1987–2027

Greenwich University

ARY SCHOOL OF MEDIA STUDIES

Greenwich Works

BUILD BLOCK BRIEF · FALL 2026–27

Campaign Studio CLIENT LANE

Project menu session 5 · this brief session 5 · project chosen session 6 · build from session 7 · 49 students · 10 teams at the final cut · courses: GMCL436, GMCW433, GMFD326, GMGD435, GMRB436, GMSB444, GMSM432

What your team is building

A full public-interest campaign for a real client — research, creative, copy, storyboard, photography and lighting, social rollout, digital PR — delivered and measured over four weeks; the results and creative go to the authority the campaign serves.

Your block's convener. Yasir Durrani.

ONE PROJECT, SEVERAL GRADEBOOKS

You submit **one** piece of work, and each course that marks it looks at a different dimension, out of 15. **At most eight courses mark one team file.** A course you take that falls outside those eight sets you a **lens note** instead — an individual piece on the same project from that course's angle, 3,000 words, same rubric, out of 15, with a viva out of 5. No student carries more than two: from a third, that course marks your viva out of 20 instead.

YOUR MARKS FROM THIS PROJECT

30 sessional work — a team mark of 15 from each course that marks your file, plus your own viva of 5, held in class in the Presentations & Viva week, plus your teacher's quizzes and assignments 10
30 the mid-term
40 the final

This replaces most coursework, not classes.

The projects in this block

Your team chooses one of these in session 6, with your convener. **At most two teams take the same project, and only on different sites or areas.** The full question, the work and the required pieces for each project are in the Ideas Book. Each line below says what your team leaves behind by December, and the skill you take away.

PROJECT	WHAT EXISTS BY DECEMBER	SKILL
Vote at Eighteen Reports to: Election Commission of Pakistan (Sindh)	**A non-partisan four-week campaign on social and at campus stalls, with films, an anonymous roll-check tally and PR pack held by the client NGO.**	running a measured public-information campaign
Helmet On Reports to: Sindh Traffic Police	**A four-week helmet campaign with photographs**, motion assets, pledge totals and a before-and-after helmet count, held by the rider-platform client and offered to Traffic Police.	measuring behaviour change with a fixed-point count
Say No to the Bag Reports to: Sindh EPA	An in-store and social campaign run four weeks in the client retailer's outlets, with its bags-per-100-transactions record offered to Sindh EPA.	auditing behaviour in a shop before and after

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PROJECT	WHAT EXISTS BY DECEMBER	SKILL
Blood, Not Rumours Reports to: Sindh Blood Transfusion Authority	A donor campaign of photographs, social posts and PR pack, run four weeks, held by the client blood bank with sign-up totals.	turning audience research into a creative brief
Report It Reports to: Sindh Ombudsperson for Harassment	**A filmed reporting-route explainer and social campaign, live for four weeks, held by the client with measured awareness figures and a PR pack.**	explaining a formal procedure in plain steps
The Heat Kit Reports to: PDMA Sindh · KMC	A finished, pre-tested Urdu and English heat campaign kit with rollout plan, handed to KMC ready for May.	pre-testing campaign drafts for comprehension

What each course marks

CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GMCL436	**Camera & Lighting Techniques** Syed Ali Kazmi	**This course marks the shoot:** whether the storyboard was covered, whether exposure, focus and white balance hold across takes, whether the lighting achieves the stated intention, and whether the footage and stills are usable in the edit and the grade. 15 marks, team.
GMCW433	**Copywriting** Dr Naazir Mehmood	**This course marks the words:** the single-minded proposition, the headlines, the body copy and the calls to action across every channel, the fit between register and reader, and whether every claim made is honest and can be sourced. 15 marks, team.
GMFD326	**Fundamentals of Design** Fariha Jaffar	**This course marks the composition:** whether hierarchy, balance, contrast and colour hold across every piece in the campaign, whether the grid is kept, and whether the team can explain each decision in design language rather than taste. 15 marks, team.
GMGD435	**Graphics Design** Dr Sabir Ahmed	**This course marks the design:** the quality of the identity system, the typographic and colour decisions, the vector craft, the fitness of each asset for its channel, and whether the print and screen files hand over cleanly. 15 marks, team.

