

Creating
AWARD 
WINNING
PUBLICATIONS

THE PROCESS | THE TOOLS | THE EXPERTISE

THE PROCESS

objective
theme
content
visual concept
approval



objective

Why are you doing the publication in the first place?

- What are the goals?
- Is there a problem that this publication aims to fix?
- Understand what the product is designed to do.

theme

Pick a simple concept and follow through (figuratively) with every element.

content

Must flow with the theme.

- Show photos of people engaged in the activity and expressing the appropriate emotions
- Keep copy short, direct and in a complementary mood to the theme

visual concept

Follow brand concepts:
create design cousins...
similar but unique.

- More to the brand than a logo
- The brand is the university's image to the world
- The brand is the underlying concept of who and what and how Memorial University and its people and programs is today and aims to become

approval

Send concept and layout ideas to Image Services early in the process for suggestions and advice.

THE TOOLS

text

visuals

colour

approval



Say what you have to say,
but keep it short and clear.

text

- ALWAYS more text than you need: work with the writer to cut the word count.
- A few well-constructed sentences are more effective than overdoing the text.
- Do not repeat yourself trying to explain your message. Be clear and concise.
- Say it simply, one time. People will get it.

visuals

Pictures or illustrations should tell the gist of the story.

- Keep images simple, clear, focused on your theme
- Crop out the floor, the ceiling, the background busyness, and the visual clutter
- Change the angle of the shot perspective, use an unusual pose
- Vistas play an important role, in the right context

colour

- Colour is subjective
- Triggers emotions
- Plays a very important role in how people perceive visually
- Learn to use colour to your advantage

Correct use of colour can:

- Break up a “monotone” layout
- Create balance to your piece
- Create interest
- Direct the eye through a specific path
- Help reduce eye fatigue

University colour palette = all colours work with the university claret

approval

Send your finished layout to Image Services for approval and suggestions before going to print or live on the web.

THE EXPERTISE



art direction

professional services

templates and catch 22

approval

art direction

Many variables to consider.

- Layout should be clean, clean, clean
- Less is more!
- Negative space just as important as positive space

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HAMILTON'S MANY VOICES blend together to form one community. While our students learn about science and literature and politics and art, they are also learning to find their voice ... and to make it heard. From reflections that are profound to those that are more commonplace, the following pages offer an assortment of authentic Hamilton voices, each one capturing a memorable college moment or experience. Taken together, they capture Hamilton's essence: its people.

art direction

SHAPE

- Shape creates impact
- Size considerations
- Die cuts



PHOTOS

- Relay significant messages
- Consider cropping and placement
- Make the good photos large
- Consider text flow around the photos



UNDERGRADUATE DEGREES
Bachelor of Music
Bachelor of Music/Bachelor of Music Education
conjoint degrees

PROGRAM STRUCTURE
All programs within the bachelor of music degree are four years in duration with classes taking place in the fall and winter semesters. The bachelor of music/bachelor of music education conjoint degrees takes five years with an internship in the fall semester of your last year.

ADMISSIONS
All undergraduate music degree programs are available as direct entry from high school. Complete details of the application and audition process are available on our website.

The deadline for application is Jan. 31.
An audition is required.
In the application you will be asked to identify your audition instrument(s).

MEMORIAL UNIVERSITY DOODLE 47

CONTACT
School of Music
St. John's Campus
Phone: (709) 737-7486
E-mail: tgordon@mun.ca
www.mun.ca/music



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What's bred in the bones of Baikal?

by Leslie Vryenhoek

A POST-DOCTORAL FELLOW AT MEMORIAL UNIVERSITY is working to solve a millennium-old mystery buried on the shores of the world's oldest, deepest and most voluminous lake.

Dr. Angela Lieveise, a bioarchaeologist, is one of dozens of researchers worldwide who are trying to unravel what happened to an entire population that dwelled on the shores of Lake Baikal in southern Siberia about 7,000 years ago.

Dr. Lieveise said this mid-Holocene group of hunter-gatherers left an archaeologically rich record because, unlike most of their contemporaries, they created cemeteries, some containing graves with hundreds of artifacts. However, during a 700-year period the archaeologists call "the hiatus", the inhabitants declined in number and dramatically changed their mortuary practices. Then they disappeared and a new population – biologically and culturally distinct from the first – emerged in the same area.

