

ember

television



BIRMINGHAM CITY
University

Project Storyboard

BCU - International Explainer Animation

Video 1

Applying to Birmingham City University

1

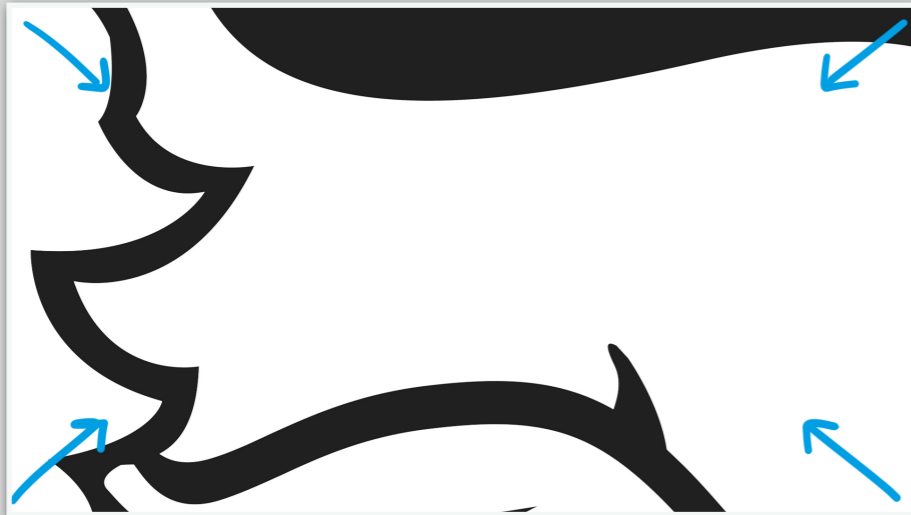


Script

Scene Description

BCU intro plays.

2



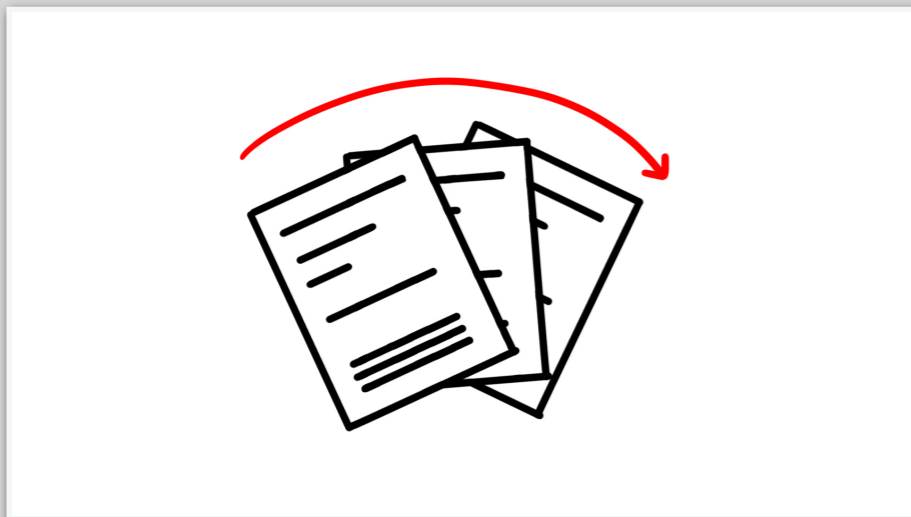
Script

So, you're ready to apply to Birmingham City University.

Scene Description

BCU intro plays.

3



Script

First you'll need to get your documents ready!

Scene Description

A fanned out pile of documents can be seen on screen.

4



Script

You'll need a personal statement telling us why you want to study our course at our university, references, as well as copies of your previous education.

Scene Description

On cue with the voiceover, the document on top of the pile reads 'personal statement'.

5



Script

See panel #4

Scene Description

From the back of the pile, a second document moves to the front, it says "references".

