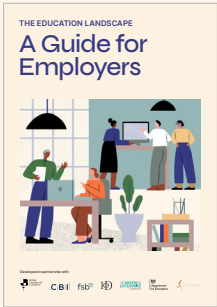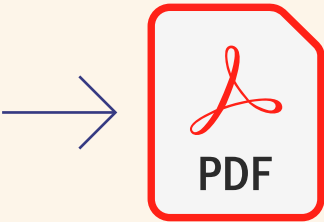THE EDUCATION LANDSCAPE

A Guide for Employers

Case study template guidance

Introduction

This guidance document outlines how to create case studies using our PowerPoint case study template, and how to insert them into The Education Landscape: A Guide for Employers. This can be completed in four simple steps as shown below.

1.
Choose your layout

2.
Populate the template

3.
Export to pdf

4.
Insert into Guide

In order to complete this process you will need a PDF editing application such as Adobe Acrobat.

Case study layouts

There are three layouts to choose from. Use whichever one suits your needs best.

Single case study: 1 column text
80–200 words / large image

Single case study: 2 column text
300–400 words / large image

Double case study
150–200 words / small image

Populating the template

Below are a few pointers to note when populating the template in PowerPoint.

To format the text in the different styles click on the 'Increase/Decrease' List Level.
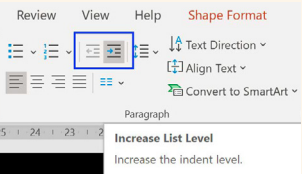
Add your case study image here. This would ideally feature your workplace to give context to the case study copy.

Case study:
Category: Activity/scheme

"Axim quis doluptatis con nonsequam volorit aboreprovit repudit eos millecuptur abor rehent fugit eumende lignimint prehent fugit lam ellaborum sectio et que velis am hit exped ut fuga. Nequam re labor mi, occum sumqui volor saperumet ut omnihil ime paribuscias saped quo int. Luptatum, quo quidio erferib earibus doluptu ribuscit, ipsum iuntium ipsus vere, conseque doluptat aut alignim agnatem porpore aut faces am in ernatur minciandus, sam, sequistotasi ut acero cum que et quae eosanistest et, simustrum de pero quo di dis eiur, sam id quas sum laborio berisqui ut milles evenia volorio ea con exceptas dolupt ae laborepro odisciis maiorem am acia quas dolut ea consenda audi inust ut voloratur min neceatisinia dolum quae rest verum quunduc iduciis aut lit eos incte susamust re porro quas eium fugiatem quas sim quam, quidell andandandae cumqui aut que omnissunt magnitasped quia cum eri nobitias."

Name surname, Job title,
Company name, County

"Short pull quote in here — can be moved or deleted as necessary."

Insert category and activity based on the list of activities outlined in the 'Index' document.

Case study copy can range between 80–300 words depending on the template selected.

Update name, job title, company name and county/area.

Keep pull quotes short and snappy. If more room is needed for case study copy, the pull quote can be deleted.

Populating the template

This template layout has been designed to ensure that your case study can be easily inserted into the Guide and that all elements remain consistent throughout. We recommend that you use the template in its original form.

However, if you are working with a design specialist and need to adjust the layout, use the gridlines function to keep elements aligned and orderly. To do this, click the 'View' tab and the check the 'Gridlines' box.

Case study:
Category: Activity/scheme

"Axim quis doluptatis con nonsequam volorit aboreprovit repudit eos millecuptur abor rehent fugit eumende lignimint prehent fugit lam ellaborum sectio et que velis am hit exped ut fuga. Nequam re labor mi, occum sumqui volor saperumet ut omnihil ime paribuscias saped quo int. Luptatum, quo quidio erferib earibus doluptu ribuscit, ipsum iuntium ipsus vere, conseque doluptat aut alignim agnatem porpore aut faces am in ernatur minciandus, sam, sequistotasi ut acero cum que et quae eosanistest et, simustrum de pero quo di dis eiur, sam id quas sum laborio berisqui ut milles evenia volorio ea con exceptas dolupt ae laborepro odisciis maiorem am acia quas dolut ea consenda audi inust ut voloratur min neceatisinia dolum quae rest verum quunduc iduciis aut lit eos incte susamust re porro quas eium fugiatem quas sim quam, quidell andandandae cumqui aut que omnissunt magnitasped quia cum eri nobitias."

Name surname, Job title,
Company name, County

"Short pull quote in here — can be moved or deleted as necessary."

If moving text boxes, keep the case study text and the pull-out quote aligned on the right-hand side. They will not be fully aligned on the left-hand side, so the left quote marks should hang outside the alignment.

Populating the template

Once you've populated the layout that best suits your needs, delete any unused slides from your file.

Case study:
Supporting students: Careers talk

"I work closely with my local secondary school as a Careers and Enterprise Advisor, attending career days, open evenings and offering short periods of work experience. By working directly with students, the business gets access to new talent as we give young people a better sense of the career options in the electrical industry and how school helps them into work. Some of the students will go on to apply for our short work experience or apprenticeship positions in the future."

