

University of Phoenix

How it Works

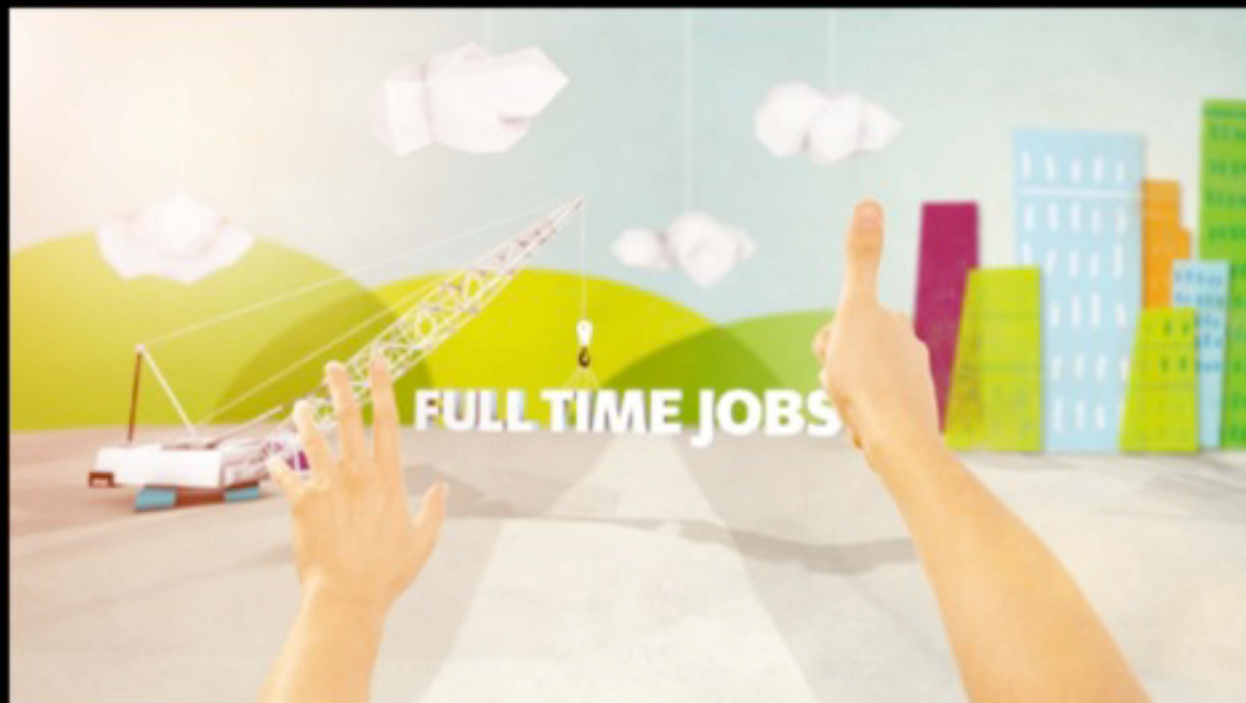
Rough Pencil Storyboards

**Caveat*

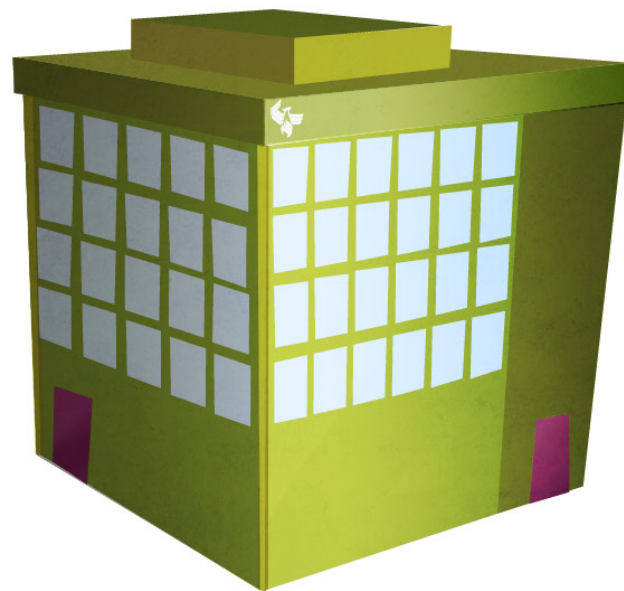
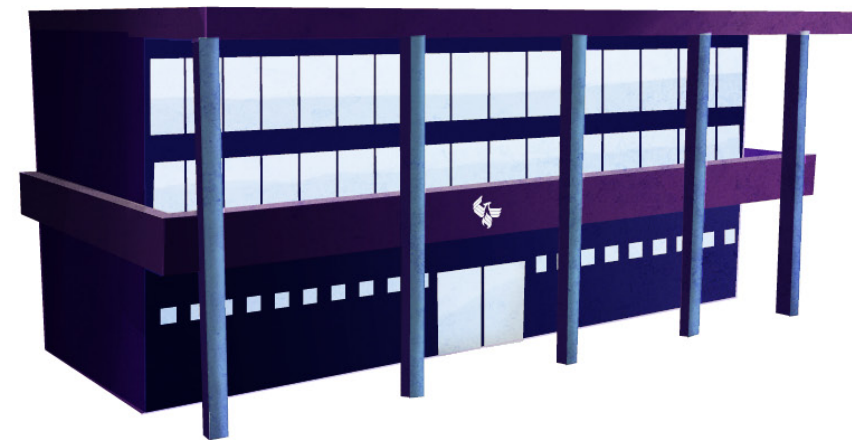
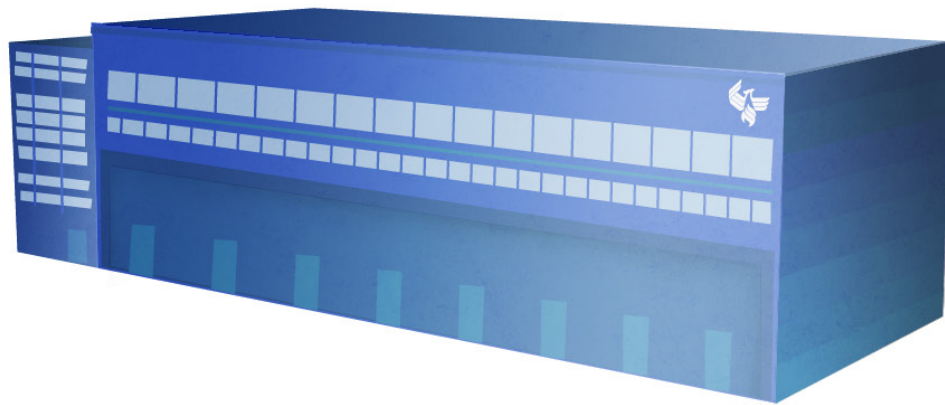
These boards indicate key visual metaphors and important moments in each of the scripts.

Specific aspects of design, style, etc. will be addressed after the overall blocking of action.