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CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GMRB436	**Digital Public Relations & Blogging** Monazza Fatima	**This course marks the earned attention:** the strength of the story and its angles, the quality of the release, the pitch and the published content, the handling of the media relationship, and the honesty of the coverage report. 15 marks, team.
GMSB444	**Storyboarding & Idea Development** Rashid Suri	**This course marks the thinking and the frames:** the range of concepts generated and how the winner was chosen, the clarity of the boards, the shot grammar and continuity, and whether a crew could actually shoot the sequence from them. 15 marks, team.
GMSM432	**Social Media Studies & Optimization** Danish Mehmood	**This course marks the channel work:** the audience and objective definition, the posting calendar and format choices, the community management through the live period, and the honesty with which the results are read and reported back. 15 marks, team.

What to hand in

- **GMCL436 Camera & Lighting Techniques** — By session 11 the shot campaign sequence and the stills set are delivered to the cluster's hosted campaign microsite, built with AI tools, alongside the shot list, lighting diagrams and camera reports. The AI declaration is filed with them.
- **GMCW433 Copywriting** — By session 11 the campaign copy set is live on the hosted campaign page built with AI tools — headlines, long and short body copy, captions, email and script — each line matched to a channel and filed with AI declaration.
- **GMFD326 Fundamentals of Design** — By session 11 the team's compositional sheet is published with the campaign pack — grid, type scale, colour rules and annotated layouts for each piece, built and hosted with AI tools and filed with AI declaration.
- **GMGD435 Graphics Design** — By session 11 the campaign asset pack is live on a hosted page built with AI tools — logo files, key visuals sized for print and for each platform, and a one-page brand guide — filed with AI declaration.
- **GMRB436 Digital Public Relations & Blogging** — By session 11 the client's blog and vlog content is live on a hosted publishing page built with AI tools, releases are issued and pitches sent, with the media list, the coverage log and AI declaration filed.
- **GMSB444 Storyboarding & Idea Development** — By session 11 the finished presentation boards, the shot list and a timed animatic are published on the hosted campaign page built with AI tools, and filed with AI declaration.

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- **GMSM432 Social Media Studies & Optimization** — By session 11 the client's channels are live and running the campaign calendar — optimised profiles, published posts across platforms, tracking configured, and a hosted results dashboard built with AI tools, filed with AI declaration.

How big the file is

The written file is **3,000 words for every member**, plus or minus ten per cent — 15,000 words for a team of five, 12,000 for four, 9,000 for three — plus the artefacts: the evidence or data log with its instrument, interview notes and consent log, any program with its tests, the pitch deck, the AI declaration, the draft-to-final revision log, the two-page brief for the body the project reports to, delivered by the team, and the handover page (data, methods, what next year's team should do). In the venture and client lanes the live thing itself is the largest artefact. Each member owns one section of 3,000 words with their name on it, one artefact they built, and one part they can defend alone at viva. A lens note is 3,000 words on the same project. The full format is in "The Folio — required format", in the portal.

Dates

Session 5	12 Oct	Your personal brief, with your claim code, in class. The project menu — twenty minutes of class: your block's projects, each with its title, its problem in one line and who it is for; your team notes the three it likes. And the full projects, the same week: this brief, the Ideas Book and the format sheet, in the portal. Read your three projects in full.
Guest session	Session 4 or 5	A practitioner from outside the university speaks to your school, on whichever of those two sessions the speaker can make. Attendance is compulsory. Each student writes one page on it for their own file; it is not marked.
Session 6	19 Oct	Your team makes its final choice of project with your convener and names itself. Sealed prediction: before any data, your team writes what it expects to find, signs it and seals it with your convener. Your convener opens it at your team's first viva. It carries no marks. Straight after, your team fills in the ethics screening sheet in class (the ethics sheet and any field plan are due Sat 24 Oct). Then design the instrument or find the client, and split the sections.
Sessions 6–7	19 Oct – 8 Nov	Data collection may begin once your team's ethics screen is cleared. The mid-term (26 Oct – 1 Nov) comes between the two sessions. The build itself starts in session 7.
Session 7	2 Nov	One-page plan uploaded to the portal by Sat 7 Nov: the question, the instrument or the client charter, who owns what. Not marked — it is the gate. This week the convener merges the marking courses' requirements into the file's sections, so the team writes one document and not eight. Clients matched to teams; field plans signed. Build starts: rubric issued, roles confirmed, team charter uploaded by Sat 7 Nov. Build-with-AI workshop for venture and client teams.

