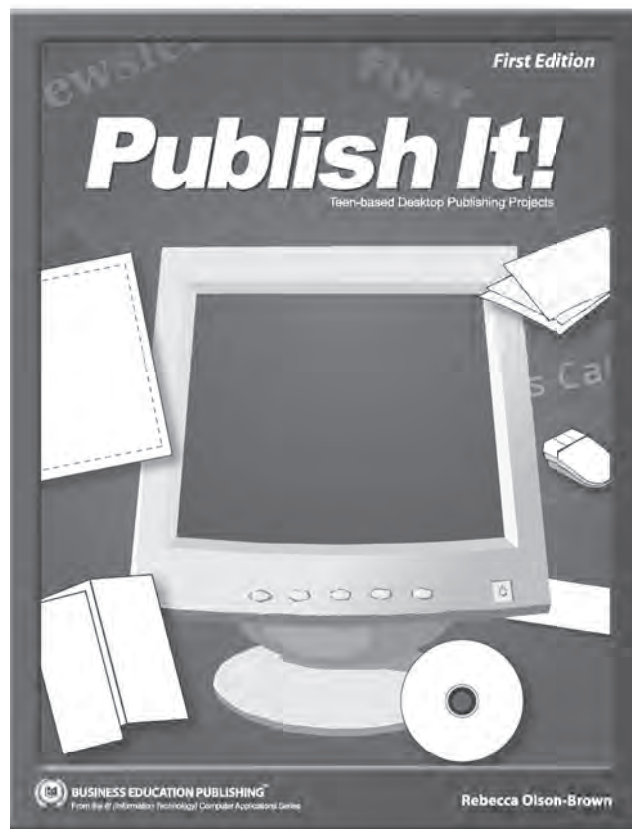# Sample Pages From The Book:

Publish It!

Teen-based Desktop Publishing Projects

First Edition

Copyright

**BUSINESS
EDUCATION
PUBLISHING**

Publish It!
Published by
Business Education Publishing

Table of Contents

PROJECT #3

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.

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.

Publish It!
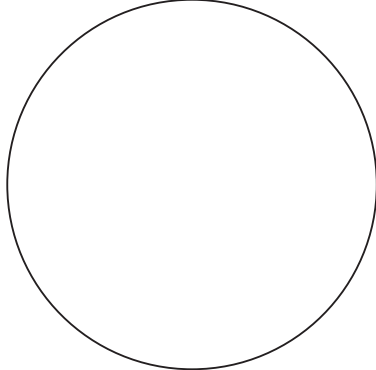
PAGE SETUP INSTRUCTIONS:

# 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).

Horizontal guide at 1"

11"

2.75"

Place the contents of the front side
of your doorknob hanger here

8"

Place the contents of the back side
of your doorknob hanger here

8.5"