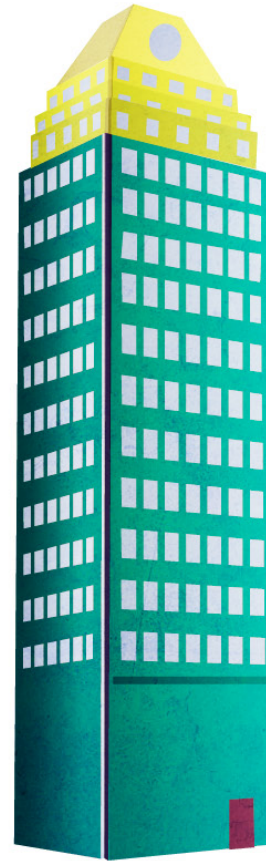
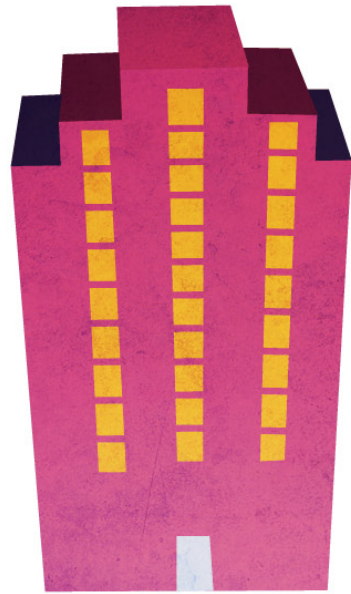


Building Design



CAMPUS BUILDINGS

University of Phoenix



BACKGROUND BUILDINGS

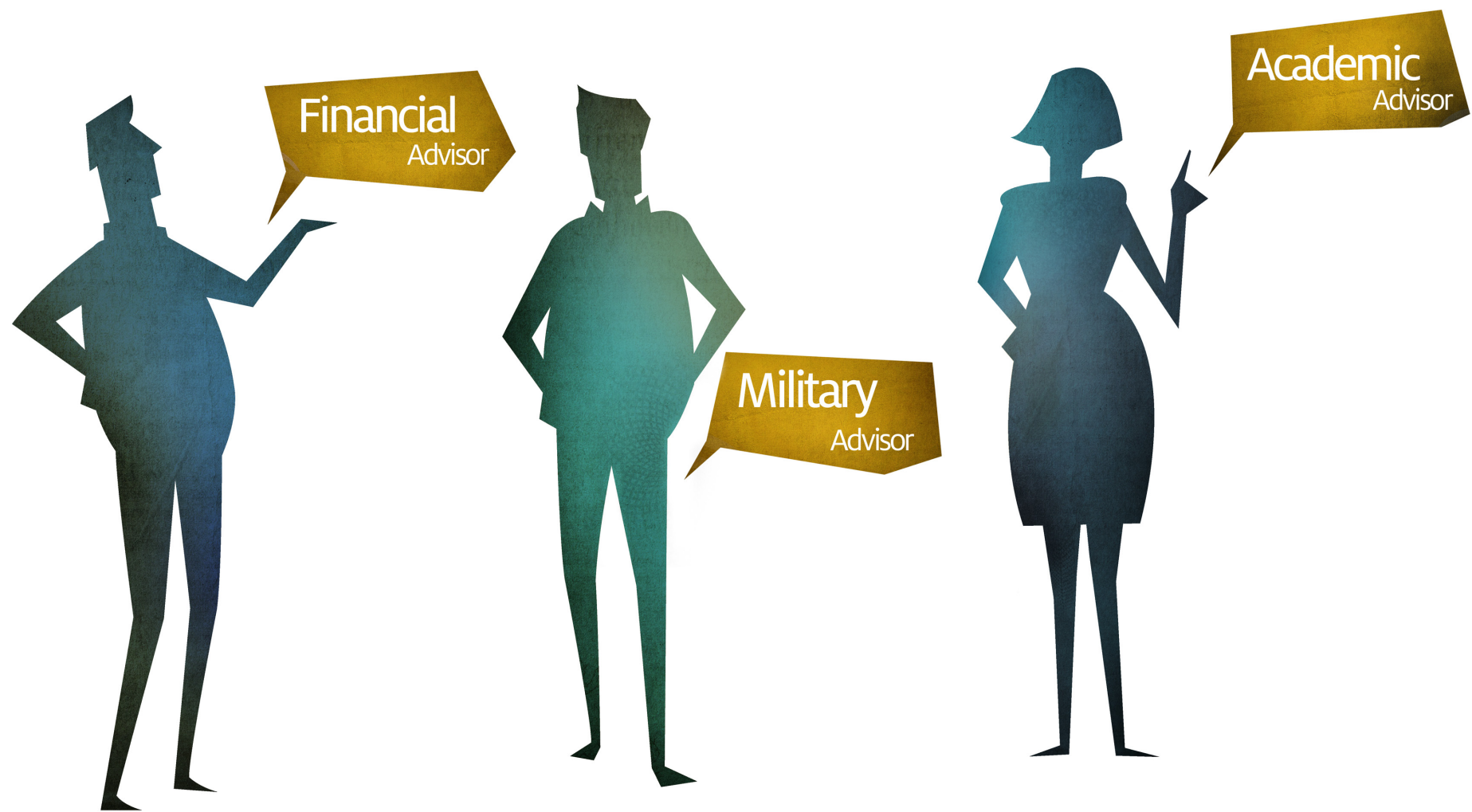
University of Phoenix

Character Design



GRADUATION TEAM

University of Phoenix



ACADEMIC ADVISORS

University of Phoenix



PROFESSIONAL FACULTY

University of Phoenix



FAMILY

University of Phoenix

Faculty & Educational Value

**This isn't CRAMMING
for exams**

VO:

This isn't cramming for exams.

TREATMENT:

Camera goes through type of first phrase.

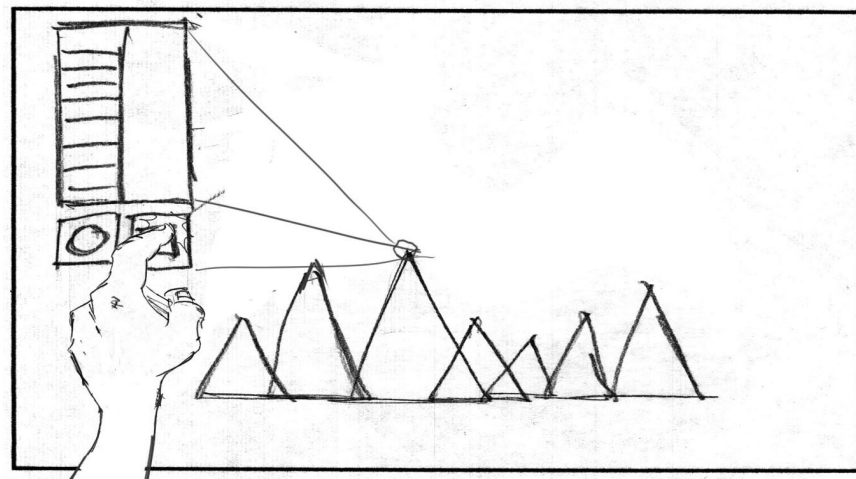
xan

VO:

This is becoming market-ready through high-tech,

TREATMENT:

