

EDITH COWAN UNIVERSITY



CORPORATE STYLE GUIDE



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SECTION ONE

OVERVIEW

ECU'S VISUAL IDENTITY

The visual identity of Edith Cowan University (ECU) is an integral part of its image. The image of the University is expressed not only in the name, logo and colours of its stationery and signage, but also in all printed material concerning each of the campuses, in the buildings – their location, furnishings and maintenance, the rites of passage within schools and service centres, and the communications between students and graduates both on and off campus.

This guide presents the key elements of the ECU corporate visual identity and the guidelines for their use.

In order for the identity to be as effective as possible, the visual identity must be consistent. This can only be achieved if the rules and specifications are observed. All communication materials must adhere to the Corporate Style guidelines. No deviation should be made from the standards laid down in this manual without approval from Brand and Marketing.

If you have any questions with regard to any of the information presented in this guide, please contact Brand and Marketing on (61 8) 6304 2703, or email brand@ecu.edu.au

The visual identity is registered as a trade mark. It is protected and cannot be amended or defaced.

MARKETING AND ADVERTISING ADVICE

Each School, Professional Service and discipline has a designated Marketing Account Manager, located in Brand and Marketing. Your Account Manager is your first point of contact for all things marketing. Their responsibilities include:

- providing support, advice and planning for your marketing activities
- advising you about corporate marketing activities
- advising you about marketing resources to assist your planned activities
- assisting you in leveraging student recruitment and corporate communications activities
- assisting you with planning and advertising of prospective student recruitment efforts
- identifying potential joint marketing initiatives between schools and professional services
- providing you with statistics, market research results and other information
- ensuring your activities align with ECU's corporate marketing plan
- ensuring your printed and digital publications adhere to ECU's corporate style guide

To find your Marketing Account Manager, visit <https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/marketing-and-advertising-advice>

CRICOS CODE

Our ECU Institution CRICOS number **MUST** be identified in all of our hard copy publications, web pages and emails if the staff member is making offers or giving guidance to overseas students or potential overseas students to come and study at ECU.

ECU's CRICOS Number is: CRICOS Provider No. 00279B

For digital advertising where there is limited space, this can be shortened to: CRICOS No. 00279B

RTO CODE

The Australian Skills Quality Authority (ASQA) is the national vocational education and training (VET) regulator. It ensures that the quality and reputation of Australia's VET system is maintained through a set of Standards which form part of the VET Quality Framework, a system which ensures the integrity of nationally recognised training in Australia.

RTOs are required to comply with the VET Quality Framework at all times. As the national regulator for the VET sector, ASQA regulates training providers against the VET Quality Framework.

The RTO code is a registration code given to your RTO on the National Register (training.gov.au). Marketing materials advertising your training products, courses, and qualifications must include the RTO code.

Advertising and marketing material provided by your RTO — or a third party on your behalf — must:

- Include the registration code of your RTO
- Include the code and title of any training product (as published on training.gov.au)
- If you are not marketing or advertising a specific VET training product, but rather promoting training in a general industry area, you may not need to reference the title or code of the training to be provided. For example, if you are undertaking promotion using terms that could relate to a number of courses on your RTO's scope of registration, such as 'XYZ RTO offers a range of business training'.

ECU's RTO code is: RTO Code 4756

TEQSA ID

The Tertiary Education Quality and Standards Agency (TEQSA) is Australia's independent national quality assurance and regulatory agency for higher education. It states that Higher education providers must feature its TEQSA Provider Identification and provider category on relevant public materials. This includes the website and publications only (it is not required to be displayed on advertising).

ECU's TEQSA ID is: TEQSA ID PRV12160, Australian University

COMPETITION AND CONSUMER ACT (CCA) INFORMATION

The Competition and Consumer Act imposes obligations in the areas of restrictive trade practices, consumer protection and unconscionable conducts.

All university staff are expected to be familiar with the general provisions of the CCA particularly staff involved in:

- Providing courses
- Purchasing or supplying goods or services
- Advertising, promotions and marketing

It is important to understand your responsibilities when creating internal and external communications representing ECU. Be aware of what may constitute misleading or deceptive conduct in order to avoid it. The Competition and Consumer Act prohibits both conduct which is misleading or deceptive, and conduct that is likely to mislead or deceive, intent is irrelevant.

For more information on your obligations please email compliance@ecu.edu.au

SECTION TWO

CORPORATE BRANDING

ECU LOGO

MASTER LOGO

The ECU logo must be placed in either the top right or bottom right corner of the artwork wherever possible.



ZONE OF EXCLUSION

It is important that enough space is left around the logo at all times in order to ensure its maximum impact and clarity.

No other logos, text or graphics should ever encroach on the Zone of Exclusion. The space between the logo and the page edge needs to be approximately 25% of the height of the logo. For example, the logo shown below is 30mm high and the Zone of Exclusion is 7.5mm.



SIZING

To avoid problems with reproduction, the ECU logo should not be reproduced at a size smaller than 25mm wide/18mm high.

The promotional logo should also not exceed 30% of the space where it is applied.

Specialist applications that require the logo to be smaller or larger than stated must be approved by Brand and Marketing.



COLOURS

It is important that the colours of the logo are matched as accurately as possible whenever they are reproduced.

| COLOUR | PMS | C | M | Y | K | R | G | B | HTML |
|--------|----------------|-----|-----|----|----|-----|-----|-----|--------|
| Blue | 2945 C | 100 | 64 | 0 | 16 | 0 | 76 | 151 | 004B85 |
| Red | 187 C | 0 | 100 | 74 | 26 | 166 | 25 | 46 | BE112D |
| Yellow | 142 C | 0 | 21 | 77 | 0 | 241 | 190 | 72 | FEC336 |
| Grey | Cool Grey 11 C | 63 | 52 | 44 | 33 | 83 | 86 | 90 | 666666 |

ALTERNATE COLOURS

Where there are colour restrictions, such as a one colour print process, the logo would appear in a single colour.

One Colour Tinted Logo

One colour logos are available in black, blue (Pantone 2945 C) or red (Pantone 187 C) from ECU's primary colour palette.

For the tinted versions, the following tints apply:

- A 60% of the colour
- B 20% tint of the colour
- C 100% of the colour



Untinted Mono Logo

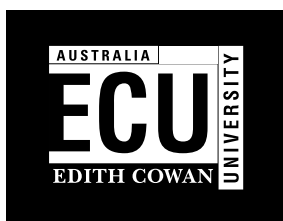
In some cases (screen printing, embossing, foiling and other embellishments), it is not possible to use the tinted version of the logo. The 'untinted mono logo' is the most suitable for these applications.

This version of the logo should only be used when it is not possible to apply tints, or if the untinted logo will reproduce better.

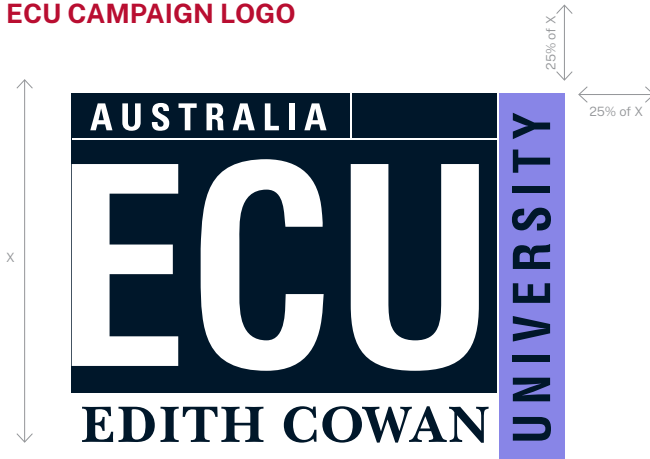


Reversed Logo (White on Black)

When applying the logo on a coloured background, ensure that it is reversed out in white, as displayed below.



ECU CAMPAIGN LOGO



The campaign logo is used on all future student marketing materials. Full details on how to apply this logo are in ECU's Campaign Style Guide. For more information on this guide, contact your relevant Marketing Account Manager.

To find your Marketing Account Manager, please visit <https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/marketing-and-advertising-advice>

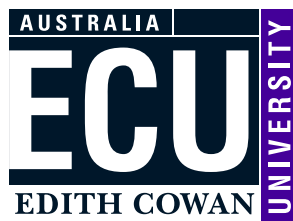
The ECU Campaign logo must stick to the top edge of the application frame. There are a few exceptions to the rule like the TVC End Frame and Social stories as you lose space due to the safe areas, and the study folder wraps. Please see these examples for guidance in the application section. aligned to the left edge of an image within artwork wherever possible. The space between the logo and the page edge, left or right edges, needs to be approximately 25% of the height of the logo. For example, the logo shown is 65mm high and the margin is 16mm. The safezone does not apply when the logo is aligned to an edge.

It is to always be used in full colour unless not possible due to printing specifications. If single colour printing limitations apply, use the ECU Corporate mono logo. Minimum size is 10mm high to ensure legibility. Please use best judgment for digital applications.