"Something happened. The question is: where did those first people go and why, and where did the new people come from?" said Dr. Lieveise. She is among the almost 50 people worldwide – including experts in bioarchaeology, genetics, behaviour, ethnography and environmental context – who are working to answer that question.

The Baikal Archaeology Project is funded by the Social Sciences and Humanities Research Council of Canada (SSHRC) and led by the University of Alberta, where Dr. Lieveise obtained her master's degree. She subsequently completed a PhD at Cornell before choosing to do her two-year post-doctoral study at Memorial.

"There was no warfare. You would see all kinds of evidence of that on skeletons."

Her piece of the Baikal puzzle is to assess the health and behaviour of the pre- and post-hiatus populations by examining teeth and bones. She's looking for discrepancies between the two groups, and clues that might shed light on why the first population disappeared.

So far, her study of the remains of 308 individuals has ruled out some obvious possibilities, such as famine, epidemic and warfare.

Examining tooth enamel is one of the ways Dr. Lieveise makes her determinations. Enamel, she explains, forms in childhood and never modifies, so stresses like illness or malnutrition in youth are recorded permanently on the teeth. While she has observed slightly more evidence of stress on the enamel of pre-hiatus remains, she notes this isn't significant enough to explain the disappearance of a population; rather, it's likely the result of dietary factors. It's known the pre-hiatus population depended on fish while the post-hiatus people ate more meat, as evidenced by skeletal

nitrogen values, as well as by the fish hooks and spears that have been uncovered.

Dr. Lieveise's research has also ruled out violent confrontation. "There was no warfare. You would see all kinds of evidence of that on skeletons," she says. In fact, only three of the individuals she examined had been impacted by weapons, and only one of those – a spear wound to the head – appears to have been fatal.

"My research shows that these people were really healthy in terms of other populations," Dr. Lieveise said. "On average, both populations did very well compared to other hunter-gatherer peoples around the world, and much better than those in agricultural communities."

That's not surprising, given that Lake Baikal contains about 20 per cent of the world's total unfrozen freshwater, making it home to a rich and diverse ecosystem where fish, aquatic mammals and large ruminants are plentiful.

In addition to assessing the health of the population, Dr. Lieveise is looking at the bones for clues to behaviour. "Osteoarthritis is a degenerative joint disease that results from cumulative wear and tear," she explained. "It can offer information on mobility and activity patterns." For example, osteoarthritis in vertebrae would suggest heavy loads were regularly carried.

Among her most exciting discoveries was that of a male whose right arm was shrunken and atrophied, apparently paralyzed for many years. She believes his longevity indicates a level of compassion and assistance for weaker members of the community.

Dr. Lieveise said a base at Memorial puts her in close proximity with other archaeologists who are studying hunter-gatherer tribes in a coastal setting. "What I do is a really good fit with what a lot of researchers here are doing," Dr. Lieveise said, noting that while cemeteries are an unusual feature of hunter-gatherer settlements, they have been found at sites in Newfoundland's northern coastline. "We're looking at the same time period, and a lot of the same issues."

Global network fights diabetes

Diabetes researchers at Memorial's Faculty of Medicine have joined a global network of experts and specialized laboratories to understand – and hopefully prevent – Type 1 diabetes, also known as juvenile diabetes. Newfoundland and Labrador has one of the highest incidences of Type 1 diabetes in the world, making it a particularly valuable population to study.

There are 18 diabetes research centres in the Type 1 Diabetes TrialNet consortium, located in the U.S., Canada, the U.K., Finland, Italy, Germany, Australia and New Zealand. The goal of TrialNet is to perform intervention studies to preserve insulin-producing cells in individuals at risk for Type 1 diabetes and in those with new onset Type 1 diabetes, and focus on identifying individuals who are at risk for developing the disease. Screening relatives to see if they are at risk involves a simple blood test to look for diabetes-related autoantibodies that may appear years before the disease develops.

For more information see www.mun.ca/research/2007report

Husky Energy Chair established at Memorial University

Husky Energy has bestowed a \$2 million endowment for the establishment of the Husky Energy Chair in Oil and Gas Research at Memorial University of Newfoundland. It is the first endowed research chair established at Memorial University.