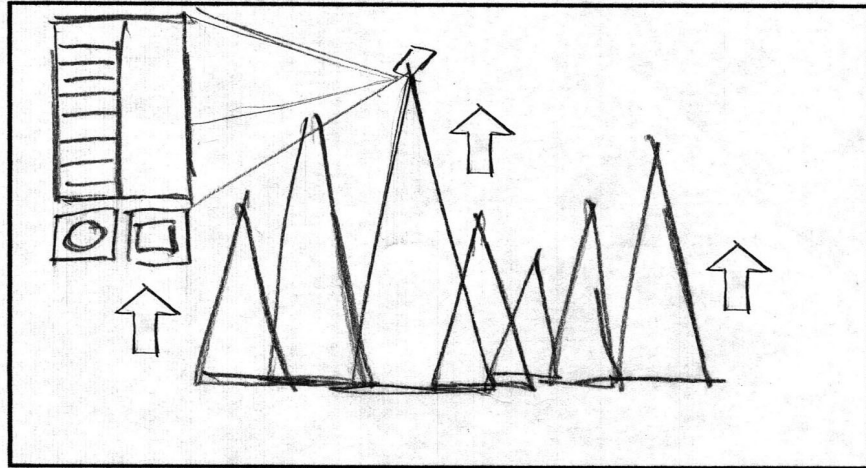
Camera push through reveals an 'infographic'. There are several button like elements on the left, a data field, and some abstract shapes along the bottom of the graphic.



FACULTY AND EDUCATIONAL VALUE

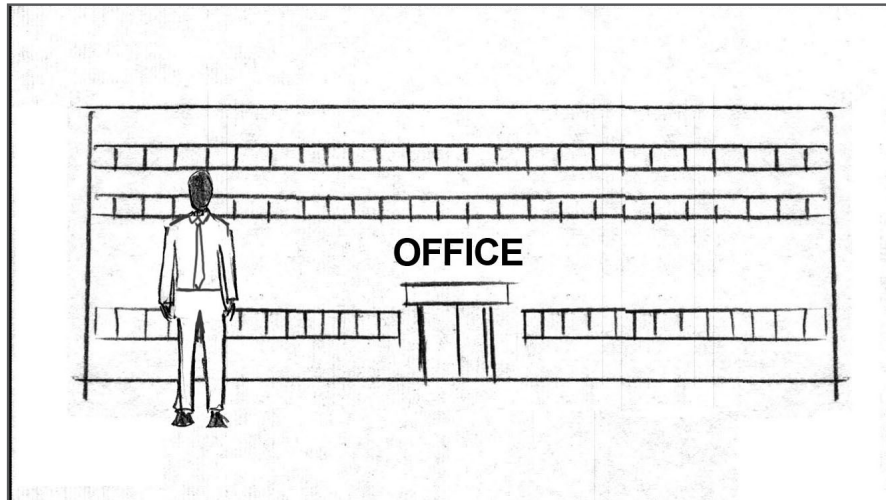
University of Phoenix

Roger 1



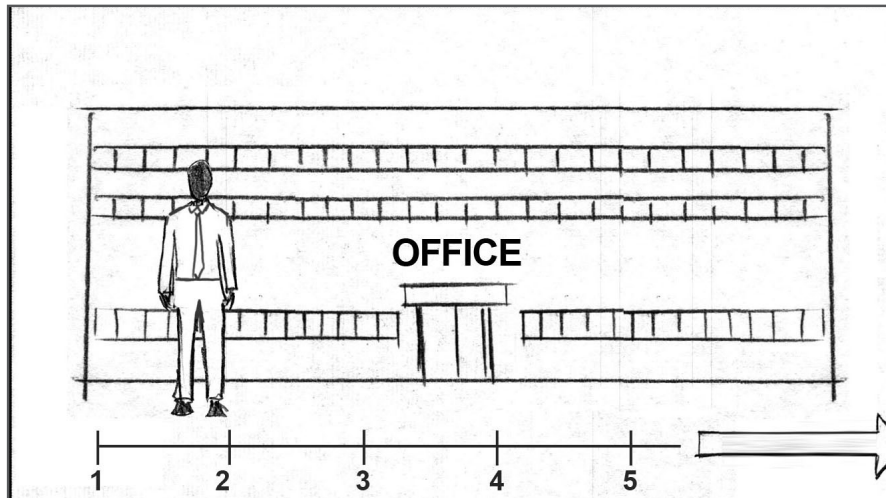
VO:
...high-touch learning tools...

TREATMENT:
POV reaches forward and interacts with the graphic to produce changes and results.



VO:
...and gaining real world knowledge from an industry-responsive professional faculty.

TREATMENT:
A building facade animates on with a sign that reads 'Office'. In front of the building is standing a silhouette figure of a businessman with a call-out tag that says:
"Professional Faculty"

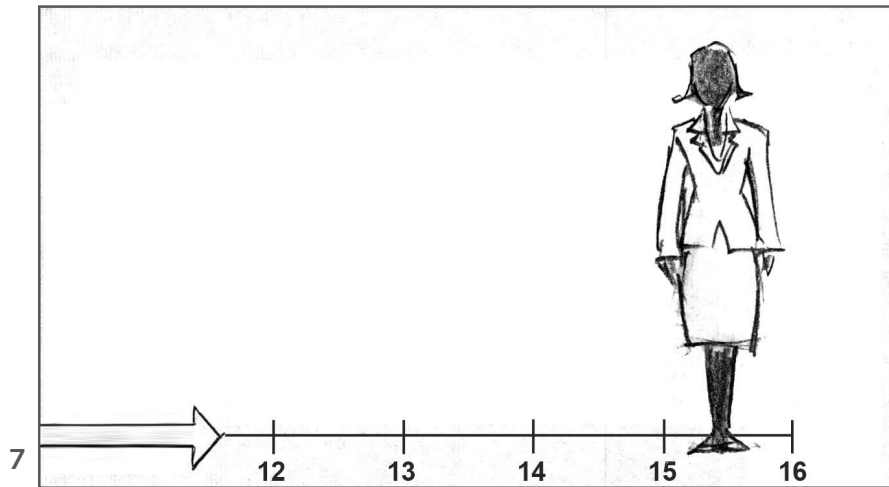


VO:
Our instructors have an average 16 years of real world experience.

TREATMENT:
From underneath the faculty a bracketed line draws to the right. The camera pans right at the same time to follow the line. As the line is drawing increments are animated on indicating 'years' of experience.

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TREATMENT:

At 16 increments the line stops drawing and butts up against another silhouette figure of a faculty member this one is a businesswoman.

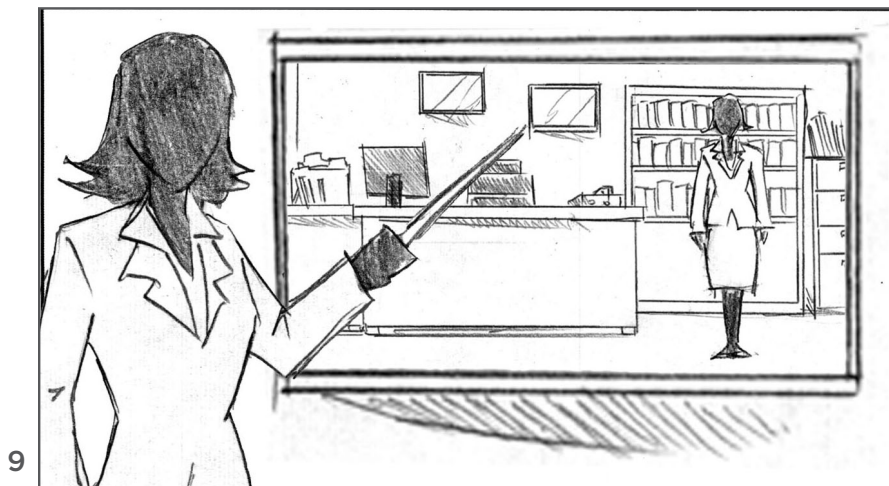


VO:

And many still work in the fields in which they teach,

TREATMENT:

Around the businesswoman an office animates on. This is an office so we see elements like a conference table, water cooler, desk, wall chart, etc.