6



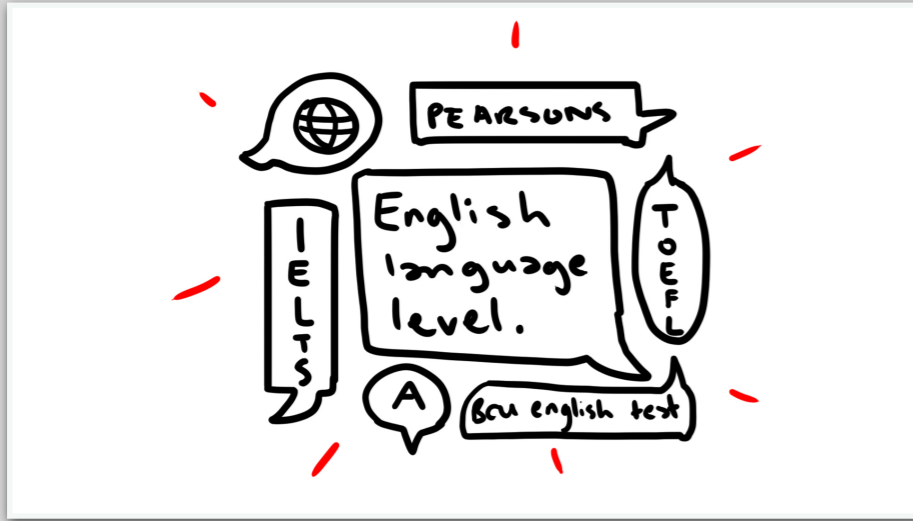
Script

See panel #4

Scene Description

Finally, a third document which says 'education certificate' moves from the back of the pile to the front.

7



Script

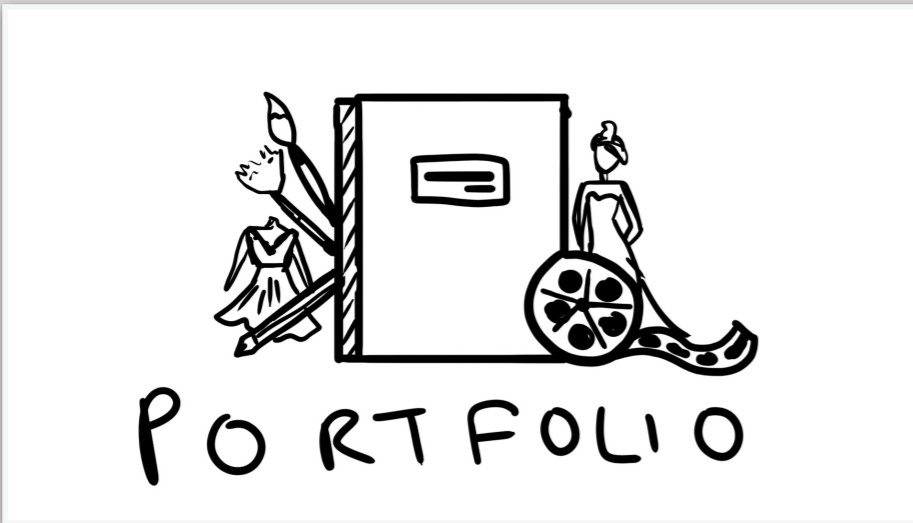
We need to know your English language level and some courses may require a portfolio.

Scene Description

A speech bubble which says 'english language level' appears in the centre. Other speech bubbles appear around it reading:

- IELTS
- TOEFL
- PEARSONS
- BCU ENGLISH TEST

8



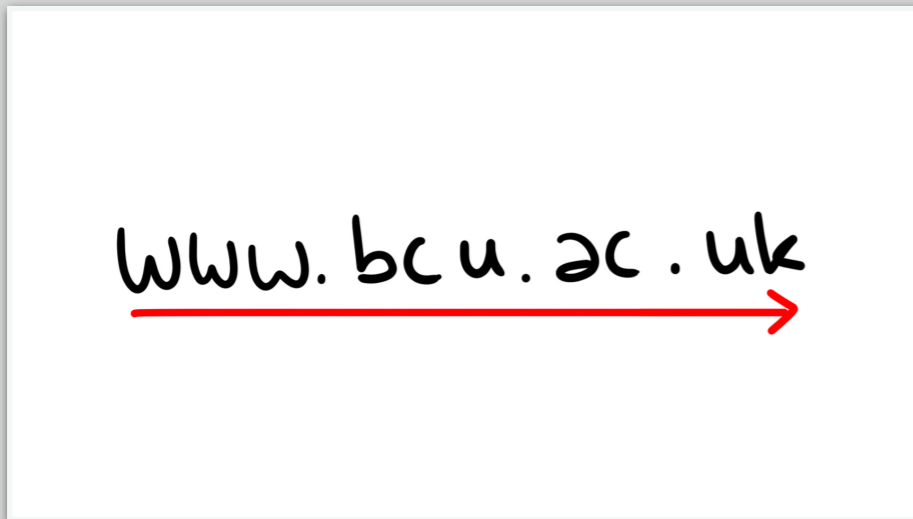
Script

See panel #7

Scene Description

A book, paint brushes, film reel and fashion clothing illustrations appears in the centre of the shot with the text 'portfolio' underneath.

9



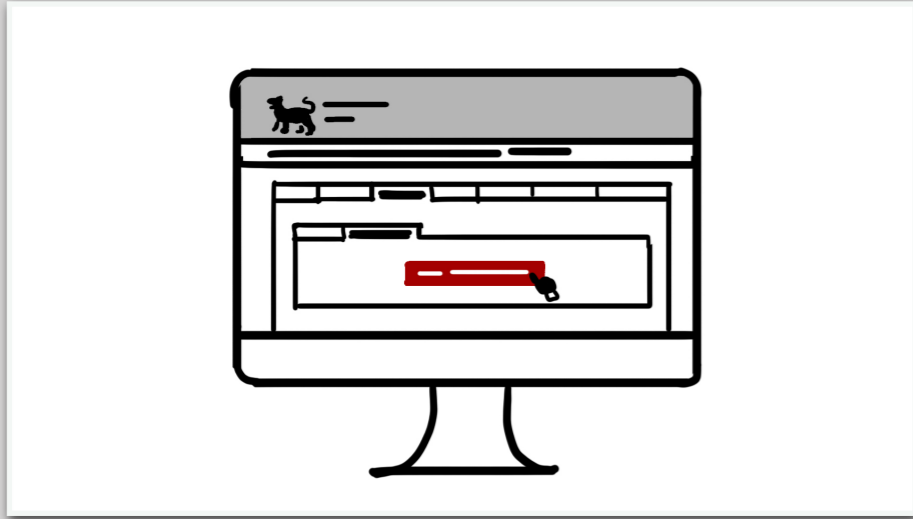
Script

Once you've got those, go online and find your perfect programme on our website.

Scene Description

A "typewriter" animation reveals the URL 'www.bcu.ac.uk'.

10



Script

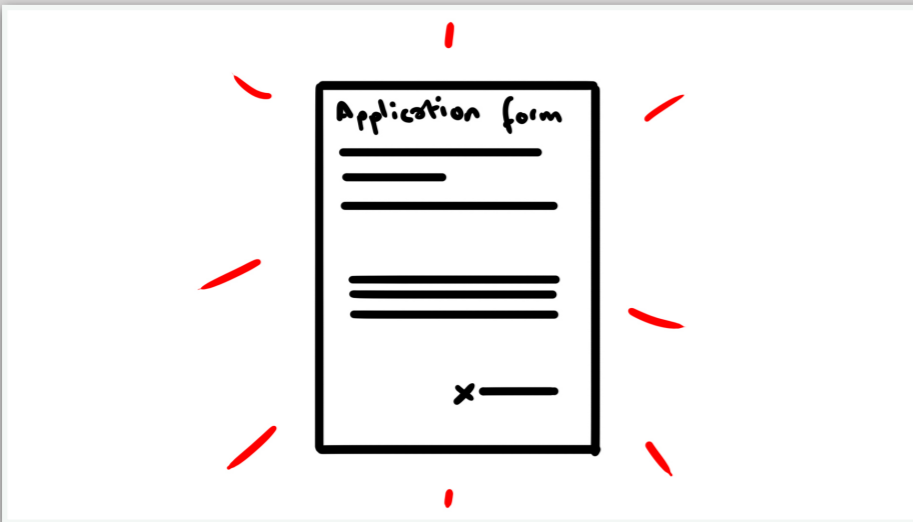
Click on 'Fees and How to Apply' on the course page, click on the tab 'International Students' and click 'Apply online now'. Simply set up an account, complete the application form, upload your documents and that's it!

