

ember

television



BIRMINGHAM CITY
University

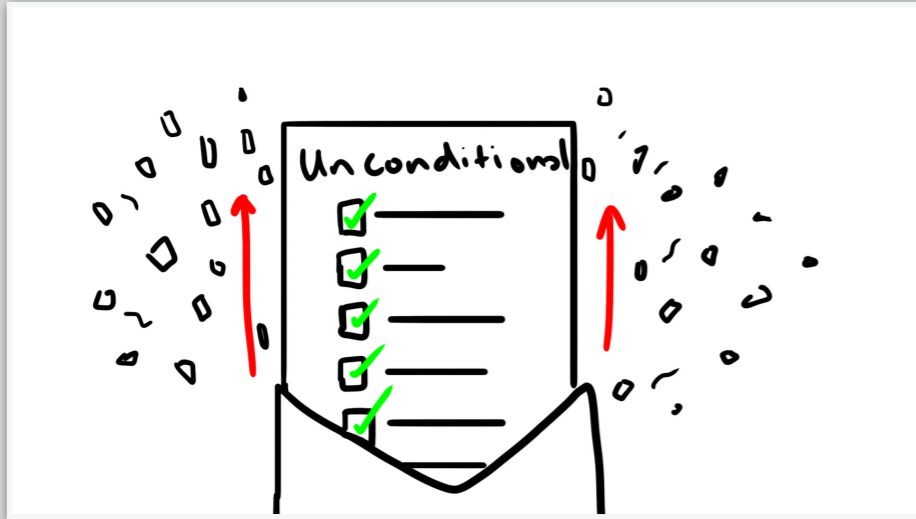
Project Storyboard

BCU - International Explainer Animation

Video 3

What is a CAS and how do I get one?

1



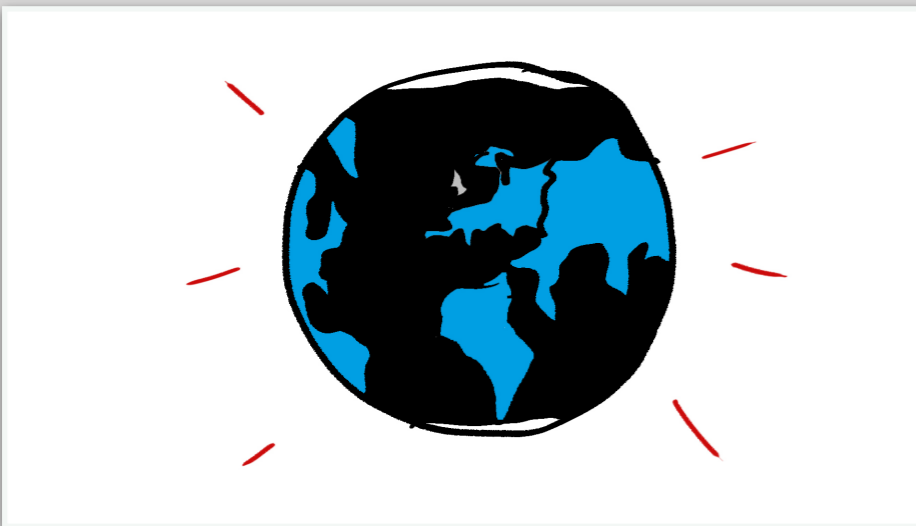
Script

So you've got an unconditional offer from Birmingham City University – congratulations!

Scene Description

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

2



Script

If you are an international student, you will need a CAS before applying for your Visa.

Scene Description

A spinning globe appears, every country besides the UK is highlighted.

3



Script

CAS stands for Confirmation of Acceptance for Studies.

Scene Description

Kinetic typography displays the letters 'CAS'.

4

Confirmation
of
Acceptance
for
Studies

Script

See panel #3.

Scene Description

Kinetic typography displays the words 'Confirmation of Acceptance for Studies'.

5



This is not the same as financial sponsorship

Script

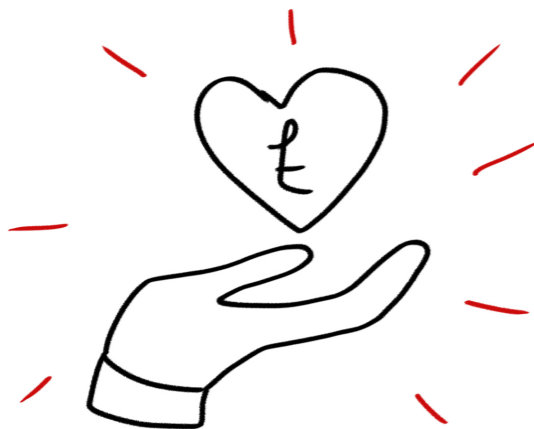
UK immigration rules require the University to sponsor* your application for a student visa.

Scene Description

A selection of BCU buildings appear and a book labeled 'UK immigration rules' drops into shot.

Fine print: This is not the same as financial sponsorship.

6



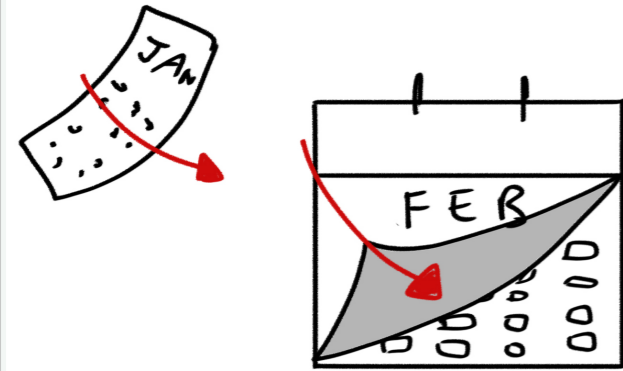
Script

See panel #5.

Scene Description

A hand 'gifting' a heart labeled with the '£' symbol appears in shot, this is to symbolise sponsors.

7



Script

We start issuing CAS three months before each intake.

Scene Description

A calendar appears. Pages are ripped off to show 3 months have passed by.

8



Script

You will fall into a category in terms of your funding:

Scene Description

A money jar appears and a coin is slotted into the jar.

9



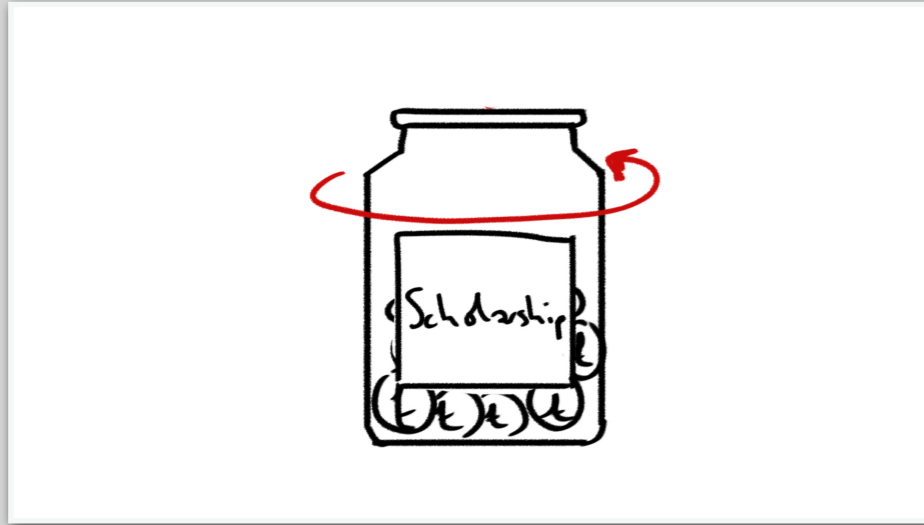
Script

1 - You or your parents are paying.