VO:

...so the day's work is often the evening's lesson.

TREATMENT:

Next, the camera zooms backward and the office scene is revealed to be on a screen / whiteboard with the same faculty member in front of it with a pointer.

FACULTY AND EDUCATIONAL VALUE

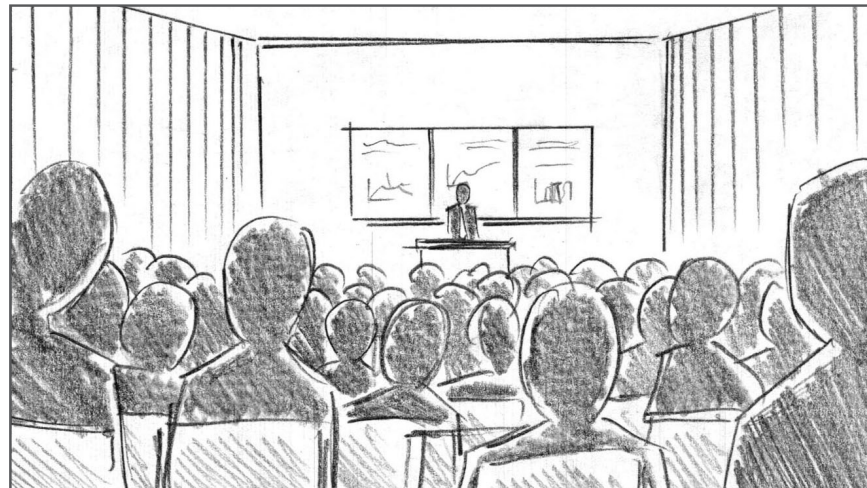


VO:

And we believe you learn more when you can interact with your instructors and classmates.

TREATMENT:

POV hand reaches up and swipes upward, 'scrolling' the scene up bringing on a new scene.



VO:

Which is why, early on, we avoided the lecture hall format of traditional universities.

TREATMENT:

New scene that scrolls on is one of a large university lecture hall with 50 to 100 students packed in.



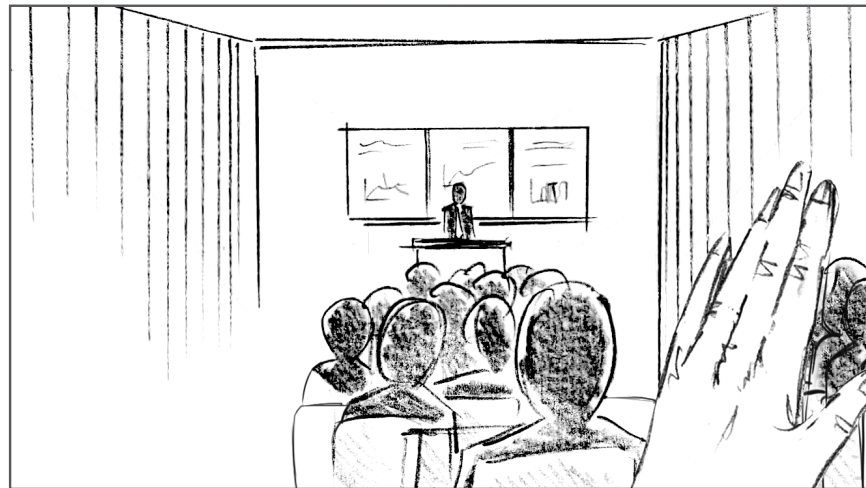
TREATMENT:

POV hand wipes away a block of students from the Left.

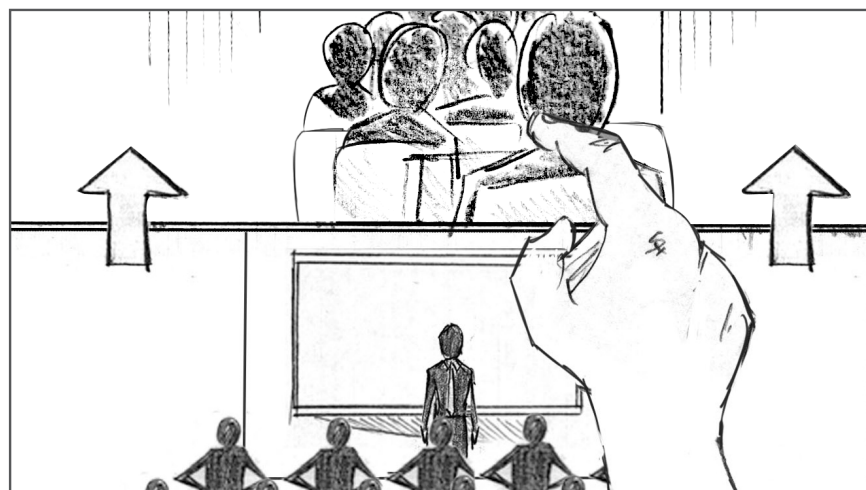
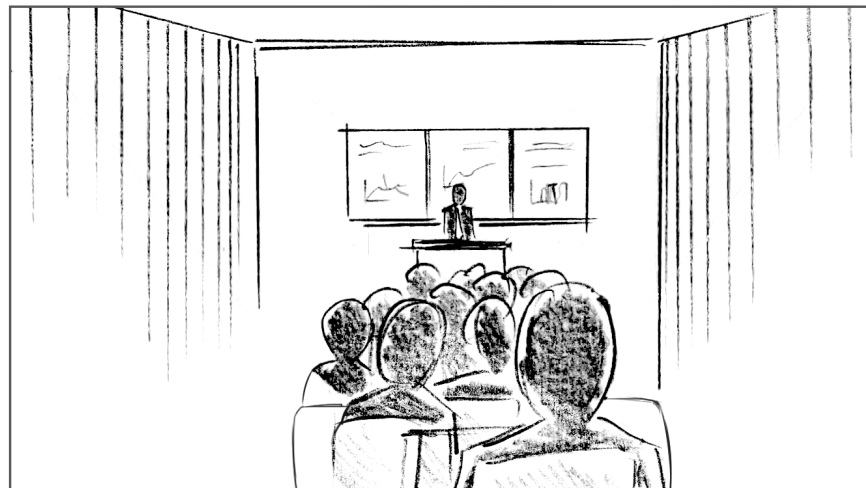
FACULTY AND EDUCATIONAL VALUE