4"
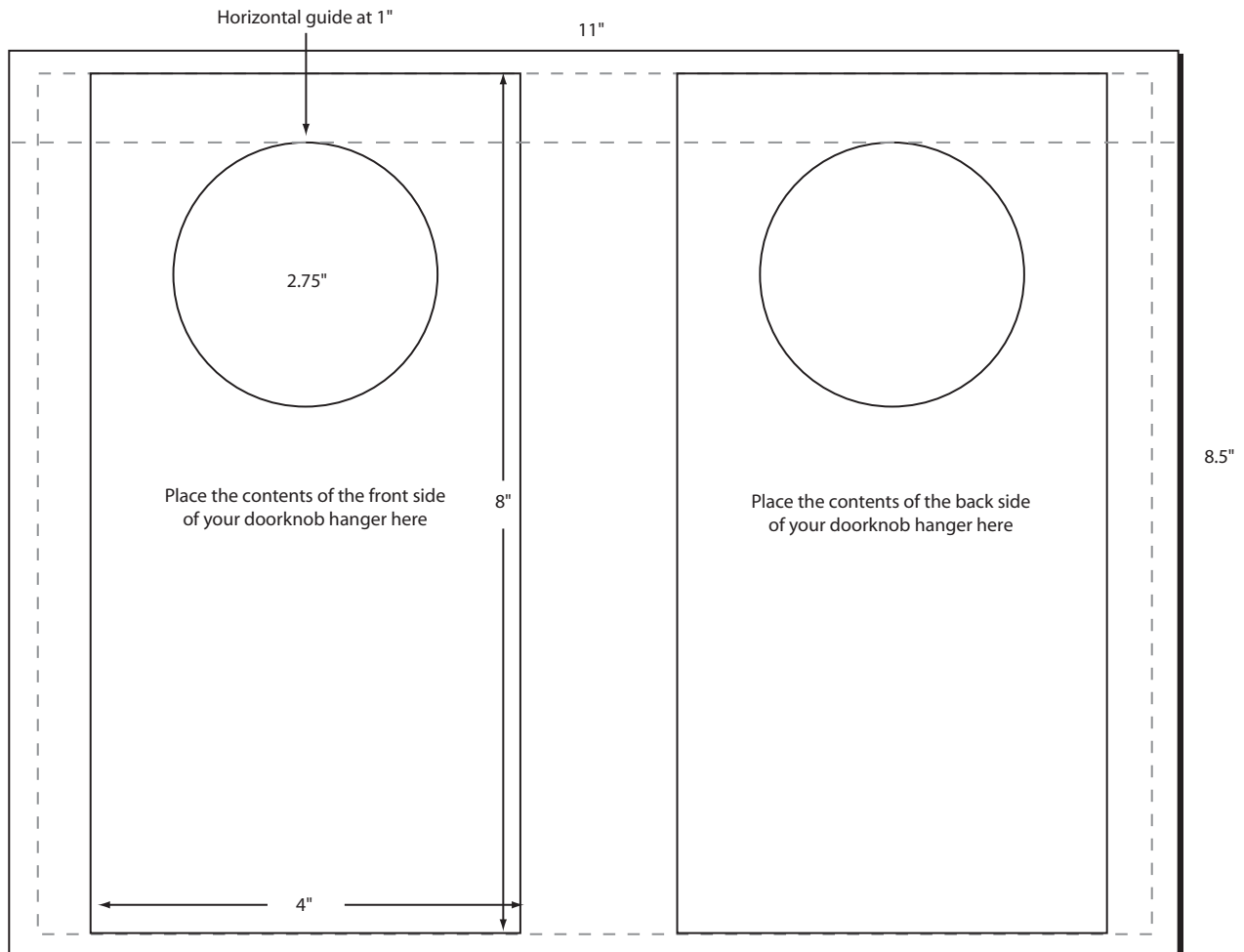
Sample Document of Project #3: Create and Design a Doorknob Hanger
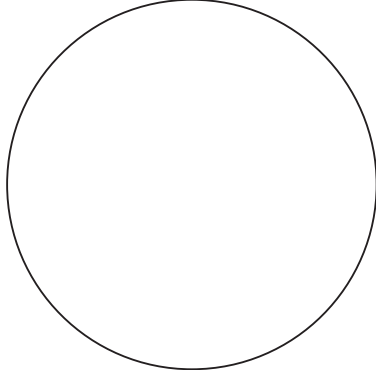
N O T I C E !

We need access to your apartment for scheduled maintenance.

Please complete the reverse side of this notice by tomorrow and leave it on your doorknob.

Thank you!

BayView Apartments Management

Please complete the following and leave on your doorknob by tomorrow.

Name:_____

Apt. No:_____

Best Day and Time for Maintenance to be Completed:

Day:_____ Time:_____

Please be sure to have your pets secured when we arrive.

Thank you for your cooperation.

