

Subject brochures toolkit

Previously...

The University now creates two prospectuses per year: the undergraduate and postgraduate. New for this year, the undergraduate prospectus includes the international undergraduate content. While the prospectuses give a broad overview of the University and the courses available, they don't necessarily give potential applicants the depth of subject-level information they may require. Prospective students can find this information online, and we encourage them to do so.

However feedback from colleagues suggests there's still a place for more in-depth information in print; for example at international events.

A few years ago, we tried to address this. Subject-specific brochures were created by the central Division of Communications and Marketing, but the level of work this involved proved to be unsustainable. Furthermore, the take up across the schools was inconsistent.

As the production of these brochures was stopped centrally, the Faculties and Schools that needed this type of publication started to produce their own. However, these brochures differed greatly in content, tone, design and length and were also a drain on resources within academic Schools – particularly those where there isn't a great deal of marketing and communications support.

Now...

Due to the launch of a new-look prospectus with a strong design direction, we have created a brochure template for Schools to populate themselves with the help of a designer. This toolkit is to be used as a guide, both to reduce your work and costs to bring a consistency to our suite of publications.

You can use this template wholesale, choose elements or expand on certain areas – such as the course pages. Images can be swapped out and cover colourways changed so each subject brochure varies to distinguish it from other subjects within a School.

We have provided both as InDesign files for designers to use and also as a PDF so those who do not have InDesign can view the file. Once complete, the PDF can be housed on School webpages and/or printed for events.

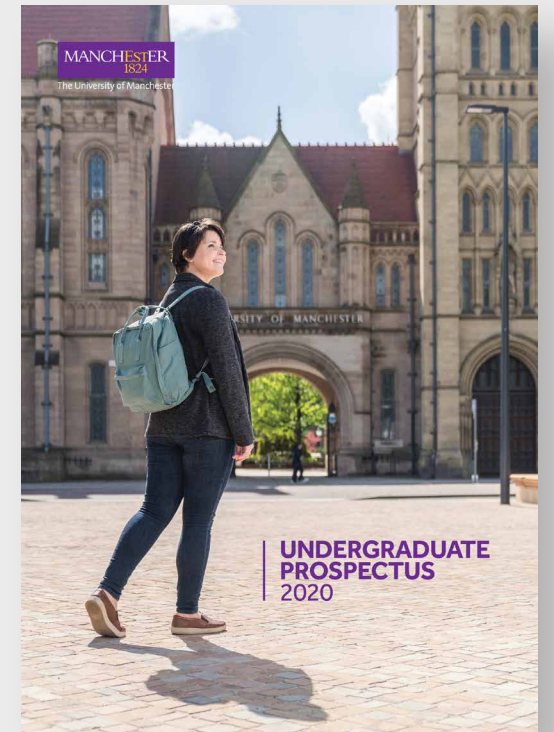
The first couple of spreads echo the prospectus to give some more general information, but all other pages are completely adaptable so you can populate them with School-specific information. While the template has a set number of spreads and pages, you can add or reduce these – you may find this useful if you are trying to refine your publications and signpost to online information instead.

We would love to see examples of where the templates have been used, please send these to us via:

studentmarketing@manchester.ac.uk.

If you have any questions or comments, please contact the Student Communications and Marketing Team via email (**studentmarketing@manchester.ac.uk**) or call **0161 275 7591**.

For all University brand guidance, please visit this website: **www.manchester.ac.uk/brand**



Cover

The cover echoes the design of the prospectus.

Use of a block colour – instead of an image – keeps the design simple and means that different images don't have to be sourced for every subject.

For specific guidance on colour choice, please contact your Faculty Communications and Marketing Team.

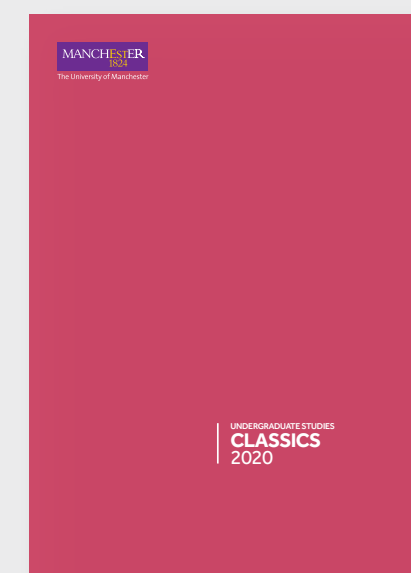


Printing can range from simpler, cheaper finishes, to foil or spot UV to make the box design feature stand out. Uncoated stock is recommended for the paper to bring a consistency with the prospectus.