Scene Description

A computer monitor displaying a simplified BCU website appears.

The tab "Fees and How to Apply" is visible and clicked on by a cursor. Then the cursor moves on to the tab "International Students". Finally, the button "Apply Online Now" is pressed.

11



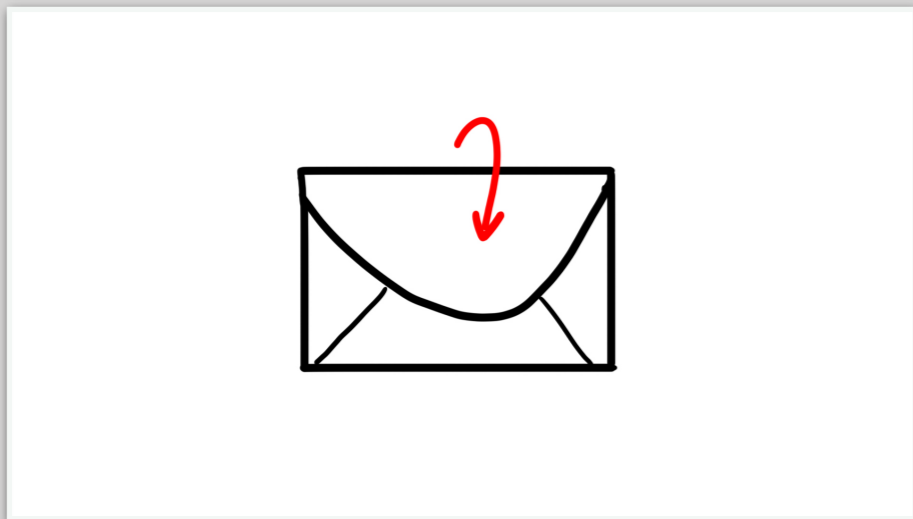
Script

Can't apply online? You can complete our PDF application form and send it to us over email. You can download this from every course page.

Scene Description

An application form appears in shot.

12



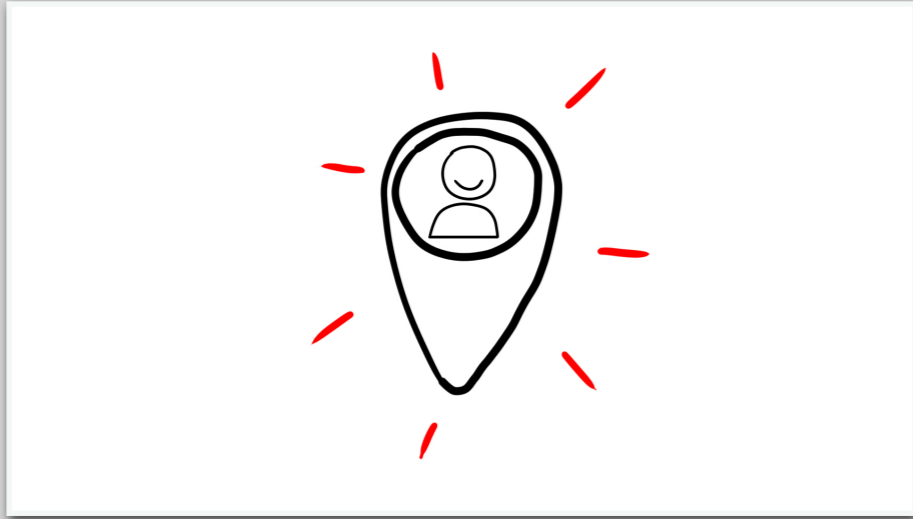
Script

See panel #11

Scene Description

The application form inserts into an envelope.

