



BROCHURE MAKER



START

01

a BTU ONBOARDING INFO SESSIONS

You will receive useful information on how to prepare for your stay at our university.

b ENROLMENT APPLICATION

Fill in the application of enrolment online in your myBTU-Portal, print it off and sign it.

USER GUIDE

BROCHURE MAKER

– PEER-IR-VIEW PROJECT –

The All-in-One Brochure Production Toolkit is designed to help IROs in higher education institutions develop their own high-quality promotional materials. This toolbox gives them the opportunity to create their own products based on the template and adapt them to their own needs without prior knowledge and long training periods.



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1 - GENERAL PRESENTATION

1.1 BACKGROUND AND OBJECTIVES

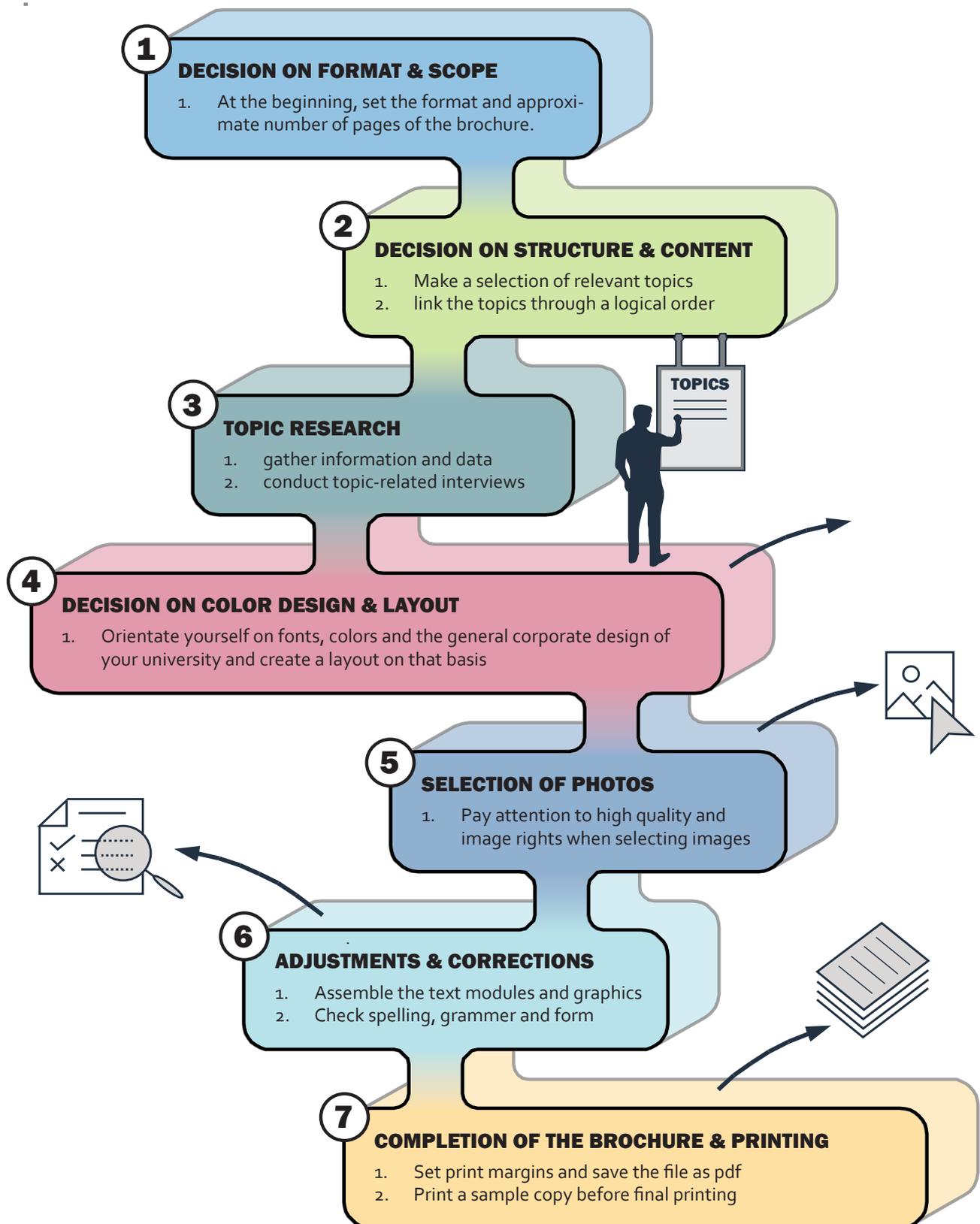
The All-in-One Brochure Production Toolkit is designed to help IROs in higher education institutions develop their own high-quality promotional materials. IROs tend to be tied to the overall structures of the university, which means that the creation of promotional materials and graphic products often falls under a different department. Not only does this often mean long waiting times and a lack of translation into English, but it also hinders the flexibility to adapt flyers and brochures to constantly changing conditions. The IRO also understands the specific needs of the target audience, international students and academics, and knows how to get the message across. However, staff often lack the skills in editing, typesetting and layout, as well as the time to work on the design of materials themselves. This toolbox gives them the opportunity to create their own products based on the template and adapt them to their own needs. The objectives of the toolbox are summarised below:

