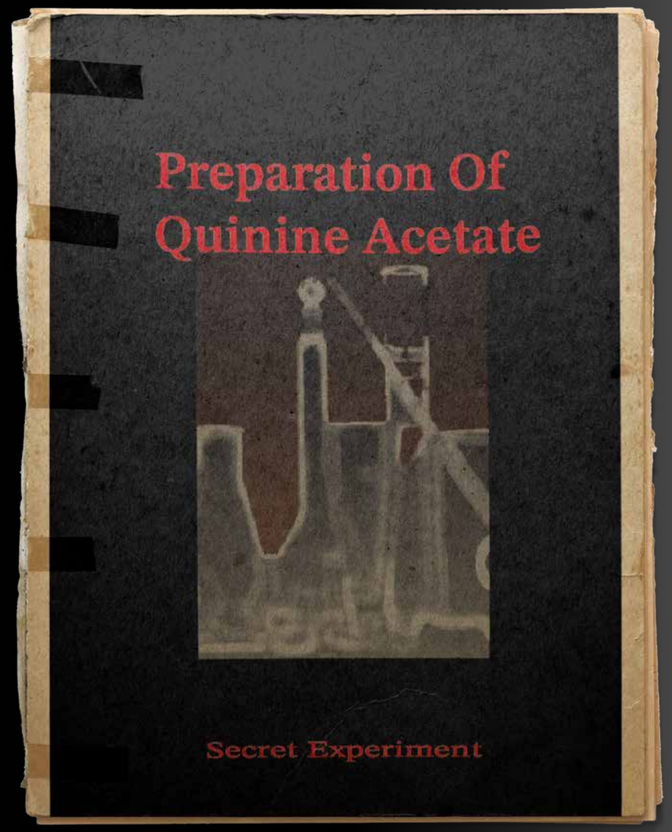


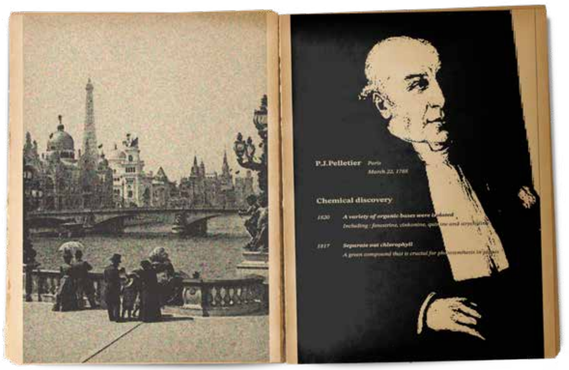


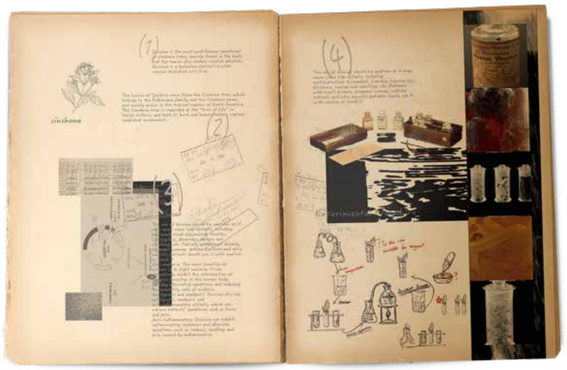


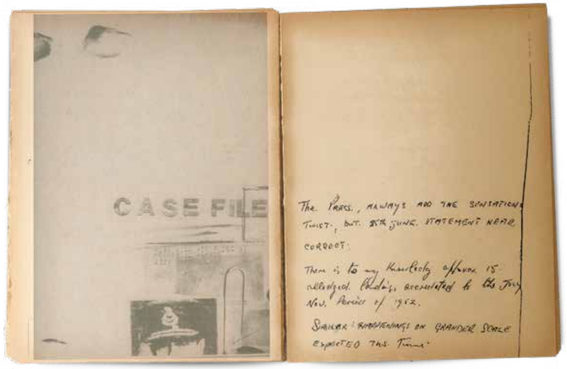
BOOK BINDING DIAGRAM

Record the evolution process of pharmacology and how some drugs are extracted, what the "past life" and "present life" are like, as well as the experimental steps imitating the old-fashioned anatomical diagrams and handwritten notes. The entire book adopts a retro effect because it aims to create an experimental manual, immersing the audience in the experimental scene, as if they were flipping through the experimental notebooks of the experimenters.