13



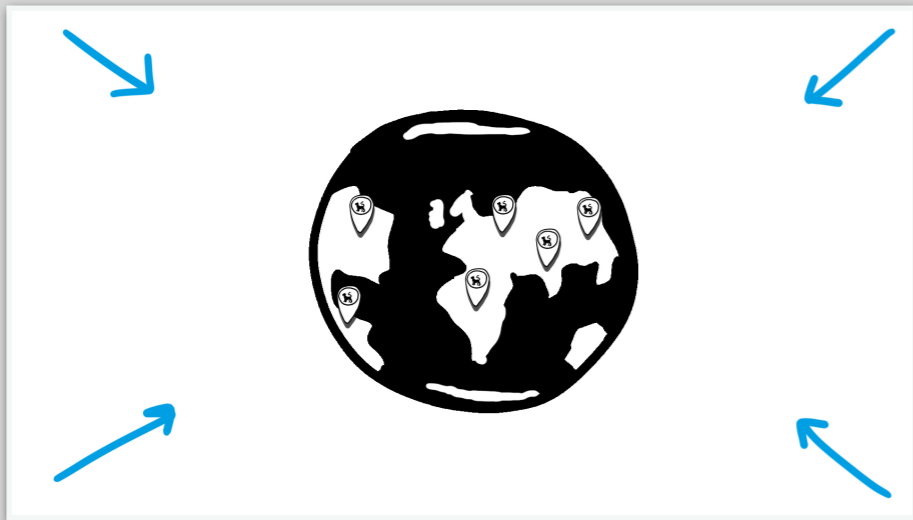
Script

If you need any help applying in your country, you can get in touch with one of our friendly agents in your home town - where appropriate.

Scene Description

A pin appears and starts to shrink, revealing ...

14



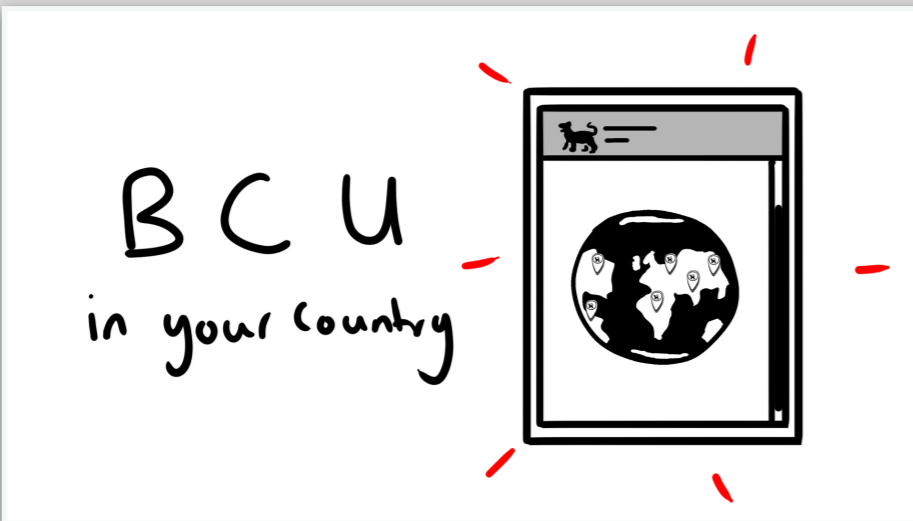
Script

See panel #13

Scene Description

...a spinning globe that is populated with other pins.

