

Create and Design a Doorknob Hanger



OBJECTIVE:

To create a doorknob hanger



PROJECT OVERVIEW:

Those “Do Not Disturb” signs you see hanging on hotel room doorknobs can also serve a variety of purposes elsewhere, from spreading information about a political campaign to informing an occupant of a missed delivery. Doorknob hangers are not just for those who want to sleep late; they are also a clever mode of communication used by advertisers, one that’s hard to avoid when the target audience is unlocking their front door! In this project, you will use your desktop publishing software to create a two-sided doorknob hanger that effectively relays a message to a specific target audience.



GET TO KNOW WHAT YOU'RE DESIGNING:

Doorknob hangers are made from plastic or cardstock paper and designed to fit onto a standard doorknob. Usually, one side contains a brief and clear message with an appropriate graphic image, and the opposite side includes other information, such as an abbreviated takeout menu or an advertisement. An essential aspect in designing a doorknob hanger is that space must be reserved in the layout to accommodate the doorknob hole itself.



STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. Keep the front side of your doorknob hanger clean and simple to read. It must be clearly seen from a short distance.
2. Use no more than two fonts—preferably just one—so as to not clutter the doorknob hanger.
3. Use a graphic image that will complement your message.
4. Consider using a “tease and reveal” technique, posing a question or promotional offer that will compel the reader to turn the doorknob hanger around and read more.
5. Include more detailed text on the reverse, but don’t get too wordy, as space will be limited.
6. Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

Project #3: Create and Design a Doorknob Hanger *(continued)*



INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as **"Doorknob Hanger"** to the "Publish It!" folder.
3. Set up your document using the "Page Setup Instructions" provided on the next page.
4. Complete the "Content and Design Steps to Follow" provided below.
5. Proofread your work carefully for accuracy, design, and format.
6. Resave the file.
7. Print a copy of the document. Refer to the "Suggested Printing and Finishing Instructions" provided below.



CONTENT AND DESIGN STEPS TO FOLLOW:

1. Think of a purpose or cause to create a doorknob hanger; for example, you might want to create a doorknob hanger for your bedroom door.
2. Include the following on your doorknob hanger:
 - Two different messages, one for the front side and a second for the back side
 - A maximum of two graphic images for each side that correlate to the messages used
3. Add additional text and/or graphic elements to help enhance the look and design of the document.
4. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
5. Go to Step 5 in the "Instructions" provided above.



SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

1. Print the doorknob hanger on cardstock paper.
2. Use scissors to trim around each side of the doorknob hanger.
3. Glue, tape, or staple both sides of the doorknob hanger together, then cut out the circles.

Project #3: Create and Design a Doorknob Hanger (continued)



PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 8.5 x 11 inches
- Margins:** .25 inches on all sides
- Orientation:** Landscape
- Other:**
1. Using the rectangle tool, draw a rectangle that measures 4 inches wide by 8 inches tall, giving it a 1 pt. border. Align the rectangle with the top margin and position it on the left side of the page, leaving enough room for the back side of the doorknob hanger. This box represents the front side of the doorknob hanger.
 2. Position a horizontal guide at 1 inch. Using the oval tool, draw a circle measuring 2.75 inches in diameter, giving it a 1 pt. border. Place the circle so that its top is touching the 1 inch horizontal guide. Center this circle horizontally inside of the rectangle (as shown in the illustration below). The contents of the front side of doorknob hanger are to be placed in the area below the oval.
 3. Repeat the above (or copy and paste) to create the back side of the doorknob hanger. Place it to the right of the first rectangle (as shown in the illustration below).