Scene Description

The jar spins to reveal the first label 'Self Funded'.

10



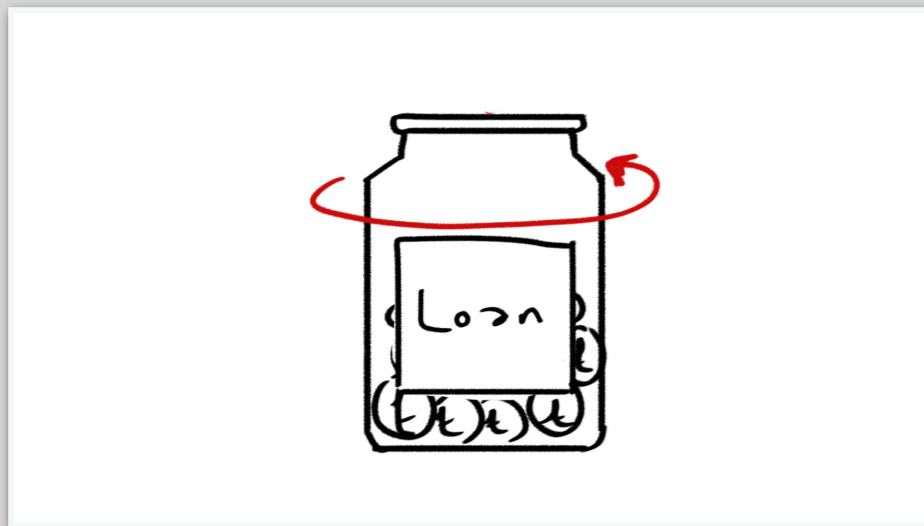
Script

2 - You have a scholarship.

Scene Description

The jar spins again to reveal a new label 'Scholarship'.

11



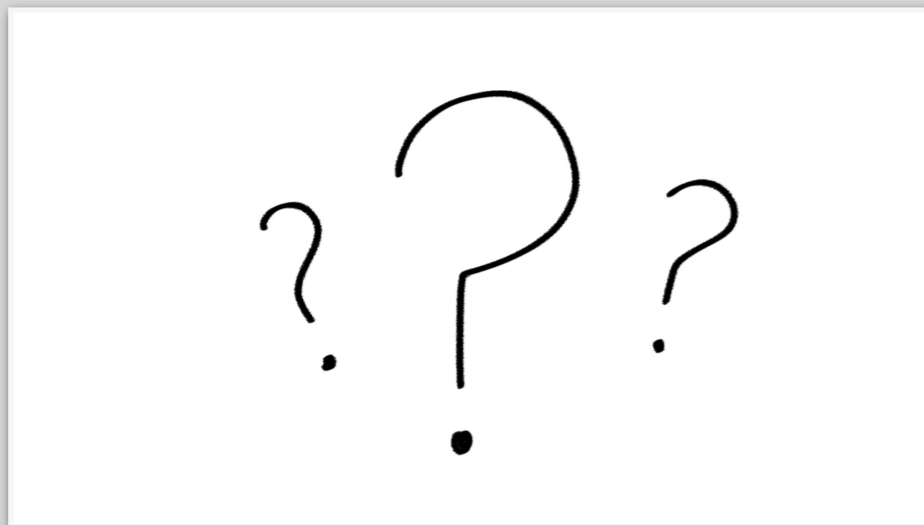
Script

3 - You have a loan.

Scene Description

The jar spins again to reveal a new label 'Loan'.

12



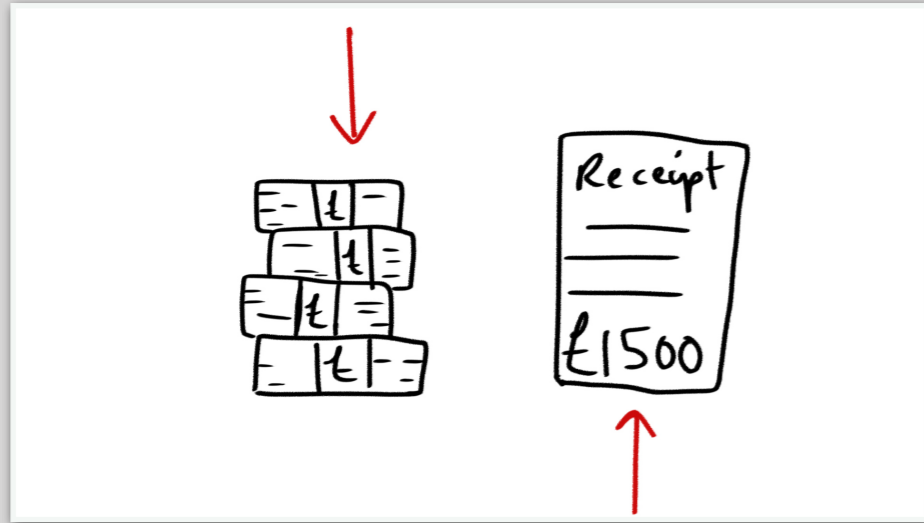
Script

So, how do you get one?

Scene Description

Three question marks appear in shot.

13



Script

First, you need to pay your deposit and let us know by emailing us the invoice or receipt.

Scene Description

A stack of money falls into shot and a receipt reading £1,500 appears.

14



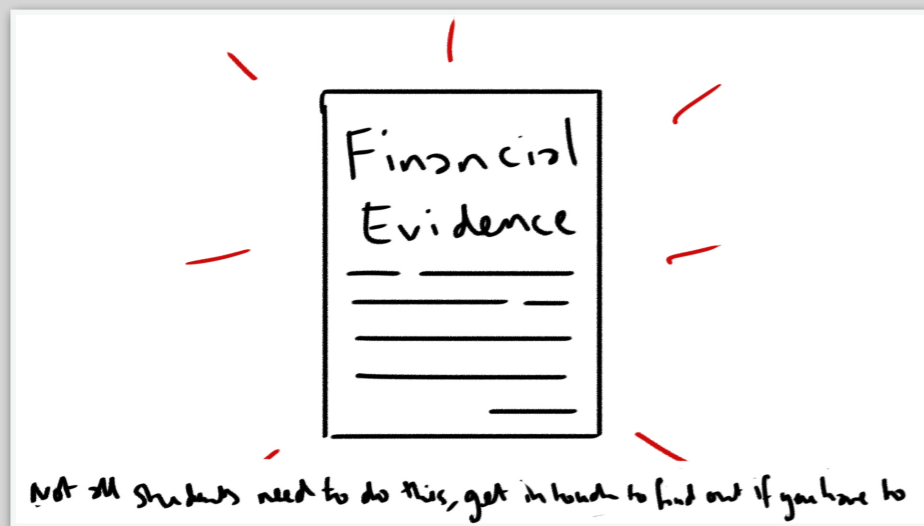
Script

See panel #13.

Scene Description

Typewriter effect reveals email address.

15



Script

Next, you need to provide us with financial evidence that you can afford to study and live in the UK.

Scene Description

A document labeled 'Financial evidence' appears.

Fine print: Not all students need to do this, get in touch to find out if you have to.