- Efficient use of resources
- Streamlining work processes
- Flexibility to customise brochures
- High-quality results without prior knowledge and long training periods
- Recognition through a uniform design
- Improving marketing and recruitment

1.2 STEP-BY-STEP GUIDE

Before explaining the individual elements of the toolbox, we will first outline the overall process of developing a brochure. The step-by-step guide on the following page describes in seven steps what you need to consider during the design phase. Aspects of structure and design are covered, as well as issues related to content. Notes and sub-points are associated with each step. Please note that this is only a rough guide to help you use the templates in the Toolbox.

1 - GENERAL PRESENTATION



1 - GENERAL PRESENTATION

1.3 COMPOSITION OF THE TOOL

On the following pages you will find detailed instructions on how to create your own brochure based on the templates in the toolbox. The template is designed as a welcome brochure for new international students. This is reflected in the structure and layout of the brochure. In the „Welcome to BTU“ example, this is demonstrated by the graphics used, the focus of the content and the checklists. It includes a campus map, key facts and figures about the university, checklists to help you get started, information about facilities, services and accommodation, and personal stories about everyday student life. Although the structure and design are tailored to this purpose, they can easily be adapted and modified for your own use. The brochure is designed for bilingual production. The front part of the booklet is in the respective mother tongue and the back part is in English. This ensures that the booklet can be used in an international context. The double-page spread in the centre of the booklet is left blank to distinguish between the two languages. This can be used to include photos, maps or graphics. For example, BTU has designed a pop-up map of the university library for these two pages.

In the next step, we will first explain what is in the toolbox and then show you step-by-step how to use the templates to create your own booklet according to your needs.

The tool has four main components. Three of the four elements are intended for the development of your own brochure. They consist of Microsoft Word and Adobe InDesign files containing the typesetting and layout of the design. A PDF version of the template is also included to avoid possible formatting errors in other Office versions. In addition, different coloured background images are provided to allow you to customise the colour scheme. The example shows further design options and gives you an idea of the possibilities for your design. To get an overview of all the elements of the tool, they are briefly explained in the next step.

1 - GENERAL PRESENTATION

1 Template in Microsoft Word and Adobe InDesign

The templates are provided as Microsoft Word and Adobe InDesign files. The InDesign file is saved as a folder so that you can open the file with the images and fonts used.



2 Template saved as pdf

The template is also available as a PDF in case individual fields shift when opened or edited. You can also get an overall view of how the file will look after it has been converted to PDF.



3 Example ,Welcome to BTU' (pdf)

The ,Welcome to BTU' sample brochure uses graphics, colour choices and content to show what a finished brochure might look like after using the template.



4 Color background images (png)

There are seven different colored backgrounds in this folder. The colors match the general color scheme of Eunice. There are three options for each color.



2 - HOW TO CREATE A BROCHURE

2.1 INSTRUCTIONS FOR USING THE TEMPLATES

On the next four pages you will receive detailed instructions on how to create your own brochure. You will be guided through the development process in eight steps.