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Roger 4



TREATMENT:
POV hand wipes away a block of students from the Right

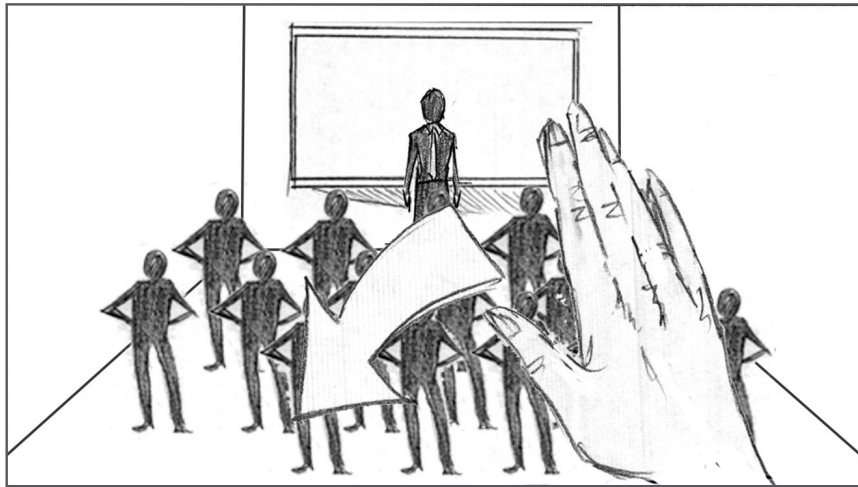


VO:
Our classes are small, with an average of 15 students,

TREATMENT:
POV swipes new scene on. This one is of a small classroom with only 15 students and one teacher.

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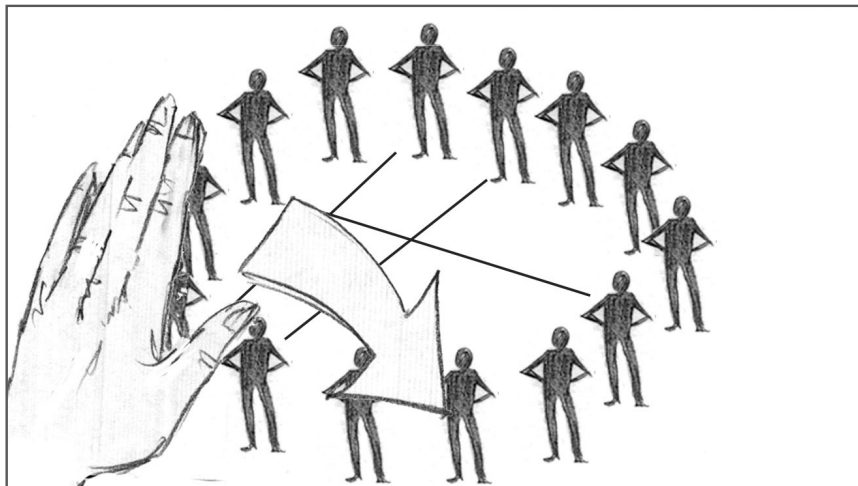


VO:

...so each student can have an intimate, collaborative learning experience.

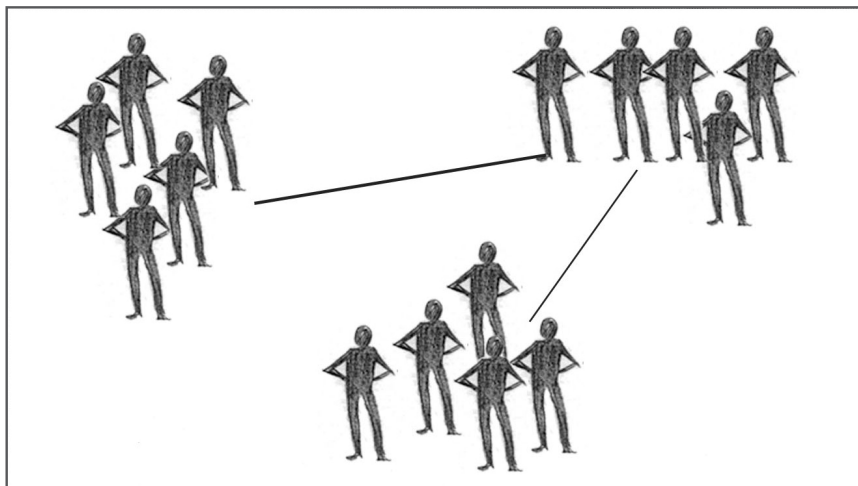
TREATMENT:

The POV hand clicks on the this screen and the 15 students and teacher are re-arranged in a circular format. Several dotted graphic lines are drawn on in between various students.



TREATMENT:

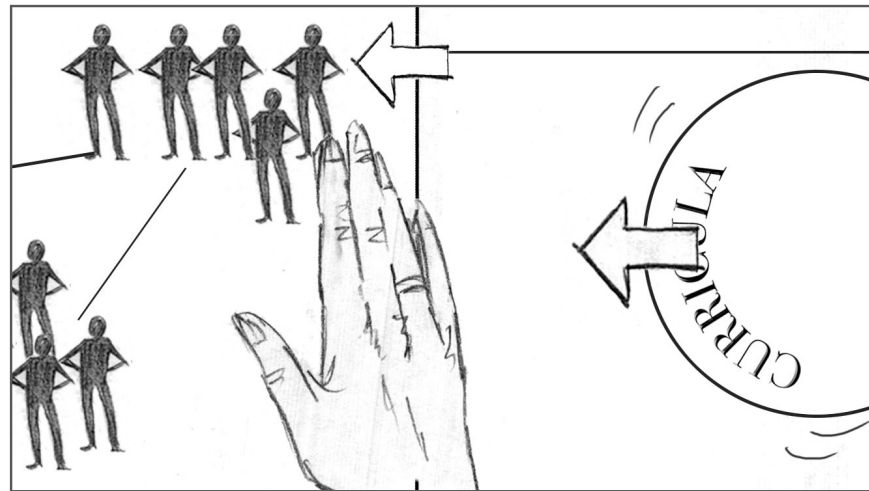
POV hand clicks again and the students / teacher are re-arranged again, new connecting lines are drawn on.



FACULTY AND EDUCATIONAL VALUE

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Roger 6

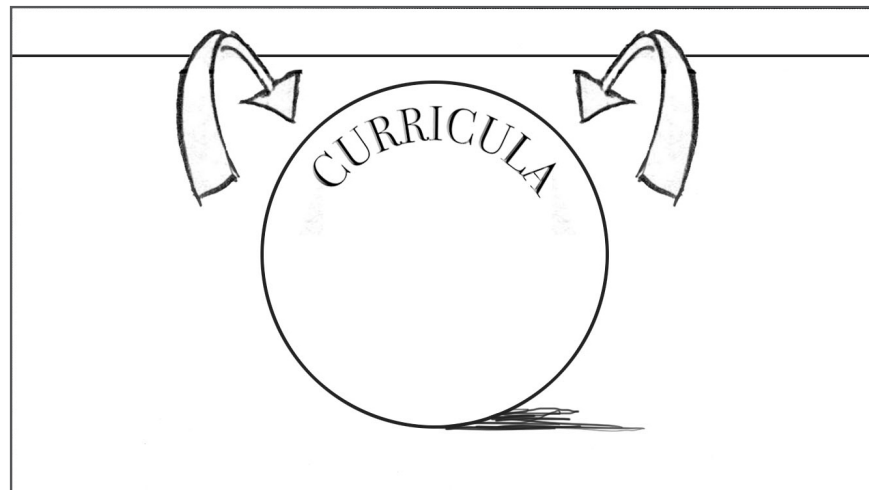


VO:

Our course curricula are designed by faculty along with industry professionals,

TREATMENT:

POV swipes aside previous scene. As this disappears a 'wheel' (like a solid disk) rolls on from screen right, engraved around it is the word 'curricula'.

