

2<sup>ND</sup> ASSIGNMENT FOR COM232  
Semester 1 AY 2010-2011 (Aug 30 - Dec 23, 2010)

**General Information**

Lecturer : Dr Yeoh Kok Cheow  
Office : # 03-17  
Contact : 6790-8816; kcyeh@ntu.edu.sg (E-mail is preferred)  
Office Hrs: By appt (Unannounced drop-in is not welcomed)  
Lectures : Wednesday 9:00-10:00  
Tutorials : Tuesday 13:00-16:00

**A set of hotel door hangers**

**OVERVIEW**

While you may not pay much attention to a hotel door hanger, they are an indispensable part of for a hotel guest to inform, announce, request, declare or warn. You need not check into a hotel to make good use of door hanger messages as you may have noticed that when there is a knob, there's a door hanger as it has also found its way into the realms of promotion and marketing.

Design a set of "Do not disturb" and "Please make up my room." You may alter the boring message but a new message must bear the same meaning. You may also use an additional language to describe the message but bear in mind that it must reflect the location and culture of the hotel's location. Include a hotel's logo.

Many craft stores carry blank wooden, plastic and foam door hangers that you can buy but this project requires you to think like a marketer and design like a graphic designer. One-off limited production is not applicable when it comes to day to day usage of a door hanger. Therefore, you need to design a door hanger in your favorite layout/design software program as this option allows you to edit and make changes as you go along before making a final-mockup. In addition, you must also produce a printed A2 layout showing both the front and back of the hangers as well as pictures of their applications.

Size: Minimally 10 cm x 25. You have the flexibility to go beyond. Explore with interesting shapes. Make it interesting by adding a little twist to your door hangers. Your mock-up should look like a real door hanger. Imagine that you are selling this idea to a hotel owner and you need to make your idea look convincing.

Week 6 (Oct 5) – Assignment of project. Work on sketches. Bring ideas in during lecture on Oct 6.

Week 7 (Oct 12) – Tutorial canceled due to a conference. Bring ideas in during lecture on Oct 13. School break from Oct 18 - 22

Week 8 (Oct 26) – Refinement of the chosen idea. Start laying out your idea in computer.

Week 9 (Nov 2) – Color proofs. Don't forget the process notebook as it is due next week.

Week 10 (Nov 9) – Project due at the beginning of tutorial. Presentation. Bring everything. This includes all the works prepared, researched, completed, revised from the beginning of the class to the final artwork.

**GRADING CRITERIA**

Creativity with the a little twist to the door hangers.

Application and incorporation of appropriate graphics, text, color or images.

Quality of craftsmanship (mock-up)

Step-by-step, week by week refinement that lead to the final product.