

Final Digital prospectus 2026 Content

Summary of design requirements:

Throughout - use graphics to bring text to life in the style of the trial

Our teaching and facilities

- 3D Gold-rated graphic
- TBC if need map illustration or just use photo

Your career

- Prospectus campaign image (career version)
- Possible photo treatments for Roha and Ella

Sheffield, your university city

- Photo treatment for Lucy
- 5, 10, 30 mins graphics
- Daisy could be hero image, using existing illustration

Accommodation

- Already made New 3D image

Support

- Already made 3d graphic
- Potential treatment for CTA for signing up for updates so stands out

Low-cost living

- For discussion - what we do with header, money matters graphic or slideshow
- Photo treatment for Hassan

Our courses

- Prospectus campaign image
- To discuss - potential design treatment for list if needed

Next steps

- Potential motion graphic header for discussion
- Design to make 3 CTAs stand out

[Header] Why choose Sheffield Hallam?

[Intro sentence] We put your experience above all else, from your very first step on campus, to your graduation day and beyond.

Here are six reasons to study with us

1. [TEF Gold rated teaching and industry-standard facilities](#)
2. [Work experience opportunities in every year of your degree](#)
3. [Located in one of the UK's best student cities](#)
4. [Guaranteed affordable accommodation for your first year](#)
5. [Award-winning specialist support](#)
6. [Low-cost living](#)

[Simple design – text against a background like the example below from page 60 of UG prospectus. Each point in the list to link out to the relevant page.]



[Header] Our teaching and facilities

Banner with auto video clips (and slideshow for mobile)

Link to Bynder collection for this page:

<https://brandassets.shu.ac.uk/share/F797EC15-8120-4BAD-84FB7D7679E77D91/>

[Intro sentence] We're rated gold in the Teaching Excellence Framework (TEF) for our outstanding teaching and graduate outcomes. 95% of our graduates are in work or further study 15 months after finishing university (Graduate Outcomes Survey 2021/22).

[Section one photo]



[Section two] With the help of our students, we've designed two campuses that work for you – one in the city centre, and one a 15-minute walk away.

[CTA button] **Watch our City Campus tour**

[Pop out screen with video: [City Campus tour | Sheffield Hallam University](#)]

[CTA button] **Watch our Collegiate Campus tour**

[Pop out screen with video: [Collegiate Campus tour | Sheffield Hallam University](#)]

[Section two photos]



[Section three] From 24-hour libraries to an online teaching platform, you'll have the flexibility to study where and when you want.

[Section three photos]



[Section four] You'll learn in the same spaces you'll use in your future workplace – preparing you to hit the ground running when you graduate.

[Section four photos]



[Section five] In 2025, we're opening three brand-new buildings with world-class facilities for our Business School, School of Law and our social sciences and arts courses.

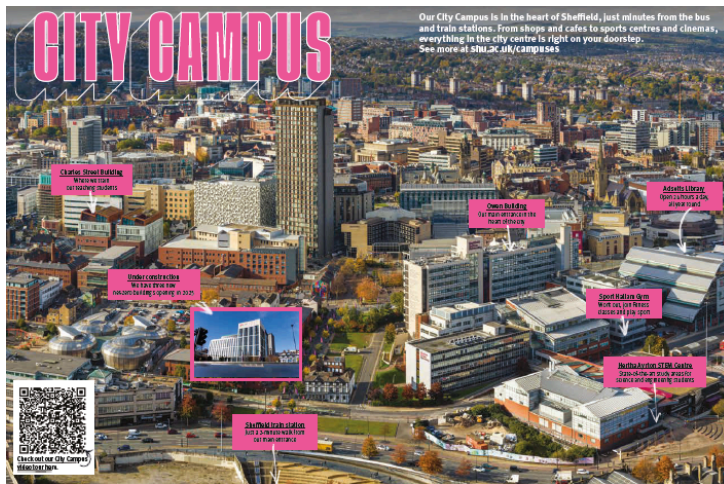
[Section five photos]

[{From P21 of UG prospectus}]



[City and Collegiate campus maps]

Adapt the existing maps used in the 2026 prospectus but have them as pins. Viewers will click on the pins and a box will pop up with information from the location. Use the same text as currently in the little boxes on the maps. Also include the intro sentences but not the QR codes.



Your career

Banner with auto video clips (and slideshow for mobile)

Link to Bynder collection for this page:

<https://brandassets.shu.ac.uk/share/CFA12012-FF42-4146-9A106D92AF94371E/>

[Intro sentences] We think the best way to learn something is to do it in the real world. We call this knowledge applied.

Here are some ways we'll prepare you for your future career.

