



学科导航4.0暨统一检索解决方案研讨会

New Prospectus 08 - the Prospectus with a conscience

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[摘要] March 19, 2007, In an ambitious step away from Northumbria's traditional Prospectus format, the 08 edition is ultra-modern, with a magazine look and feel, and uses dramatic, highly stylised photography.

[关键词] Prospectus 08;magazine

March 19, 2007, In an ambitious step away from Northumbria's traditional Prospectus format, the 08 edition is ultra-modern, with a magazine look and feel, and uses dramatic, highly stylised photography.

Its new look has already attracted praise from all quarters, with staff, students and prospective students commenting on its readability, ease of use, and lightweight feel.

And the Prospectus doesn't only look good - it is good. Each copy has been printed using 80% recycled paper, and is fully recyclable

Northumbria is committed to minimising its impact on the environment, and believes that by using 80% recycled paper content for this Prospectus it goes some way to ensuring

Choosing 80% recycled paper ensures a reduction in the use of trees, bleaches, electricity and water, and helps in the prevention of landfill.

Northumbria recycles its own paper, over 73 tonnes in 2006, and specifies recycled paper, helping to close the recycling loop.

The Prospectus has also been printed locally, which helps reduce delivery miles and therefore carbon emissions.

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