

Production of undergraduate subject brochures

2009 entry

Guidance notes

Introduction

These guidelines have been produced to help staff in Schools and Faculties to produce their discipline area undergraduate brochure for 2009 entry.

The brochures are edited, designed and printed to an agreed style and format by Communications, Media and Public Relations Division. The design of the brochures complements the design and format of the 2009 entry undergraduate prospectus.

Information about the discipline and the degree courses available is presented in the same place in each brochure and follows the same broad style. We recognise, however, that the number of courses available varies enormously between disciplines as does the structure of the courses so we have provided flexibility in the way in which this information can be presented.

As in previous years, there are no specific deadlines for the brochures. However, if you need your brochures in time for the Undergraduate open days on 20 and 21 June, then we will need final, agreed copy and a purchase requisition form by **Friday 9 May 08** to guarantee delivery for then.

Please be aware that we can not begin work on your brochure until we have received your completed purchase requisition form – see the production schedule for details.

Workflow in the design studio will allow us to prioritise the production of the brochures until the end of May 08. This does not affect any that are still in progress at that time.

A table of sample costs for the production of the brochures can be found on page 4 of these guidelines. You will see from this that we have changed the stock to a recycled paper and that the cover laminate is now biodegradable.

Contacts

The brochures will be produced by Communications, Media and Public Relations Division based on the ground floor of the Beyer Building. Production is co-ordinated by Bridget Fitzpatrick. If you have any questions or queries about the production of these publications please contact bridget.fitzpatrick@manchester.ac.uk, 0161 275 8391.

Design and format

The brochures will be designed in line with the agreed house style. The brochures closely follow the design and format of the undergraduate prospectus. The brochures can be between 16 and 48 pages long depending on the amount of course information they contain.

Planning your print-run

These brochures are designed to have a shelf-life of one year. You should estimate the quantity of brochures that you will require (in batches of 500) to last you for this long and let the Communications, Media and Public Relations team know at the latest when you submit your Internal Purchase Requisition Form.

Photographs

Photographs for each brochure are chosen by staff from the Communications, Media and Public Relations team in consultation with you. The Design Studio holds stocks of generic and subject specific photographs. You can browse our Image Library at www.staffnet.manchester.ac.uk/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.

Supply of text

You are responsible for supplying the text for all the discipline-specific content for your brochure. If your amendments are minor, you may mark the changes up on a copy of the 2008 brochure or a PDF of it. If your amendments are more substantial, copy should be supplied in a complete form as a Word file.

We 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 courses 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 Communications, Media and Public Relations.

Consumer Protection Legislation

Please note that if there are additional mandatory costs associated with your courses (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.

Schedule for editing and production

1. You contact us with **details of your brochure**, including the **quantity** you require.
2. The Design Studio provides you with a **quote** for producing the proposed brochure.
3. If you wish to go ahead with production, you provide the Design Studio with a completed **Internal Purchase Requisition Form - no further work on the brochure can be undertaken until we are in receipt of this form.**
4. You supply all **final discipline-specific copy**.
5. The Design Studio produces the artwork for your brochure. **A PDF of the artwork** is sent to you for proof-reading.
6. You return the PDF with any **alterations** marked and these are implemented.
7. A further PDF of artwork is returned to you for **'signing off'** and clearing for print.
8. Your **printed brochures will be delivered** within two weeks of your final agreed and signed proof being supplied.

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. Communications, Media and Public Relations will not be responsible for any delays in production incurred due to delays in proofing or major author's changes made at proof stage. Workflow in the design studio allows us to prioritise undergraduate brochures for 09 entry until the end of May 08. This does not affect any that are in progress at that time.

