1987–2027

Greenwich University

ARY SCHOOL OF MEDIA STUDIES

Greenwich Works

BUILD BLOCK BRIEF · FALL 2026–27

Digital Reach Lab CLIENT LANE

Project menu session 5 · this brief session 5 · project chosen session 6 · build from session 7 · 15 students · 3 teams at the final cut · courses: GMBC445, GMCL441, GMDC552, GMMG553, GMSE555

What your team is building

A full search-and-social digital push for a real client, with motion and compositing assets, SEO, paid social, and a cyber-law compliance review; the measured results go to the client and the authority.

Your block's convener. Tariq Baloch.

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
Findable: A Government Service Online Reports to: Sindh IT Dept	**A labelled university explainer page with motion guides for one service, live from 2 November, handed to the authority with findability results.**	writing web pages that rank in search
The Heritage Site Nobody Visits Reports to: Sindh Culture, Tourism & Antiquities Dept	**A published social campaign, motion assets and composited spot for one heritage site, handed to its management with about five weeks'** results.	auditing a website for search visibility
Reach for a Charity Reports to: Sindh Charities Registration Authority	**A set of landing pages**, motion assets and a composited spot, live in the charity's own accounts, handed over with about five weeks' results.	building and measuring a landing page

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PROJECT	WHAT EXISTS BY DECEMBER	SKILL
SME Search Presence Reports to: SMEDA	**Five live Google profiles and pages with motion adverts, held by the Zamzama shop owners on their own accounts, with about five weeks'** view and call figures.	setting up and measuring a business's Google profile

What each course marks

CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GMBC445	**Social Media & Search Engine Marketing** Afnan Khan	**This course marks the paid and social half of the asset pack:** audience and platform choice, campaign structure and tracking, the creative testing plan, budget control and pacing, and the honesty and clarity of the performance report. 15 marks, team.
GMCL441	**Cyber Laws & Ethics** Farhat Ullah	**This course marks the clearance:** the rights and consent register behind every asset, the accuracy of the legal reading, the privacy and disclosure decisions, and the quality of the written clearance note the client would have to rely on. 15 marks, team.
GMDC552	**Digital Compositing** Zeeshan Ali Khan	**This course marks the compositing:** the quality of the keys and the roto, the accuracy of the track, how convincingly elements sit in the plate under grain, light and lens, and whether the shots meet the written delivery specification. 15 marks, team.
GMMG553	**Motion Graphics** Zeeshan Ali Khan	**This course marks the motion:** whether timing, easing and weight make the animation read, whether type stays legible at speed, how sound and picture sit together, and whether every asset meets the agreed delivery specification. 15 marks, team.
GMSE555	**Search Engine Optimization** Afnan Khan	**This course marks the organic search side of the pack:** the keyword and intent research, the site architecture and on-page work, the technical fixes and schema, the content published against real queries, and the measurement plan that shows what changed. 15 marks, team.

What to hand in

- **GMBC445 Social Media & Search Engine Marketing** — A hosted campaign landing page built with AI tools, live Meta and Google Ads campaigns with conversion tracking installed, and a measurement dashboard — all live by session 11, with AI declaration.

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- **GMCL441 Cyber Laws & Ethics** — By session 11 the clearance note and the rights register are filed alongside the published asset pack — every asset traced to a licence, a release or an original source — together with AI declaration.
- **GMDC552 Digital Compositing** — By session 11 the finished composited shots are delivered into the client asset pack and published with the partner courses — graded, at specification, each with a shot breakdown, and filed with AI declaration.
- **GMMG553 Motion Graphics** — By session 11 the animated assets — idents, bumpers, lower thirds and social cut-downs — are rendered to specification and published in the client asset pack with the partner courses, filed with AI declaration.
- **GMSE555 Search Engine Optimization** — By session 11 the client's site or campaign page is live and indexed — built with AI tools and hosted — carrying the schema, the internal linking and a verified Search Console property, together with the audit report, the measurement plan and 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.

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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.
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.

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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.

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.

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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