

Production of postgraduate recruitment brochures for subjects/disciplines 2007 entry

Guidance notes

Introduction

We have now begun the production process for the postgraduate recruitment material for 2007 entry. As you know, there was a broad agreement that we should not produce a full postgraduate prospectus for 2007 entry. Instead, we published a much briefer prospectus in early September 2006. The new postgraduate prospectus contains only brief details about specific postgraduate programmes and opportunities, so we should ensure that prospective students have access to printed information about the full range of our postgraduate offer.

These guidelines have been produced to help staff in Schools and Faculties to produce their discipline area postgraduate brochures for 2007 entry.

The brochures will be edited, designed and printed to an agreed style and format by Communications, Media and Public Relations Division assisted by postgraduate recruitment staff from Faculties. Staff from each discipline area are responsible for providing the initial draft subject-specific copy for each brochure and for checking proofs and approving the final artwork.

Information about the discipline and the degree programmes available should be presented in the same place in each brochure and follows the same broad style. We recognise that the number and type of programmes available varies enormously between disciplines, as do the key strengths and selling points different areas. To take account of this, the template outlined on the following pages allows for a high degree of flexibility.

We have put in place arrangements to ensure that the brochures are edited, designed and printed in a very short space of time. The availability of the final brochure will crucially depend on the timely production of the discipline-specific text and the speed with which proofs are turned around.

On the following pages, you will find guidance notes about the production process for the brochures and the information that is required from you about your discipline and its programmes and how this information should be supplied to the Communications, Media and Public Relations team.

1. Contacts

The brochures will be produced by members of the Communications, Media and Public Relations Division based on the ground floor of the Beyer Building. Production will be co-ordinated by Bridget Fitzpatrick and Carole Wilkinson assisted by the postgraduate recruitment representatives for your Faculty. Initial draft text should be supplied to your Faculty representative. Contact any member of the team with your questions or queries about the production of these publications:

Communications, Media and Public Relations team

Bridget Fitzpatrick	275 8391	bridget.fitzpatrick@manchester.ac.uk
Carole Wilkinson	275 8389	carole.l.wilkinson@manchester.ac.uk

Faculty recruitment representatives

Humanities

Michelle Bell	275 3038	michelle.bell@manchester.ac.uk
---------------	----------	--

Engineering and Physical Sciences

Sarah Friar	306 4594	sarah.friar@manchester.ac.uk
-------------	----------	--

Medical and Human Sciences

James Power	275 1436	james.k.power@manchester.ac.uk
-------------	----------	--

Life Sciences

Louise Barnes	275 1576	louise.m.barnes@manchester.ac.uk
---------------	----------	--

2. Design and format

The brochures will be designed by the Design Studio in line with the agreed house style. The brochures will closely follow the design and format of the new postgraduate prospectus. Each brochure is typeset in the standard typefaces for the University house style.

3. Planning your print-run

These brochures are planned to have a shelf-life of one year, but you may plan to use them two years. If this is the case you should ensure that your copy reflects this. Either way, you should estimate the quantity of brochures that you will require (in batches of 500) and let the Communications, Media and Public Relations team know, at the latest, when you submit your Internal Purchase Requisition Form. You should also give full delivery details for your printed brochures.

4. Brochure title

Brochures should be produced for each of the disciplines covered by the 2007 postgraduate prospectus. However, there may be instances where it is appropriate to promote new interdisciplinary or multidisciplinary programmes or research in pursuit of the University's strategic objective to increase its numbers of postgraduate research students. In these instances, you are advised to discuss the matter with your Faculty representative and/or Associate Dean for Graduate Education. The Faculty will then formally make requests for brochures of this nature to the Associate Vice-President for Graduate Education who will decide whether it is appropriate.

5. Photographs

Photographs for each brochure will be chosen by staff from the Communications, Media and Public Relations team in consultation with you. The Design Studio in Communications, Media and Public Relations Division holds stocks of generic and subject specific photographs. You can browse our Image Library at www.campus.manchester.ac.uk/staffnet/images. If you have particular photographs or images that you would like to be considered for inclusion in your brochure, these should be supplied with your text at the start of the production process ideally as high resolution jpegs.

6. Supply of text

You are responsible for supplying the text for all the discipline-specific content for your brochure. Copy should be supplied in a complete form as a Word file to the Communications, Media and Public Relations team before production on your brochure can begin. You may wish to use the material you provided for the 2005 postgraduate brochures as the basis for the production of your programme content. If you would like to receive this as a Word file or a PDF, please contact Carole Wilkinson (contact details on page 2). A member of the Communications, Media and Public Relations team will read your copy and may make minor editorial amendments to ensure a consistent style across all the brochures and edit it if you have exceeded the word limits given below. The Communications, Media

and Public Relations team will not, however, write text relating to your discipline or programmes or check the accuracy of the information that you provide – this is your responsibility. Production of the artwork for the brochure will only begin when an approved version of the text has been agreed with a member of the Communications, Media and Public Relations team.