[Section one] Get what you need for a great CV

Have a chance to gain work experience in each study year, including the option of a longer work placement.

[Section one photo]



[Section two] Use practical work to develop skills

Learn in hands-on classroom, lab, studio or simulated environment sessions.

[Section two photo]



[Section three] Study a course designed with experts

Our courses are designed with industry experts and many are accredited by professional bodies.

[Section three photo]



[Section four] Work on projects with major brands

On many courses, you'll have opportunities to work on real life projects with major organisations such as the NHS, IBM, Next and Adidas.

[Section four photo]



[Section five header] Student stories

[CTA button] Watch Ella speak about her experience

[Pop out screen with video: [Ella pitched a digital PR campaign while studying for her degree \(youtube.com\)](#)]

[CTA button] Watch students on placement

[Pop out screen with video] [Biomedical science students at work in Sheffield Children's Hospital \(youtube.com\)](#)

Roha (Cyber security) [link to video](#)

P34 on prospectus

[Computing graduate Roha is working as a security engineer at a global insurance company](#)

Sheffield, your university city

Banner with auto video clips (and slideshow for mobile)

[Intro sentences] Whether you're after that big city vibe, or stunning green spaces, we offer the best of both worlds.

Here you can enjoy great food, entertainment and nightlife with the Peak District National Park on your doorstep.

[Section one] One of the UK's top ten student cities

In 2024, Student Crowd listed Sheffield as one of the UK's top ten student cities. This was based on thousands of student reviews rating cities across cost of living, nights out, public transport, eating out and shopping.

[Section one photo]



[Section two] 4th most affordable university

Sheffield Hallam was also named the 4th most affordable university in the UK by The Times in 2023.

[Section two photo]



[Section three] A diverse city

With 60,000 students calling Sheffield home, you'll find people from all backgrounds and from every part of the world.

[Section three photo]



[Student quote]

[Section four] "It's a very multicultural city. There are a lot of LGBTQ+ people in and around Sheffield and many supportive cafes and shops too. There are plenty of different beliefs, but everyone is friendly and gets along."

Lucy Innocent, accounting and finance student

[Section four photo]



Indie Sheffield

[Intro sentence] Here in Sheffield, we're proud to do things differently. You'll find all the usual big chains, but if you really want to experience the city at its best, explore our independent shops, cafes and bars.

[Section one] **Get a new look on a budget**

Graphic?

As well as the usual big name chains, Sheffield has a thriving thrift shop scene, with lots of independent vintage shops.

[Section one photo]



[Section two] **Have a great night out**

Graphic?

The city centre is full of places to meet friends and have fun, from traditional pubs and bars to crazy golf, bowling and shuffleboard. In 2024 Time Out named Sheffield the best city break in the UK.

[Section two photo]



[Section three] Eat your way around the world

Graphic?

Sheffield was named the UK's top foodie city outside of London (Accor 2023). You can eat your way around the world in Sheffield's many restaurants. Head to Cambridge Street Collective for the UK's Best Food Hall (British Street Food Awards 2024).

[Section three photo]



[Section four] Soak up some culture

Graphic?

Sheffield is world-famous for its music scene, with bands like Arctic Monkeys and Bring Me the Horizon starting their careers in many independent live venues. There's always something exciting happening — we have festivals all year round in music, film, books and art, plus the biggest theatre complex in the UK outside London.

[Section four photo]



[Section with interactive map showing key features of Sheffield city centre]



[Sub header] Green spaces

Wherever you are in Sheffield, you're never far from a space to take a moment and reconnect with nature. How far will you go?

5 minutes

The Peace Gardens, Winter Garden and Botanical Gardens are just a minute or two from campus. Head straight from your lecture into a world of trees, fountains and tropical plants.

[CTA button] **Find out more**

[Pop out box with video: [What do our students think about Sheffield?](#)]

15 minutes

Travel a little further from campus and you'll find all sorts of parks and woodlands, from the barbecue hotspot of Endcliffe Park to the duck pond and museum at Weston Park.

[CTA button] **Find out more**

[Pop out box with video: [Sheffield Hallam University | Looking for some chilled alcohol-free things to do over the break? Student Ella shares her faves 🎧 🦋 🥾 🎤 #alcoholfree #alcoholfreeactivities... | Instagram](#)]

30 minutes

In just half an hour you can swap the inner-city for proper countryside. The Peak District National Park that surrounds Sheffield is one of the most beautiful places to hike in the UK.