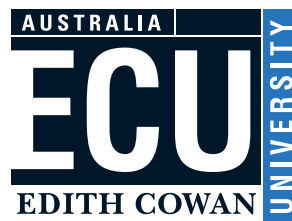
ECU LOGO VARIATIONS



Arts & Humanities —



Business & Law —



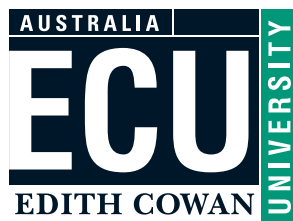
Engineering & Technology —



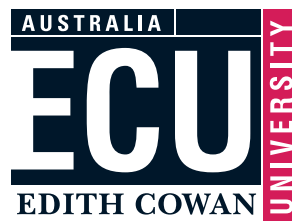
Medical & Health Sciences —



Nursing & Midwifery —



Science —



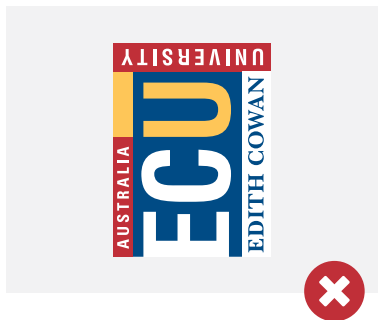
Teacher Education —



WAAPA —

To keep consistency in use of colour we have logos variants available for materials that are specific to schools. These school specific logos are for campaign marketing materials only.

INCORRECT USES OF LOGO



Do not
rotate the logo



Do not
alter or rearrange
the elements



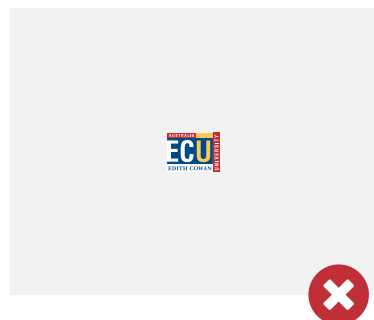
Do not
recolour the logo



Do not
alter typefaces



Do not
distort the logo



Do not
make the logo smaller than
25mm width/18mm height



Do not
use the incorrect mono version
of Untinted Mono Logo
(refer to P8 for correct version)

ECU CO-BRANDS AND ENDORSED BRANDS

The ECU logo is at all times considered the master brand. When an organisation is made up of multiple components, such as ECU, (many of which are in the public eye) it's increasingly important to ensure that the branding and visual representation is consistent and strong. This means avoiding multiple conflicting messages and images – including logos.

ECU currently has eight schools plus numerous research institutes, research centres and service centres. If each of these were allowed their own logo, the ECU brand would become diluted and inconsistent. It is for this reason that no other logos are permitted to be used at ECU, except approved endorsed brands, which currently only includes WAAPA and Kurongkurl Katitjin.

Separate logos are **not** permitted for:

- Schools
- Courses
- Centres

INTERNAL CO-BRANDS

Internal co-brands involve the name written in the corporate font next to the ECU logo (no line between them) and apply to;

- ECU research institutes and centres
- ECU schools
- ECU departments

For internal co-brands, the following guidelines apply:

- Both elements (written name and the ECU logo) to be of equal size/height with the ECU logo meeting minimum size requirements
- Both elements (written name and the ECU logo) be positioned side by side, with the ECU logo on the right hand side
- The look and feel of the document, where possible, should reflect that of the master brand (ECU) in terms of style, typography and colours
- The School/Program/Centre name cannot be used in isolation as a logo, it must always appear next to the ECU logo

Examples below:



ECU Strategic Research Institutes and Strategic Research Centres have specific logos developed with the same guidelines applying.

Examples are:



Co-brand logos cannot be created outside of Brand and Marketing. If you require assistance, please contact Brand and Marketing on brand@ecu.edu.au

View ECU's logo policy at <https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/policies-and-guidelines>

LOCATION SPECIFIC LOGOS

Location specific logos have been created for our South West and Sri Lanka campuses. These are available in colour, untinted mono black, reversed white and reversed colour versions.



EXTERNAL CO-BRANDS

External co-brands are used where ECU has a direct relationship with an external organisation including:

- Offshore partners
- Pathway partner
- Sponsorships

The following guidelines apply to external co-brands:

- The external organisation's logo appears to the left of the ECU logo, separated by a vertical line
- Both logos to be of equal size/height with the ECU logo meeting minimum size requirements

Examples below:



ENDORSED BRANDS

ECU has two endorsed brands: Western Australian Academy of Performing Arts (WAAPA) and Kurongkurl Katitjin.

There are two versions of the WAAPA logo:

1. A **standalone WAAPA logo** that is to be used on promotional materials that WAAPA are running independently of ECU corporate activities and where the logo meets minimum size requirements of 35mm wide. If minimum size requirements cannot be met then the joint logo (refer point 2 below) is to be used. For large space ads/materials that are A5 or bigger (excluding signage inside WAAPA buildings) the ECU logo is also to appear. In these instances, the WAAPA logo is to appear on the top LHS and the ECU logo to appear on the bottom RHS. The WAAPA program and the WAAPA website are examples of where both logos will appear.



2. A **joint WAAPA/ECU logo** that is to be used when promoting joint ECU corporate/WAAPA activities. For example open day, study guide brochures or adverts for corporate sponsorships. The joint logo must have both logos of equal size/height with the ECU logo meeting minimum size requirements, and both logos to be positioned side by side.

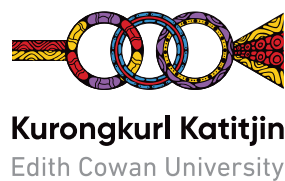


There are two versions of the Kurongkurl Katitjin logo:

1. A **joint Kurongkurl Katitjin/ECU logo** is the primary version of the Kurongkurl Katitjin/ECU Co-brand logo and is to be used at all times, with exceptions listed in point two. Where there are colour restrictions (such as a one colour print process), the greyscale or mono versions of the logo may be used. Recommended minimum size is 36mm wide / 11mm high.



2. A **standalone Kurongkurl Katitjin logo** can only be used by itself in instances where the ECU logo is already present. For example on the Kurongkurl Katitjin page of the ECU website, or inside generic brochures such as Futures, Admissions or Study Abroad. Where there are colour restrictions (such as a one colour print process), the greyscale or mono versions of the logo may be used. Minimum size is 13mm wide/20mm high.



THE ECU CREST

The ECU crest can **only** be used on legal documents bearing the Vice-Chancellor's signature, as well as University parchments. It is **not** to be used as the primary logo on any promotional material. The visual identity contains a number of elements that combine to represent the University as a unique body.

In its base form, the identity consists of the shield, motto and logotype. Both the shield and logotype have been specially drawn and must never be used in any other form than shown here.

THE SHIELD

The shield is the central element of the coat of arms, and is the element that will be the most accessible visual representation of the University. The shield begins at the base with three red flames separated by two white flames rising from a torch into a white aura that extends into a field of dark blue. One star of seven points, three stars of six points and one star of five points are placed in the first quarter of the shield, with the upper three stars being crossed with five wavy bars of alternate gold and dark blue.

The flames are representative of knowledge and achievement within an aura of enlightenment. The white aura extends into the dark blue night sky. The five stars symbolise the Southern Cross over Australia, and also indicate the three campuses and the outside world and allude to both the shimmering night sky and the ocean which claims the northern, western and southern borders of Western Australia. The colours of red, white and blue correspond with the colours of the Australian flag, while gold gives reference to the Western Australian state flag.

THE LOGOTYPE

The logotype is a serif typeface based on the formal Roman square capitals, used for monumental inscriptions in stone. The uniqueness and strength of the ECU is maximised by its visual appearance and the use of another typeface will serve only to decrease the overall communicative impact.

THE MOTTO

The motto "Freedom Through Knowledge" is applied under the shield within a ribbon and is set in Friz Quadrata Bold capitals.

The logotype can be set in one line next to the shield, however the relationship between the type size and the shield size does not vary. Only larger applications should be considered when using this relationship.



ECU crest



ECU Crest on a coloured background



EDITH COWAN UNIVERSITY

ECU Crest used on parchment folder



The shield – for visual purposes only.
Not to be used on its own

CONDITIONS OF USE OF ECU LOGO

GENERAL REQUIREMENTS

ECU's name or logo may be used in marketing and publicity materials relating to the University, if the following conditions are met:

- a. If there is an official relationship between the University and the organisation (for example a partnership, sponsorship or professional association).
- b. The logo usage must comply with ECU's style guidelines (note minimum size of 25mm wide x 18mm high);
- c. The layout of each publication is endorsed by the Manager, Brand, Marketing and Creative Services;
- d. The logo is approved by the Manager, Brand, Marketing and Creative Services for each occasion of its use;
- e. The content is approved by the relevant Schools or Centres.

PARTNER PROVIDERS

It is critical that provider and course accreditation is accurately communicated to the market at all times. This procedure applies where:

- a. The course is not an ECU course;
- b. The students are likely to articulate, with or without advanced standing, to an ECU course;
- c. ECU has a significant role in the offering or delivery of the course. This could include use of ECU's course materials or support services provided by ECU staff such as consultancy, training or moderation;
- d. A written institution-to-institution Agreement is in place.