"Providing periods of short work experience saves our business time, energy and costs in the long-term. We get first-hand experience of who has the right work ethic and in-work communication skills to fit in with our team, and the young people get a real taste of working in an electrical role."

Scott Monk, Managing Director,
GM Monk and Careers & Enterprise Adviser,
Hailsham Community College, East Sussex

"The business gets to access new talent."

Exporting and inserting

Once you have updated the template and finalised the design of your case study, the next step is to export the PowerPoint file in the correct file format.

Outlined below is a step-by-step guide to exporting your file as a PDF and how to insert it into the master 'Education Landscape – Guide for Employers' PDF.

1.
Exporting to PDF (PC)

— Select 'File > Export'

— Click 'Create PDF/XPS Document', then click 'Create PDF/XPS.'

— In the 'Publish as PDF or XPS dialog box', choose a location to save the file to. If you want it to have a different name, enter it in the File name box.

Exporting to PDF (macOS)

There are two ways to make your PowerPoint for macOS presentation a PDF.

1. You can save your presentation as a PDF in 'File > Save As'.

or

2. You can export your presentation as a PDF file by going to File > Export.

Method 1: Save your presentation as a PDF

— Select 'File > Save As.'

— Choose the location where you'd like to save your PDF, and then in the File Format menu, choose PDF.

Method 2: Export your presentation as a PDF

— Select 'File > Export.'

— In the File Format menu, choose PDF.

## 2.
Inserting your case study PDF

1. Open the master 'Education Landscape – Guide for Employers' PDF in the application 'Adobe Acrobat' or another PDF editing application of your choice.
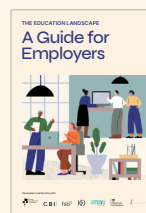
2. In the page thumbnails go to the case study section and decide where you'd like to insert your case study.
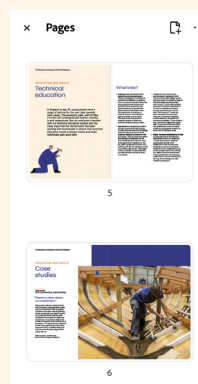
3. Add your case study PDF by right-clicking on the page, selecting 'Insert pages,' and then 'From file...'
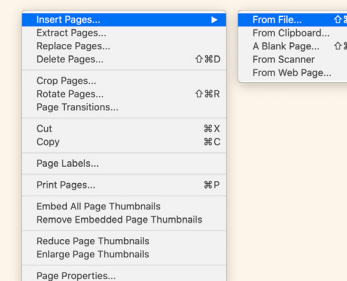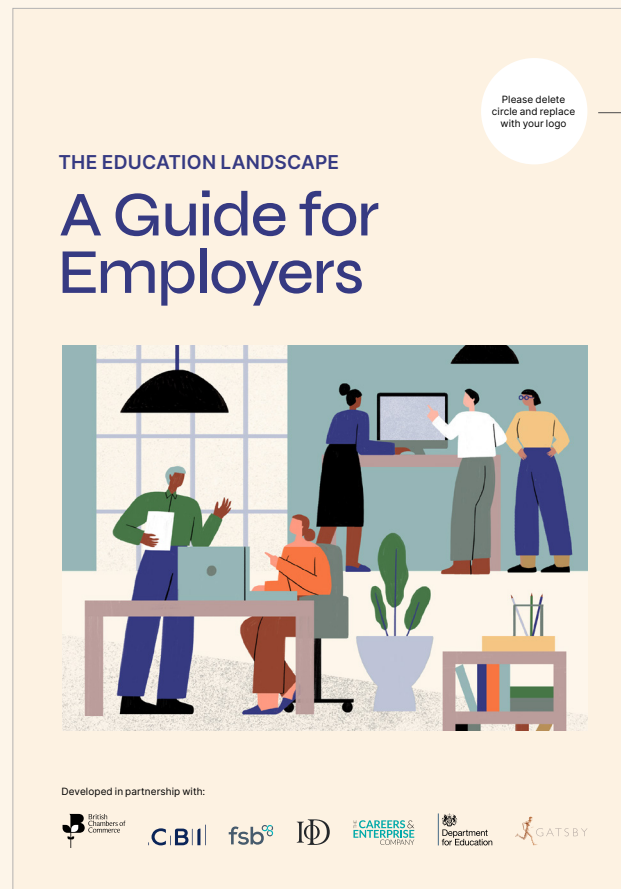
4. Drag and drop the page thumbnails to change the order of your inserted pages if they're not in the correct position within the document.

Front cover

An alternative cover is available as an editable PDF document should you wish to add your company logo.

To add/replace the cover to the master 'Education Landscape – Guide for Employers' PDF, follow the inserting pages into PDF guidance outlined on the previous page in these guidelines.

THE EDUCATION LANDSCAPE

A Guide for Employers

Please delete circle and replace with your logo

Your company logo can be added here. Use the circle as a rough guide for position and size.

Developed in partnership with:

British Chambers of Commerce · CBI · fsb · IoD · THE CAREERS & ENTERPRISE COMPANY · Department for Education · GATSBY

Contact

For further information and resources, please visit
www.educationlandscape.org.uk

If you have any questions about these guidelines,
please contact: **info@educationlandscape.org.uk**