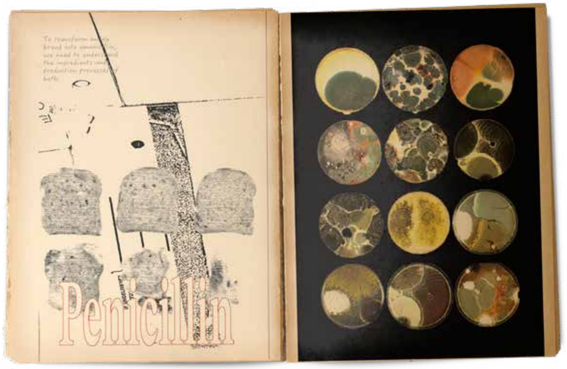



P.J.Pelletier Paris
March 22, 1788
Chemical discovery

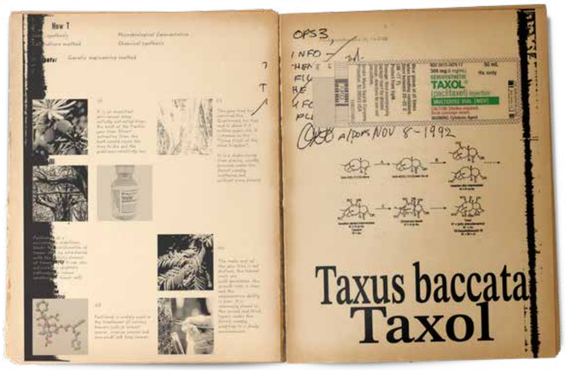


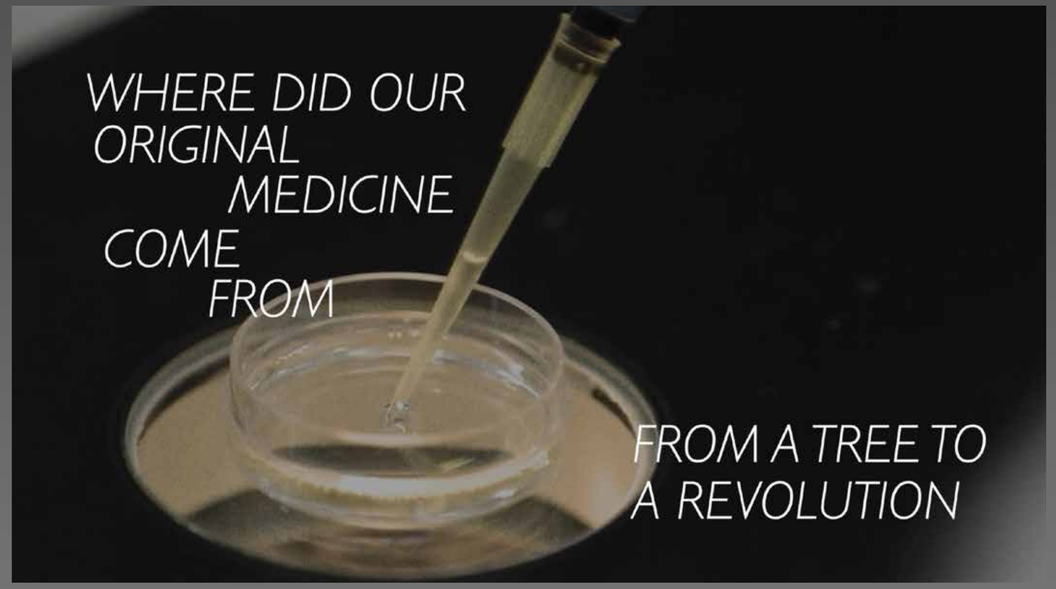

CASE FILE


Quinine pills
main application
By Howard - Sons English 1860-1910

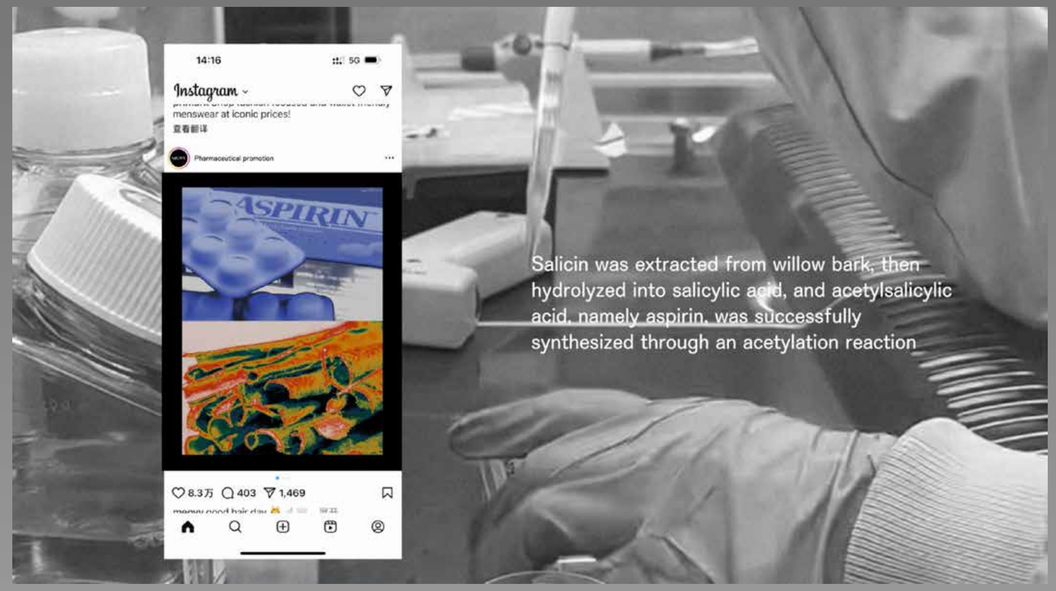

Penicillin


Aspirin


Taxus baccata
Taxol



This is a screenshot of a part of the video introduction. The entire video describes the experimental process, precautions and a brief introduction of the medicine. The style of the entire video is unified. When introducing the "past and present" of the medicine, the very popular ins style is adopted now. The upper part of the picture is the "present life" picture, mainly in a cold and modern style with blue, white and gray, while the lower part is the "past life" picture in a retro and natural style



WEB DESIGN

Web Page Usage Tutorial: https://www.youtube.com/watch?v=PNeEZQUYdrQ

These are the main interfaces of web design. The most complex part is the handwritten experiment steps section, where there is an interactive device that can turn pages