"Husky is very pleased to provide this endowment under the mentorship of Memorial University," says company president and chief executive officer John Lou. "The creation of this senior research chair demonstrates our confidence in exploration and development here on the east coast of Canada, and in the university's ability to conduct research to meet the needs of the petroleum industry. It is our corporate strategy for investment in people that will serve both the industry and the province for generations to come."



John C. S. Lou

The new chair will be a significant resource for the developing regional oil and gas sector and will help Memorial move towards its goal of becoming an international centre relating to oil and gas research and education.

The research to be conducted by the chair in the near term will be in the utilization of seismic imaging to enhance the interpretation of porosity and permeability within reservoirs. This improved reservoir characterization should initially lead to better design of development plans and improved location of development wells.

In the longer term, this increased capability will result in optimum recovery of oil and gas from offshore reservoirs. One direction to which this research could lead is the use of multi-component seabed seismic systems further improving the efficacy of seismic imaging in the Newfoundland and Labrador offshore.

"By permanently endowing this dedicated senior research and teaching position, Husky Energy has shown true leadership," states



"AN ACCOMPLISHMENT FROM WHICH I PERSONALLY TAKE THE GREATEST JOY IS THAT WE ARE GRADUATING RECORD NUMBERS OF STUDENTS."

PRESIDENT'S MESSAGE 2006-2007

WELCOME TO THE 2006-2007 PRESIDENT'S REPORT.

From this report, the accompanying DVD and our website (www.mun.ca/2007report), you will learn about Memorial University's diverse and remarkable activities over the past year. We have titled this year's report "Achievements and Transformations" because it characterizes our activities and reflects our new theme, *Become*. It speaks to our commitment to create a great future for our students and for our world, in a spirit of change, ingenuity and excellence.

Our principal accomplishment, and an accomplishment from which I personally take the greatest joy, is that we are graduating record numbers of students. Over 3,500 students completed their programs at Memorial University during the past year. They received not only a well-rounded education but many have also acquired highly specialized skills. Our graduates are well placed to enter the modern world of work, or, if they prefer, to continue advanced studies at the best universities of the world.

To bring Memorial University to the attention of prospective students, we have developed an innovative recruitment campaign based on the highly popular "Rant" video format. This format was developed by Dr. Rick Mercer, one of our recent honorary doctorate recipients, and it signals Memorial University's creative approach to education, research and other forms of scholarship.

During the past year, we developed a new Strategic Plan, a summary of which is included in this report. The plan commits the university to growth, including increased enrolments, and to a stronger focus on students.

This is my last report as president since I will complete my term in 2008. During the past eight years, we have seen a major increase in student enrolment (from 16,000 in 1999/2000 to 18,123 in 2007/2008), the creation of many new programs, including doctoral programs in Education, Music and Business, and the construction and modernization of many facilities such as the Smallwood Student Centre, Inco Innovation Centre, Field House and Petro-Canada Hall. Our research and other scholarly activities have grown substantially and we have increased our research income from approximately \$35 million per year to \$90 million per year. Most of the funds are used in support of our students and they make a great contribution to the economy of our region. In addition to strengthening our basic programs, we have concentrated our efforts in areas that are key to the development of our province and country: oil and gas, minerals, health and well being, culture and heritage. Memorial University's future is bright and with the support of the people of the province, as well as its many alumni and friends around the world, I am confident that we will continue to hold a rightful place amongst the very best universities of the world.



Axel Meisen, PhD, P.Eng.
President and vice-chancellor

COLOUR

- Be smart with colour
- Draw the reader's attention
- Don't overuse colour — it loses all impact





how to make it on your own.

SCHOLARSHIPS

Scholarships are a great way to finance your education at Memorial University. Entrance scholarships are awarded to residents of Newfoundland and Labrador, Canadian citizens and permanent residents graduating from secondary school within Canada. You are eligible on the basis of academic performance in high school. Visit www.mun.ca/scholarships for more information.

MUCEP

Students can help finance their education through part-time jobs. Memorial University's Career Experience Program (MUCEP) offers approximately 2,000 part time jobs to students.