BayView Apartments Management

PROJECT #17

Create and Design Personalized Coupons

◎ OBJECTIVE:

To create a packet of personalized coupons

PROJECT OVERVIEW:

Just because you're low on cash or have a tight budget doesn't mean you can't give someone a thoughtful gift that comes directly from the heart. A great way to surprise friends and family is to give them a packet of coupons, customized with a variety of services you can offer, such as doing extra-special house chores, like raking the yard. The recipient can redeem these coupons later for these special services. In this project, you will create a packet of personalized coupons to be used as a gift.

? GET TO KNOW WHAT YOU'RE DESIGNING:

Your assignment is to come up with six redeemable gift coupons, each one offering a different service you can extend to the recipient. Stretch your imagination with this project. The ideas are limitless. You can create coupons for "free hugs," doing extra chores, or cooking a meal.

STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. Generate a list of favors or services to include in your personalized coupon packet. For instance, if the coupons will be given to your parents as a gift, you can offer to do extra chores around the house like cleaning the garage or serving breakfast in bed.

2. Consider if the coupons will be used for a specific length of time or if they are to have "no expiration date."

3. Think up some fun, even silly, coupons to include, such as "This coupon is good for a promise to keep my singing in the shower down to a dull roar." Be creative and clever!

4. Consider using graphic images to create backgrounds for each coupon, perhaps even including a picture of yourself on one of the coupons.

5. To give your coupons a more realistic look, place a "cut here" dotted-line border around each one.

6. This is a document that has no design limitations. You can use a variety of fonts and other design elements to make your coupons look very creative.

7. 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.

INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.

2. Save the file as **"Personalized Coupons"** 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. Decide who will receive the personalized gift coupons and for what occasion, if any.

2. Lay out your six gift coupons according to the page setup instructions provided on the next page.

3. Include the following on each coupon (each coupon must contain a different service):

   - A message briefly detailing the service to be redeemed

   - A graphic image appropriate to conveying your message

   - The expiration date (if applicable)

   - A bordered frame such as a "cut here" dotted line (optional)

4. Add additional text and/or graphic elements to help enhance the look and design of the document.

5. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.

6. Go to Step 5 in the "Instructions" provided above.

SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

1. Print the document on cardstock or colored paper.

2. Use scissors to trim the edges of each coupon, stack them, and then staple together.

Publish It!

Project #17: Create and Design Personalized Coupons (*continued*)

PAGE SETUP INSTRUCTIONS:

# of pages:	1
Dimensions:	8.5 x 11 inches
Margins:	.25 inches on all sides
Orientation:	Portrait
Other:	1. Using the rectangle tool, draw a square that measures 3 inches wide by 3 inches tall, giving it a 1 pt. border. Position this square in the top left-hand side of the page. This square represents the first coupon.
	2. Copy and paste the square five times and position them as shown in the illustration provided below. You should now have a total of six squares representing the six coupons. The contents of each coupon should be placed within these rectangles.

8.5"

Place the contents of your
personalized coupons
within each square

3"

3"

