



2022/23

Post 16 Prospectus

Media Specs & Content Guidelines



HILLINGDON

LONDON

Early in 2022 the Post 16 team at Hillingdon Council held a focus group with students from the Global Academy. The aim of the consultation was to establish what the students are looking for within the Post 16 Prospectus. Here are just some of the points raised that could help you when thinking about your college/school page.

We would like to see
video content!

Less is
more!

Engaging content
with Images & student
testimonials!

Location is
important!



Content and word limit

Useful content to include:

- ✓ Grade/entry requirements or where applicants can access more information on these.
- ✓ Pass rates.
- ✓ Existing students' testimonials, e.g. what they picked, why they picked it etc.
- ✓ Support services available for young people with additional support needs / SEND.

Please Note

Word limit for content 350 – 400 words

Structure of your listing page

Please use the following list as a structure guide:

- ✓ Full and correct name of institution
- ✓ Contact details including a point of contact, email and address
- ✓ An introductory paragraph of your institution
- ✓ Why study at...
- ✓ What our students say
- ✓ Open event dates and application deadlines
- ✓ Public transport connection links





Course listings should...

- ✓ **Be current and include the correct subject titles.***
- ✓ **Include entry level courses.**

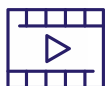
* we have previously received complaints from parents concerning listed provision that was subsequently found not to be part of a provider's offer



Images (please provide a minimum of 1 but a maximum of 5)

The images must be...

- ✓ Current & GDPR compliant.
- ✓ Reflective of Hillingdon's diverse youth population.
- ✓ Submitted as high resolution 300dpi JPG's
 - Minimum Size 75mm x 110mm or approximately 900 pixels x 1,200pixels at 300dpi.
- ✓ Sent as a separate files and not embedded in a PDF or Word document (Please note: Smart phone images cannot be used).



Videos (Optional to provide a maximum of 1 video)

All videos must be...

- ✓ 1200 by 720 pixels, supplied as .MP4 or .MOV format, maximum length 140 seconds, maximum frame rate 30fps.



Choose your template

Please select the template you would like to use to represent your institution.



HILLINGDON
LONDON

Template 1 - 1 image

Name of School or college

Contact: Name
Assistant Headteacher
Tel: 020 8688 4014
Fax: 020 8681 6336
E-mail:
Name@school_college.ac.uk
Website:
school_college.ac.uk

f @ t w i n v

Apply now →

Why study at ...?

On eris non ne audiam exerce eatur, si beatus con pat nos expel si est volor ad qui apud que mihi molis aperibus, quo tem inventidit omnia verum seneca nos ma maximoa eorum quaequeque mensu alura in omphica estendi dolois atouca nem ea nonompa dolois murtur? Gant aspernes aut labo. Namus comen audiam aut qui eum fuga. Et aam pa conerea pre lertum hi molis volutatur? Eantur verum ea eos et, f excepter angul erubet, et do- bonisiam quam qui sum re ut Allos. Nam quam, ut d magnitudis et, varians aut ad conerea proctia labu, nequequam velle aliam hiant abomero dolois que. Bis. Sum re vent offidua verterf erum hilaama ea volor ad aliquid aliquid tressa tem filiqu conat dolois et eos danoantur lat, nos eum lum qui doloit faciliam suam, rihis labilis et alim acula et invent inenibus aliam videriam fuga. Et re nuaa vellet optam quat anepit- si alicia vellea dolois eadituar volutur, qua vellem hicutur?

What our students say

"By studying at the College, I gained a place at university to study veterinary medicine. I would not have got as far as I did without the support of the College and faculty staff!"
Head teacher/assistant management director

"By studying at the College, I gained a place at university to study veterinary medicine. I would not have got as far as I did without the support of the College and faculty staff!"
Head teacher/assistant management director

Important information

Open Event: Wednesday 21 October 2020 8:00pm - 8:00pm
Address: Address in here
Transport: Train: East Croydon
Buses: 64, 433
Train: East Croydon, Leabon Road, Sandilands
Train: East Croydon, Leabon Road, Sandilands

Applications: Come to our open evening and pick up a prospectus, course guide and application form.
Applications for entry in September 2021 must be received by the end of December 2020

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Template 2 - Up to 5 images

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Media - what we require

Template 1

- ✓ 1 image submitted as high resolution 300dpi JPG
- ✓ Social Media handles

Template 2

- ✓ Up to 5 images submitted as high resolution 300dpi JPG's
- ✓ Social Media handles

Template 3

- ✓ 1 video submitted 1200 by 720 pixels, supplied as .MP4 or .MOV format, maximum length 140 seconds, maximum frame rate 30fps.
- ✓ Social Media handles

Template 4

- ✓ Up to 5 images submitted as high resolution 300dpi JPG
- ✓ 1 video submitted 1200 by 720 pixels, supplied as .MP4 or .MOV format, maximum length 140 seconds, maximum frame rate 30fps.
- ✓ Social Media handles