16



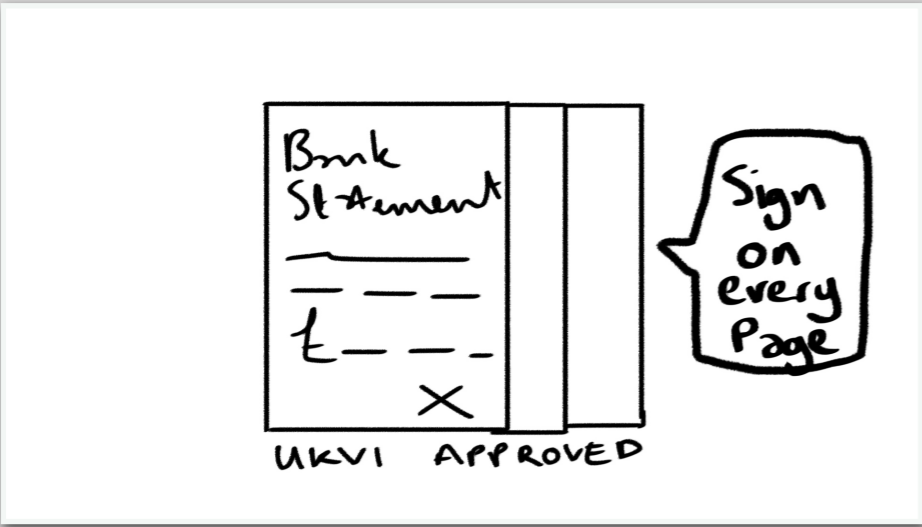
Script

See panel #15.

Scene Description

A map of the UK appears in shot.

17



Script

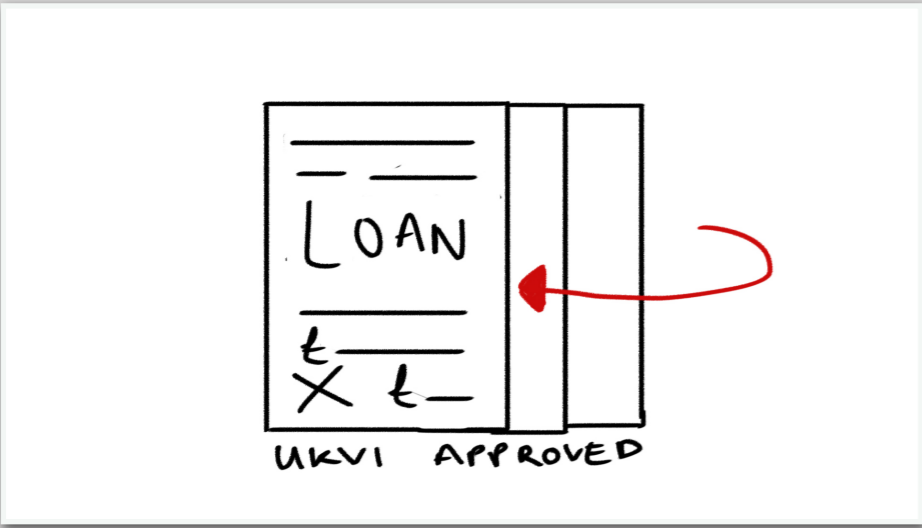
This will be in the form of a bank statement, which will be signed and stamped by your bank, or a loan letter or a sponsorship letter that meet the UKVI criteria.

Scene Description

Three documents appear. This document is labeled 'Bank statement'.

Text under the document says 'UKVI approved'.

18



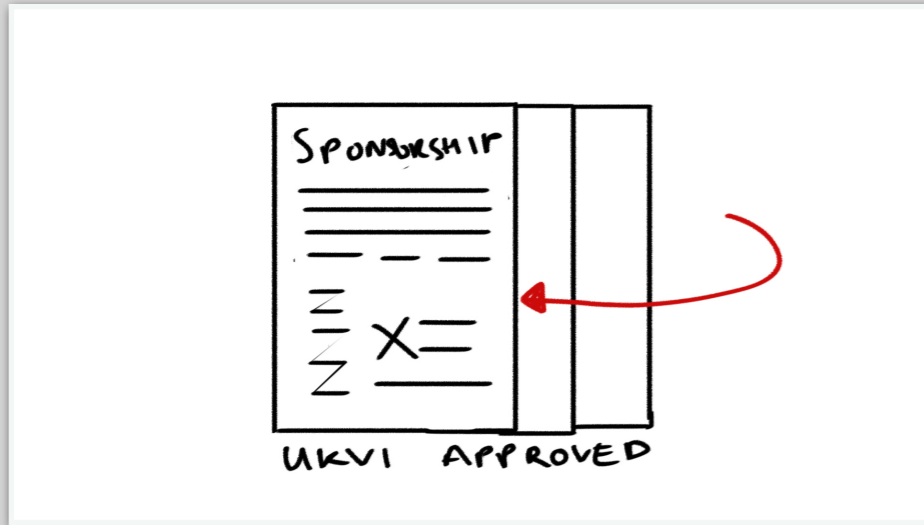
Script

See panel #17.

Scene Description

The 'Loan' document is brought to the top of the pile.

19



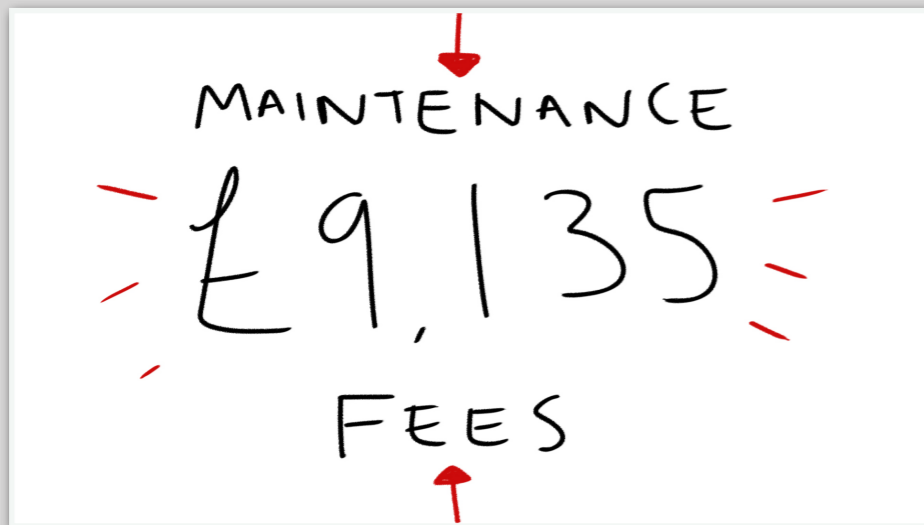
Script

See panel #17.

Scene Description

The 'Sponsorship' document is brought to the top of the pile.

20



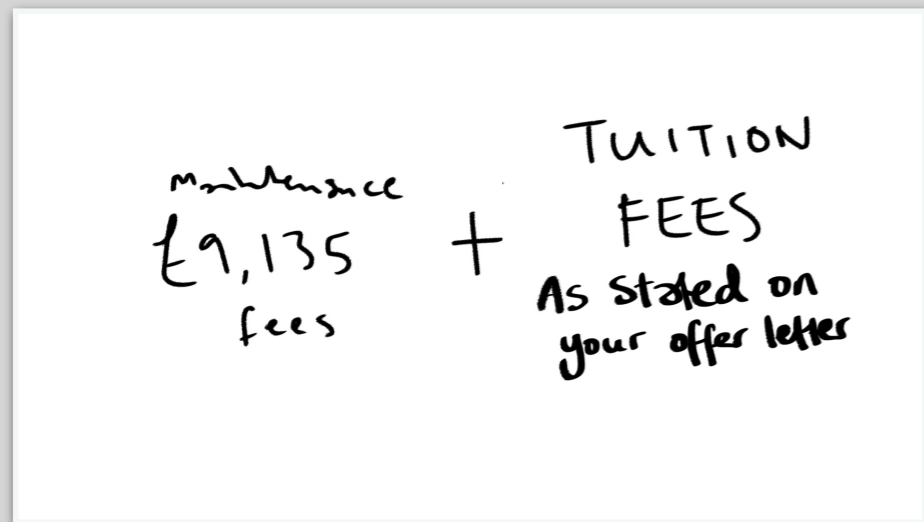
Script

You will need £9,135 for maintenance fees plus remaining tuition fees for the first year of the course.