7. Consumer Protection Legislation

Please note that if there are additional mandatory costs associated with your undergraduate degree programmes (eg, for field trips, purchase of essential equipment, etc), these must be made clear at some point in your brochure in order to comply with Consumer Protection Legislation.

8. Schedule for editing and production

- You supply all final agreed discipline-specific copy, with contact and delivery details and the numbers of brochures required.
- The Design Studio produce the artwork for your brochure. A PDF of the artwork is sent to you for proof-reading along with a quote for the job.
- You send a completed Internal Purchase Requisition Form - **no further work on the brochure can be undertaken until we are in receipt of this form.**
- You return the PDF with any alterations marked and these are made.
- A further PDF of artwork is returned to you for 'signing off' and clearing for print.
- Your printed brochures will be delivered within two weeks of your final agreed and signed proof being supplied to the Design Studio.

Most delays in production arise because too many people are shown proofs and clients use proofs to amend the detail of their text rather than to check for accuracy. The Communications, Media and Public Relations team will not be responsible for any delays in production incurred due to delays in proofing or major 'author's changes' being made at proof stage.

9. Detailed contents

Each brochure will follow an agreed format/running order organised under the following headings. Generic University information will be supplied by the Communications, Media and Public Relations team and you will be responsible for providing all text relating to your discipline and programmes within an agreed limit, as follows:

Cover	Discipline/Subject title for the brochure (eg Chemistry, Modern Languages, Mechanical, Aerospace and Civil Engineering) - supplied by you
Inside Cover	Photographs - supplied by Communications, Media and Public Relations team
Page 1	Contents list - supplied by Communications, Media and Public Relations team Postal address, email, telephone and fax contact details - supplied by you.
Page 2	The University of Manchester (max 400 words) A brief introduction to the University covering our key messages and highlighting the postgraduate recruitment campaign. Points of particular interest to postgraduate students will be included, in particular our research strengths, internationalism, on-campus facilities and employment record. – supplied by Communications, Media and Public Relations team.

Page 4 and 5

Introduction to the discipline at Manchester (max 400 words)

A general introduction to the discipline at The University of Manchester covering its history, reputation, strengths and research opportunities. This section provides a key opportunity to describe how your discipline here at Manchester is distinctive from your competitors. If possible you should also highlight the distinctive employment benefits and careers opportunities for students studying your subject here.

- **supplied by you.**

Study resources and facilities (max 400 words)

A description of the research and study resources and facilities available to postgraduate students in your discipline area to include details of facilities available within the School and at University level, including library, computing facilities, links with outside partners, equipment, etc – **supplied by you.**

You may choose to treat pages 4 and 5 as one 800 word piece of text introducing the discipline and its resources.

Pages 6+

Programme details

The length, style and content of these pages (and those detailing your taught postgraduate programmes) will depend on the number of programmes offered and how you wish to present the information. We advise that the total length of your programme information (including taught and research) does not exceed 32 pages in total (maximum 400 words per page).

This section should begin with the list of programmes available in your discipline area. This list (which includes programme title, award, PT/FT/DL) should match exactly that which appears in the postgraduate prospectus, making it easy for the reader use the two publications together. (The Communications, Media and Public Relations team will drop this list in to the beginning of your copy.)

Research programme details

Generally, the information supplied here should include details of the research themes/groups within which students may study (some disciplines may wish to provide a staff list with individual research interests); some recent thesis titles; typical supervisory arrangements; duration of the various programmes available (remembering to include MPhil and professional doctorate programmes as well as PhDs); skills training information; and entry requirements.

You can discuss your approach to the presentation of this information with your Faculty representative or a member of the Communications team, but this detailed information will - **be supplied by your Faculty and you.**

Taught programme details

For most disciplines, we would recommend one or two pages (maximum 400 words per page) per programme where you describe the nature of the programme, details about what will be studied, choice of specialisms available, methods of assessment, entry requirements, and career prospects for graduates. For contractual reasons, you should not commit the School to providing specific course units, rather give an indication of the type of specialisms that a student may be able to study.

Alternatively, you may wish to provide details that are common to all programmes or specific groups of programmes followed by more detailed information about specific specialist programmes or options. Information can be presented in tables or flow charts if these will help the reader. Within this format, you should still endeavour to supply details about what will be studied, choice of specialisms, methods of assessment, entry requirements, and career prospects.

You should include full details for all joint degree programmes or provide a reference for further details about programmes involving your discipline that are administered by other Schools.

You can discuss your approach to the presentation of this information with your Faculty representative or a member of the Communications team, but this detailed information will - **be supplied by your Faculty and you.**

Page above+2 pages	What else do you need to know/look closer Details about the University, including admission arrangements, fees, support services, how to apply, accommodation, international students, the city and where to find more information. This will predominantly feature urls and other signposts to further information. (800 words) - supplied by Communications, Media and Public Relations team.
Page above+2 pages	Campus plan - supplied by Communications, Media and Public Relations team.
Page above+2 pages	Location map - supplied by Communications, Media and Public Relations team.
Back Cover	Website and address - supplied by Communications, Media and Public Relations team.