

## Postgraduate discipline recruitment brochures 2012

### Production guidance notes

#### INTRODUCTION

These guidelines will help you to produce **A5 discipline area postgraduate brochures** for 2012 entry.

The brochures are designed, edited and printed by Communications, Media and Public Relations Division (CMPR), to an agreed style and format in line with the University brand. They complement, but do not replace, the 2012 postgraduate prospectus.

While each brochure follows the same broad style, for branding consistency, we can give some flexibility in the template outlined here, allowing for variation in the number and structure of programmes between disciplines.

Please note: Our scheduling ensures that these brochures are produced in a short space of time, ready for the November Postgraduate Open Day. Timely delivery depends on the timely production of your text and speedy turnaround of proofs, so we ask for your understanding and assistance. To help you plan in advance, **please note our key dates on page 5** of these guidelines. **If you have any problems or queries regarding these dates, please let us know as soon as possible and we will do our best to help.**

Design Studio workflow allows us to prioritise brochure production during October 2011. We can accept brochures until November and will complete those in production; however, please note that longer schedules will be experienced.

Sample print costs: To follow at a later date.

## DESIGN, PRINT AND FORMAT

The Design Studio designs the brochures in line with the house style, closely following the design and format of the postgraduate prospectus.

### IMAGES

Brochure photographs are chosen by the designers from our stock of photography. You can browse our image library online: [www.staffnet.manchester.ac.uk/images](http://www.staffnet.manchester.ac.uk/images)

If you have photographs or images that you would like to be considered for brochure inclusion, please supply these with your text at the start of the production process as **high resolution jpegs**.

### PRINT RUN

Brochures are designed to have a shelf life of one year. Please estimate the quantity that you will need (in batches of 500) and let us know, by the very latest, when you submit your Purchase Requisition Form. Please also give full delivery location and contact details for your order.

### TEXT

You are responsible for supplying text for all discipline-specific brochure content. Content must be supplied in a complete form as a Word file to CMPR. We will then send you a PDF brochure proof. If you wish to make amendments at this stage, you may either mark up the changes on the PDF (for minor amends), or re-supply the amended copy in its complete form as a Word document (for more substantial amends).

Please ensure all relevant parties check the first PDF proof, in order to ensure that no more than two re-proofs are required. Further proofs may be charged for.

We will read your copy and edit to ensure a consistent style across all recruitment brochures. We will not, however, write text relating to your discipline or courses, nor check the accuracy of the information.

### BROCHURE TITLE

The discipline title should be **the same as its counterpart in the postgraduate prospectus**, or - if your brochure covers more than one discipline - a combination of these. Eg 'Computer Science'; 'Creative Writing and Contemporary Literature'; 'Life Sciences'; 'Dentistry'.

### HOUSE STYLE

To help ensure editing is kept to a minimum, please follow the University's House Style Guide for general rules applying to all University written materials, available online:

[www.staffnet.manchester.ac.uk/services/design-studio/house-style-guide](http://www.staffnet.manchester.ac.uk/services/design-studio/house-style-guide)

You may also find the following resources useful for general style principles that we adhere to:

[www.guardian.co.uk/styleguide](http://www.guardian.co.uk/styleguide)

[www.economist.com/style](http://www.economist.com/style)

We particularly encourage the use of **meaningful sub-headings** and **bullet points** to make text more concise and easier for readers to absorb quickly.

### VITAL INFORMATION TO INCLUDE

Please note: Any additional mandatory costs associated with your postgraduate degree course (eg field trips, purchase of essential equipment, etc) **must** be made clear at some point in your brochure, in order to comply with Consumer Protection Legislation.

## PRODUCTION SCHEDULE

1. You supply all final discipline-specific copy, contact and delivery details and the number of brochures required.
2. We edit your text and produce the artwork for your brochure. We send you a PDF of the artwork for proofing, along with a quote for the job based on your requested quantities.
3. You send a completed Internal Purchase Requisition Form. **NB No further work on the brochure can be undertaken until we receive this form, nor can it be cleared for print.**
4. You return the PDF with any amends marked, or sign it off as approved and cleared for print.
5. If any amends were provided, we carry them out and send you a final PDF for your approval and clearing for print.
6. Your brochures will be sent to the printers. You should receive them within two weeks of signing off your brochure with the Design Studio.

NB Proofs are supplied for you to check for final accuracy of the proof, not to amend the detail of your supplied text. Please note that CMPR will not be responsible for any delays incurred due to delays in proofing, or major 'author's changes' being made at proofing stage.

