National Open University of Nigeria

Policy Title	Policy on Flyer production
Policy No:	NQSA/POL/IGM/006
Owner:	National Open University of Nigeria (NOUN)
Approved By:	The University Senate
Manager/Driver:	Registrar
Date of Approval:	7th October, 2024
Date of Next Review:	October 2027

1.0   Introduction

Flyers are used to communicate messages to the public. Flyers give overview of an idea, project, or programme. NOUN uses flyers as a means of mass education for stakeholders and the public. Therefore, there are guidelines and procedures to produceflyers at the university.

Purpose

The purpose of this policy is to:

2.1   maintain a consistent and professional image while ensuring that the dissemination of information on the flyers aligns with the university's core values and objectives.

2.2   project the visual integrity of the University by providing a framework to guide all flyer production in NOUN.

2.3 promote the university's products and services.

2.4 create an all-inclusive, consistent and visually appealing flyers for the university community.

3.0   Scope

This policy shall distinguish a particular piece of content and the use of visual elements to convey information, and delineate through flyers, the uniqueness between the faculties, departments, programmes, and project in NOUN.

Definitions

4.1 Digital means involving the use of computer technology.

4.2 Instructional Material means materials in any form prepared for use in teaching, not limited to digital, print, audio, visual or any combination of the materials mentioned.

4.3 A flyer is a sheet used in advertisement for promotion of products and services. It attracts attention to the advertiser's strong point.

Principles

5.1 NOUN uses flyers to advertise academic porgrammes and projects.

5.2 NOUN uses both digital and hard copy flyers. A flyer in both digital and hard copy must have same content and format.

5.3 NOUN uses same format for the production of flyers.

Policy Statements

6.1   All NOUN flyers shall adopt same format of presentation.

6.2   Faculties, directorates, and units should delineate flyers by the approved colours (see policy on colour usage).

6.3   All flyers shall be quality assured by NOUN press to ensure the flyers are free from grammatical errors, reflects NOUN vision and mission, and they must promote NOUN academic programmes or projects.

6.4   All academic programmes and projects shall be advertised by faculties and not a department in a faculty.

6.5   Independent academic centres are to advertise their programmes.

6.6   Every faculty and other academic units/centres must have a committee to edit flyers in the faculty before they are sent for production.

6.7   NOUN shall encourage more of digital flyers than hard copy flyers.

Policy Implementation

All NOUN flyers must comply with the following format:

7.1   Use of NOUN Logo. All NOUN flyers must carry NOUN logo.

7.2   Heading. There must be heading, and it should be clearly stated.

7.3 There should be clear statement(s) of about what you want the public or people to know. For academic programmes, the following must be stated:

    7.3.1 Main Heading shall be the Faculty Name with NOUN logo.

    7.3.2 The sub-heading shall be the programme. No need for sub-heading if you are advertising the faculty only,

    7.3.3 Introduction (explain the observed gaps and how the programme would fill the gap).

    7.3.4 Programme objectives (Use Faculty objectives if the focus is thefaculty).

    7.3.5 Programme overview (use Overview of the faculty if the focus is faculty. Give highlights of what would be learned in the faculty or programme and the department to which the programme belongs).

    7.3.6 Admission requirements.

    7.3.7 Learning mode in NOUN.

    7.3.8 Testimonies (provide links if any).

    7.3.9 How to register in NOUN (provide just the link under this or you hyper link to the main website).

    7.3.10 Contact (provide NICC – NOUN Information and Call Centre email address and phone number).

For projects that are non-academic programmes, use this format:

    7.3.11 The main heading shall be the name of the directorate or unit with NOUN logo.

7.3.12 The sub-heading shall be the theme of what you want to be publicised.

7.3.13 Objectives.

7.3.14 Project overview (describe the project and state its benefits).

7.3.15 The importance of the project.

7.3.16 Action (state what you want the viewers to do).

7.3.17 Contact (provide the NICC email address and phone number(s).

Sanctions on Violating this Policy

8.1 The production of the flyers will not be approved if the format is not adhered to.

8.2 NOUN Press will not produce flyers that do not follow the format.

8.3 Where flyers are produced outside the university without following the format, the staff shall be reported to the University Disciplinary Committee through writing and copy the Vice-Chancellor. Such a staff would be punished by the university management with the guidance of the report of the Disciplinary Committee.

Policy Alignment

9.1 NOUN Open, Distance and eLearning Policy.

9.2 Policy on Colour Usage and Identification.

9.3 Keffi declaration on clarity and distinguishing of the various colours in the university.

10.0 Team of Developers

The developers of this policy are:
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2.   Prof. Kolawole Lawal
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