Scene Description

Kinetic typography reveals the text in time with the VO.

21



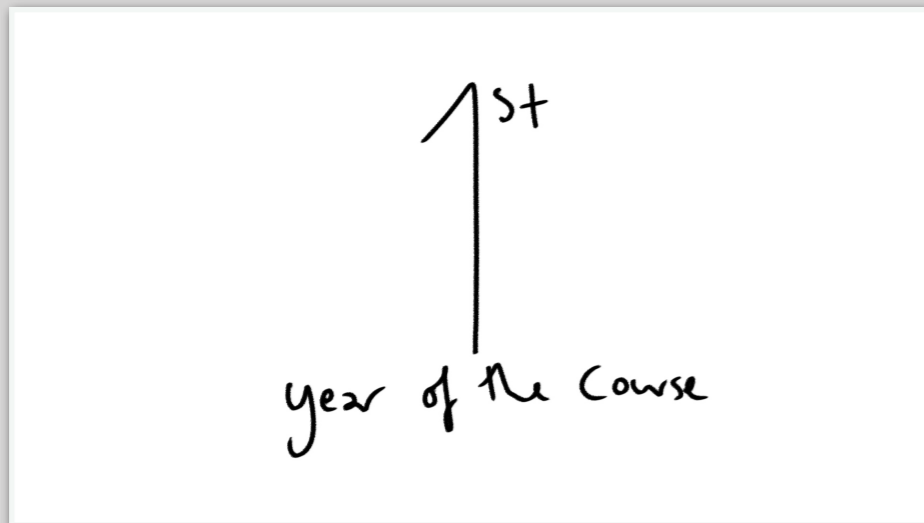
Script

See panel #20.

Scene Description

Kinetic typography reveals the text in time with the VO.

22



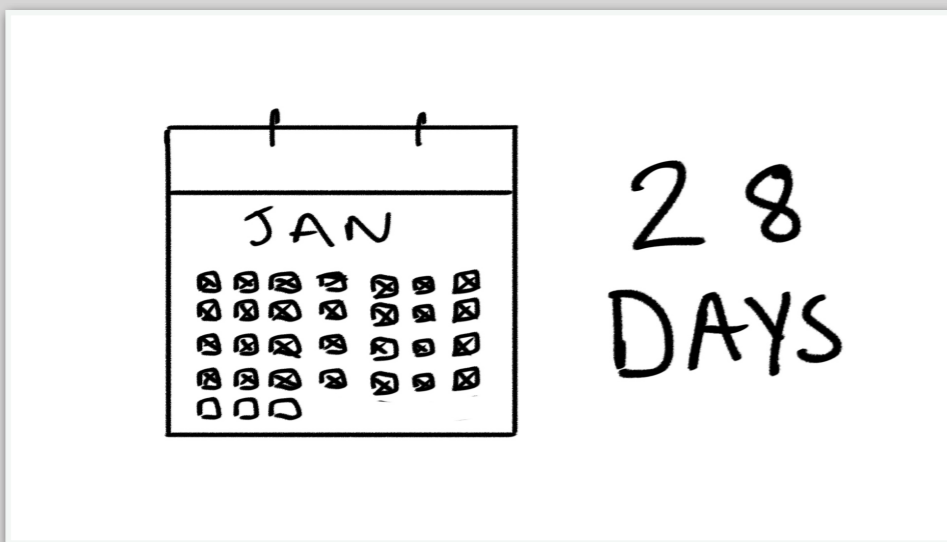
Script

See panel #20.

Scene Description

Kinetic typography reveals the text in time with the VO.

23



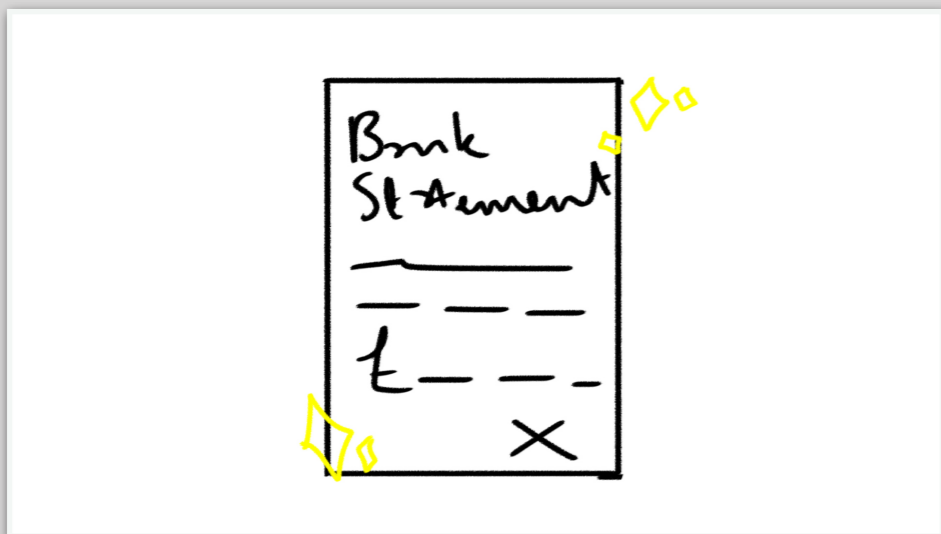
Script

Your funds need to have been in your bank account for 28 consecutive days and your bank statement should only be a few days old.

Scene Description

A calendar and the text '28 days' appears in shot.

24



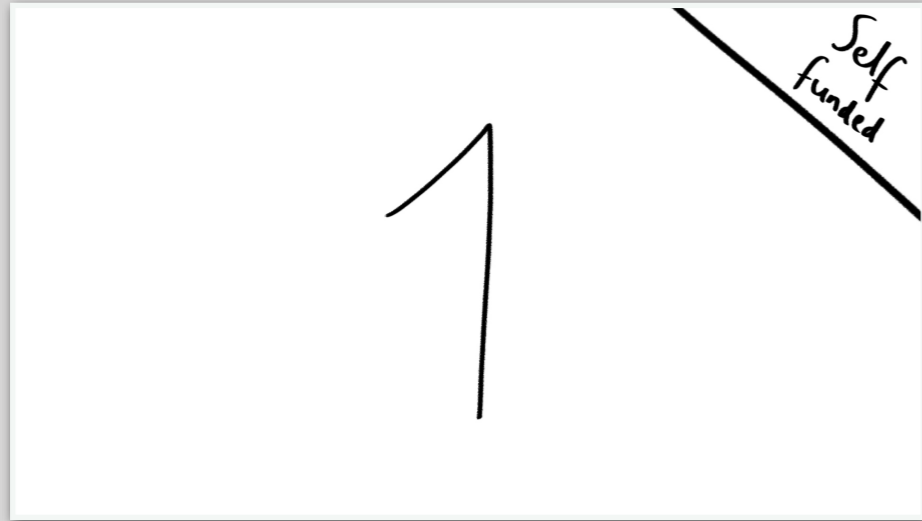
Script

See panel #23.