1 CHOOSE EDITING PROGRAMME

Decide whether you want to edit the template in Word or InDesign. InDesign is recommended for professional use because of its extensive editing functions, but requires an Adobe licence.



2 SELECT COLOR DESIGN

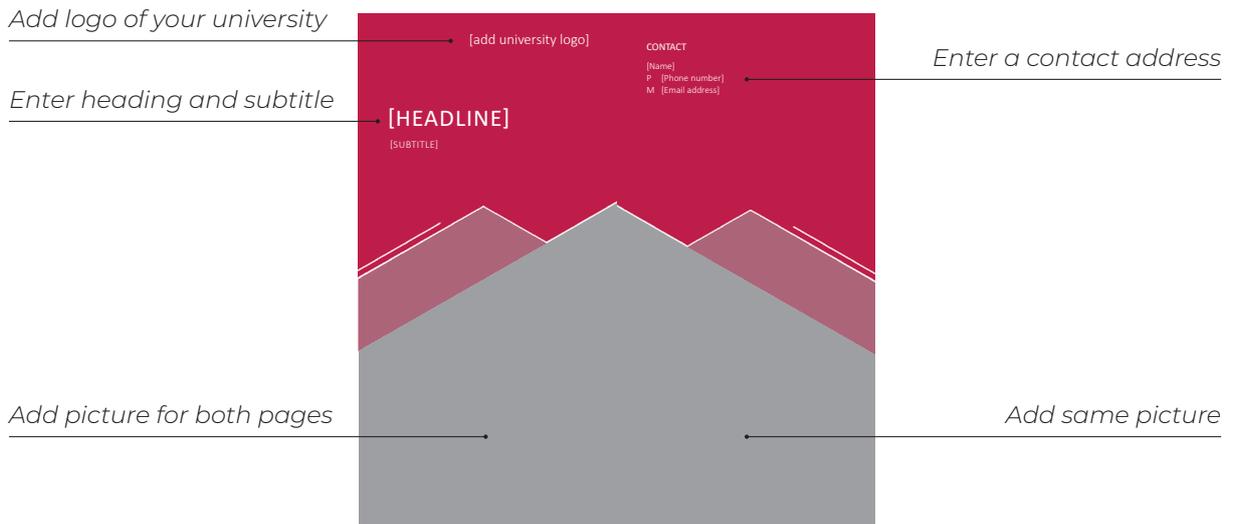
In the template, different colors are available for the basic layout. Select a color from these or define a color yourself. Insert the png as background and adjust fonts and elements in color.



