1987–2027

Greenwich University

ARY SCHOOL OF MEDIA STUDIES

Greenwich Works

BUILD BLOCK BRIEF · FALL 2026–27

Screen & Stage STUDIO LANE

Project menu session 5 · this brief session 5 · project chosen session 6 · build from session 7 · 13 students · 3 teams at the final cut · courses: GM2D436, GMBC431, GMSW432

What your team is building

A short film or animated short — written, performed, animated, cut — on a public problem, screened publicly.

Your block's convener. Dr Uzma Qazi.

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
The Short: Exam Season Reports to: Sindh School Education Dept · Sindh Mental Health Authority	**An 8–10-minute short film screened on campus, with a schools discussion guide handed to Sindh School Education Department and Mental Health Authority.**	writing a shooting script in industry format
The Animated Short: The Tanker Reports to: KWSC	**A finished ninety-second animated sequence framed by live scenes**, exported to broadcast specification and screened publicly, its screening report sent to KWSC.	animating and finishing to broadcast specification
Stage Piece: The Signal Reports to: Sindh Labour & Human Resources Dept	A 12–15-minute stage piece performed twice, filmed and screened, with a report handed to the Sindh Labour & Human Resources Department.	devising a script from consented interviews

BUILD BLOCK BRIEF · FALL 2026–27

Screen & Stage STUDIO LANE

continued

What each course marks

CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GM2D436	**2D Animation** Dr Sabir Ahmed	**This course marks the animation:** character design and rig quality, the principles applied in the moving frames, timing and spacing, scene layout and camera, lip-sync accuracy, and the cleanliness of the final render against delivery spec. 15 marks, team.
GMBC431	**Acting** Hamza Nasir	**This course marks the performance:** the script analysis behind it, the clarity of objective and action, vocal and physical control, truthfulness in the take, responsiveness to direction, and the quality of the voice track supplied to the animation team. 15 marks, team.
GMSW432	**Script Writing & Screenplay** Rizwan Zaidi	**This course marks the writing:** the strength of the premise, the structural soundness of the outline and the script, the truth of the characters and the dialogue, the usefulness of the shooting draft to the actors and animators, and the quality of the revision. 15 marks, team.

What to hand in

- **GM2D436 2D Animation** — The finished animated sequence — a ninety-second short cut to the script and the recorded performance, graded and mixed, exported at broadcast specification — delivered with the animatic, style frames and AI declaration by session 12.
- **GMBC431 Acting** — By session 11 the performance track is delivered — recorded live-action scenes and the finished voice recordings for the animated sequences, with the character breakdowns and rehearsal log, cut into the cohort's short and posted to the screening page.
- **GMSW432 Script Writing & Screenplay** — By session 11 the locked shooting script is delivered in industry format, with the outline, the character breakdowns, the scene-by-scene revision history and the pitch document, posted to the cohort's production page with AI declaration.

BUILD BLOCK BRIEF · FALL 2026–27

Screen & Stage STUDIO LANE

continued

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.
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.

BUILD BLOCK BRIEF · FALL 2026–27

Screen & Stage STUDIO LANE

continued

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 finished piece of work — not a plan for one, not a prototype that only runs on your machine — with the process behind it documented.

Craft

The standard is what a competent professional would accept, at the level of your year. Unfinished work presented as finished is marked as unfinished.

Sources and rights

Anything you did not make yourself is credited. You may not use material you have no right to use, and asset licences are recorded in the file.

If your work involves people

Consenting adults only, with an information sheet, a consent form and a debrief. Mock cases where the subject is clinical. No real patient, client or examinee material, ever, and none of it into an AI tool.

Marks

Craft carries the weight, but the reasoning behind your choices carries the rest. Be able to say why you did it that way.

BUILD BLOCK BRIEF · FALL 2026–27

Screen & Stage STUDIO LANE

continued

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