Detailed contents

Each brochure follows 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 are responsible for providing all text relating to your discipline and courses within an agreed word 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
Pages 2&3	The University of Manchester An introduction to the University covering its history, reputation and key points of interest to undergraduate students, such as on-campus facilities, lifestyle, employment record, etc – supplied by Communications, Media and Public Relations team.
Page 4	Introduction to the discipline at Manchester (max 400 words) A general introduction to your discipline at The University of Manchester covering its history, reputation and strengths. This section provides a key opportunity to describe how your subject area and courses are distinctive from your competitors. If possible you should also highlight the distinctive employment benefits and career opportunities for students studying your subject here. - supplied by you.
Page 5	Study resources and facilities (max 400 words) A description of the study resources and facilities available to undergraduate students in your subject area, to include details of facilities available within the School and at University level, including library, computing facilities, links with outside partners and field courses, 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+	Course pages This section begins with the course titles/UCAS codes/duration and typical entry requirements exactly as presented in the undergraduate prospectus 2009. We will put this in place from the UGP files - supplied by Communications, Media and PR The length, style and content of these pages depends on the number of courses offered and how you wish to present the information, but we advise that this should not exceed 32 pages in total. For most disciplines, we would recommend one or two pages (400 words per page) per course where you describe the nature of the course, details about what will be studied, choice of specialisms available, methods of assessment and career prospects for graduates. The information supplied should be more detailed than that provided in the main University Undergraduate Prospectus. 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. You should include full details for all joint degree courses or provide a reference for further details about courses involving your discipline that are administered by other Schools. This detailed information is - supplied by you.
Page above +2	Accommodation Details of the Residential Accommodation available. - supplied by Communications, Media and Public Relations team.

Page above+2	Manchester Introduction to the City of Manchester and its attractions. - supplied Communications, Media and Public Relations team.
Page above+2/4	Find out more General information about the University, including admission arrangements, fees, support services, international students and where to find more information. - supplied by Communications, Media and Public Relations team.
Page above+2	Campus map - with your School location highlighted - supplied by Communications, Media and Public Relations team.
Page above+2	Location map - supplied by Communications, Media and Public Relations team.
Inside Bk Cover	Photographs - supplied by Communications, Media and Public Relations team Postal address, email, telephone and fax contact details - supplied by you.
Back Cover	Website and address - supplied by you. Royal Charter number and job number - supplied by Communications, Media and Public Relations team

Sample costs

The costs quoted below include all editorial work, design and print as described above in these guidelines.

225 x 197mm portrait

Stock: 250gsm 75% recycled silk cover, 170gsm 75% recycled silk inner

Print 4 colour process plus seal throughout

Optional matt laminate ecoprint biodegradable outer cover only

Fold, collate, stitch pack and deliver.

Pages	Quantities									
	1000	2000	3000	4000	5000	6000	7000	8000	9000	10000
20PP + 4PP COVER	2665	2937	3209	3491	3759	4021	4299	4566	4823	5102
ML Cover 1/side	146	229	298	367	436	515	594	673	752	831
24PP + 4PP COVER	2687	2980	3273	3575	3866	4149	4452	4735	5021	5316
ML Cover 1/side	146	229	298	367	436	515	594	673	752	831
28PP + 4PP COVER	3079	3434	3787	4153	4501	4846	5205	5551	5891	6242
ML Cover 1/side	146	229	298	367	436	515	594	673	752	831
32PP + 4PP COVER	3271	3660	4049	4450	4833	5212	5611	5988	6360	6746
ML Cover 1/side	146	229	298	367	436	515	594	673	752	831
36PP + 4PP COVER	3291	3707	4114	4536	4943	5341	5760	6159	6549	6960
ML Cover 1/side	146	229	298	367	436	515	594	673	752	831
40PP + 4PP COVER	3664	4140	4609	5088	5553	6014	6486	6940	7390	7857
ML Cover 1/side	146	229	298	367	436	515	594	673	752	831
44PP + 4PP COVER	3857	4367	4872	5389	5884	6380	6886	7378	7860	8361
ML Cover 1/side	146	229	298	367	436	515	594	673	752	831
48PP + 4PP COVER	3881	4411	4937	5473	5998	6509	7037	7548	8055	8575
ML Cover 1/side	146	229	298	367	436	515	594	673	752	831