Scene Description

The bank statement document appears and begins sparkling to emphasise that the document needs to be a few days old.

25



Script

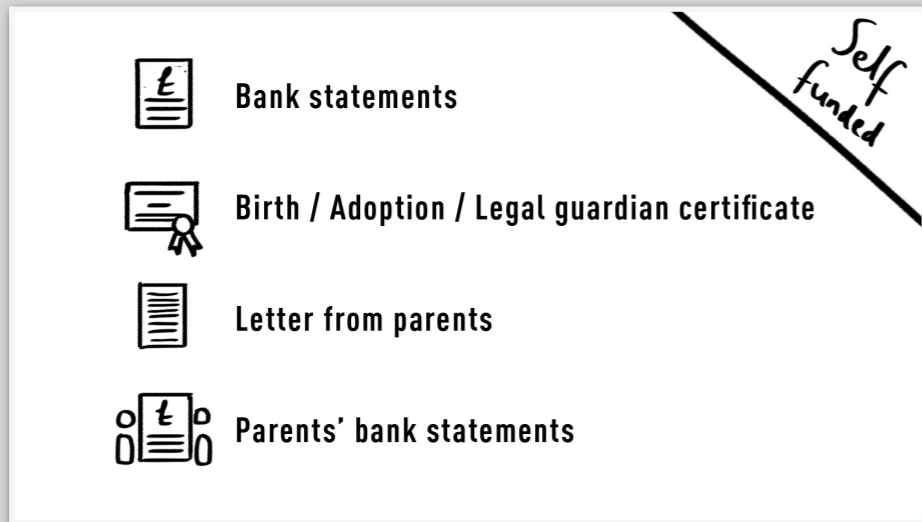
1.If you're a self funded student:

Scene Description

Title for this section of the animation appears.

'1' in the centre of the shot and 'SELF FUNDED' on the top right corner.

26



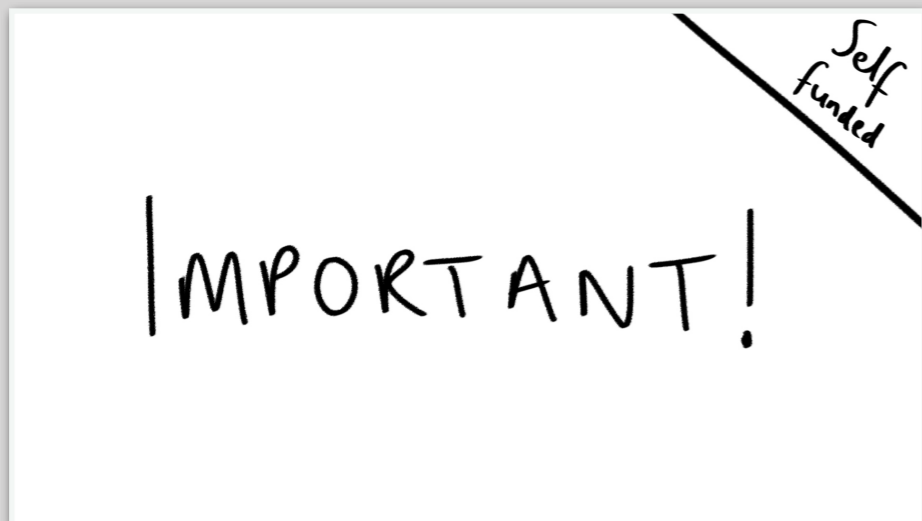
Script

- Please supply your bank statements, if we require further information, we'll request this from you.
- If your parents are paying for you:
- Please provide a birth, adoption or legal guardian certificate.
- You'll also need to provide a letter from your parents confirming they are funding your education.
- Plus their signed or stamped bank statements.

Scene Description

Keywords are listed and relevant icons appear on each line.

27



Script

Please be aware! Family members or step-parents cannot fund your education unless they are your legal guardians. This is a UKVI regulation.

Scene Description

Text 'IMPORTANT !' Appears in shot.

28



Script

See panel #27.

Scene Description

Two people appear in shot to symbolise family members, one person appears to be holding a certificate. The text 'UKVI REGULATION' appears at the bottom of the shot.

29



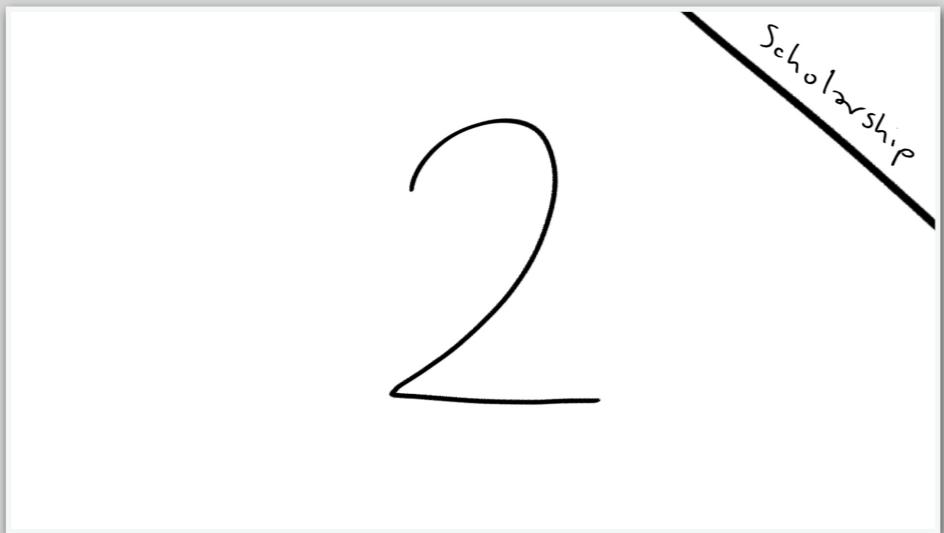
Script

See panel #27.

Scene Description

The camera zooms into the certificate it says 'official legal guardian'.

30



Script

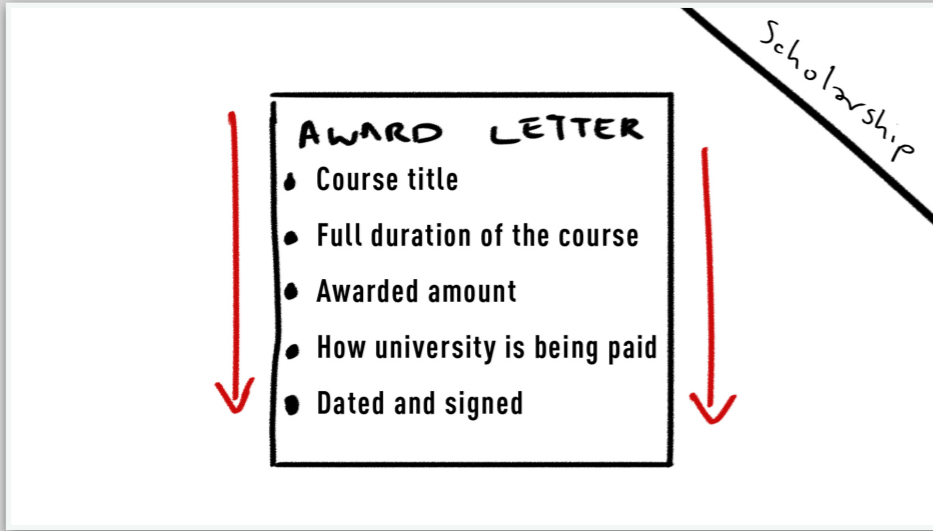
2. If you have a scholarship:

Scene Description

Title for this section of the animation appears.