TESTAMURS AND TRANSCRIPTS

ECU's name or logo may be used on a testamur or transcript if all the following conditions are met:

- a. The logo usage must comply with ECU's style guidelines (note minimum size of 25mm wide x 18mm high) and be accompanied by the words 'recognised by' and not any other words;
- b. The logo must be placed in the bottom right-hand corner while the partner's name, logo and status as awarding body are displayed in the top half of the document;
- c. The partner's associated documentation makes it clear at all times that the award is the partner's award and not a 'double-badged' or 'joint' award with ECU;
- d. Display of the logo satisfies any relevant local regulations;
- e. The document must not bear the signature of an ECU employee or be signed on behalf of ECU;
- f. Testamurs and transcripts are approved by the Senior Deputy Vice-Chancellor;
- g. Testamurs and transcripts logo usage is approved by the Manager, Brand, Marketing and Creative Services.

SECTION THREE

CORPORATE COLOURS

CORPORATE COLOURS

ECU CORPORATE COLOURS

It is important that the colours of the logo are matched as accurately as possible whenever they are reproduced.

When printing, the Pantone Matching System (PMS) or four colour process formulas (CMYK) provided below, must be used. For screen colours and Microsoft applications, please use the RGB or HTML formulas provided below. Colour choice for signage will need to be matched as closely as possible to the PMS colours.

Pantone Blue 2945 C is the core colour within the ECU corporate image, accented with the red and yellow.

| COLOUR | PMS | C | M | Y | K | R | G | B | HTML |
|--------|----------------|-----|-----|----|----|-----|-----|-----|--------|
| Blue | 2945 C | 100 | 64 | 0 | 16 | 0 | 76 | 151 | 004B85 |
| Red | 187 C | 0 | 100 | 74 | 26 | 166 | 25 | 46 | BE112D |
| Yellow | 142 C | 0 | 21 | 77 | 0 | 241 | 190 | 72 | FEC336 |
| Grey | Cool Grey 11 C | 63 | 52 | 44 | 33 | 83 | 86 | 90 | 666666 |

CREATIVE THINKERS CAMPAIGN COLOURS

Colour is a vital part of our identity. There are the four key colours that make up the core brand. It is important that only these colours are used when representing the brand.

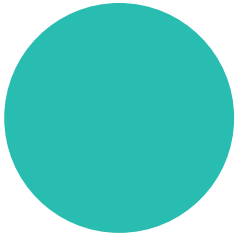
For unity and consistency only use the specified colour values.

| COLOUR | PMS | C | M | Y | K | R | G | B | HTML |
|---------------|---------------|-----|----|-----|----|-----|-----|-----|--------|
| Core Lavender | 272 | 58 | 54 | 0 | 0 | 136 | 133 | 231 | 8885E7 |
| Core Orange | Bright Orange | 0 | 77 | 100 | 0 | 255 | 84 | 0 | FF5400 |
| Core Navy | 296 | 100 | 0 | 0 | 94 | 0 | 23 | 42 | 00172A |
| Core White | White | 0 | 0 | 0 | 0 | 255 | 255 | 255 | FFFFFF |

For more information on the Creative Thinkers campaign, please contact your relevant Marketing Account Manager. To find your Marketing Account Manager, visit <https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/marketing-and-advertising-advice>

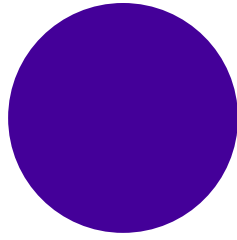
SCHOOL COLOURS

Each School has been allocated its own colour. These colours work in harmony with the Core Brand Palette. Using these combinations consistently, along with supporting imagery, will give each School its own unique identity whilst clearly being part of the overall ECU brand.



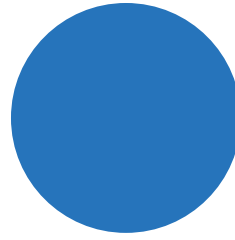
Arts & Humanities —

PMS: 3265
CMYK: 71/0/38/0
RBG: 41/188/176
HEX: 29BCB0



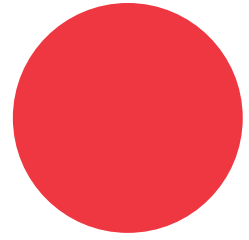
Business & Law —

PMS: Violet
CMYK: 90/99/0/0
RBG: 68/0/153
HEX: 440099



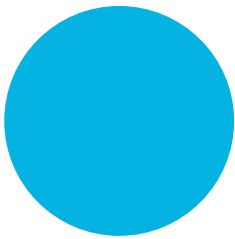
Engineering & Technology —

PMS: 3005
CMYK: 84/51/0/0
RBG: 37/116/187
HEX: 2574BB



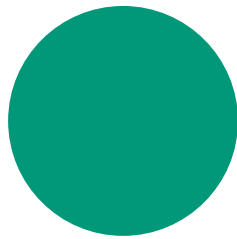
Medical & Health Sciences —

PMS: 032
CMYK: 0/93/76/0
RBG: 239/55/65
HEX: EF3741



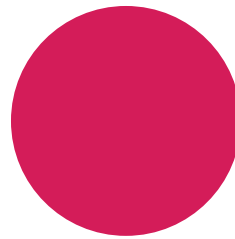
Nursing & Midwifery —

PMS: 306
CMYK: 71/8/3/0
RBG: 4/179/226
HEX: 04B3E2



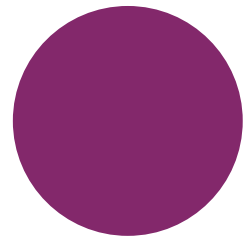
Science —

PMS: 3278
CMYK: 84/17/66/2
RBG: 0/152/120
HEX: 009878



Teacher Education —

PMS: Rubine Red
CMYK: 11/100/51/1
RBG: 212/28/89
HEX: D41C59



WAAPA —

PMS: 249
CMYK: 52/98/28/10
RBG: 131/40/107
HEX: 83286B

SECTION FOUR

TYPOGRAPHY

TYPEFACES

Consistency of typography is just as important as consistency of logo, colour and visual elements when it comes to maintaining the ECU brand.

PRINTED MATERIALS

All student-related ECU marketing, promotional and advertising materials should be designed and produced using the following typefaces.

Headline Font (Public Sans Bold)

The ECU font for use in all headlines is 'Public Sans Bold'. It is important that in all instances where this font is used that it is tracked to 0; this is to keep the balance and legibility of the font. Public Sans is also available for digital applications. The leading is set to +10% of the font size.

Public Sans Bold

AaBbCc
abcdefghijklmnopqrstuvxyz
1234567890!@#\$%^&*()

Body Copy Font (Public Sans Light)

Our body copy font 'Public Sans Light' tracked to 0. It keeps consistency when used with the headline typeface. This font should not be used for large headlines and should only be used below 12pt in most circumstances. The leading is set to +30% of the font size. The leading is set to +30% of the font size. For emphasis a combination of Public Sans Light and Bold can be used.

Public Sans Light

AaBbCc
abcdefghijklmnopqrstuvxyz
1234567890!@#\$%^&*()

Public Sans Bold

AaBbCc
abcdefghijklmnopqrstuvxyz
1234567890!@#\$%^&*()

Public Sans Regular Italic

AaBbCc
abcdefghijklmnopqrstuvxyz
1234567890!@#\$%^&()*

TIP: When using Adobe Creative Suite, it can work out the percentage for you, simply set the font size and leading as the same value, then enter +30% after the pt in the leading box.

WEB APPLICATIONS

For web applications, such as the ECU website, the above fonts are to be used.

INTERNAL DOCUMENTS

For all internally produced documents as an alternative to the above fonts, the typeface 'Arial' can be used, as it comes standard on most computers. As an alternate option, 'Calibri' may also be used. Some suggested weights to use for text and headings are shown below:

Arial Regular

AaBbCc
abcdefghijklmnopqrstuvxyz
1234567890!@#\$%^&*()

Arial Bold

AaBbCc
abcdefghijklmnopqrstuvxyz
1234567890!@#\$%^&*()

Calibri Regular

AaBbCc
abcdefghijklmnopqrstuvxyz
1234567890!@#\$%^&*()

TEXT ACCESSIBILITY/LEGIBILITY

Legibility is a key consideration when producing any printed material.

Many factors can affect legibility including the individual reader's level of vision and the design, layout and font size/style of the printed material produced. If legibility is poor, the objective of the communication is lost.

To ensure optimal legibility, the following principles should be adhered to when producing any printed communications:

FONT LAYOUT AND SIZING

Headings and important information should be clear. Avoid underline or italics, use images/diagrams to explain things and where possible use left aligned text.

Avoid indenting text, avoid full justification, use wide margins where a document is to be bound, leading (spacing between text) should be at least 25–30% of the point size. Generous spacing between paragraphs.

For body copy, please use a minimum of 9pt (max 12pt) where possible. Avoid italic, uppercase only or underlining in large sections of copy.

COLOUR CONTRAST

Black text on white background provides best contrast, and white text on sufficiently dark background also provides good colour contrast.

A useful tool to give an indication of the contrast between text and background colours is the Vision Australia's Colour Contrast Analyser. This Analyser is available as a free downloadable resource at www.visionaustralia.org.au

High contrast text is easier to read

than text with less contrast.