[CTA button] **Find out more**

[Pop out box with video: [Sheffield Hallam University | Take a hike in the Peak District with student Katie 🏞️ 🌳 🥾 #peakdistrict #peakdistrictnationalpark #peakdistrictwalks #stanageedge... | Instagram](#)]

[Youtube video] [Why our students love Sheffield](#)

Accommodation

3D accommodation graphic

Link to Bynder collection for this page:

<https://brandassets.shu.ac.uk/share/033807A7-FDC8-4B8A-9F2BEE7ABB81952C/>

We offer one of the largest selections of student accommodation in the UK, with 14 halls available.

[Infographic] 92% of our students are satisfied with their accommodation (Welcome Survey 2024).

Guaranteed halls

We guarantee to find you accommodation in halls for your first year.



Near to campus

All our accommodation is within a 20-minute walk of campus, with many on the doorstep.



Affordable living

Sheffield is one of the cheapest cities in the country for student accommodation (Cushman and Wakefield 2023), with many of our halls starting from under £100.



All bills included

All your bills are included, so you know exactly what you're spending.



Plenty of support

We offer dedicated support, and all our halls are registered with the [Snug Housing Standard](#).



Apply online

Apply online for your accommodation as soon as you've received an offer of a place on a course.



Explore our halls with video tours and interactive maps.

[CTA button: [Find your new home](#)]

Support whenever you need it

Banner with auto video clips (and slideshow for mobile)

Link to Bynder collection for this page:

<https://brandassets.shu.ac.uk/share/863DEB08-8FA6-4EA5-A8EA8A99D70B7137/>

You'll have our support from the moment you apply for a place, throughout your course, and as you start your career.

Specialist services

You'll have access to specialist support services to help with your personal, academic and career development.

[CTA] Sign up for hints and tips about applying to university.



Accessible for all

Many of our undergraduate students are the first in their family to go to university. More than 70% are from underrepresented groups (HESA 2021/22).

We [take your circumstances into account](#) when deciding what grades you need.



Support for additional barriers

We have a [support scheme](#) for people with circumstances that mean they face additional barriers going into higher education, as well as underrepresented groups at university.

This includes Black British students, mature students, care leavers and carers (among others).



Somewhere to belong

Wherever you're from, whoever you are, however you identify, you're welcome here.

Images from page 8-9 of prospectus

Find your people

Our Students' Union is home to over 80 student-run societies, perfect for finding your tribe.

Image of hubs from page 57 of prospectus

Check out [our website to find out more](#) about our additional services in a range of areas, including support for disabilities, cost of living, international students and faith and spirituality.

Low-cost living

[Slide show banner photos]

Link to Bynder collection for this page:

<https://brandassets.shu.ac.uk/share/0B685AB4-0DB0-4C2B-9E730E3C49A3514A/>





[Intro sentence] We understand going to university can be expensive, so we offer bursaries, scholarships and other [cost of living support](#). Sheffield Hallam has been named the 4th most affordable university in the UK (The Times 2023).

[Quote]

“Choosing to live in Sheffield made it easier for me as a student on a budget. I was able to enjoy my university experience without worrying about money.”

Hassan Al Mamun, computing student



Scholarships and bursaries

We have [a range of scholarships](#) available for full-time courses.



Earn while you learn

We offer part-time and casual jobs at the University, and we can also connect you to roles outside the University.



Our courses

[Campaign image]

Our subject areas are listed in alphabetical order. For our full list of courses, [visit our online prospectus](#).

You can also find out more information about our entry requirements and fees.

Accounting, banking and finance

Acting, film and TV

Architecture

Art and design

Biosciences and chemistry

Business, management and enterprise

Computing

Construction and surveying

Criminology

Diagnostic radiography

Digital media

Economics

Engineering

English

Events management

Food and nutrition
Geography
Health and social care management
History
Languages
Law
Marketing
Mathematics
MBA
Media, PR and journalism
Nursing and midwifery
Occupational therapy
Operating department practice
Paramedic science
Physics
Physiotherapy
Politics
Psychology
Radiotherapy and oncology
Social work
Sociology
Sport and physical activity
Teaching, education and childhood studies
Tourism and hospitality

Alongside our traditional undergraduate degrees, we also offer [higher and degree apprenticeships](#).

Next steps

Feel like we could be the right university for you? Here are your next steps.

Join us for an open day

Our open days are the best way to get a feel for what it's like to study here.

You can

- 📄 chat to staff and students
- 📄 see our campuses and accommodation
- 📄 take part in interactive sessions
- 📄 get to know the city

[CTA] [Book your open day place](#)

Apply online

Visit our website for tips and advice on the application process including

- 📄 writing a good personal statement
- 📄 help with personal circumstances
- 📄 interviews
- 📄 portfolios

[CTA] [Learn how to apply](#)

Sign up for email updates

Sign up for hints and tips about applying to university.