'2' in the centre of the shot and 'SCHOLARSHIP' on the top right corner.

31



Script

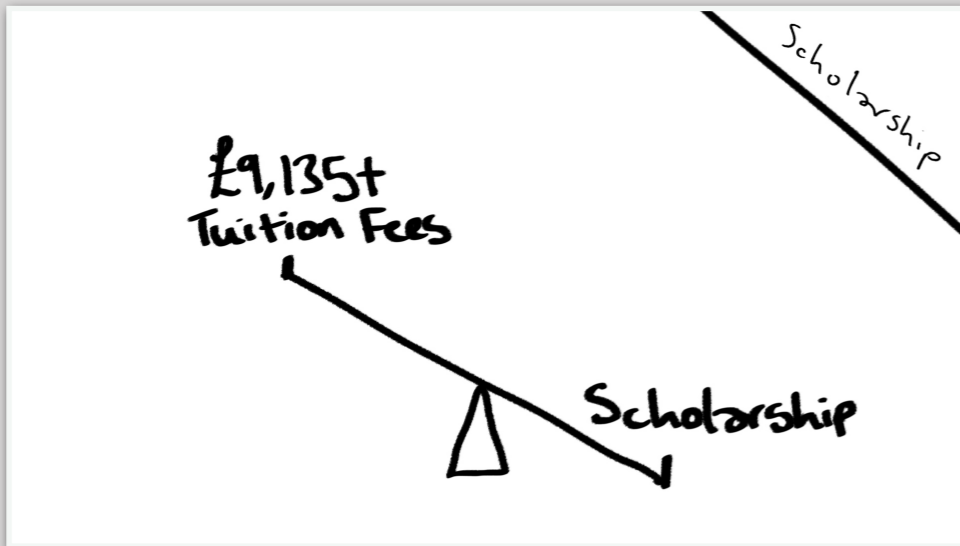
Please provide us with the scholarship award letter, which will include:

- The course title
- The full duration of the course
- A breakdown of the awarded amount
- How they intend to pay the university
- This will need to be dated and signed by the sponsor.

Scene Description

A document labeled 'AWARD LETTER' rolls out. Keywords from the VO will be listed in a bullet point form.

32



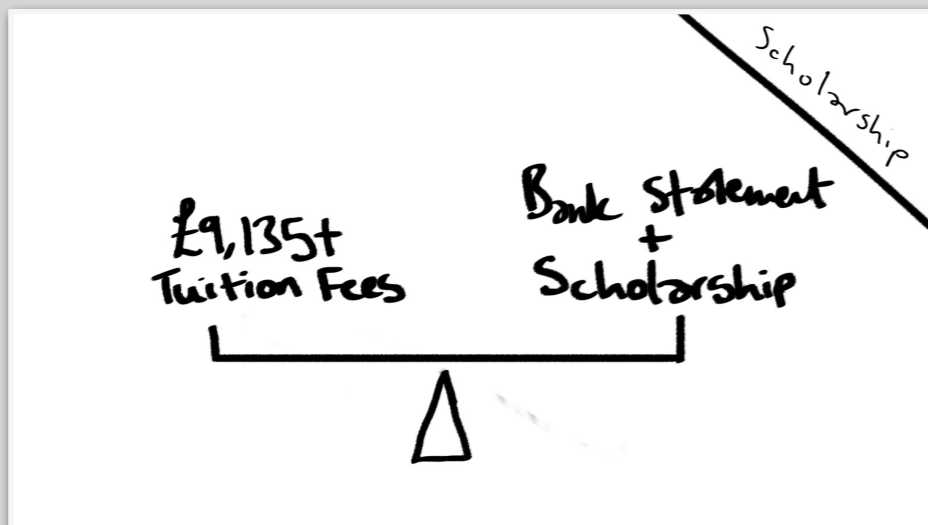
Script

If the amount awarded falls short of the UKVI requirement, you will need to supply bank statements to cover the difference.

Scene Description

A see-saw marked with '£9,135+ Tuition fees' on the left and the text 'scholarship' on the right appears. The see-saw tips up on the left.

33



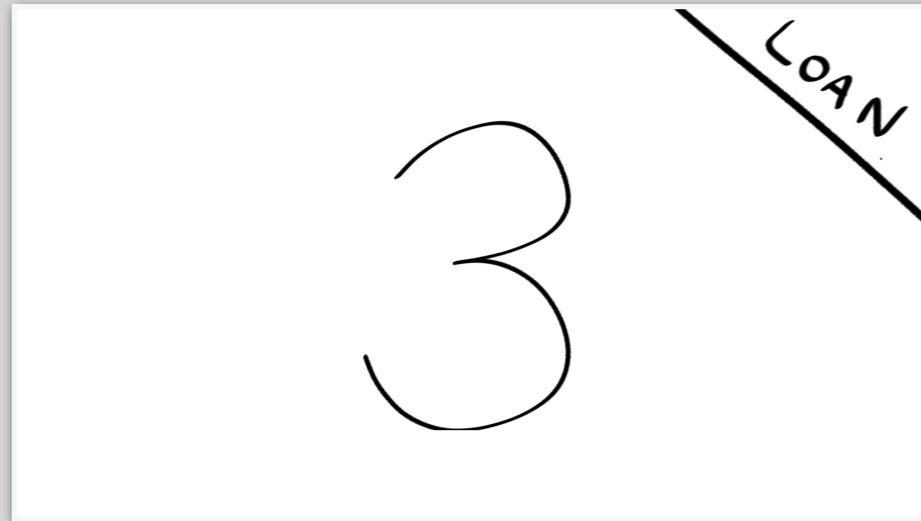
Script

See panel #32.

Scene Description

The see-saw is balanced once "bank statement" appears on the right.

34



Script

3. If you have a loan:

Scene Description

Title for this section of the animation appears.

'3' in the centre of the shot and 'LOAN' on the top right corner.

35



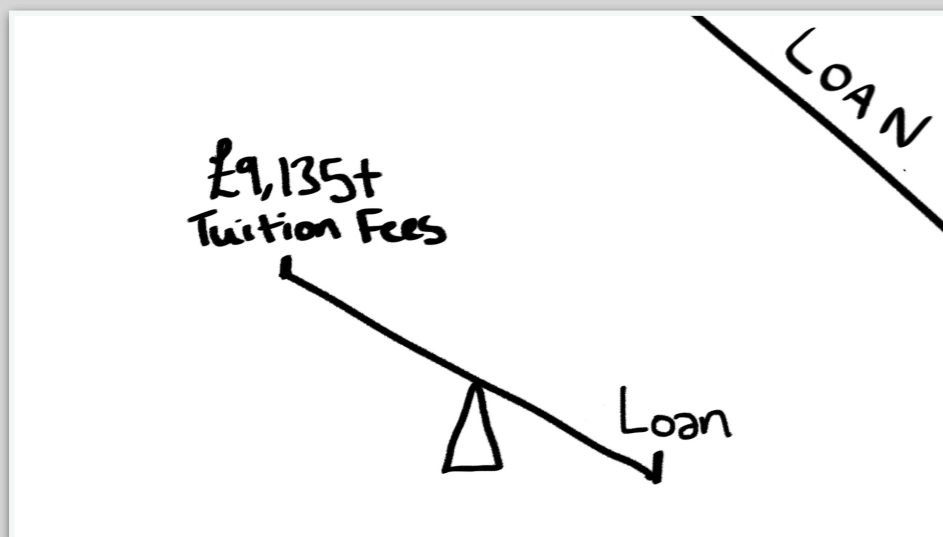
Script

Please provide us with a letter from your bank confirming the loan amount you are borrowing.