Reference: www.visionaustralia.org/business-and-professionals/digital-access-consulting/resources/tools-to-download/colour-contrast-analyser

ACCESSIBILITY/LEGIBILITY CHECKLIST

Below is a useful checklist to ensure accessibility and legibility guidelines are met.

| Checklist | Yes | No |
|--|-----|----|
| Have you used: | | |
| – plain English? | | |
| – clear headings? | | |
| – short sentences? | | |
| – no jargon? | | |
| – pictures and diagrams where appropriate? | | |
| Is all body copy a minimum of 9pt in size? | | |
| Is there significant colour contrast between the text and background? | | |
| Have you avoided using uppercase, underlining and italics in large bodies of text? | | |
| Is the text uncluttered with no background graphics, patterns and watermarks? | | |
| Where possible, is the text left aligned? | | |
| Is important information in bold or larger print? | | |

SECTION FIVE
PHOTOGRAPHY
& VIDEOGRAPHY

PHOTOGRAPHY

Photos are a vital element of the ECU brand. ECU's Brand and Marketing team manages a library of photographs that have been created for use on web pages, authorised social media channels, or in printed publications. This media is strictly for university use and can only be supplied to staff members. It's not available to students.

The image library can be viewed at <https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/ecu-image-gallery> and all photo requests can be sent to your relevant Marketing Account Manager. To find your Marketing Account Manager, visit <https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/marketing-and-advertising-advice>. Please reference the folder and relevant image number when sending your request.

Some examples from ECU's Media Gallery are shown below:



VIDEOGRAPHY

Similar to photography, video is a vital element of the ECU brand and can be a useful marketing tool. For accessibility purposes, captions/script **must** be provided for all videos.

Some examples are shown below:

Thank You for your Support of ECU's Melanoma Research



Link: www.youtube.com/watch?v=YiKvNIW4lh8

Samantha Ridgway - Transforming Lives



Link: www.youtube.com/watch?v=Oih00eP1Bp4

There's something about Edith - International Women's Day 2019



Link: www.youtube.com/watch?v=vqYKzaQ-8Fs

If you have a videography project in mind, please speak to your relevant Marketing Account Manager. To find your Marketing Account Manager, visit <https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/marketing-and-advertising-advice>.

VIDEO INTROS & SUPER TITLES

There are two colour options available (lavender or core navy) for video intros and super titles.

Downloadable templates are available at <https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/templates-for-communications>

Screenshots are shown below for your reference:

Lavender



Core Navy



COPYRIGHT

Copyright is the exclusive right to deal with original creative works (and certain other subject matter) in a particular way. A copyright owner generally has the exclusive right to use, reproduce, publish, disseminate, communicate or otherwise exploit those works.

If anyone uses or 'deals with' the works in this way without the permission of the copyright owner, they are said to have breached or infringed copyright.

For more information, please visit <https://intranet.ecu.edu.au/staff/centres/strategic-and-governance-services/our-services/legal-and-integrity/copyright>

TALENT RELEASE FORMS

If you are organising a photo or video shoot, the organiser of the shoot will need to ask all talent to sign a talent release form. These forms provide consent to Edith Cowan University ("ECU") to use, reproduce, copy, communicate, exhibit, broadcast, screen and distribute (in full or in part), the image and/or recordings.

These forms can be found here <https://intranet.ecu.edu.au/staff/centres/strategic-and-governance-services/our-services/legal-and-integrity/copyright/legal-forms-notice-and-guidelines>

SECTION SIX

PRODUCTION GUIDELINES

GENERAL DOCUMENT SIZING

It is recommended that the following standard sizes be used for ECU branded material:

| Item | Size |
|----------------|--|
| Business Cards | 89 x 54mm |
| DL | 99 x 210mm (comps slips, flyers, small documents) |
| A5 | 148 x 210mm (adverts, flyers) |
| A4 | 210 x 297mm (letters, flyers, brochures, reports etc.) |
| A3 | 297 x 420mm (posters) |
| A2 | 420 x 594mm (posters) |
| A1 | 594 x 840mm (posters) |

PRINTING AND PRODUCTION

PAPER STOCKS

For ECU publications (e.g. Prospective Student Brochures), we recommend 'Monza Satin', which is a 55% recycled environmentally friendly stock. Please see the table below for recommended paper stock. Check with your Marketing Account Manager to find out which stock is appropriate for your needs.

| Artwork/project kind | ECU Preferred Paper Choice |
|-----------------------------------|--|
| DL flyer | 150gsm Monza Satin scored and folded |
| A4 double sided flyer | 150gsm Monza Satin |
| A4 single sided poster/brochure | 150gsm Monza Satin |
| A5 or A4 6pp roll folded brochure | 150gsm Monza Satin scored and folded |
| A5 or A4 saddle stitched brochure | 150gsm Monza Satin for <16pp or 250/130gsm for >16pp |
| 12pp A4 brochure | 150gsm Monza Satin for <16pp or 250/130gsm for >16pp |
| 16pp A4 brochure | 250gsm Monza Satin Matt lam/130gsm Monza Satin |
| 24pp A4 brochure | 250gsm Monza Satin Matt lam/130gsm Monza Satin |
| 32pp A4 brochure | 250gsm Monza Satin Matt lam/130gsm Monza Satin |
| A3 single sided poster | 170gsm Monza Satin |
| A2 Poster | 170gsm Monza Satin |
| Large format poster (A1+) | Usually photo satin or 350gsm with laminate |
| Corporate Folders | 300gsm Pacesetter, sealer varnish |
| Pull-up banner | Premium Rolla Speed Pull-up banner |

SPECIAL FINISHES

Where budget allows, there are many special finish options available for printing. For example where longevity is required, it is recommended to use a matte or gloss laminate on the outside of documents, reports, posters etc. This provides a hard-wearing, plastic coating to retain the presentation of the application.

Another popular finish is spot UV coating, which is a liquid that is applied as a specific shape to a printed sheet, then bonded and cured with ultraviolet light to create a glossy look. Using spot UV is effective in subtly highlighting specific areas on printed collateral but should be used sparingly.

Discuss any special finishes needs with your school or centres Marketing Account Manager (see page 5).

INTERNAL DESKTOP PRINTING

Internal desktop printing should only be utilised for internal documents and visual printouts. Different desktop printers and computer set-ups produce widely varied output qualities, especially colour reproduction. Because of this, desktop printing should be limited.

EXTERNAL DIGITAL PRINTING

External digital printing can be beneficial when the quantity requirements are small. Once again, care needs to be taken as suppliers' output qualities and reproduction can vary.

OFFSET PRINTING

Offset printing offers the highest quality and consistency of print production. Generally offset is not economical for small quantity print runs.

Offset printing also offers the ability to use the Pantone Matching System (PMS) colour palette, which enables colour consistency through colour matching.

FILE FORMATS, COLOUR MODES AND RESOLUTIONS

Different file formats are used for different software applications and production mediums. Also, files are saved at different resolutions and colour modes depending on their use.

Below is a guide to these:

| File Formats | |
|--------------|--|
| .eps | Professional print file (Illustrator software) |
| .indd | Professional print file (InDesign software) |
| .jpg | For screen files and internal printing |
| .tif | For screen files and internal printing |
| .png | For screen files and use in Microsoft applications |

| Colour Modes | |
|--------------|--|
| CMYK | Colour mode used for printing (Cyan, Magenta, Yellow and Black) |
| RGB | Colour mode used for screen/web and Microsoft applications (Red, Green and Blue) |
| PMS | Pantone Matching System |

| Resolutions | |
|-------------|---|
| 72dpi | Low resolution – Screen and web |
| 200dpi | Medium resolution – Internal desktop printing |
| 300dpi | High resolution – Offset and digital printing |

ENVIRONMENTAL & SUSTAINABILITY STANDARDS

ECU is committed to reducing its environmental footprint by implementing strategies and technologies that minimise waste of resources, prevents pollution and demonstrates environmentally sensitive development, innovation and continuous improvement.

When producing printed communications the following should be considered to reduce environmental impact.

CONSIDERATIONS TO MINIMISE THE ENVIRONMENTAL EFFECTS WHEN PRINTING ECU PUBLICATIONS

When we think of environmentally friendly paper stock, we automatically think of “recycled stock” but it isn't the only “green” choice. There are many other influential factors that determine the environmental credentials of a paper stock. For example:

- Does the paper come from a sustainably managed forest?
- What chemicals are used in the manufacturing process?
- Does the production process have a certification?
- How is waste and energy used in the manufacturing process?

The paper industry is aware of these issues and has been pro-active in embracing a number of accreditation initiatives designed to give consumers the information and confidence needed to make informed decisions about paper. Some of these accreditation symbols and meanings are included to assist you in making your paper stock choice.

By selecting an environmentally accredited paper you will help to:

- Provide a market for recycled products
- Ensure sustainable forest harvesting is occurring
- Ensure the manufacturing of the paper has minimal environmental impact on the surrounding community and ecosystems
- Ensure less energy is used in the whole life of the paper

What you can look for:

- Select paper with an accredited eco label
- Specify paper manufactured using a minimum of chlorine (Total Chlorine Free [TCF] or Elemental Chlorine Free [ECF] processes)
- For papers containing virgin (non-recycled) fibres, specify paper with pulp from third party certified sustainably managed forests

PRINTING INK CONSIDERATIONS:

The use of ink affects both the environment (through manufacturing and use) with some inks also causing medical problems for printing staff as they contain hazardous substances. Cleaning the inks from printing presses can also require the use of powerful cleaning agents.