15



Script

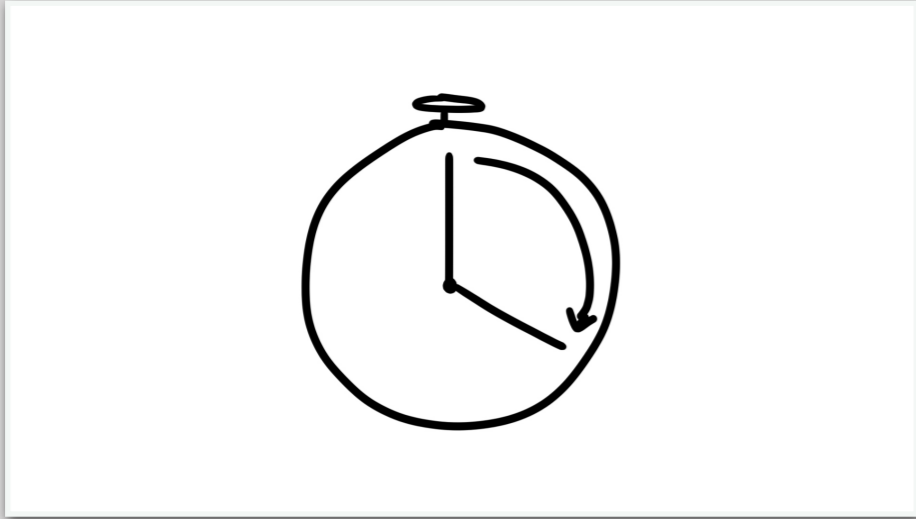
To find their details, visit the 'BCU in your country' page on our website.

Scene Description

A tablet with the spinning globe appears.

The text 'BCU in your country' can be seen on the left.

16



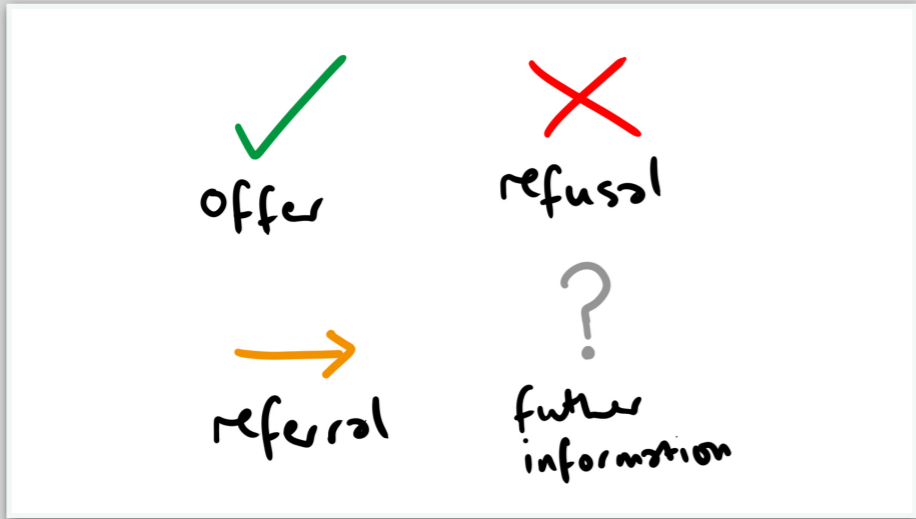
Script

Usually, within a few days of receiving your application, you will receive a response.

Scene Description

A stop watch appears in shot.

17



Script

This can be an offer, a refusal, a referral or request for further information.

Scene Description

The four responses appear on screen, each with their dedicated icon.

- Offer
- Refusal
- Referral
- Further information

18



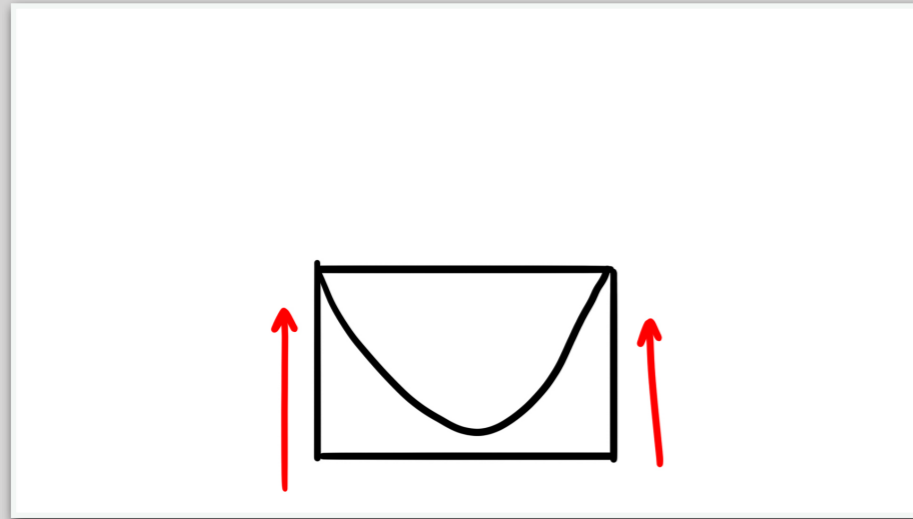
Script

There are three main types of offer you may receive:

Scene Description

The number '3' appears in the centre of the screen.