Scene Description

A 'BANK LETTER' document appears with the text 'Letter from your bank' underneath the icon.

36



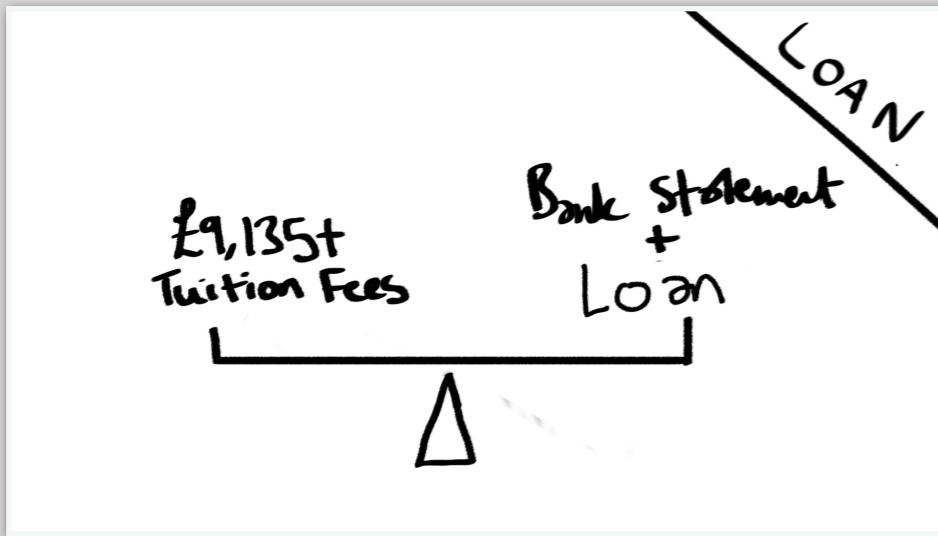
Script

If the amount awarded falls short of the UKVI requirement, you will need to supply bank statements to cover the difference.

Scene Description

A see-saw marked with '£9,135+ Tuition fees' on the left and the text 'loan' on the right appears. The see-saw tips up on the left.

37



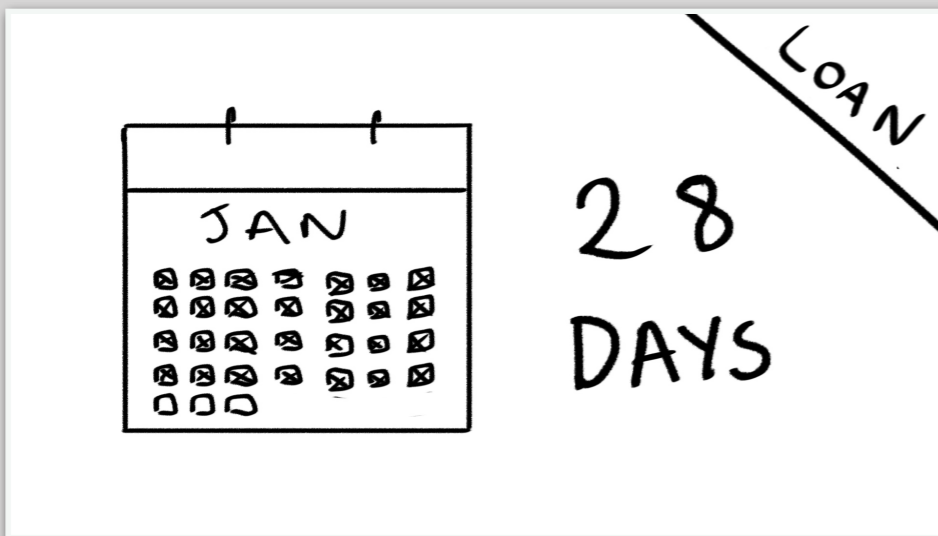
Script

See panel #36.

Scene Description

The see-saw is balanced once "bank statement" appears on the right.

38



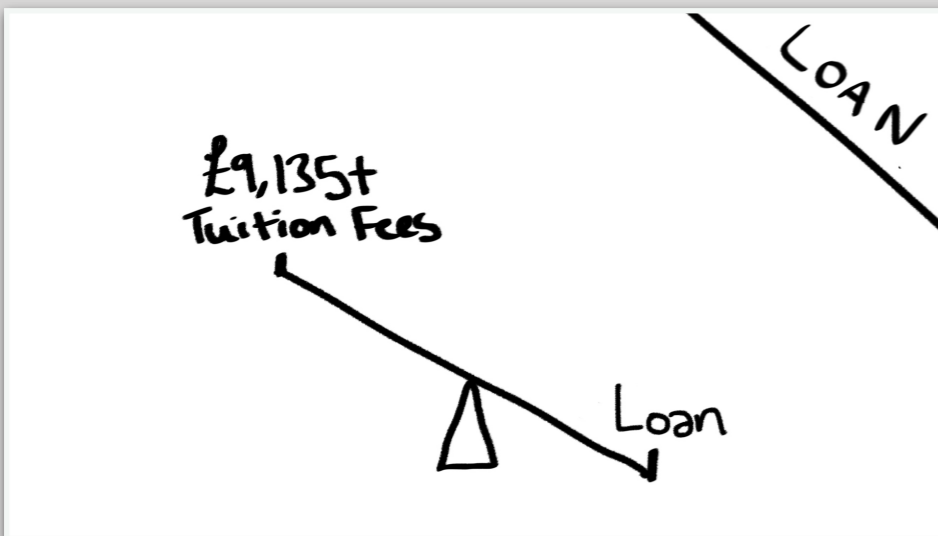
Script

It's really important to remember with your bank statements that the funds need to remain in your bank account for 28 consecutive days.

Scene Description

A calendar and the text '28 days' appears in shot.

39



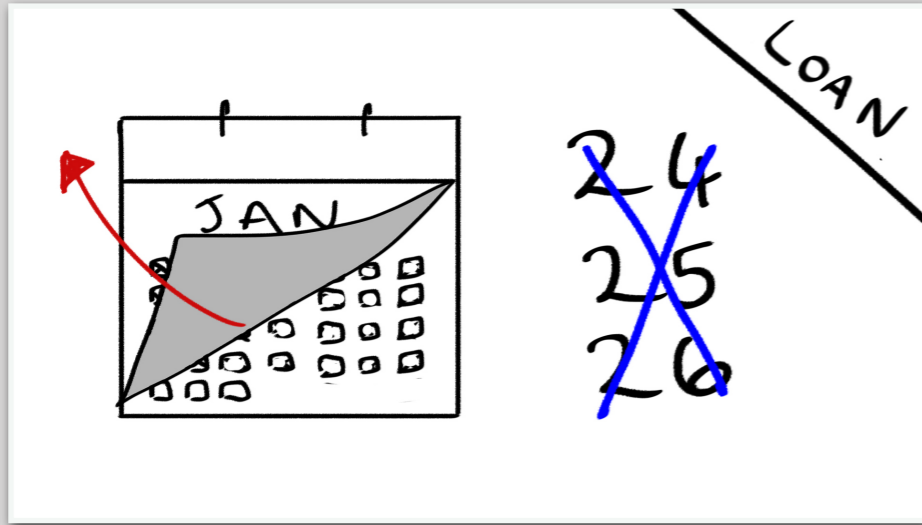
Script

If the money in your account goes below the UKVI threshold plus remaining tuition fees,

Scene Description

A see-saw marked with '£9,135+ Tuition fees' on the left and the text 'loan' on the right appears. The see-saw tips up on the left.