Covers for multiple school subjects

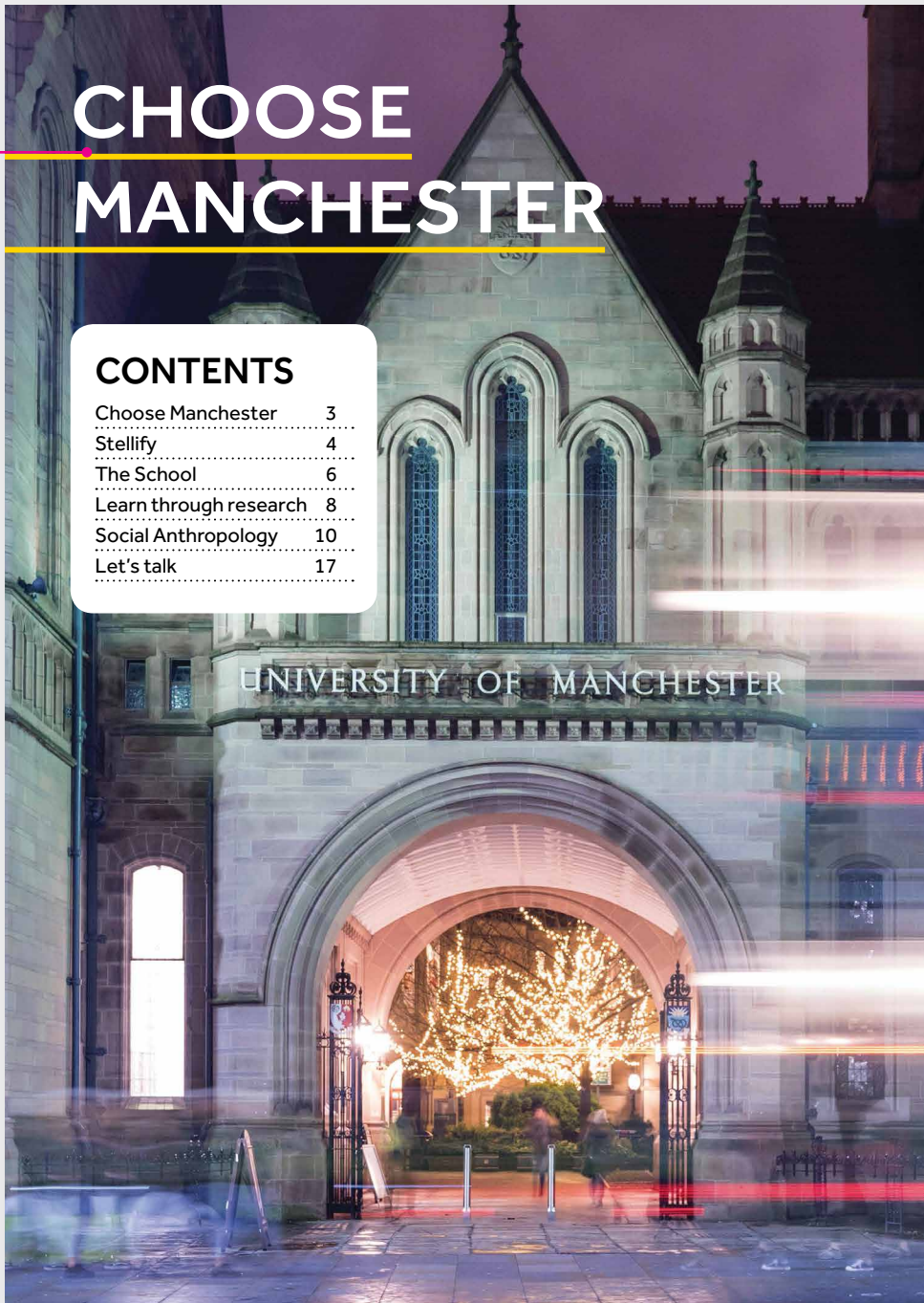
This selection shows how a set of school subjects cover can work with different colours.

The master colour University logo must be used on the cover, however when a chosen colour clashes you can use a whiteout or mono (black only) version.



Contents and introductory spread

Contents can be adapted as needed.