19



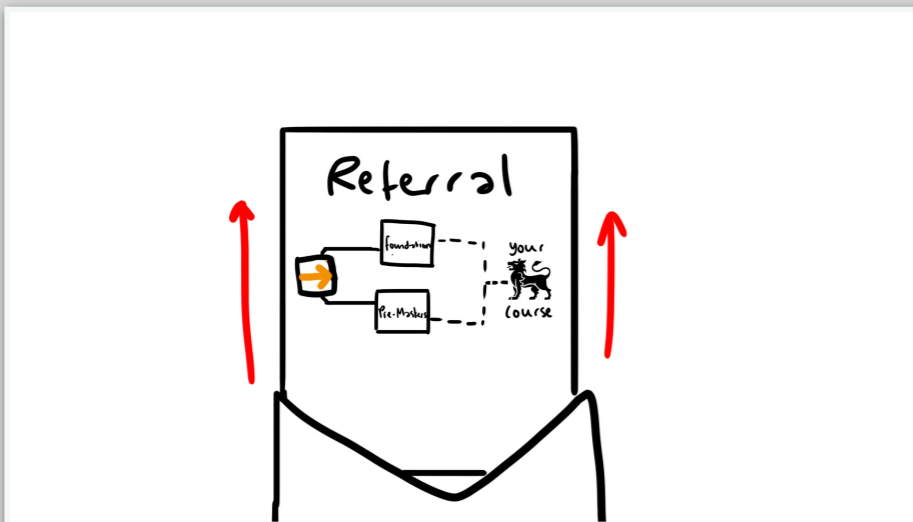
Script

You may receive a response that you do not meet entry requirements and you are encouraged to study a pathway course first.

Scene Description

An envelope floats into shot.

20



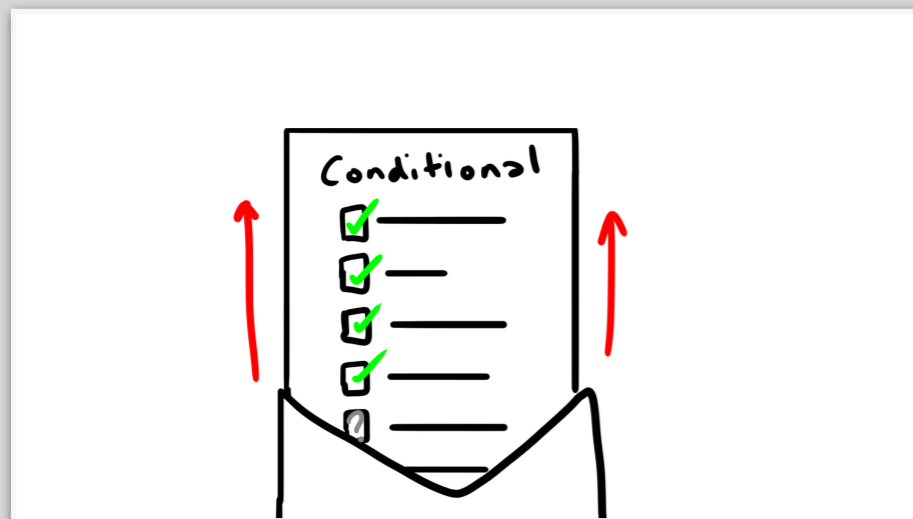
Script

A pathway referral means that you either need a Foundation or Pre-Masters before you can start your chosen course.

Scene Description

A 'referral' letter comes out of the envelope. It shows a diagram starting with the previously introduced referral arrow icon. Then on cue with the voice over two options appear, the foundation or pre-masters. Finally the paths merge in a BCU logo and the text "Your Course".

