

This assignment is the gold standard for the class. If you successfully complete the following, you will receive a 2-letter grade promotion above your final cumulative grade.

There are stipulations and they will be presented below.

Professional organizations will approach our class with the hopes of a commercial or promotional video.

The client will:

- 1) Demand content and deadlines for the student groups.
- 2) Request particular aesthetic qualities for the project.
- 3) Be given script approval.
- 4) Oversee rough cuts and production quality.
- 5) Award a group with the project based on the best pitch and perceived quality of the group.

Students will:

- 1) Conduct Customer Needs Assessments with professional clients to determine the content, look, theme and demands of the client.
- 2) After the CNA, the student group will present a pitch to the client.
- 3) If the student group is selected to produce the project, the student will:
 - a. Meet with the client on a regular basis.
 - b. Show portions of the work in progress for approval.
 - c. Get script approval.
 - d. Get rough-cut approval/changes.
- 4) If the student group delivers the finished product on time and deliver all the goods required:
 - a. A final contract will be signed that states the delivery is completed and the client is pleased.
 - b. The student's classwork from the date of the pitch to the end of class will be raised to the maximum grade.
 - c. A two-letter grade adjustment will be given to the final grade.
 - d. If the student's grade is still below an A, the student has the option to take the grade or take the final exam.