2 - HOW TO CREATE A BROCHURE

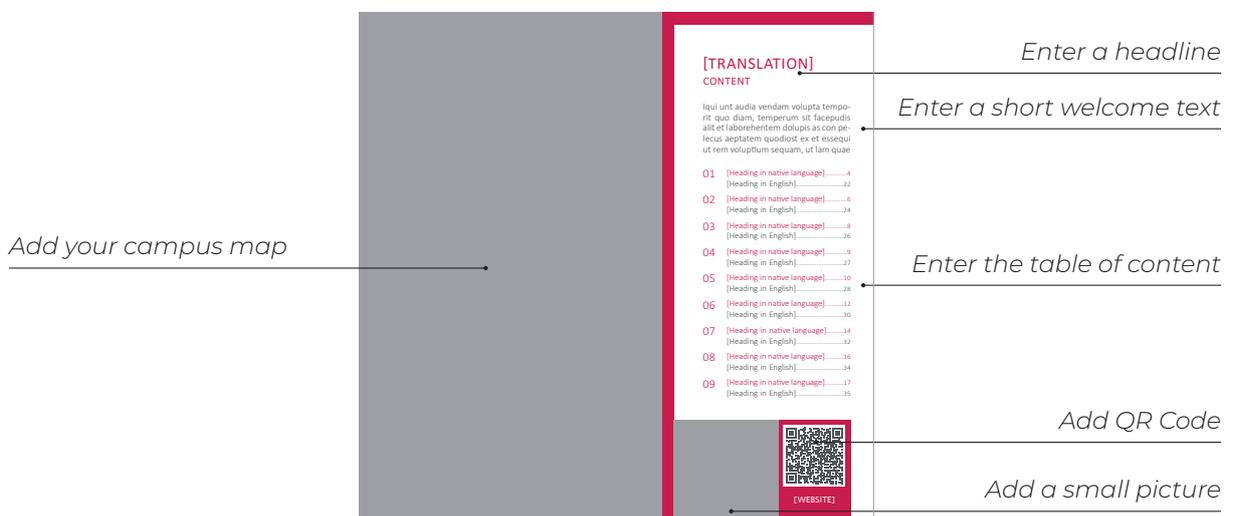
3 CREATE THE TITLE PAGE AND BACK COVER

Include your university's logo on the title page and set a catchy headline to create interest. Choose a suitable image, preferably across the front and back. Insert these in the spaces provided. Add contact details on the back.



4 FILL OUT THE TABLE OF CONTENT

Add a campus map or photos of your university on the left. On the right-hand side, start with a short welcome text for the new students. Fill in the table of contents in two languages. Insert a QR code and a small photo below.



2 - HOW TO CREATE A BROCHURE

5 WRITE A WELCOME TEXT

Highlight important information about your university on the left-hand side. This includes, for example, the number of students, the degree programmes and the campus. Supplement the data with pictograms and photos.



6 STORYTELLING AND MAIN INFORMATION

Create a story based on an interview on a specific topic. Add a photo at the top. On the right-hand side, provide topic-related, summarised information. The QR code at the bottom links to the website with detailed information.



2 - HOW TO CREATE A BROCHURE

7 ADD CHECKLIST

The double page is designed for a checklist or overview. Individual steps or aspects can be clearly presented here. Use the continuous text on the right-hand side to provide additional information.



8 IMPRINT

Place an imprint and add the logos and short information about the sponsors. Also include the website of your university. Attach a meaningful photo or a city map on the right-hand side.



3 - EXAMPLE - WELCOME BROCHURE



02

a **BTU ONBOARDING INFO SESSIONS**
You will receive useful information on how to prepare for your stay at our university.

b **ENROLMENT APPLICATION**
Fill in the application of enrolment online in your myBTU-Portal, print it off and sign it.

c **UPLOAD DOCUMENTS**
Upload all required documents in the my BTU-Portal.

d **PAY SEMESTER FEES**
You will find payment information in your application of enrolment and in myBTU-Portal.

e **CHECK HEALTH INSURANCE**
You will need health insurance with sufficient coverage to enrol at the BTU.

f **APPLY FOR HOUSING**
Apply for a apartment in a student dormitory. The ‚first come, first serve‘ principle applies.

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CHECKLIST BEFORE STUDIES

You have decided to study at the BTU. The ‚Checklist - Before studies‘ gives you an overview of the aspects you should consider in your planning before you set off for Germany. The six steps in the checklist shown here will help you to do this. For detailed information, scan the QR code.

We have compiled all the relevant information for you on our website. In addition, we recommend that you attend our BTU Onboarding Info Sessions. By relating to current topics and answering individual questions, you can actively prepare for your studies in Germany. The individual sessions cover topics such as: entry, visa, housing, finances, enrolment, student life and starting your studies. They are held bilingually in German and English. All admitted students will receive an invitation email before the sessions.

After attending the Info Sessions, you are ready for the next steps on the checklist. Pay special attention to deadlines to be met. If you have any questions, please contact the BTUs International Relations Office.