By considering the environmental factors of ink choice you will help to:







- Reduce the amount of hazardous chemicals printing staff are exposed to
- Reduce potentially harmful emissions to the air

What you can ask for:

- Specify mineral free inks (i.e. vegetable, soy or water based) wherever possible
- Design for minimal ink coverage

MINIMUM ENVIRONMENTAL & SUSTAINABILITY REQUIREMENTS

The following icons provide the ability to highlight ECU's support and use of environmentally friendly and sustainable paper stock. When selecting paper stock, at least one of the following should be adhered to. The relevant logo can be displayed on the artwork where relevant.

| Icon | Meaning |
|---|---|
|  | Manufactured with recovered fibre from existing paper products. |
|  | Paper is manufactured by a mill that is accredited as meeting the International Organisation for Standardisation. |
|  | Made without the use of elemental chlorine. |
|  | Paper from managed plantation forests. |
|  | EMS Environmental Management System. Environmental matters addressed through a documented system. |
|  | Energy obtained from sources that can be naturally replenished. Current forms used by paper mills include solar, hydroelectricity (commercial and small-scale), biomass, wave and wind power. |

SUPPLIER CONTACTS

PROFESSIONAL GRAPHIC DESIGN

The University's preferred supplier, **key2creative**, provides a one-stop shop to guide staff through the design and print process for all ECU communications material. As our preferred supplier, all design requirements (including brochures, posters, folders, flyer and banners) should be done through **key2creative**.

Contact: Kathy Ristoski (Account Manager) or Fiona Walkley (Graphic Designer)

Phone: (61 8) 9444 9400

Email: kathy@key2creative.com.au / fiona@key2creative.com.au

ON-CAMPUS PRINTING

ECU has partnered with FujiFilm Business Innovation Australia (FBAU) to provide on campus printers for all Staff and Students.

Print, scan and copy using the latest in multifunction device technology from FBAU. Over 80 devices are located across the three ECU campuses, and come equipped with a follow-me print solution, webprint and DocuCare. For more information see the instructions available at each printer.

MAIL AND COURIER SERVICES

Mail and courier services are located on each campus enabling staff to send and receive mail and packages from one convenient location.

More information on these services can be found on the Staff and Student portals.

Joondalup Campus

Campus Support Office

Building 1, Room 1.208

270 Joondalup Drive

Joondalup WA 6027

Phone: (61 8) 6304 5444 or (61 8) 6304 5650

Email: cso@ecu.edu.au

Mount Lawley Campus

Building 3, Room 3.150

2 Bradford Street

Mount Lawley WA 6050

Phone: (61 8) 6304 6444

Email: cso@ecu.edu.au

South West Campus

Building 1, Reception

585 Robertson Drive

Bunbury WA 6230

Phone: (61 8) 9780 7756

Email: cso@ecu.edu.au

SECTION SEVEN

ARTWORK GUIDELINES

STATIONERY

Stationery can be printed either offset or digitally, depending on the quantity to be produced. For business cards and small print runs, digital printing is recommended, while offset printing is recommended for larger print runs due to economies of scale.

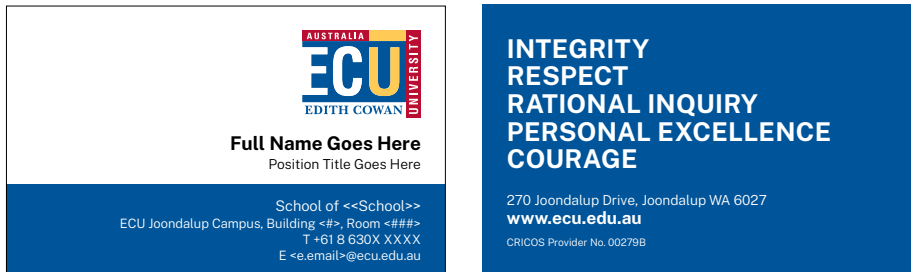
Offset printing offers the highest quality and allows the use of PMS colours, which enables colour consistency through colour matching – particularly useful when printing in different countries or when changing printers.

With new print jobs or reprints, care should be taken as suppliers' output and reproduction qualities can vary. It is important to abide by the printing specifications outlined in this guide and provide samples of the original print run to the printer to maintain the colour and quality of the ECU brand.

BUSINESS CARDS

Specifications

- Size: 90 x 55mm
- Printing: Digital, double-sided CMYK
- Stock: 360gsm Hi Bulk Algro Artboard (or similar)
- Finishing: Matte laminated both sides



LETTERHEAD & WITH COMPLIMENTS SLIP

Specifications

- Size: A4 210 x 297mm. With comps: 210 x 99mm
- Printing: Digital, single-sided CMYK
- Stock: 110gsm Extra Print Luxury Laser (or similar)

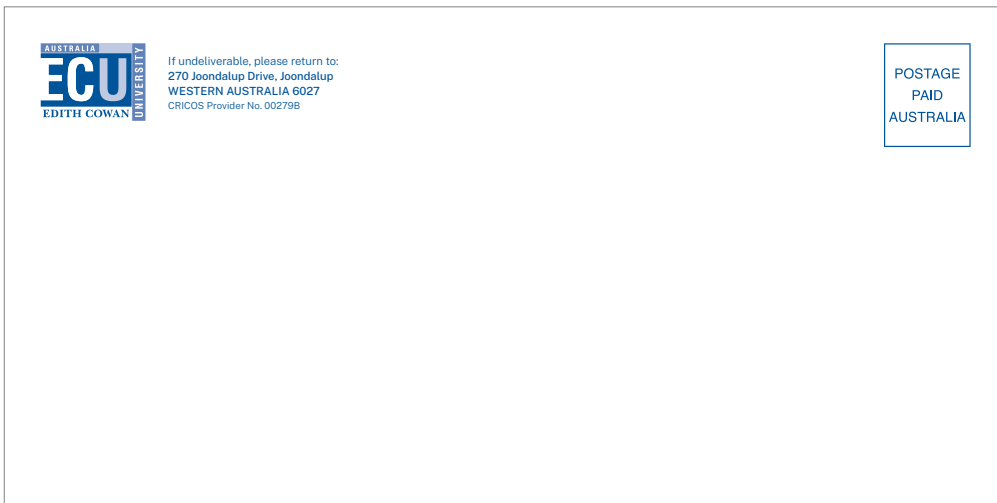
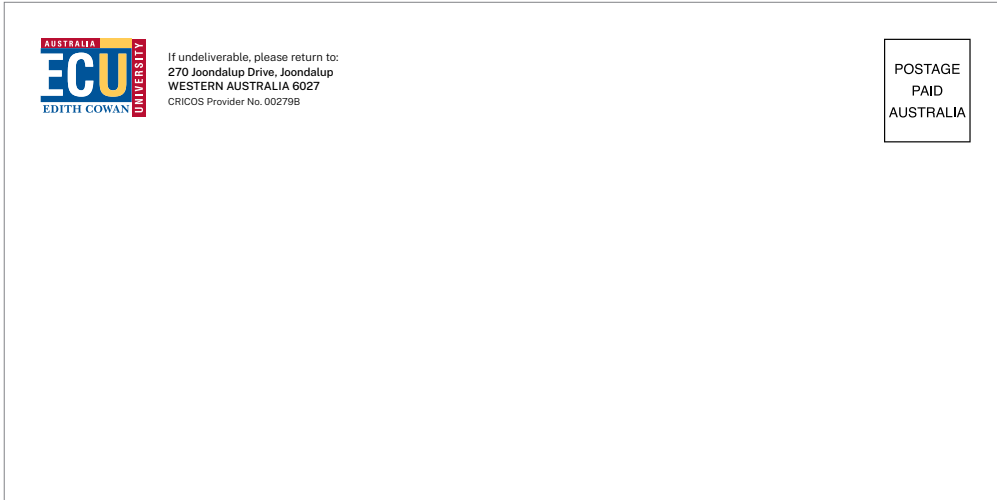


ENVELOPES

Sizes

- **Standard DL** sized envelope, either windowed or non-windowed.
- **Standard C4/C5** sized envelope, either windowed or non-windowed
- **Standard C6** sized envelope, either windowed or non-windowed.

The layout shown below is standard for all envelope sizes:



NAME BADGES

Pronouns e.g. she/her, they/them, he/him, ze/hir etc. can be included next to your name. Including pronouns is entirely optional, but encouraged as a way to communicate how you want people to refer to you, and to signal inclusion.



CERTIFICATES

Specifications

- **Size:** A4 210 x 297mm
- **Printing:** Digital, single-sided CMYK
- **Preferred Stock:** 170gsm Monza Santin



ELECTRONIC STATIONERY & TEMPLATES

A range of templates have been developed to enable you to produce simple flyers in-house, utilising each of ECU's corporate colours, plus the school colour systems. Basic templates have been created in A4, portrait and landscape layout.