11"
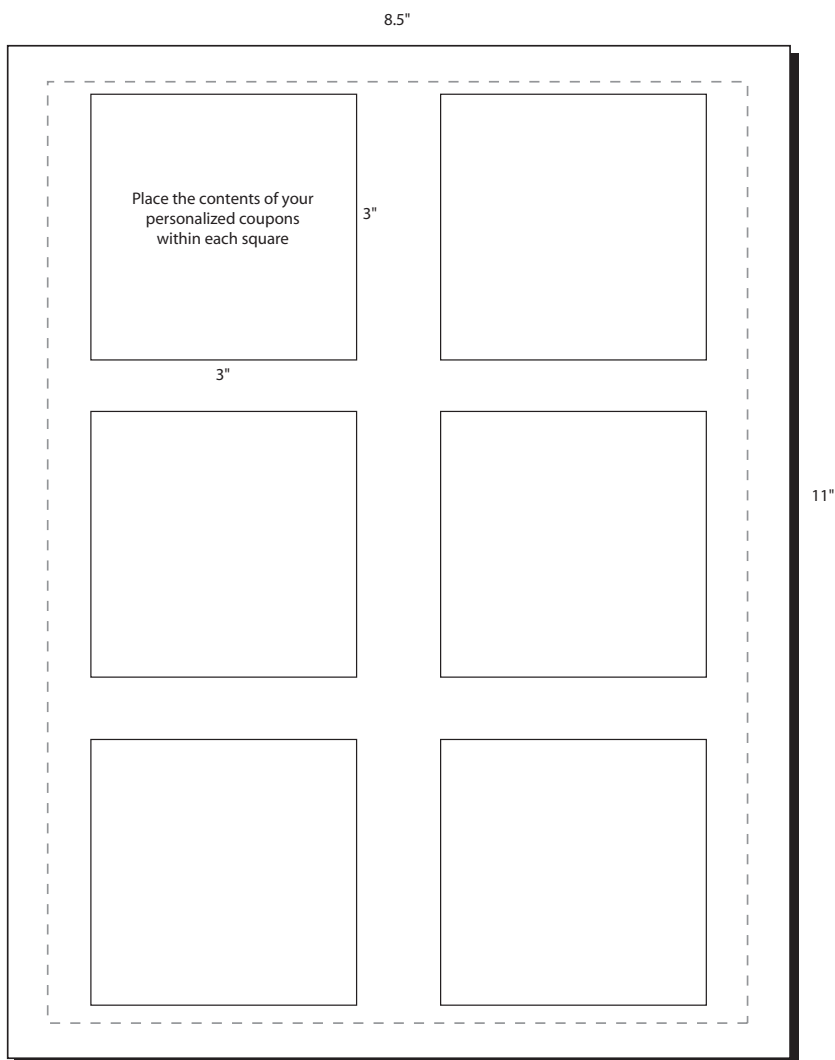
Sample Document of Project #17: Create and Design Personalized Coupons

Breakfast in Bed

This coupon entitles you to a yummy breakfast in bed.

Exp. 12-31-08

Lawn Care Service

This coupon entitles you to one month of free lawn mowing, weeding, trimming and mulching.

Exp. 12-31-08

Laundry Service

This coupon entitles you to complete laundry service for one week. Service includes: wash, dry, fold, and put away.

Exp. 12-31-08

Day of Beauty

This coupon entitles you to a full day of beauty. Service includes: manicure, pedicure, and facial.

Exp. 12-31-08

Free Sibling Babysitting

This coupon entitles you to two Friday nights of **FREE** babysitting. This service can be used by appointment only.

Exp. 12-31-08

Unlimited Hugs and Kisses

This coupon entitles you to an endless amount of hugs and kisses.

Exp. NEVER!

Publish It! Teacher's Guide

PROJECT #19

Create and Design an Anti-Drug or Anti-Smoking Flyer

◎ OBJECTIVE:

To create a flyer that promotes a drug-free or smoke-free life

PROJECT OVERVIEW:

Flyers are an effective way to deliver information to readers, especially when the message is clear, the text concise, and the layout graphically pleasing. In this project, your assignment is to create a persuasive flyer, which should include a catchy headline, easy-to-read body copy, and an enticing graphic, all conveying the beneficial results of living smoke- and drug-free lives.

? GET TO KNOW WHAT YOU'RE DESIGNING:

Flyers are one-sided, one-page documents that usually communicate a single message. Flyers are used by just about every organization imaginable, from churches and schools to clubs and prom committees. Flyers can be used to announce anything—the birth of a child, a golf tournament, or a meeting, just to name a few. The purpose of a flyer is to grab the attention of the intended audience and communicate a message as quickly as possible.

STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. First, decide on the subject of your flyer, either anti-drug or anti-smoking. Using the Internet and other resource materials, research your topic gathering facts and statistics about the dangers of using drugs or smoking. Be sure to keep track of the sources where you obtain the information.