CHECKLIST

3.1 WELCOME TO BTU

The brochure „Welcome to BTU“ was developed on the basis of the templates. The colors of the corporate design of the BTU University were used. The brochure was designed in German and English, with the German part on the front and the English part on the back. During the development, we focused on a close link to the website, as nowadays the provision of digital information is becoming increasingly important. The brochure highlights the

3 - EXAMPLE - WELCOME BROCHURE



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STUDENT LIFE

INTERVIEW WITH ABHIRAMI V. MANJU

The Student Activity Team at BTU Cottbus-Senftenberg organises a number of excursions and events for its international students every semester. Abhirami Vinod Manju started her Master's degree in Artificial Intelligence in the winter semester 2022/23 and would like to give you a little insight into her experience:

„Right at the beginning of my studies I took part in two exciting excursions, each providing a different insight into the history and culture. First up was a journey to the enchanting city of Leipzig, a place of stunning architecture and timeless elegance. Yet, the lovely ‚Heimatmuseum Dissen‘, a hidden gem that captured my heart with its beauty and warmth, was the real highlight for me. As we stepped inside, the air was thick with the sweet scent of baked apples and we soon found ourselves transported back in time to a world of tradition.

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ORIENTATION WEEK

The OTIWO team welcomes you to the BTU with a diverse programme. In addition to the official introductory events, there is the traditional paddle tour, the city rally and the Campus Club Night.

IRO EVENTS

Celebrating festivals, excursions to well-known cities in Germany, visiting cultural events together - how can you get to know a new environment and new people better? We would like to invite you to join us.

STUDENT GROUPS AND ASSOCIATIONS

The range of clubs, associations and student groups is very diverse, so there is certainly something to suit all tastes. Examples include the university cinema, the student theater ‚Bühne 8‘ and the ‚FabLab Cottbus‘.

EXPLORE COTTBUS AND SENFTENBERG

The city is rich in sights and cultural offerings. Explore what the city has to offer in terms of culture, architecture, nature and meeting places and find new favourite spots.

OFF TO NATURE

In addition to the landscape garden Park Branitz and the Spreewald, a spectacular water world is being created in the region around Cottbus and Senftenberg through the flooding of former open-cast mines. Here you can swim, row, sail, surf and much more.



STUDENT
ACTIVITIES



central information and refers via the QR codes to the websites that provide detailed information. This was particularly helpful with the checklists for the start of studies, as the focus here was on conveying a lot of information clearly and quickly. The QR codes were created using the free QR code generator „QRCode Monkey“. In addition, a special concern was to convey the personal view of our students and their experiences, as this can create an authentic image of the university. We used quotes of the interviewees in the brochure.

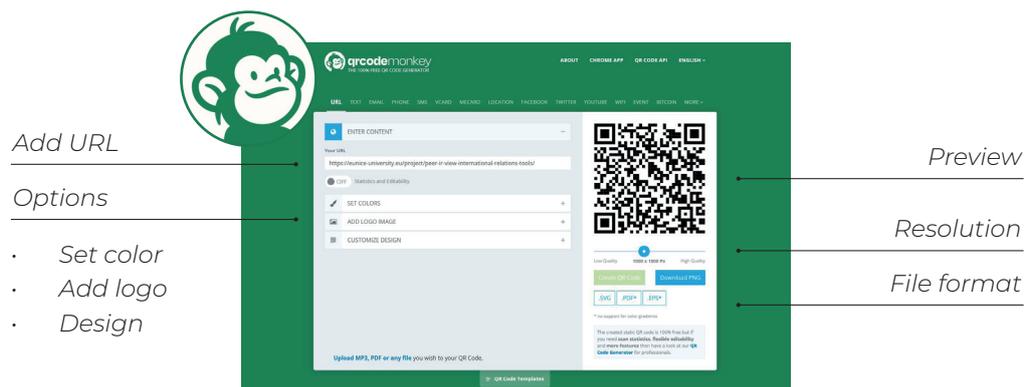
3 - EXAMPLE - WELCOME BROCHURE

3.2 USEFUL IT-TOOLS

This page gives you an overview of useful IT tools to help you design your brochure. The first tool is a free QR code generator that creates the appropriate QR code for your website. The second tool is a website for icons.

1 QR CODE MONKEY

With 'QRCode Monkey' you can create your individual QR codes. You can choose the colour and shape and add a logo. Before downloading, you can also specify the resolution and file format.



2 FLATICON

Flaticon is a website for icons. These are very popular in the design of advertising materials and for illustrating content. Flaticon has a wide range of styles available. Pay attention to usage rights.