Downloadable templates are available at <https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/templates-for-communications>

A4 Flyer Template Examples (more available online)

Edith Cowan University
Edith Cowan University

ECU
Edith Cowan University

Flyer Title
Document sub title

Page Heading (Heading 1)

Heading 2
This is a single column. All Word templates. Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon, such as Heading 1, Heading 2, Heading 3 and Bulleted List.

Change your subtext or content name in the header
Double click the blue banner across the top of page 1 - change School or Centre name - click 'Close Header and Footer' from the top toolbar or double click content area to edit.

Heading 3
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Number
- List Number

Heading 2
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Bulleted
- List Bulleted

Edith Cowan University
Edith Cowan University

ECU
Edith Cowan University

Flyer Title
Document sub title

Page Heading (Heading 1)

Heading 2
This is a single column. All Word templates. Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon, such as Heading 1, Heading 2, Heading 3 and Bulleted List.

Change your subtext or content name in the header
Double click the blue banner across the top of page 1 - change School or Centre name - click 'Close Header and Footer' from the top toolbar or double click content area to edit.

Heading 3
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Number
- List Number

Heading 2
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Bulleted
- List Bulleted

Edith Cowan University
Edith Cowan University

ECU
Edith Cowan University

Page Heading (Heading 1)

Heading 2
This is a single column. All Word templates. Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon, such as Heading 1, Heading 2, Heading 3 and Bulleted List.

Change your subtext or content name in the header
Double click the blue banner across the top of page 1 - change School or Centre name - click 'Close Header and Footer' from the top toolbar or double click content area to edit.

Heading 3
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Number
- List Number

Heading 2
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Bulleted
- List Bulleted

Edith Cowan University
Edith Cowan University

ECU
Edith Cowan University

Page Heading (Heading 1)

Heading 2
This is a single column. All Word templates. Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon, such as Heading 1, Heading 2, Heading 3 and Bulleted List.

Change your subtext or content name in the header
Double click the blue banner across the top of page 1 - change School or Centre name - click 'Close Header and Footer' from the top toolbar or double click content area to edit.

Heading 3
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Number
- List Number

Heading 2
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Bulleted
- List Bulleted

Edith Cowan University
Edith Cowan University

ECU
Edith Cowan University

Document Title Goes Here
Document Sub Title Goes Here

Table of Contents

Page Heading (Heading 1) _____ 2

Heading 3 Example One _____ 3

Change your subtext or content name in the header _____ 4

Heading 3 Example One _____ 5

Heading 3 Example Two _____ 6

Heading 3 Example Three _____ 7

Page Heading (Heading 1)

Heading 3 Example One
This is a single column. All Word templates. Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon, such as Heading 1, Heading 2, Heading 3 and Bulleted List.

Change your subtext or content name in the header
Double click the blue banner across the top of page 1 - change School or Centre name - click 'Close Header and Footer' from the top toolbar or double click content area to edit.

Heading 3 Example One
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Number
- List Number

Heading 3 Example Two
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Bulleted
- List Bulleted

Heading 3 Example Three
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

Default Type Style
Use 'No Spacing' type style to ensure correct spacing.

Edith Cowan University
Edith Cowan University

ECU
Edith Cowan University

Document Title Goes Here
Document Sub Title Goes Here

Table of Contents

Page Heading (Heading 1) _____ 2

Heading 3 Example One _____ 3

Change your subtext or content name in the header _____ 4

Heading 3 Example One _____ 5

Heading 3 Example Two _____ 6

Heading 3 Example Three _____ 7

Page Heading (Heading 1)

Heading 3 Example One
This is a single column. All Word templates. Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon, such as Heading 1, Heading 2, Heading 3 and Bulleted List.

Change your subtext or content name in the header
Double click the blue banner across the top of page 1 - change School or Centre name - click 'Close Header and Footer' from the top toolbar or double click content area to edit.

Heading 3 Example One
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Number
- List Number

Heading 3 Example Two
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Bulleted
- List Bulleted

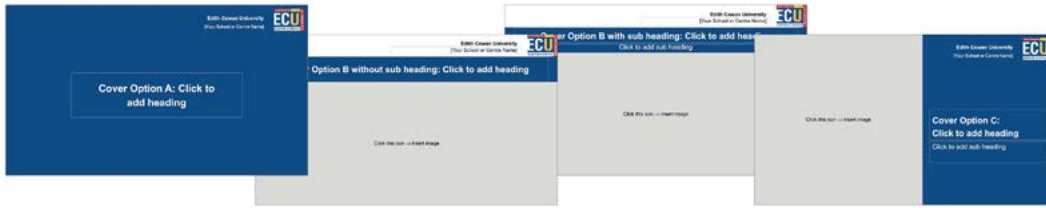
Heading 3 Example Three
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

Default Type Style
Use 'No Spacing' type style to ensure correct spacing.

PRESENTATIONS

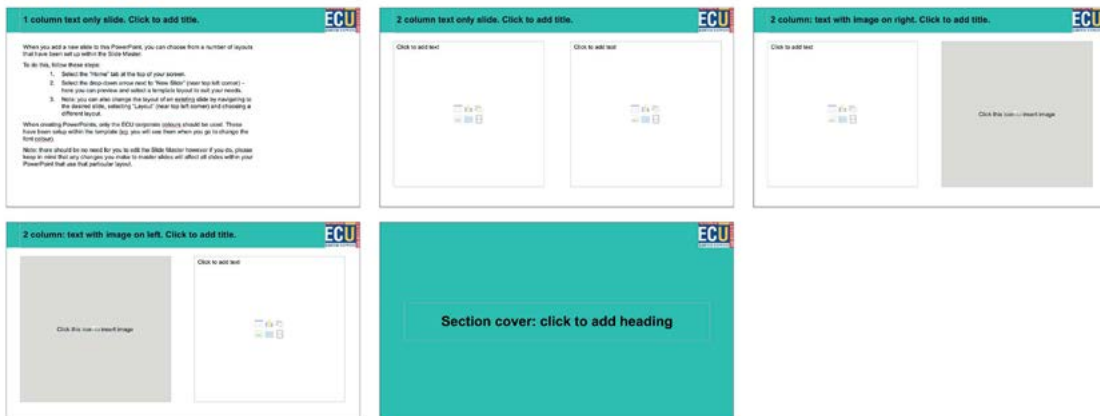
Corporate PowerPoints

ECU Corporate PowerPoint templates are available in blue and plain white, standard and widescreen. An example is shown below:



School PowerPoints

ECU school-themed PowerPoint templates are available in standard and widescreen. As an example, the Arts & Humanities PowerPoint is shown below:

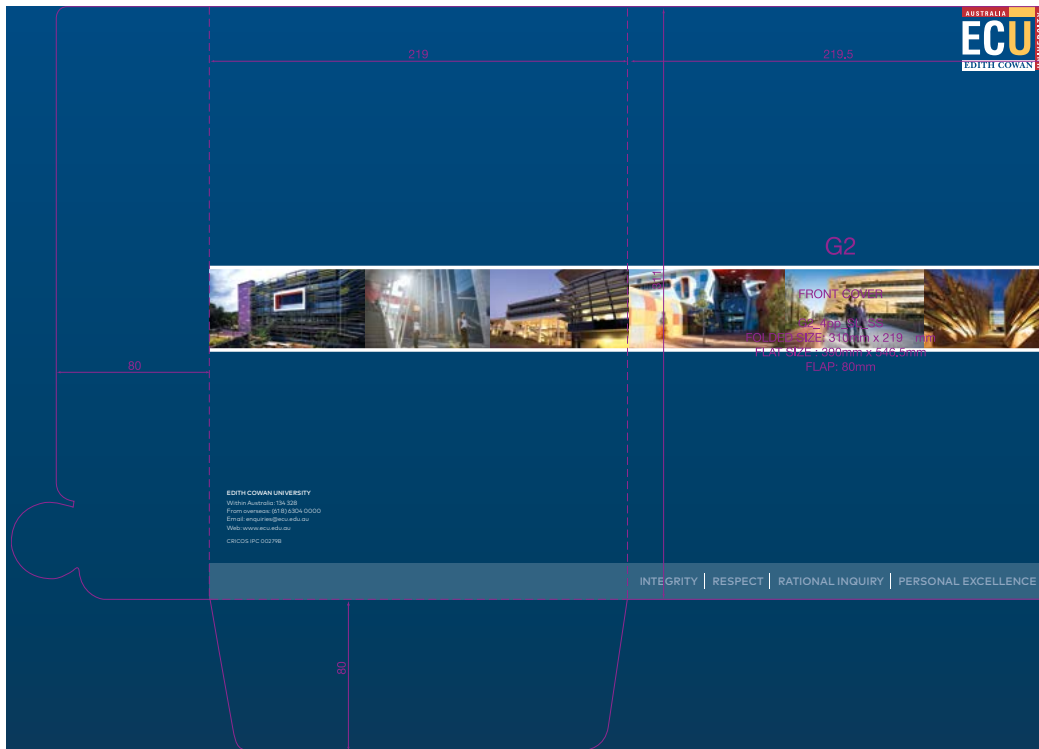


View / download all PowerPoint templates here: <https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/templates-for-communications>

CORPORATE FOLDER

Specifications

- Flat size: 390 x 546.5mm
- Finished size: 219 x 310mm
- Printing: Offset, single-sided CMYK
- Preferred Stock: 300gsm Pacesetter, sealer varnish



FLYERS & BROCHURES

Specifications

- **Finished size:** A4 210 x 297mm, A5 148 x 210mm, DL 99 x 210mm
- **Printing:** Digital or offset CMYK (depending on quantity)
- **Preferred Stock:** 150gsm Monza Satin

Flyers and brochures that are targeting future students may use our current World Ready style. Some examples are shown below:

A4 Flyer Examples



FORENSIC SCIENCE AT ECU

ECU'S FORENSIC SCIENCE MAJOR COMBINES SPECIALISED FORENSIC STUDIES WITHIN THE PHYSICAL AND BIOMEDICAL SCIENCES THAT UNDERPIN FORENSIC INVESTIGATIONS.