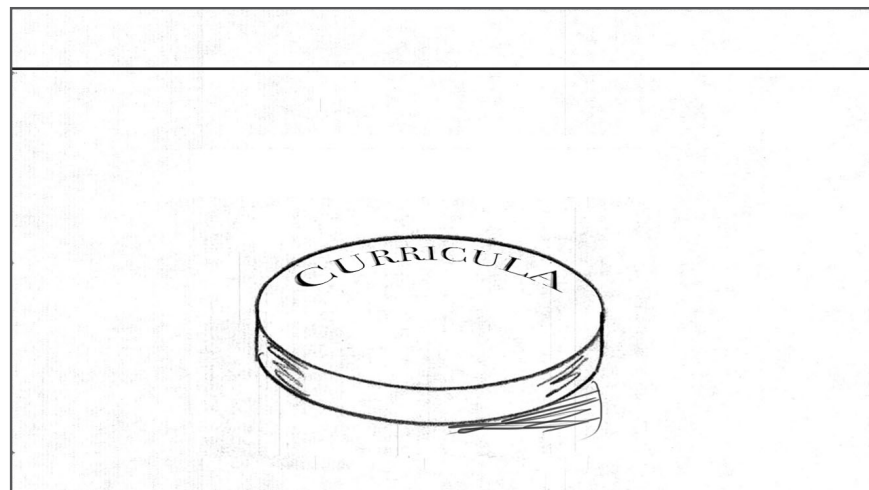


VO:

...and are updated regularly to reflect the latest trends in the industry.

TREATMENT:

The wheel rolls to a stop in center screen and falls over to lay on its side.



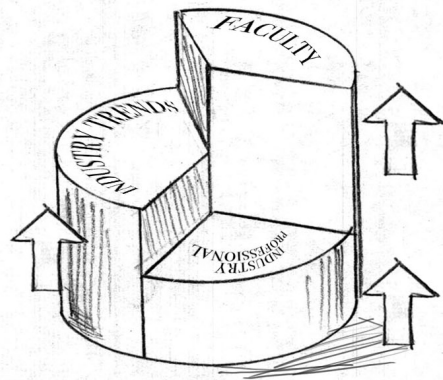
TREATMENT:

From the side facing up, sections of the wheel extrude upwards like a 3D pie graph. Each one reads 'faculty' or 'industry professional' or 'industry trends'.

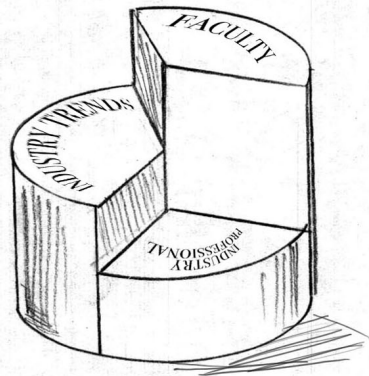
FACULTY AND EDUCATIONAL VALUE

University of Phoenix

Roger 7

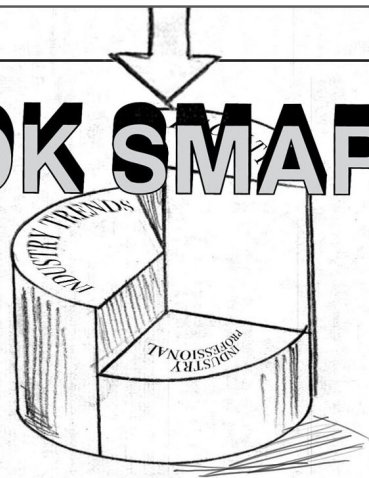


22



23

BOOK SMARTS



24

VO:

Which translates to job smarts on top of your book smarts.

TREATMENT:

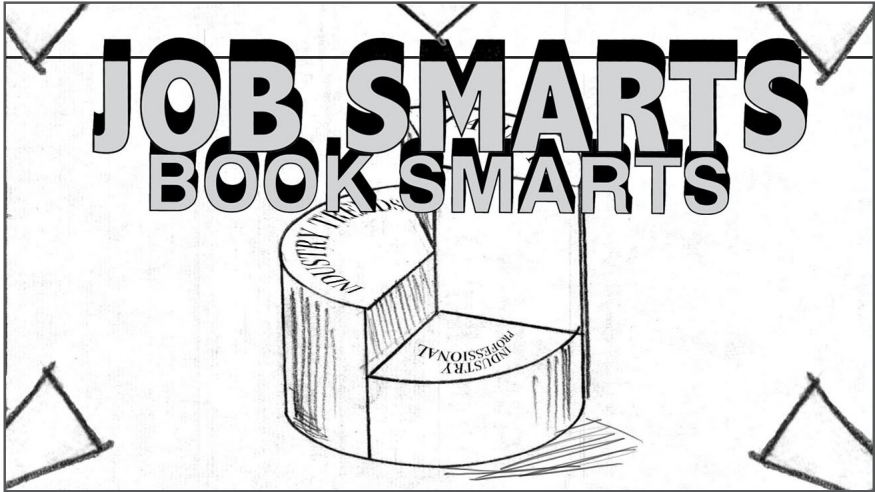
Block type reaching 'book smarts' drops from top of screen and lands on top of curriculum pie chart. As it settles, another block of type drops from top of screen that reads 'job smarts.'