40



Script

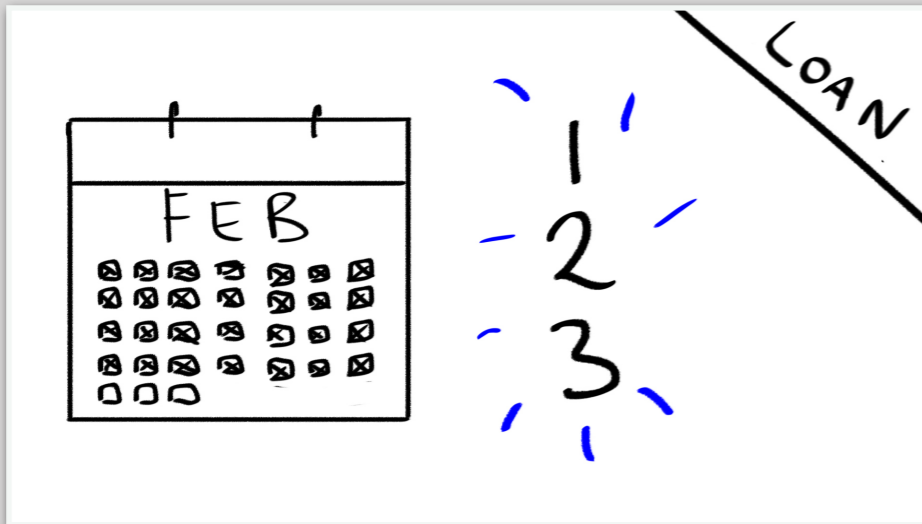
we will have to restart the 28 day countdown when you have sufficient funds again.

Scene Description

The calendar with 28 days crossed out rips off the January page.

The numbers '24,25,26' appear on the right and then are crossed out.

41



Script

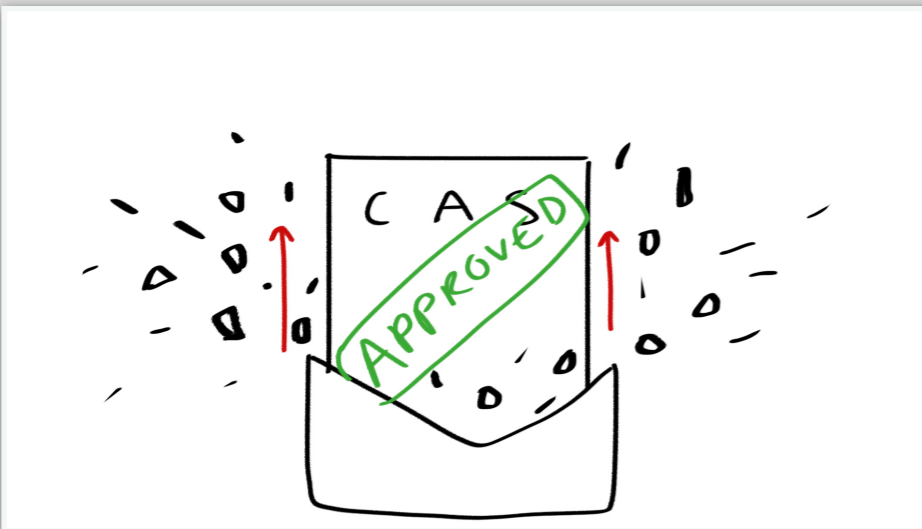
See panel #40.

Scene Description

The calendar begins to cross out 28 days.

The numbers on the right starts from beginning again from '1,2,3'

42



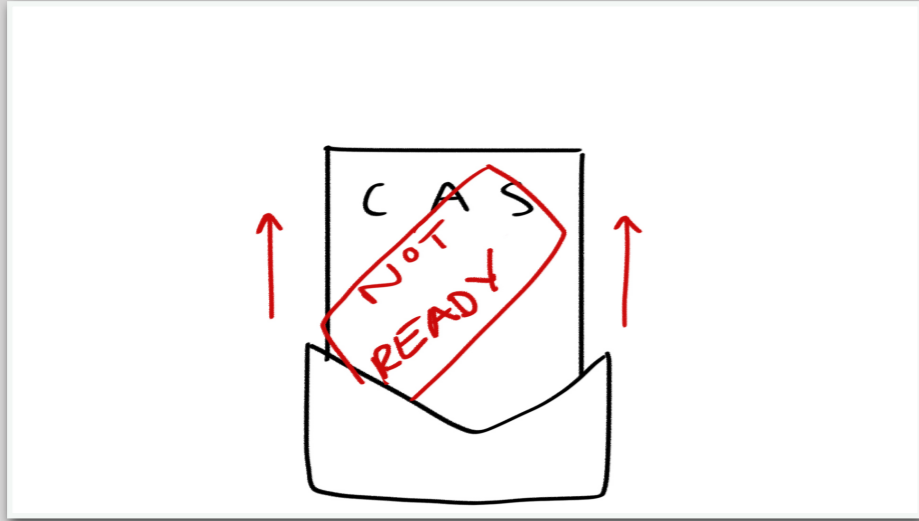
Script

Then, if you're eligible, we will issue you with a CAS.

Scene Description

An envelope appears in shot and reveals a document labeled 'CAS' with a green 'APPROVED' stamp on it.

43



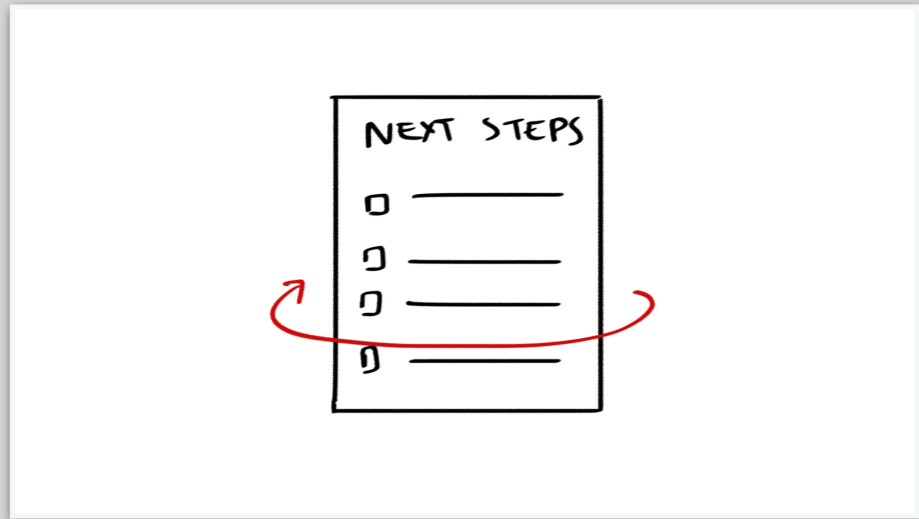
Script

If you're not eligible, we'll let you know the steps you need to take to get one.

Scene Description

A new envelope appears in shot and reveals a document labeled 'CAS' with a red 'NOT READY' stamp on it.

44



Script

See panel #43.

Scene Description

The document turns around to reveal the text 'NEXT STEPS' and a checklist.

45



Script

Congratulations! you can now apply for your visa.

Scene Description

A passport labeled with the text 'VISA' appears in shot.

**Script**

See you on campus soon!

Scene Description

Several Birmingham landmarks appear in shot.

- Library of Birmingham
- Cadbury world sign
- Chamberlain memorial fountain
- Three wise men
- Town hall
- Hall of memory