2. Consider using graphics obtained from the Internet to help communicate your message.

3. Use a maximum of three fonts on your flyer.

4. Organize the information you obtained so that when used on the flyer, it makes sense to the reader.

5. 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.

INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.

2. Save the file as **"Flyer"** 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. Decide on the subject of your flyer (either anti-drug or anti-smoking).

2. Include the following on your flyer:

   - A large, bold, headline title that communicates the message of your flyer

   - One or more graphic image(s) that reinforce(s) the message and other key points highlighted in your flyer

   - A brief paragraph or bulleted list that summarizes the dangers and risks of using drugs or smoking (depending on the subject selected)
     Include several important facts and statistics to support your statements (Be sure to cite any sources for the data you use in your flyer)

   - Add additional relevant information that will help to "drive home" the message of your flyer

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:

Print the flyer on colored or cardstock paper.

Publish It!
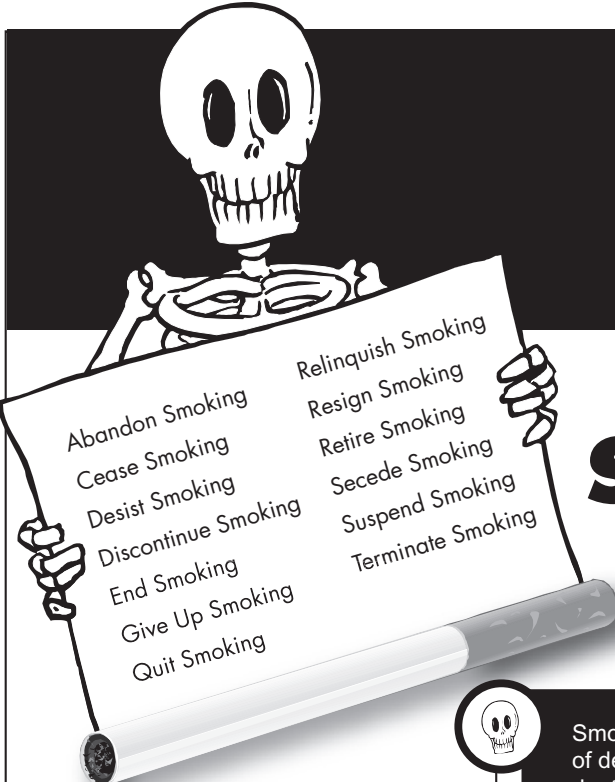
PAGE SETUP INSTRUCTIONS:

# of pages:	1
Dimensions:	8.5 x 11 inches
Margins:	.5 inches on all sides
Orientation:	Portrait

8.5"

Place the contents of your
flyer here

11"

Note: This page is available in the Teacher's Guide only.

HOW MANY DIFFERENT WAYS CAN IT BE SAID?

STOP SMOKING!

NOT CONVINCED YET? READ ON ↓

Abandon Smoking
Cease Smoking
Desist Smoking
Discontinue Smoking
End Smoking
Give Up Smoking
Quit Smoking
Relinquish Smoking
Resign Smoking
Retire Smoking
Secede Smoking
Suspend Smoking
Terminate Smoking

Smoking is the single most preventable cause of death and disease. Cigarettes cause more deaths than cocaine, auto accidents, AIDS, alcohol, heroin, fire, suicide and homicide combined.

The costs to our society include over 400,000 lives lost every year in the U.S.—over 1200 each day—and $50 billion annually in lost productivity and increased health care costs.

Worldwide, the toll exacted by tobacco use is two to three million deaths each year. Of the world's 1.2 billion smokers, the World Health Organization estimates that 500 million of them will die because of smoking. This means that 9% of people now alive will die from cigarettes.

In most cases, the decision to smoke is not made by adults. Sixty percent of smokers start by the age of 14, and 90% of smokers are firmly addicted before reaching age 19. Stated another way, only one in ten smokers become addicted after the age of 19. So, almost no one starts smoking after age 19.