Template 3 - 1 video

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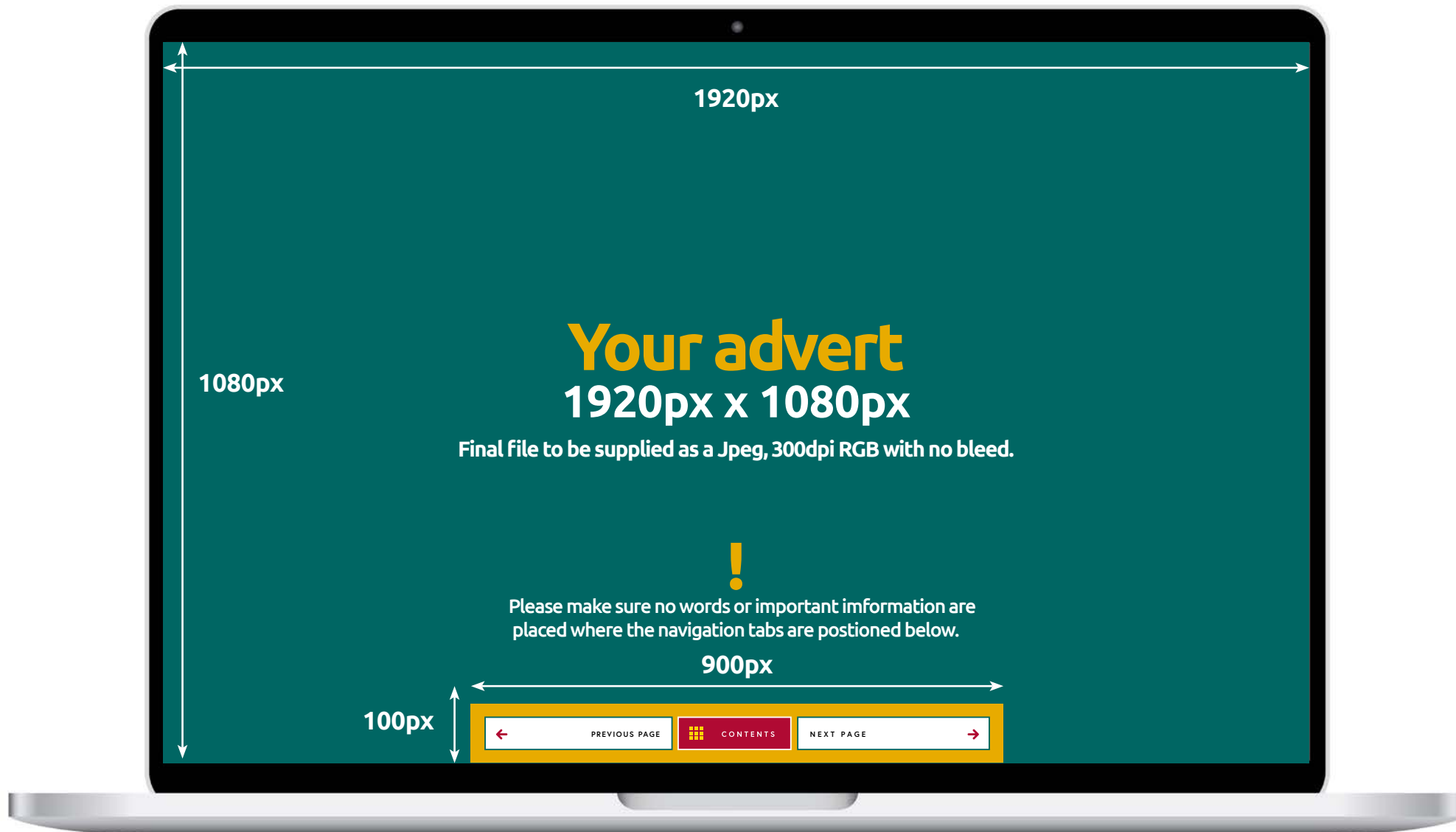
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Advertising

If you have taken an advert in the Post16 Prospectus, you will need to provide it in the following dimensions:



The 2022/23 Post 16 Prospectus production timeline

Please see below the updated project timeline as of 16.03.2022.



Date	Action	By
21 March 2022	Content and spec sheet shared with Schools/Colleges	Hillingdon Council
29 April 2022	Submit page content, media and course listings	Schools/Colleges
6 May 2022	First round proofs sent to providers	Hillingdon Council
18 May 2022	First round amends deadline	Schools/Colleges
23 May 2022	Second round proofs sent to providers	Hillingdon Council
27 May 2022	Second round amends deadline	Schools/Colleges
06 Jun 2022	Final proofs sent to providers for sign off	Hillingdon Council
08 July 2022	Prospectus shared with provisions for sign off - deadline.	Hillingdon Council
01 August 2022	Prospectus shared with LBH leadership for sign off	Hillingdon Council
01 September 2022	Publication of Prospectus to schools	Hillingdon Council

Deadline for submitting content

All content, imagery and/or video's must be submitted by

29th April

by email or wetransfer to akeen@wlcreative.org.uk



HILLINGDON
LONDON

**Any enquiries about the
Post16 Prospectus
please contact
dhughes@hillington.gov.uk**

**Any questions about the
required content and media
please contact
akeen@wlcreative.org.uk**