21



Script

A conditional offer means that you will need to provide evidence that you have met the requirements given to you. Well done, you're nearly there!

Scene Description

A new envelope appears in shot revealing a different letter. We can see a list of checkboxes, some of them have a green tick, others a grey question mark.

22



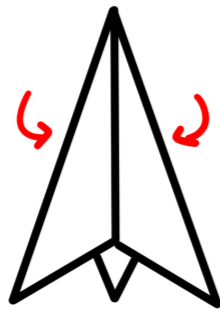
Script

See panel #21

Scene Description

The conditional offer letter completely leaves the envelope and starts folding ...

23



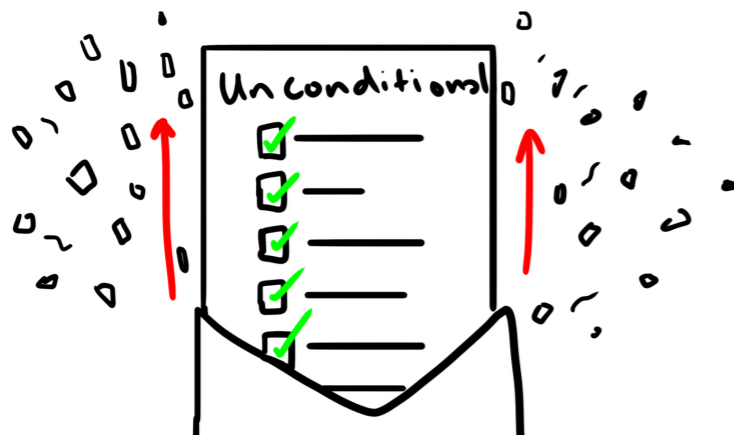
Script

Make sure you send us the outstanding documents we need to change your offer to unconditional.

Scene Description

... into an airplane that flies out of shot.

24



Script

If you receive an unconditional offer, this means you've secured a place at Birmingham City University! Congratulations!

Scene Description

A new envelope appears in shot revealing an 'unconditional' offer letter. All the boxes are ticked and confetti shoots out.

25



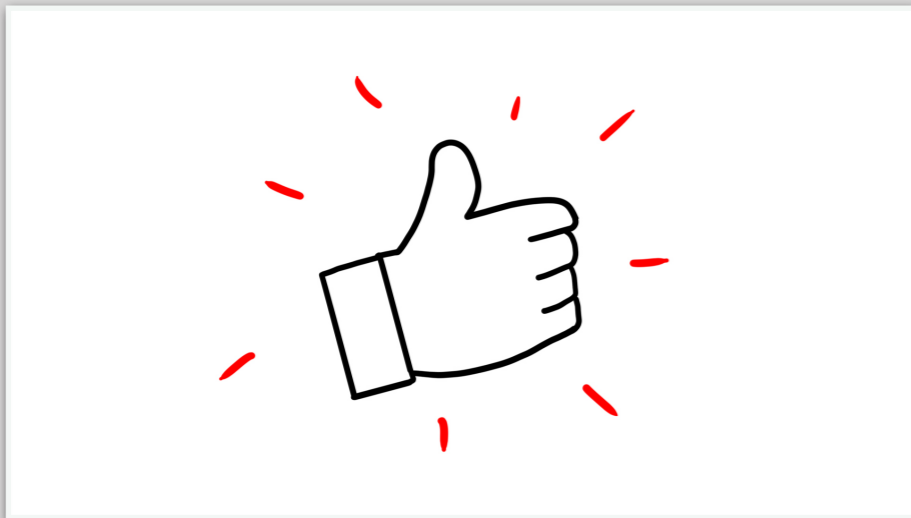
Script

See panel #24

Scene Description

The unconditional offer letter floats in the centre of the shot.

26



Script

After receiving your offer, you just need to accept your place, and we'll support you on your next steps.

Scene Description

A thumbs up icon appears and "pops" off screen again.

27



Script

We can't wait to welcome you on campus soon!

Scene Description

Finally an outline of Birmingham pops into shot.



Script

Scene Description

BCU outro plays.