Summer University Booklet Guidelines

To create the best and most attractive Summer University description please consider the guidelines presented in this document. The first guidelines are most important. The second part of these guidelines are tips to make your description more interesting and attract attention.

Note If you do not apply any of the guidelines presented here the Summer University Coordination Team is free to adjust your description to make it more legible and well-fit with the image of the Summer University Brochure and website. However, we will present you your final description before publishing it.

Writing language

Use writing language. If you are familiar with this the next guidelines are obsolete, but we advise you to read them as well. First of all, proper writing language consists of well use of punctuation, no excessive use of contractions, no excessive use of capitals and write proper sentences in which simple numbers are written out.

Punctuation

Punctuation should be used carefully. There are many ways punctuation can be used, but it should stay clear and professional throughout the descriptions and the brochure. Therefore we will keep to the standard rules of writing language. The text you are writing should be good enough to portray what you try to express.

- No smileys
- No repetition of punctuation. One exclamation mark or question mark is more than enough!

Smileys or repetitive punctuation do not give any additional information to your potential participant. Besides, some good and extraordinary adjectives and pictures portraying the warm and open atmosphere of your Summer University are much more valuable.

Abbreviations

Many - about 50% - of the people that will apply for a Summer University are not yet a member. And even more non AEGEE members will read the website or the online brochure. That means that you

should not use too much jargon and abbreviations. So write everything out as much as possible. For example a SC is a Summer Course, the CD is the Comité Directeur, or even better: the Board of Directors of AEGEE.

Contractions - Lazy Language

Contractions are often used in the English language. Especially in quick writing such as chatting or text messages. In the brochure and on the website we would like to avoid it as much as possible unless it really portrays the image you are trying to put across well. Here are some examples:

- *aren't* should be *are not*
- *it's* should be *it is*
- *we'll* should be *we will*

Using *Let' s* is fine.

Capitals

The use of capitals is only applied in specific cases. We will not discuss them all here, but your favorite search engine will give you the extensive answer. Search for "English style guide capital letters".

When normal words are written in capital letters they stand out of the text. However, writing words like this is commonly perceived as an exclamation or shouting and can be seen as rude. Something we do not advise to do so in your description. Therefore if you still want to, do so with care and not entire sentences. When we feel that your use of capital letters does not have a function within your text we will change it to lower case letters as we see appropriate.

For example "noT perSUading": capitalising the T, S and U in the name of your Summer University is not accepted. It makes your reading not legible nor does it add any value, especially you will not be the only one to try and thus not stand out.

Tip repetition of a phrase or expression in a slightly different way could help much more to communicate what you want instead of using capitals.

Proper sentences

Well, this seems to be an unnecessary guideline, but it also comes down to bullet lists. It is good to use bullet lists in your text however, as with punctuation and capitals, use it with care and not excessively. Don't make bullet lists longer than five or six items. More will become too detailed for the Summer University descriptions. Try also not to have so called nested bullet lists (with several levels).

Numbers

Small numbers, below twelve, should be written out. Also ten, twenty, hundred and a thousand can be written out. It makes texts more legible if you do so. Larger numbers can be put in numbers.

For example:
two or three and a hundred but 56 or 120.

Especially titles will look better if you stick to this rule, although within title it is best to keep all numbers in the same format. A more extensive explanation can be found online as well.

Attracting Attention

Introduction

Write two or three lines as introduction to your description. If we find it well suited as introduction text we will adjust the layout to this as well so it stands out and attracts the attention of the reader. This way you can really make people interested in a quick way. Be original in this. Asking a question or two is very obvious and a little cheap. Besides, if every Summer University description has this it might not be as catching anymore at all.

Body

In your body of the description try to write interesting things that are specific for your Summer University. Do not write too obvious things that is more or less the same for every Summer University (e.g. every Summer University has crazy parties and awesome participants and vice versa). Be creative in this, but do not make it too gaudy. The same for the introduction: asking rhetorical questions are a very obvious way of trying to interest people. If all descriptions will be like this, these questions will not stand out anymore at all.

Conclusion/Summary

Try to finish your description with a conclusion of one or two lines. It is best to try to activate the reader here or to summarise your Summer University.

Activities

For the activities you are requested to make a bullet list. Note that this is to keep a good overview of what the participant can expect. Don't try to get too detailed here but especially the activities that will stand out and really make your Summer University special. A small explanation of a few words could be useful for some activities. Remember that many people reading your description have never been to your region nor know your culture.

Pictures

Pictures and images are very important to set the atmosphere on a page and to make your Summer University description stand out. It is usually the first thing people look at, besides the title. So well-chosen pictures will interest potential participants immediately.

For traveling it is best to add a picture for every main place/location you will be visiting. Try to find a picture that suits well the description of that specific place.

Please submit pictures that have a minimum resolution of 1200*1600 pixels, preferably horizontally orientated. The more pictures you submit the more choice we will have as SUCT to choose the proper images for your description. If you have even more pictures available send them to info.suct@gmail.com

Tip Before uploading a picture rename the picture to what it shows, when it was taken, and if you want by whom it was taken. Use in that case the following format:

year_author_description.jpg; for example *2000_MerkelA_Berlin wall.jpg*

Important Only submit pictures for which you have the copyright or that specifically allow free use. If you are in doubt about the copyrights for a certain picture, do not submit it.

Checking your text

Review

Before submitting it is helpful to let someone else read your text to check that everything you write is logical and understandable. Preferably let someone read it that is not involved in the organisation of your Summer University.

Spelling/grammar check

Last but not least try to always check your text for spelling and grammar mistakes. These little things make you look much more organised and well prepared. Unfortunately we as SUCT don't have the time to check all the descriptions on these issues so take some time for this.

Be Creative But to the Point !