Source: www.anti-smoking.org

PROJECT #29

Create and Design the Front of a Cereal Box

◎ OBJECTIVE:

To create the front side of a breakfast cereal box

🔭 PROJECT OVERVIEW:

Walk down the breakfast cereal aisle in any supermarket and you can instantly see that marketing Corn Flakes® and Rice Puffs® is definitely big business. Not only do manufacturers try to appeal to practical parents and other consumers concerned with dietary issues, they're also out to grab the attention of kids. It's no accident that the sweet cereals are located on the lower shelves, at a child's eye level, whereas the more health conscious brands sit on the upper shelves. Simply put, there is a great deal of competition. In this project, you will use your desktop publishing software to create the front side of a new brand of cereal.

❓ GET TO KNOW WHAT YOU'RE DESIGNING:

To grab the consumer's attention, cereal box packages have catchy product names, feature easily recognizable logos, and highlight the health benefits of the ingredients. To help consumers identify with their cereal brands, many manufacturers have produced product mascots such as Tony the Tiger® and Toucan Sam®. A great deal of time and money is spent on the design of cereal packages, which can account for why it remains one of the highest priced food items on the market. Your goal in this project is to create the front side of a cereal box that makes shoppers stop in his or her tracks because your design is "Grrr-eat!"

🔦 STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. First, you must create a new brand of breakfast cereal. To do so, you must decide who the target market will be for your breakfast cereal. Do you want to appeal to sugar-loving kids or health-conscious adults?
   Note: You will be designing only the front side of your new cereal's box.

2. Create a catchy name for your new cereal that aligns with its target market. Keep the name short, using no more than three words total. The name should depict what the actual cereal tastes and looks like.

3. When creating a logo for your new cereal, consider the use of a mascot.

4. Obtain some real cereal boxes and study their design and layout to use as a guide for creating your own.

5. Determine what appropriate fonts you will use on your cereal box. Be sure to keep the number to a minimum so as not to make the box look "busy" and difficult to read.

6. List any dietary benefits of your cereal.

7. 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 #29: Create and Design the Front of a Cereal Box *(continued)*

INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.

2. Save the file as **"Cereal Box"** 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. Decide on a new brand of cereal to introduce to a specific target market.

2. Include the following on the front side of your new cereal box:

   - A logo for your cereal (the name of the cereal should be the most prominent element in the logo)

   - A slogan or tagline that captures the essence of your cereal

   - The name of the manufacturer producing the cereal

   - A brief description of the cereal
     Example: "Sweet puffs with a touch of honey"

   - A graphic image, preferably a photo, of the cereal itself

   - The net weight of the cereal box (expressed in ounces)

   - A special offer, premium, or promotion to entice consumers to buy your cereal
     Example: "Inside: Mail-in offer to win a free iPod®"

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:**

After printing, glue or tape the document to the front of a cereal box.

Publish It!

PAGE SETUP INSTRUCTIONS:

# of pages:	1
Dimensions:	8.5 x 11 inches
Margins:	.25 inches on all sides
Orientation:	Portrait
Other:	Using the rectangle tool, draw a rectangle measuring 8 inches wide by 10.5 inches tall, giving it a 1 pt. border. Align this rectangle with the margin guides on your page, as shown in the illustration provided below. The contents of the front side of your cereal box should be placed within this border.