I can get a part-time job on campus, related to my field of study.



www.mun.ca/become

TYPOGRAPHY

- Type needs room to breathe
- Leave lots of “white” (empty) space around your copy
- Consider the hierarchy of your content
- Type can be used as a graphic tool
- Choose fonts carefully

Marge Petleys

Dining Hall Staffer (a.k.a. Everyone's Mom)

Greets almost every Hamilton student — many by name — when they stop by for breakfast or lunch at Commons Dining Hall

Hamilton students get more than a meal when they enter Commons Dining Hall. They can count on a smile — and often a hug — from Marge, who checks in students at the door. Marge has worked at Hamilton for 13 years. It's a job she loves and one that she says gives her more in return than she ever expected.

Before I came to Hamilton, I never worked a day in my life. I stayed at home and raised my family. A few years after I started, we lost our son Herbie in an accident — it was a drunk driver. After a few months, I couldn't go to work. Seeing the kids was too hard. About a year later my boss called and said, "Marge, why don't you come back?" When I walked through those doors, I knew it would make me or break me.

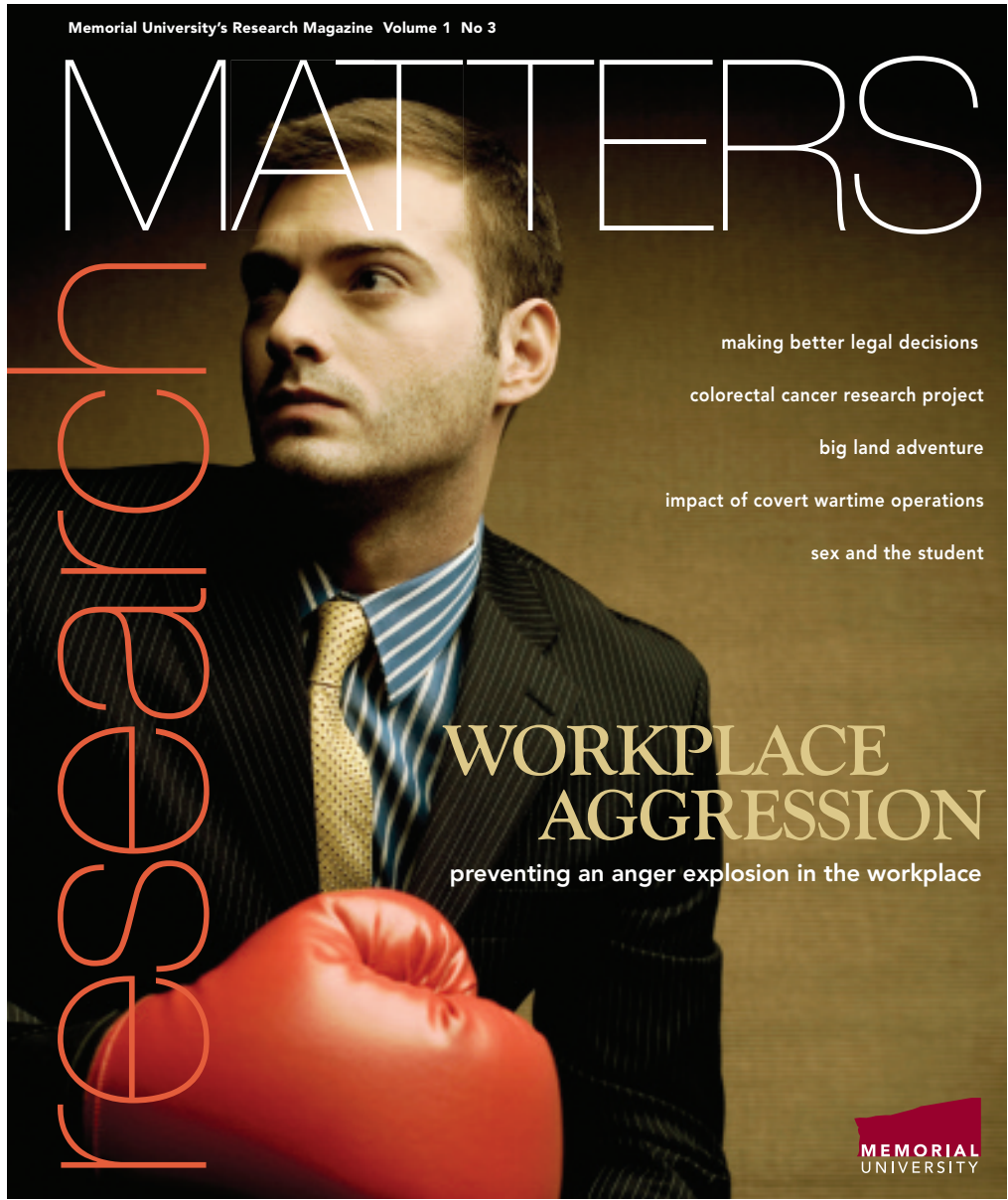
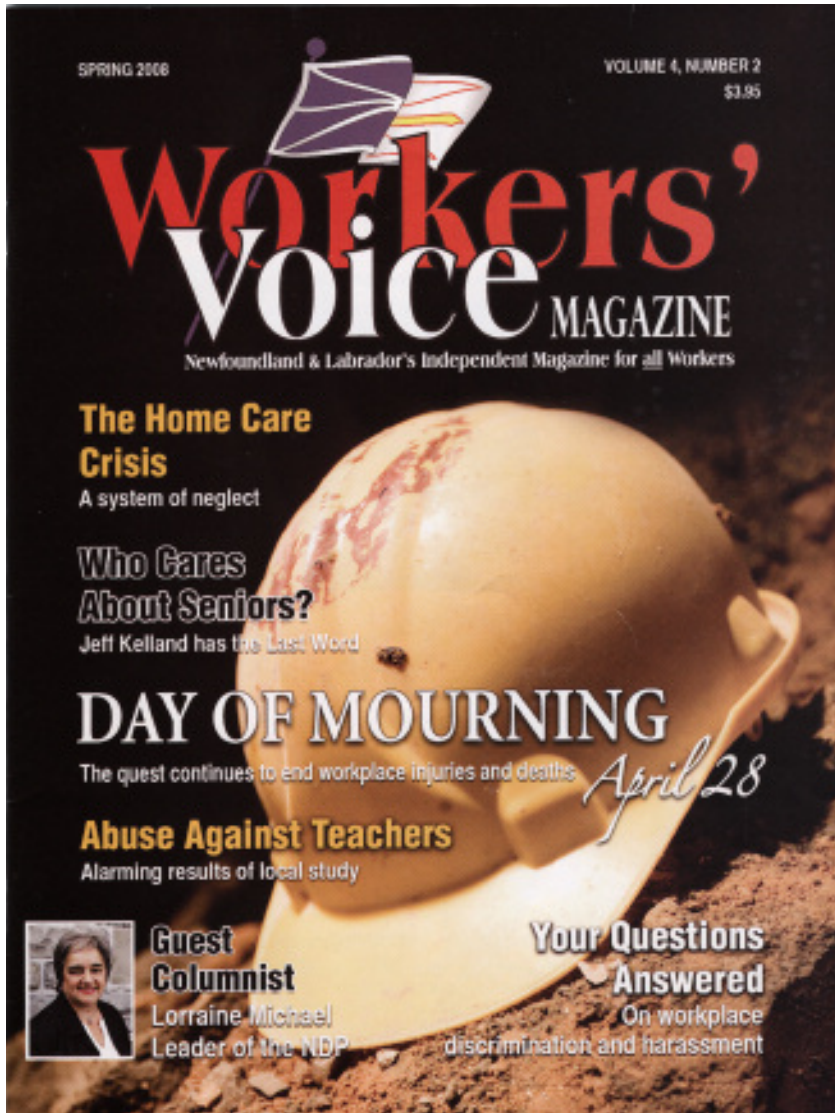
For a long time it was hard seeing the kids, seeing them happy. But then I started seeing kids

who were struggling or having a bad day. And that's when I realized that I needed them just as much as they needed me. We'll just talk — I'll give them advice, sometimes even when they don't ask. That's what I would do with my own kids. I always tell them that if you look for the love, the bright side, you will find it.

Every year I buy bags of cough drops and hand them out when I see someone coughing. I buy 50 or 60 pairs of gloves at the dollar store. If I see somebody with cold hands, I give them a pair. That's how you spread the love. Sometimes all they need is a hug. That's what life is all about. I've gotten more from these kids than I ever thought of giving them. They made me smile again. These kids put me back on my feet.