## DETAILED CONTENTS

Brochures follow an agreed format organised under the following headings.

|              |   |
|--------------|---|
| Cover        | <b>Discipline/subject title for the brochure</b> (eg Chemistry, Politics)<br><i>Supplied by you</i>   |
| Inside cover | <b>The facts</b><br>3-5 generic University facts - <i>supplied by CMPR</i><br>3-5 discipline-specific facts (bullet-point benefits of studying your subject at Manchester) - <i>supplied by you</i>   |
| Page 1       | <b>Contents</b><br><i>Supplied by CMPR</i>  |
| Pages 2-3    | <b>The University of Manchester</b> (max 350 words)<br>A brief introduction to the University, based on an edited version of promotional content taken from the postgraduate prospectus 2011<br><i>Supplied by CMPR</i>   |
| Pages 4-5    | <b>The discipline at Manchester</b> (max 350 words)<br>General introduction to the discipline at Manchester, covering its history, reputation, strengths and opportunities. You should aim to convey how your discipline at Manchester is <b>distinctive from your competitors</b> and <b>benefits your students</b> . This could include unique equipment, skills development opportunities, distinctive course material, staff expertise, career opportunities, support, etc.<br><i>Supplied by you</i><br><br><b>Study resources and facilities</b> (max 350 words)<br>Description of the discipline-specific study resources and facilities available to postgraduate students, both at a School and University level. Don't just consider library resources, think of equipment, relevant student or staff groups, links with outside partners, new technologies, etc.<br><i>Supplied by you</i><br><br>NB You may prefer to treat pages 4 and 5 as one 700-word piece of text that introduces the discipline and its resources. If so, please use meaningful sub-headings to break up text. |

Pages 6+

### **Programme details**

**TERMINOLOGY:** Use 'course' for all taught postgraduate degrees and 'programme' for research degrees. Use 'course units', not 'modules'.

Begin this section with the list of courses in your discipline area. This list (including course title, award, PT/FT/DL) should exactly match the information that appears in the postgraduate prospectus, making it easy for the reader to use the two publications together (unless there have been changes to your offer since the prospectus was published).

For each course, include a quick introduction, plus the following details, ideally under these headings: **Entry requirements**; **What you study**; **Specialisms** (if applicable); **Teaching and learning**; **Assessment**; **Career opportunities**. (You may wish to combine 'teaching and learning' and 'assessment' under one heading.)

Some of these details may apply to all courses indiscriminatively, in which case you may prefer to include these sections **before** you go into the specific detail of each course (eg teaching, learning, and assessment methods may be the same for all courses).

Under 'what you study', you should ideally break down the details under sub-headings of 'course content' and 'course structure'.

For contractual reasons, you should not commit the School to providing specific optional course units; rather, give an indication of the type of specialisms that a student may be able to study.

We recommend that you include **short student quotes and/or case studies** in your brochure, ideally with accompanying high-res photographs. We can recommend professional photographers for you - contact CMPR for details.

You may discuss your approach to the presentation of this information with your School/Faculty representative, or a member of the CMPR team; however, this detailed information is ultimately your responsibility.

***Supplied by you***

Pages above  
+ 3 pages

### **Find out more**

Brief introductions to other elements of University life, plus web links for further information. This will include: accommodation; the city of Manchester; admissions and applications; student support; library and IT; academic life; careers service; sport; the SU; international student support; scholarships and bursaries; fees and loans; campus and city maps; online student recruitment video library; how to order a postgraduate prospectus.

***Supplied by CMPR***

Inside back

**How to apply/disclaimer - *Supplied by CMPR***  
**Contact details - *Supplied by you***

Back cover

**Contact details**  
***Supplied by you***

#### KEY DATES FOR YOUR DIARY

|                      |   |
|----------------------|---|
| Friday 19 Aug 2011   | You receive last year's copy to help you in the creation of this year's copy  |
| Friday 23 Sep 2011   | Your deadline for providing discipline-specific copy for your brochure, ready for editing, plus any images you would like in the brochure |
| Friday 28 Oct 2011   | We will provide a PDF proof to you by this date for your sign-off   |
| Thursday 03 Nov 2011 | Your deadline for providing final approval of PDF proofs, to ensure delivery in time for the Open Day on Weds 30 November 2010            |

## CONTACT

Any questions regarding production, contact:

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