Students focus on techniques, tools and challenges in forensic science, and develop a holistic approach that spans evidence collection, testing and analysis, techniques, and prosecution.

Students study in state-of-the-art facilities and forensic laboratories, including the ECU Health Simulation Centre where simulated crime scenes provide practical experience, that is as close as you can get to real-world investigations.

This major is developed in consultation with industry and students have opportunities to hear from professionals in the forensic field so you learn the practical skills employers are looking for.

The specialised forensic science instruction, combined with the broad biomedical science knowledge and skills learned, opens doors to a broad range of careers.

Employment Opportunities
Employment opportunities exist in policing, criminal investigations, justice, health, pathology and chemical laboratories.

Careers
Forensic Investigator, Laboratory Technician, Forensic Laboratory Technician, Scene-of-Crime Technician

Availability
Joondalup Campus

This major can be studied in the following course:
K05 Bachelor of Science (Biomedical Science)

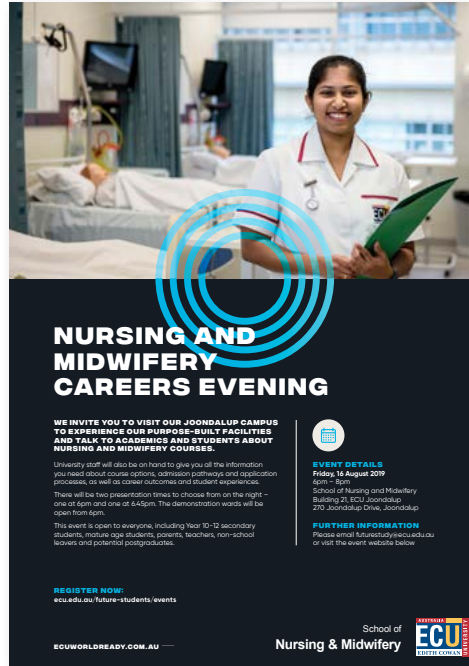
See more course information ecu.edu.au/courses/K05

PHONE: 134 328
1818 3306 0000 (International)
EMAIL: futurestudy@ecu.edu.au

ECUWORLDREADY.COM.AU

School of Medical & Health Sciences **ECU** WORLD READY

Single sided A4 course flyer



NURSING AND MIDWIFERY CAREERS EVENING

WE INVITE YOU TO VISIT OUR JOONDALUP CAMPUS TO EXPERIENCE OUR PURPOSE-BUILT FACILITIES AND TALK TO ACADEMICS AND STUDENTS ABOUT NURSING AND MIDWIFERY COURSES.

University staff will also be on hand to give you all the information you need about course options, admission pathways and application processes, as well as career outcomes and student experiences. There will be two presentation times to choose from on the night – one at 6pm and one at 8.45pm. The demonstration venues will be open from 6pm.

This event is open to everyone, including Year 10-12 secondary students, mature age students, parents, teachers, prospective leavers and potential postgraduates.

EVENT DETAILS
Friday, 3 August 2017
6pm – 8pm
School of Nursing and Midwifery
Building 21, ECU Joondalup
270 Joondalup Drive, Joondalup

FURTHER INFORMATION
Please email futurestudy@ecu.edu.au or visit the event website below

REGISTER NOW!
ecu.edu.au/future-students/events

ECUWORLDREADY.COM.AU

School of Nursing & Midwifery **ECU** WORLD READY

Single sided A4 event flyer



BACHELOR OF COMPUTER SCIENCE

This course focuses on the practical and theoretical dimensions of computer science, and prepares students to graduate in the fields of computing and software development.

The course emphasises critical thinking and problem-solving alongside discipline knowledge and skills, providing students with the opportunity to undertake complex computer science projects both independently and in teams.

Students are introduced to concepts including programming, operating systems, networking, databases and security in their foundation year, before specialising in an area of computer science. Advanced topics in computer science, including artificial intelligence and distributed computing, are studied alongside the chosen lines of specialisation.

Majors you can study in this course:

- Cyber Security
- Software Engineering

Step ahead with ECU Internships
Our undergraduate Science courses offer work integrated learning opportunities with industry and government partners, allowing students to gain authentic work experience prior to graduating. There are also opportunities for post-graduation internships with organisations related to the subjects offered within this course. Even better, some of these internships could take you to other countries, providing you with a truly international work experience opportunity.

Professional Recognition
This course is professionally accredited by the Australian Computer Society (ACS).

ACSC **ECU** WORLD READY

School of Science

PHONE: 134 328
1818 3306 0000 (International)
EMAIL: futurestudy@ecu.edu.au

ECUWORLDREADY.COM.AU

Double-sided A4 course flyer



“I worked with the WA Police to create software that will have real community benefits.”

I was really impressed with the number of computing labs and the 24/7 accessibility at ECU. Not only did they provide me with all the resources I needed to succeed at university, the atmosphere allowed me to make great friends and enjoy the study.

I didn't expect to be able to work for real clients during my time at uni, so was surprised when I was given the opportunity to develop software for the WA Police in Wigg.

We developed a mobile phone app that could assist police in search and rescue missions. We were able to work with them on the design and then able to test the app in the field using the Police helicopter. The response and recognition has been incredible.

LAURENCE DA LUZ
ECU Computer Science graduate

Duration: 3 years, full-time or part-time equivalent.

Availability & Campus:

| | J2 | NL | BU | DL |
|-----------|----|----|----|----|
| Full-time | o | o | o | o |
| Part-time | o | o | o | o |

Course Structure
Students are required to complete a Core unit set plus an 8-unit Major.

| UNIT CODE | UNIT TITLE |
|--------------------------|--------------------------------------|
| Year 1 Semester 1 | |
| SC1205 | Professional Science Essentials |
| CS1150 | Programming Principles |
| MA1252 | Mathematics for Computing |
| CS2041 | Systems Analysis |
| Year 1 Semester 2 | |
| CS3105 | Applied Communications |
| CS1101 | Computer Security |
| BN1263 | Computer Fundamentals |
| CS3207 | Systems and Database Design |
| Year 2 Semester 1 | |
| CS2248 | Data Structures |
| CS2104 | Object-oriented Programming with C++ |
| Unit from Major x 2 | |
| Year 2 Semester 2 | |
| CS2241 | Intelligent Systems |
| CS2244 | Project Methods and Professionalism |
| Unit from Major x 2 | |

| UNIT CODE | UNIT TITLE |
|--|-------------------------------------|
| Year 3 Semester 1 | |
| CS3244 | Distributed Systems |
| CS2141 | Programming Languages and Paradigms |
| Unit from Major x 2 | |
| For students who are NOT undertaking a Work Integrated Learning placement | |
| Year 3 Semester 2 | |
| CS3203 | Applied Project |
| Elective Unit x 2 (Active Unit from selected Major) | |
| For students who ARE undertaking a Work Integrated Learning placement | |
| Year 3 Semester 2 | |
| CS3245 | Work Experience Project |

See more course information ecu.edu.au/courses/UG

Rankings
The quality of teaching at ECU is rated the best of Australian public universities. Our graduates have now received 3 stars for teaching quality in the Good Universities Guide for 12 years in a row.

ECU has also been ranked in the world's top 100 universities under 50 years old in the 2018 Times Higher Education (THE) Young Universities Rankings.

ECU also ranked top public university in Australia for undergraduate teaching quality in the 2018 QILT Quality Indicators for Learning and Teaching survey. For the Computing & Information Systems discipline, we were ranked WA top university for teaching quality, skills development, student support, quality of educational experience, learner engagement and learning resources.

ACSC **ECU** WORLD READY

PHONE: 134 328
1818 3306 0000 (International)
EMAIL: futurestudy@ecu.edu.au

ECUWORLDREADY.COM.AU

Multi-page A4 brochure examples

ENGINEERING AT ECU — BE WORLD READY.

ECU has been ranked in the Top 201-250 universities in the world for Engineering and Technology by the globally recognised Times Higher Education World University Rankings in 2018. Here, you'll study in some of the best-equipped, industry-grade engineering labs in Australia, with the opportunity to work on real-world projects and develop strong contacts through industry engagements, events and internships. So with an ECU engineering degree, you'll graduate as a world ready engineer, able to work globally and capable of meeting the challenges of the future.