I'VE GOTTEN MORE FROM THESE KIDS THAN I EVER THOUGHT OF GIVING THEM





ARTS



Explore your understanding of the world... The Faculty of Arts offers the opportunity to pursue your interests, experience learning inside and outside the classroom and become who you want to be. An arts education provides the critical thinking, analytical and communication skills needed to succeed and adapt in a changing world.

UNLEASH YOUR PASSION, HARNESS YOUR POTENTIAL

Many things make this thriving faculty unique. In our Department of Anthropology, researchers are making exciting discoveries as they unearth a remarkable history. Our Folklore Department is the only one of its kind in any English-speaking university in Canada. Memorial also boasts the only Department of Linguistics in Atlantic Canada and this, along with the Department of English, creates a vibrant centre for the study of language. We also have full language programs including German, Russian, French and Spanish, and courses available in Irish Gaelic, Mandarin and many more.

Whether your interests lie in the modern application of economics, political science or geography, or in the insight found in classics or philosophy, arts can expand your understanding of the world. Become. Explore the possibilities.

WHAT YOU CAN BECOME An arts degree is all about exploring passions and possibilities: our graduates are achieving success in many fields of human endeavour, including business, government, education, law, medicine, psycho-social services, tourism, broadcasting, journalism, the military and the creative and performing arts. **FYI** Memorial's Faculty of Arts operates study-abroad programs in Saint-Pierre, as well as in mainland France (Nice, with the universities of Guelph, Western Ontario and Windsor), Germany (Heidelberg), Spain (La Coruña), Italy (Rome), Russia (Nizhny Novgorod), Ireland (Limerick), the Netherlands (Universiteit Leiden) and Sweden (Uppsala University). The Faculty of Arts also offers programs at Memorial's Harlow Campus in the fall and spring semesters.



From theory to reality, our Faculty of Arts offers a rich and diverse learning experience. **LEFT** Students in our multimedia language labs practice second and third languages. **CENTRE** Our province's oceanic history is reflected in a collection of ship's logs located in our Maritime History Archive where learning about the past is a hands-on experience. **RIGHT** Our archaeology program puts you in the field—literally—and helps you enhance your understanding of the earliest peoples in North America. **FACING PAGE** Our award-winning Writing Centre is where students share ideas and hone their communication skills.

ARTS

Pursue your passion, harness your potential



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Whether your interests lie in the modern application of economics, political science, religious studies or geography, or in the insight found in history, classics or philosophy, arts can expand your understanding of the world. Explore the possibilities. Become.

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PRINTING & FINISHING OPTIONS

- Stocks (papers)
- Bindings
- Folds
- Varnishes
- Embossing
- Foil Stamping
- Transparent tissue covers, or sleeves,
or unusual packaging

professional services

Want a professional looking publication?

- GO TO A TRAINED, EXPERIENCED PROFESSIONAL
- Our designers can make your information make sense and create visual impact
- Our photographer can do custom shoots

work with me here.

A respectful workplace is about recognizing diversity, dignity, and the interests of others.

So what does that mean? Well, we are all different, for starters. We may come from different family, educational and cultural backgrounds. So an extra effort to co-operate, understand, and value each other can greatly enhance our workplace. Think of a respectful workplace policy as both a policy that protects people's right to work in a comfortable environment, and as a way to acknowledge each other and build morale. Yes, it's a policy to be followed, but it works best when we live it. After all, we're all in this together.

www.mun.ca/humanres/respect





Newfoundland and Labrador, Canada



achievements & transformations

PRESIDENT'S REPORT 2007

templates

May be more costly than you think...if your publication does not get read.

- MS Word is not a design program
- Poor design = bad impression for reader
- The message this publication sends is: "We really don't care if you read this or not. Here's what we have, take it if you want."

catch 22

Consistent template or boring repetitiveness?

- Templates = consistency
- Templates = repetitive layout
- Templates = mediocrity.
Everything looks exactly the same.

approval

Send your concept and layout to Image Services for approval and suggestions before going to print or live on the web.

CONCLUSION

When your project is completed, give it a critical review:

- Does it focus on your defined goal?
- Does it present information appropriate to the audience?
- Is it eye-appealing?
- Is it branded — in look, concept and content?

conclusion

Congratulations!

The piece is a success. Even if you don't enter the piece in any formal competitions, feel good about the fact that the project did exactly what it was supposed to do.