1 pt. border aligned with page margins

8.5"

8"

Place the contents of the front side of your cereal box here

10.5"   11"

Sample Document of Project #29: Create and Design the Front of a Cereal Box

NEW!
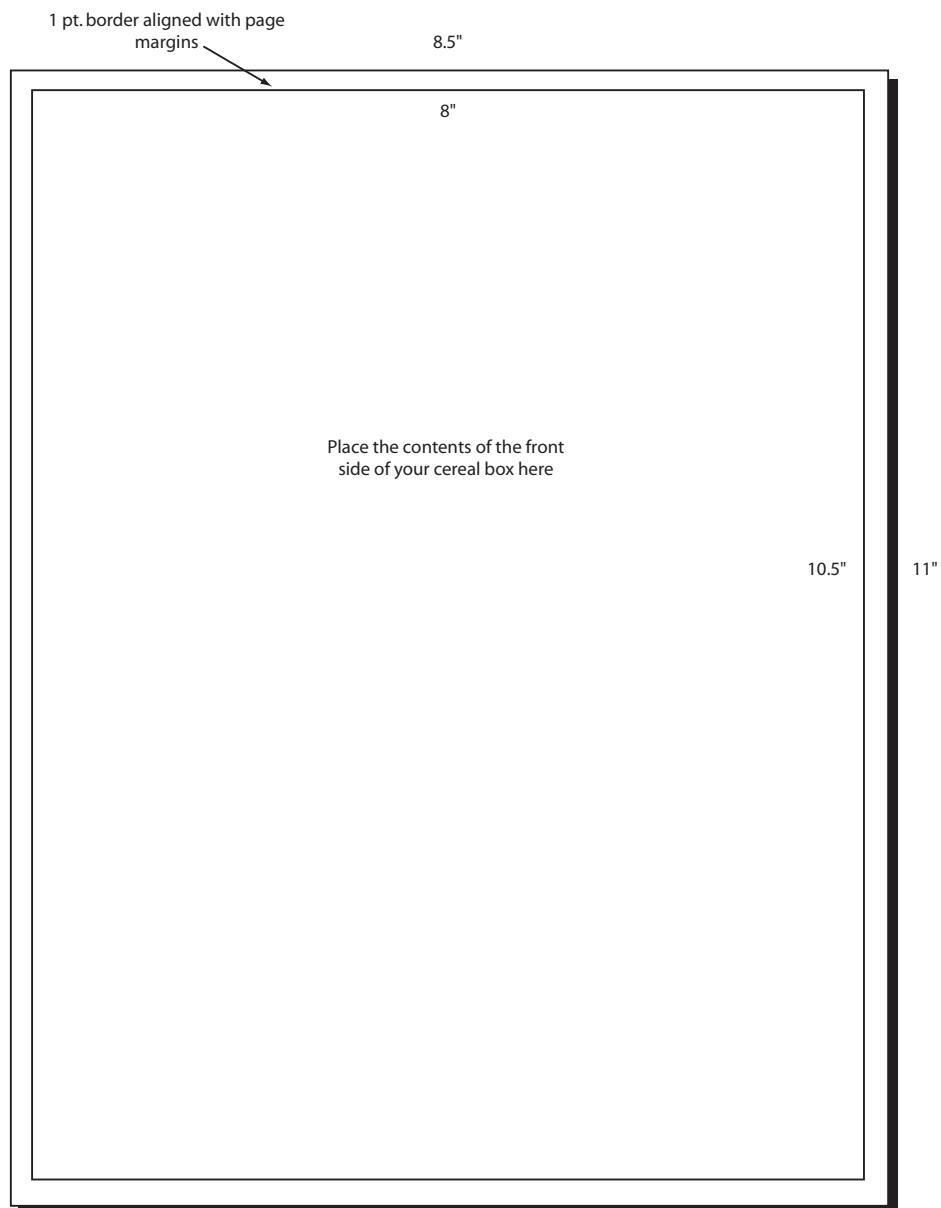
HealthyMade a Division of Health Foods Inc.

☑ Reduced Sugar
☑ High Fiber
☑ No Trans Fats

SLAM DUNKS

Breakfast Cereal

BITE-SIZE FRUIT FLAVORED BASKETBALLS WITH A SLAM DUNK TASTE!

SLAM DUNKS

FREE
T-SHIRT OFFER
INSIDE!

NET WT 14 OZ. (396.9g)