CONTENTS

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Learn through research	8
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At Manchester you'll experience an education and environment that set you on the right path to a professionally rewarding and personally fulfilling future. Choose Manchester and we'll help you make your mark.



Prepare for career success

Join the first-choice university for graduate employers*
Develop through industrial and entrepreneurial experiences



Strive for educational excellence

Learn at a university ranked in the top 40 globally, with a history of world-leading minds**
Expand your study with interdisciplinary and international opportunities



Live life to the full

Make the most of transformational activities for personal development
Take part in sport, societies and a full calendar of social events



Meet the world

Feel at home in a welcoming, multicultural environment***
Meet and support local and global communities at a university committed to social responsibility



Get to know a thriving city

Dig deep into Manchester's revolutionary history, music, fashion and creativity
Share in our proud, diverse and cosmopolitan community

Generic UoM text included which includes up-to-date statistics and USPs, but you can add to this as needed.

*Most targeted university in *The Graduate Market in 2019* – High Fliers Research.
**34th in the world, 8th in Europe and 6th in the UK – Academic Ranking of World Universities 2018.
***More than 11,000 of our 40,000 students were from overseas – HESA figures 2017/18.

Stellify spread

Schools are strongly encouraged to use subject specific profiles for Stellify.

MAKE YOUR MARK WITH STELLIFY



Working on projects like the Manchester Central Foodbank has improved my personal skills and confidence. I've had an impact on local communities and the skills and experience I've gained will be invaluable when I graduate.

Sara Kurdi
BSocSc Social Anthropology

Read Sara's story at:
www.manchester.ac.uk/make-your-mark

At Manchester you'll find a whole host of transformational academic and extracurricular activities to help you stand out and make your mark on the world. You could even prove your abilities to potential employers by gaining a prestigious award.

We call this process **Stellify**: to change, or be changed, into a star.

Stellify offers you opportunities to develop and grow at a university leading the way in social responsibility. Here's how.

- Learn without boundaries**
Enjoy interdisciplinary, international and entrepreneurial study options outside your course
- Understand the issues that matter**
Become ethically, socially and politically informed on some of humanity's most pressing global issues
- Make a difference**
Contribute to and learn from local and global communities through volunteering
- Step up and lead**
Gain confidence and experience by assisting and inspiring your peers
- Create your future**
Explore countless opportunities for professional career development

STELLIFY

Throughout this prospectus, we'll highlight the activities that can form part of your Stellify experience.

www.manchester.ac.uk/stellify

- Learn without boundaries
- Understand the issues that matter
- Make a difference
- Step up and lead
- Create your future

This information could be slightly condensed, and more subject-related Stellify information included below, or an extra double page spread added with different stories around Stellify within the academic School or subject area.

School spread

Introduction to the School which the subject sits within can go here.

THE SCHOOL

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The School's key selling points can be included here. Designers can change the icons as needed.

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www.manchester.ac.uk/school-page

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More detail about the School or the subject area can be included in this free text area, plus weblink below.

Teaching and learning spread

Any useful information about teaching and learning can be featured, including teaching methods, assessment formats, facilities and TEF.

LEARN THROUGH RESEARCH

Manchester is a university built upon research. We're ranked fifth in the UK for research power.* For you, this means the chance to learn in an environment where academic enquiry seeks to truly change the world.

*2014 Research Excellence Framework

www.manchester.ac.uk/learningthroughresearch

We put learning through research at the centre of our teaching. Discoveries that hit the headlines one day could feature in one of your lectures the next. On many of our courses you'll have the chance to learn research skills – teaching you not only how to answer, but how to question.



Space for student quote/profile.

As a university where social responsibility is at the core of everything we do, we're committed to improving the lives of people around the world through our research.



How can we address global inequalities?

We partner with governments, charities, corporations and NGOs to bring about a fairer world, directly influencing policies that make positive changes for people affected by poverty and inequality.



How can we change the material world?

Manchester brought the world the revolutionary two-dimensional material graphene. From jet engines to water filtration, we're devising remarkable ways to transform current products using advanced materials.



How can we fight cancer?

Our work with the NHS, charities and the people of Manchester is fighting cancer on all fronts: getting to grips with the disease at a molecular level, testing personalised treatments and alleviating its physical, emotional and economic effects through nursing, psychology and policy work.



How can we pioneer global energy systems for the future?