PROFESSIONALLY ACCREDITED COURSES
Our Engineering courses have a common multidisciplinary first year, and more than 20 courses have been professionally accredited by Engineers Australia and recognised under the Washington Accord. This means your engineering qualification will be internationally recognised.

FLEXIBILITY AND CHOICE
At ECU, we have more than 20 Engineering and Technology courses to choose from, ranging from traditional Civil, Electrical, Mechanical and Chemical, to specialist marine engineering courses like Ocean Engineering, and Marine and Offshore Engineering. We are also the only university in WA to offer degree specialisations in Motorsports and Naval Architecture. Flexible options like part-time study and recorded lectures available online, help you fit study into your life.

EMPLOYABILITY
Our collaboration with industry offers students the opportunity to develop strong industry contacts while completing their degree. Courses are developed and delivered in close consultation with industry, and all students enrolled in our engineering courses are required to undertake 12 weeks of practical work experience. Our focus on practical, hands-on learning gives students the confidence they need to succeed when heading into the workforce.

WORLD CLASS FACILITIES
ECU Engineering students have purpose-built labs and project spaces, all designed with a focus on delivering an engaging and vibrant learning experience. Many of our labs have been built in collaboration with industry, such as our automation and control laboratory, developed in conjunction with Schneider Electric. We also recently commissioned a new four-level building, which includes 2300 sqm of floor space with level state-of-the-art laboratories. The new facility is designed for teaching and research in Chemical, Electrical, Oceanic/Occupational, Renewable Energy and Petroleum Engineering.

Multi-page A4 brochure (recruitment style) – cover and internal spread

INTEGRATED LEARNING (WIL) SCHOOL OF SCIENCE

It is described in any number of ways in Australia, but at ECU it is a program that offers you the opportunity to gain real-world experience through your studies. It is a program that offers you the opportunity to gain real-world experience through your studies. It is a program that offers you the opportunity to gain real-world experience through your studies.

Indicative ATAR: 70
Duration: 3-year full-time or part-time equivalent
Availability & Campus:

| | JO | ML | BU | OL |
|-----------|----|----|----|----|
| Full-time | ● | | | ● |
| Part-time | ● | | | ● |

Focuses on the practical and theoretical dimensions of computer science, and prepares students for careers in the fields of computing and software development. The course emphasises critical thinking and problem solving alongside discipline knowledge and skills, providing students with the opportunity to undertake complex computer science projects both independently and in teams.

Students are required to complete projects including programming, mathematics, networking, databases and security in their foundation year, before specialising in an area of computer science. Advanced topics in computer science, including artificial intelligence and distributed computing, are studied alongside the chosen area of specialisation.

Majors are available in the following disciplines:
Cyber Security, Software Engineering

Professional Recognition
Australian Computer Society (ACS) have accredited this course.

Employment Opportunities
The course prepares graduates for a range of careers via practical experience in analysing and solving real world problems in computer science and related disciplines, underpinned by strong theoretical concept knowledge. Over the course of the degree students have the opportunity to undertake international study tours, work integrated learning or internships in their chosen field.

Careers
Computer Programmer, Computer Support Officer, Application Developer, Mobile Application Developer, Systems Analyst, e-Commerce Developer, Software Engineer, Software Designer, Project Manager

See more course information —
[ecue.edu.au/course/065](#)

JO Available on the Joondalup Campus
ML Available on the Mount Lawley Campus
BU Available on the South West (Bunbury) Campus

OL Available online
● Core course attendance requirement

Please note accreditation or professional recognition details are correct as at time of production. For latest information please visit [ecue.edu.au](#)

Multi-page A4 brochure (recruitment style) – cover and internal spread

ADVERTISING

Advertisements that are targeting future students may use our current World Ready campaign. Some examples are shown below:

WORLD-CLASS RESEARCH

Ovidiam, valorio di uite doluptat quas nulum eripiem ex et quatit oces dis re resci cons offic toribus, ut eniet autotaturio tototem int dilaque coriosape quatur surinda con eque quatit nimpellets aut eliorespel in ea vel ipit pre potessi blatet aceri offic toribus, ut eniet autotaturio tototem int dilaque coriosape quatur surinda consequis evellicur, quo evendae nim elitatem sunt.

APPLY NOW
ECUWORLDREADY.COM

Poster example

BECAUSE THE THINGS WE BUILD, END UP BUILDING US.

ENGINEERING & TECHNOLOGY

Ovidiam, valorio di uite doluptat quas nulum eripiem ex et quatit oces dis re resci cons offic toribus, ut eniet autotaturio tototem int dilaque coriosape quatur surinda con eque quatit nimpellets aut eliorespel in ea vel ipit pre potessi blatet aceri offic toribus, ut eniet autotaturio tototem int dilaque coriosape quatur surinda consequis evellicur, quo evendae nim elitatem sunt.

APPLY NOW
ECUWORLDREADY.COM

Poster example

BECAUSE TEACHING IS THE PROFESSION THAT CREATES ALL OTHER PROFESSIONS.

As a Teaching student at ECU, you too can make a difference. ECU has been at the forefront of teacher education for over 100 years and has a strong reputation for the quality of its graduates.

Our teacher education courses for Early Childhood, Primary and Secondary education are taught by industry-experienced lecturers. You'll have the opportunity to complete practical placements from Term 1, thanks to our partnership with over 650 community-based schools. So when the time comes to begin the next generation, you'll be ready.

APPLY FOR TEACHER EDUCATION
ECUWORLDREADY.COM.AU

15 x 7 press

OUR STUDENTS WRITE THEIR OWN SUCCESS STORIES.

THREE STUDENTS FROM ECU'S BROADCASTING AND PUBLIC RELATIONS PROGRAMS HAVE FIRMLY CEMENTED THEIR STATUS AS RISING STARS IN THE COMMUNICATION INDUSTRY AFTER RECENT SUCCESS AT PRESTIGIOUS STATE AWARDS.

Lindsay Brennan:
2018 WA Youth Award winner

ECU broadcasting student, Lindsay, was recognised as an outstanding journalist, photographer, blogger or media contributor under the age of 25 who has committed to fair and balanced reporting on young people or youth issues. Her video package documenting the alarming rates of young Australians taking anti-depressant medication won her the Chaimira Drogan memorial award, ending out her working journalists.

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Stephanie Baumgardt:
WA Media Award winner

All three finalists for the 2018 Outstanding Student Journalism Award category were ECU broadcasting students, with Stephanie taking out the top prize. Her university management rubbish quickly made its way to mainstream media and was featured on The West Australian front page.

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Tim Neumann:
Creative Award winner

Tim's communications campaign on the topic of reducing hospital-related carbon emissions has won him the 2018 PIRA WW Mitchell Graduate of the Year Award at the recent Public Relations Institute of Australia awards. Tim's now working as social media coordinator at RAC after graduating from ECU with a communication degree, majoring in public relations and journalism. Congratulations to all our worthy winners and finalists.

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FOR MORE INFORMATION ON STUDYING ARTS & HUMANITIES VISIT
ECUWORLDREADY.COM.AU

Full page press

PULL-UP BANNERS

Specifications

- **Finished size:** 850 x 2000mm (confirm with your supplier)
- **Printing:** Digital CMYK
- **Preferred Stock:** Premium Rolla Speed Pull-up Banner

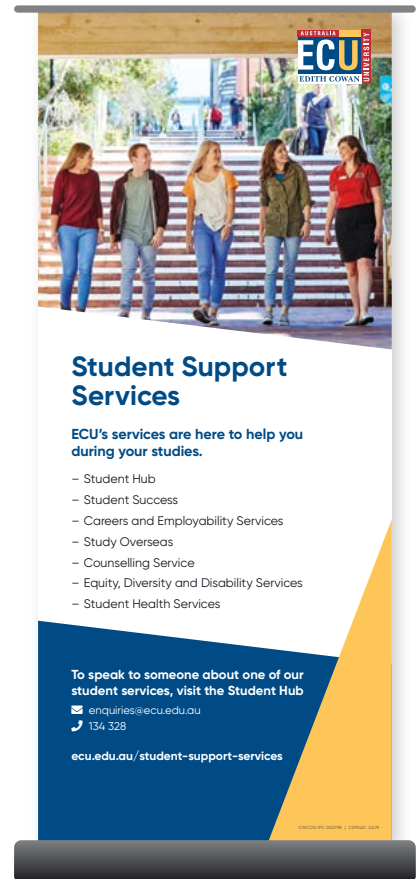
Banners that are targeting future students may use our current World Ready campaign, whereas pull-up banners aimed at current students must use the ECU Corporate style. Some examples are shown below:



International event: World Ready styled banner



School of Arts & Humanities: World Ready styled banner



Student life: corporate styled banner

MERCHANDISE

A wide range of ECU-branded promotional items are available for purchase. These include:

- Stationery and presentation items
- Videos and multimedia
- Clothing
- General items

Email brand@ecu.edu.au to see what's available or talk to your designated Marketing Account Manager (see page 5).

You may also find a large range of ECU memorabilia, including diaries, key rings and corporate gifts at the Co-Op Shop.



World Ready t-shirt



World Ready lanyard



Pens



USB