

Every school has to have a prospectus by law. Unfortunately, whilst there are general expectations as to what specific things should be present in the prospectus, there are no rules as to what the prospectus should look like or how it should be presented.



Sadly, this means that school prospectuses vary hugely in quality. We have seen everything from full-colour, externally produced glossy brochures to untidy cut-and-paste jobs that do no credit to the school whatsoever.

Arrowscape are experienced in helping schools produce in-house a good quality prospectus, at exceptional value for money.

Our aim is to develop the prospectus using whatever DTP or word processing package is currently used at your school. This is frequently Microsoft Word or Publisher. Most importantly, once the prospectus is complete we will give you the source file, which means that you will possess the actual Word/Publisher file for you to put on your own PC.

This means that you will be able to open the prospectus and print copies at any time.

If you are a small school and only require a few copies, this will save you the considerable expense of using an external printing service. If you are a larger school, and do use an external printer to produce the first batch of prospectuses, it will still enable you to produce additional copies should you run out.

Of course, this also means that you will be able to amend and update the prospectus quickly and easily in the future, saving a great deal of time and effort.

If your staff are not yet entirely familiar with Word, Publisher, or whichever other application you use at school, we can also provide excellent training on a one-to-one or small group basis so that they can handle updates with ease.

Our experience also allows us to advise you on the content of your prospectus. We can take the content from existing ones, together with contributions from staff members, and include these in the new version. We can take digital photographs, if required, for inclusion in the prospectus, and provide clip-art and the use of colour to add life and light to the document.

Whilst the 'content' generally needs to be written by people from the school, the worry about putting it all together into a well-presented coherent 'whole' is taken away from you.

You will end up with a well written, well structured, nicely presented and easy-to-read document that will include consistent page headers and footers, including page numbering, dates and tables of contents where necessary. It will be a document of which you, and your school, will be proud.

Furthermore, if you have a web site, or are thinking about developing one, we can convert the document into pdf (portable document format) suitable for publishing on the web. This means that, at any time, visitors can download and print a copy of the full prospectus from your web site, at no cost or effort to the school. And if you don't yet have a web site, please read about our excellent award winning web site for schools package.

**For further information, or to discuss any aspects of the services detailed above, don't hesitate to call Tony on 01527 455001 or see our web site at [www.arrowscape.co.uk](http://www.arrowscape.co.uk)**