We're enhancing the efficiency and viability of energy sources such as solar, wind, tidal and bioenergy. We run the UK's most advanced academic nuclear research capability, and we blend engineering and social sciences to find solutions to energy demand.



How can we create a more sustainable world?

We're at the forefront of the bio-industrial revolution, using biological resources such as plants, algae, fungi, marine life and micro-organisms to change how we manufacture materials and create next-generation chemicals for industrial and health-care needs.

www.manchester.ac.uk/beacons

Subject information spread – 1

Headings and icons have been included in the dummy text to give ideas as to what information you might like to include in this and subsequent course pages.

Extra double page spreads can be added in increments of 4 (for print) so more course information can be inserted.

SOCIAL ANTHROPOLOGY

Opportunities for:  study abroad  industrial placement  study with another language

For A-level and IB requirements please see the A-Z course list at the back of this prospectus. For more detailed entry requirements please visit our website.

Social Anthropology BSocSc 3/4yrs
UCAS code L600

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www.manchester.ac.uk/school-page

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Include a key fact infographic from the subject pages in the prospectus.

Refer to the **Market Insight report** (slide 18) to guide the content.

Subject information spread – 2



Continuation of course information.

Year 2

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This brochure was printed in 2018 for the purposes of the 2019 intake. It has therefore been printed in advance of course starting dates and for this reason, course information may be amended prior to you applying for a place. There are a number of reasons why changes to course information and/or published term dates may need to be made prior to you applying for a place – more details can be found on our website. Prospective students are therefore reminded that they are responsible for ensuring, prior to applying to study, that they review up-to-date course information by searching for the relevant course at: www.manchester.ac.uk/undergraduate/courses.

TEACHING METHODS

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Further suggested highlight sections/ headings.

This disclaimer must be shown within the course information.

Subject information spread – 3

In-depth core course information can be added if required, or you might wish to signpost to the website as a single point of truth.

SOCIAL ANTHROPOLOGY

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Subject information and contact

An additional profile can be included here, as well as details about careers.

SOCIAL ANTHROPOLOGY

SKILLS AND JOB OPPORTUNITIES

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Student Name

Social Anthropology, 2016

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LET'S TALK

SCHOOL CONTACTS

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School admissions office

+44 (0)161 000 0000

xxxxx@manchester.ac.uk

Academic (name/s possibly?)

+44 (0)161 000 0000

xxxxx@manchester.ac.uk

www.manchester.ac.uk/school-page

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OPEN DAYS

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www.manchester.ac.uk/opendays

VISIT US

Our guided visits include a presentation on the University, a question-and-answer session with current students, and a campus tour. Available most Wednesdays, 1.30pm–3.30pm.

Take an independent look around campus. Our Gift Shop in University Place can provide maps and information. It's open Monday to Friday, 9am–5pm.

www.manchester.ac.uk/map

Take an accommodation tour of some halls of residence, including a guided tour and a viewing of at least one student bedroom. Available most Wednesdays from November to March, 10.30am–12pm.

+44 (0)161 275 2077

www.manchester.ac.uk/visit-us

Space for adding contact information, including social media links, email addresses and visit days details.

For advice or suggestions on alumni profiles, please contact Helen Foote, Development and Alumni Relations, on helen.foote@manchester.ac.uk.

Back cover

The alternative format statement must stay in position on the back cover.

If you need this information in an alternative format, please call our Student Recruitment Office:
t: +44 (0)161 275 2077

This brochure has been created for use at events, or to house on a webpage. If you intend to mail out the brochure to applicants or offer holders, you will need to include a statement that allows recipients to opt out of receiving print publications, as part of our GDPR requirement. For more information see www.staffnet.manchester.ac.uk/gdpr.

Generic address details and Royal Charter number must stay in position on the back cover.

The University of Manchester
Oxford Road
Manchester
M13 9PL
United Kingdom

April 2018
Royal Charter Number RC000797

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Symbols and icons

Key

Use the following symbols on course pages to highlight opportunities for:

 *study abroad*

 *industrial placement*

 *study with another language*

Icons

Icons give visual cues to recurring types of information and help to structure your copy in a visually appealing way. They should reflect the copy they sit alongside and be used sparingly. You should only use these icons in the front section of your School brochure (ie not on course profile pages). For advice and guidance on the application of icons, please contact the Student Communications and Marketing Team on studentmarketing@manchester.ac.uk or **0161 275 7591**.