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Session 8	9 Nov	Iqbal Day, Mon 9 Nov, is a holiday; Monday classes are made up on Tue 10 Nov. Scope agreed with the convener. Client or subject confirmed. Your school arranges its industrial visit for some point between now and session 11.
Session 10	23 Nov	Draft review, inside a normal class: each course teacher sees the teams in their own section for about ten minutes each — show what exists, not what you plan. The convener samples three files per block.
Session 11	30 Nov	The artefact goes live or reaches its first complete state.
Session 12	7 Dec	The last class. Final file uploaded in the Folio submission window, Sat 12 – Wed 16 Dec, with its AI declaration, the two-page brief written for the body your project reports to, and the handover page (data, methods, what next year's team should do). Venture teams evidence the first paying customer. The whole window is on time; nothing is accepted after Wednesday 16 December.
Presentations & Viva	14–19 Dec	No new teaching. Vivas in class: each course holds its own, team by team, in its class in the Presentations & Viva week — about three minutes per student, on your own part as that course sees it. Alumni viva panels sit through the week; the main panel day is Sat 19 Dec.
The Karachi Review	Mon 21 Dec	Your team exhibits at its own table, across the campus, all day. The day opens with a thirty-minute handover of studies to the public bodies who asked for them; press and industry attend. Eleven panels — a teacher and an alumnus each — circulate the exhibition and score you at your table, about eight minutes a team. Not marked separately; the panel sheet goes to every course marking the file.
Weekend	—	Weekend cohorts hold all of the above in their Saturday and Sunday slots; the Karachi Review runs on a weekend afternoon.

Rules for this lane

What counts as done

A working deliverable in the client's hands, hosted where it needs to be hosted, with the files and accounts handed over and the client's written comment on record.

The client relationship

You get two meetings — one to take the brief, one to show progress — plus a short written comment at the end. Ask for no more. You never ask for a fee and never accept one. Where the work needs spending — printing, adverts, hosting, materials — the client pays it directly, or there is no spend: any paid activity is optional and client-funded, and the team spends nothing of its own.

Confidentiality

Whatever the client marks confidential stays inside the team and the supervisor. Never accept customer records, financial account details or personal data about identifiable people, and never put any of it into an AI tool.

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If the client goes quiet

Tell your convener in the same week. Every client-lane block has an internal Greenwich brief as a fallback — the GX record, the alumni directory, Journey 40 and departmental systems all need building.

Marks

You are marked on the work, not on the client's mood. A difficult client, honestly handled and documented, is not a penalty.

Two teams to a project, at most

No project is taken by more than two teams, and two teams share one only on different sites or areas. Your convener records your choice in session 6 and may refuse a third team.

Before you leave campus

Whatever your lane: no team collects data before its ethics screen is cleared, and no team leaves campus before the fieldwork gate opens on Saturday 10 October, the duty phone exists and the team has signed out on the sign-out sheet. The duty number is on your field card.

Using AI

You are expected to use Claude and similar tools — to research, to build, to draft, to model numbers. Three rules. Check everything a tool gives you before you use it, and record the check. Declare what you used in the AI declaration bound into the file, as the HEC *Framework on the Use of Generative AI Tools* (2026) requires. Be able to explain, at the viva, everything your team built. **Work you cannot explain is not credited to you.** Undeclared use, or use to fabricate data, references or results, is academic misconduct. Never put real client, patient or examinee data, or anything identifying a real person, into a tool.

BLOCK CONVENER | PROGRAMME HEAD | DATE ISSUED