FACULTY AND EDUCATIONAL VALUE

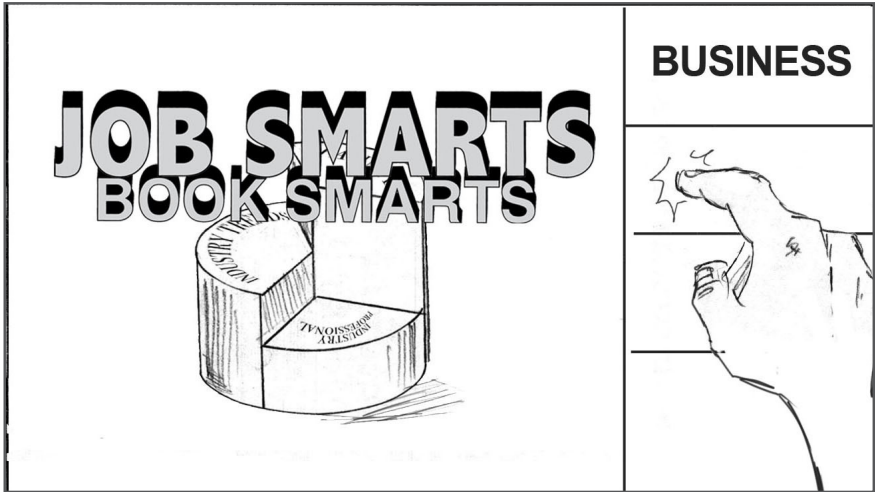
University of Phoenix

Roger 8

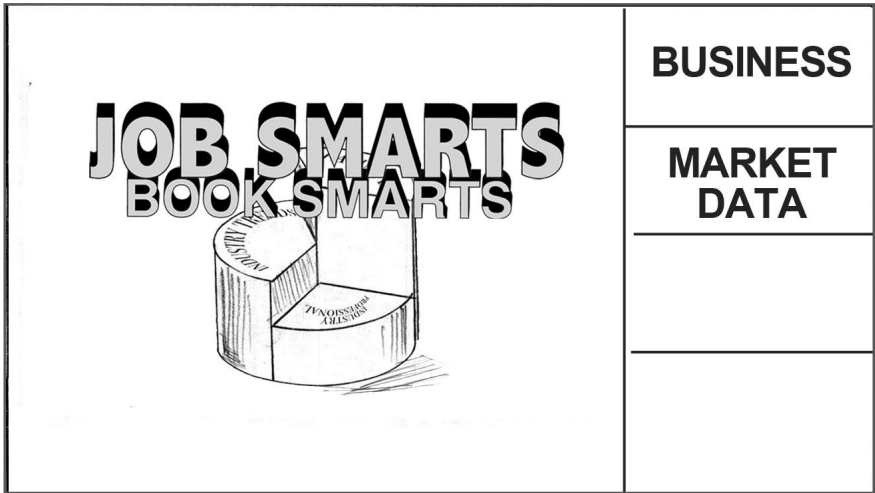
25



26



27



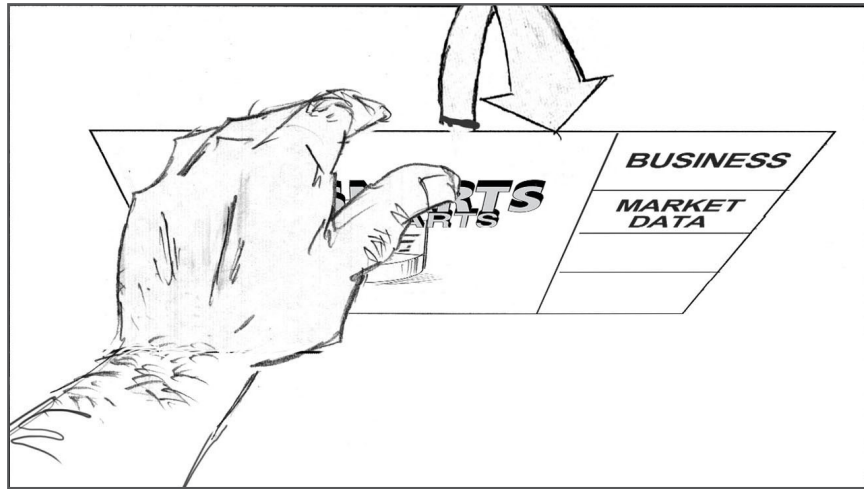
VO:

A lot of what you learn in class can often be applied at work the very next day.

TREATMENT:

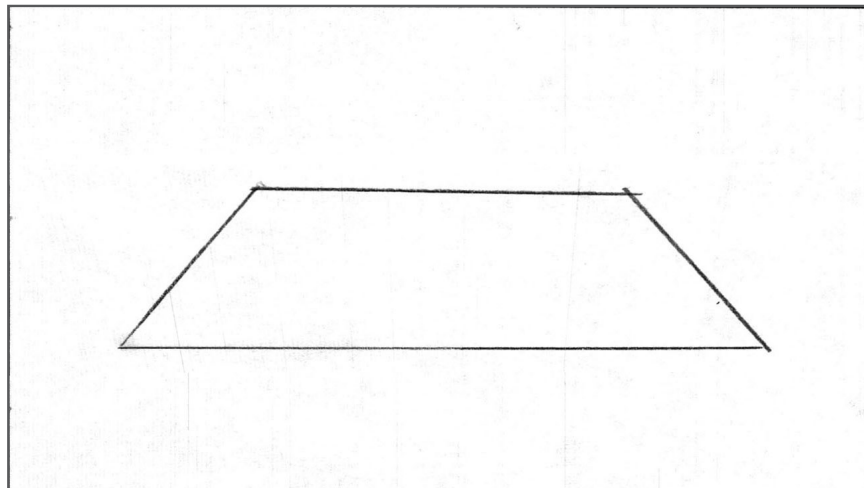
Camera pulls out slightly to reveal a hospital chart title block around the stack of graphs and typography. POV hand reaches in and clicks different areas of the block title. As the POV hand clicks, information fills in to the title block spaces.

FACULTY AND EDUCATIONAL VALUE

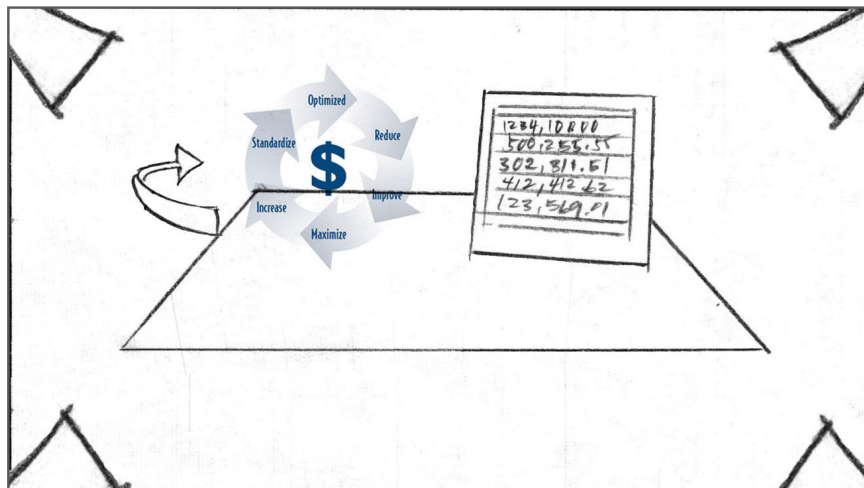


VO:
 Many of our courses also include cutting-edge experiential tools like electronic simulations and virtual organizations to give you real world experience while in school.

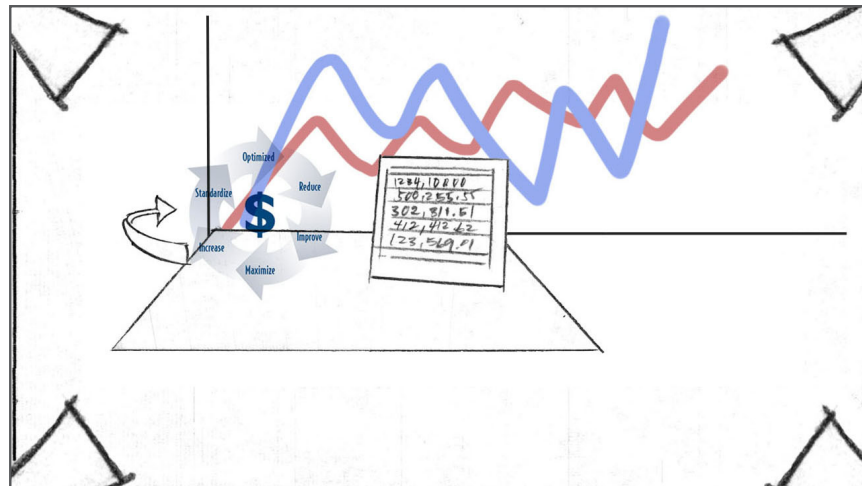
TREATMENT:
 POV hand reaches up to top of hospital chart drawing and pulls it down flat to form a horizontal plane (all 4 borders are still visible like a table top).



TREATMENT:
 From the plane draws upwards a wireframe drawing of a market-cycle graph. Alongside are some digital looking numbers scrolling and some dimension lines. The market-graph is slowly rotating. To the right of this drawing a data sheet animates on.



FACULTY AND EDUCATIONAL VALUE

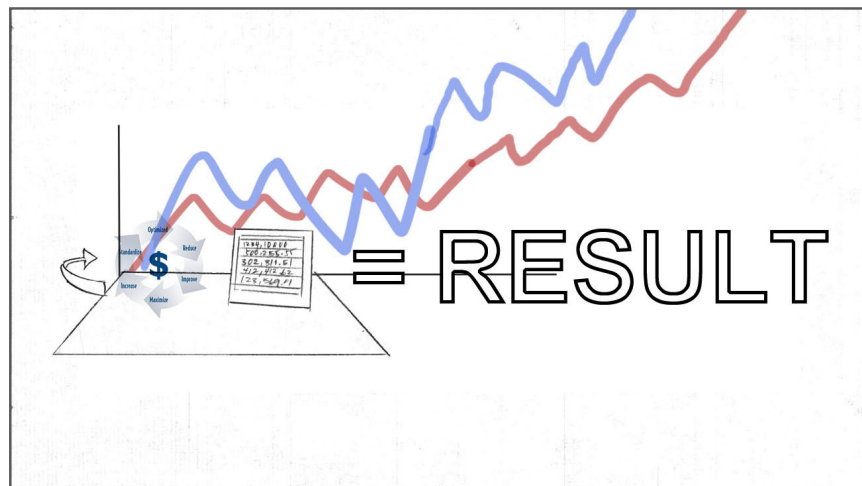


VO:

You'll get essential exposure to hypothetical problems, and you'll be able to see realistic outcomes of your decisions, so you'll know exactly where you went wrong and, more importantly, what you did right.

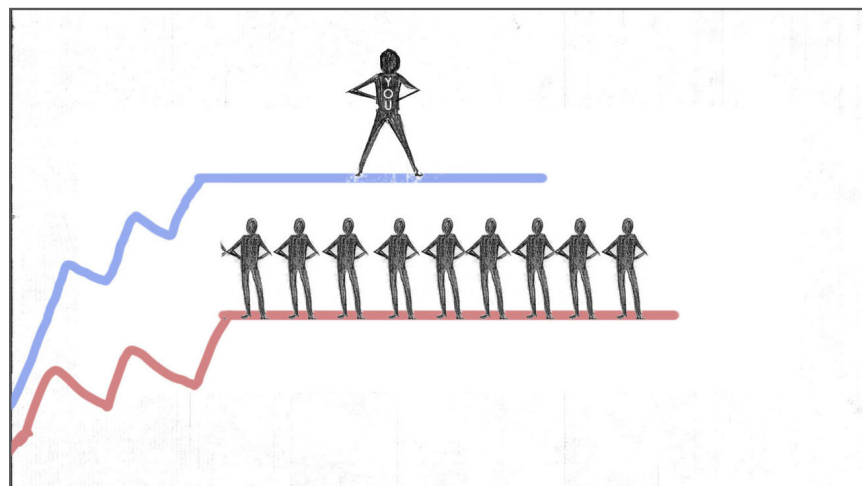
TREATMENT:

Camera pulls back slightly again as a vertical graph line draws upwards from the back left corner of the horizontal plane. At the same time a set of colored lines draw out diagonally from the same point. They are drawing left to right and upwards like a climbing line graph.



TREATMENT:

As they reach the right side of the screen they keep drawing and the camera slowly pans with them. As camera pans a bold = sign forms next to the floating graphics. Next to the = sign a block word 'result' drops into place.



VO:

Our mission is to give you more than a degree.

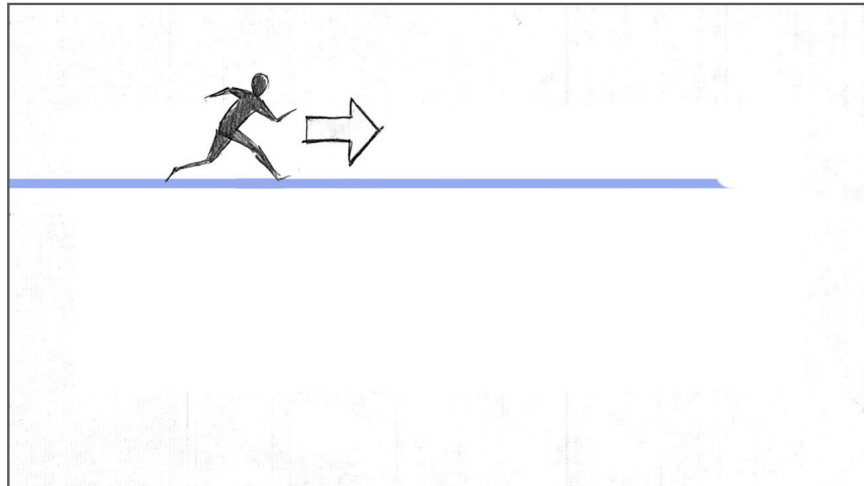
TREATMENT:

Bar graph continues up screen and camera follows it. On top rung is standing a figure with a call out reading 'you'. On the bottom rung is a row of figures indicating the rest of the field.

FACULTY AND EDUCATIONAL VALUE

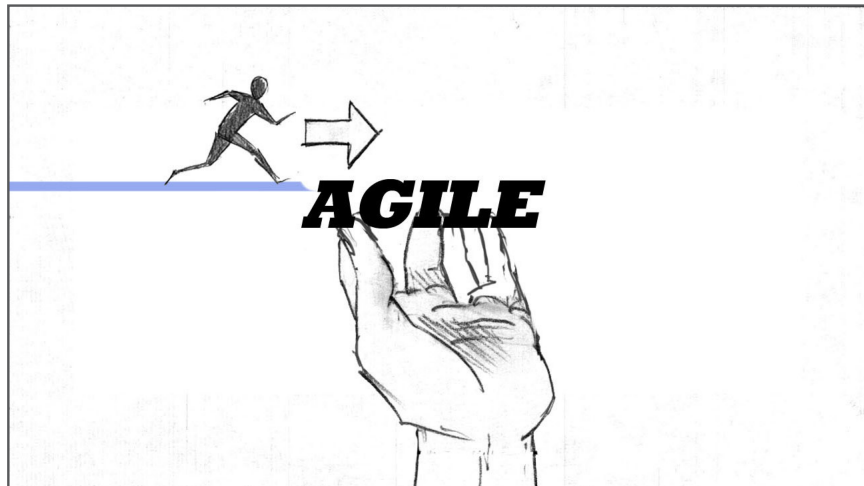
University of Phoenix

Roger 11

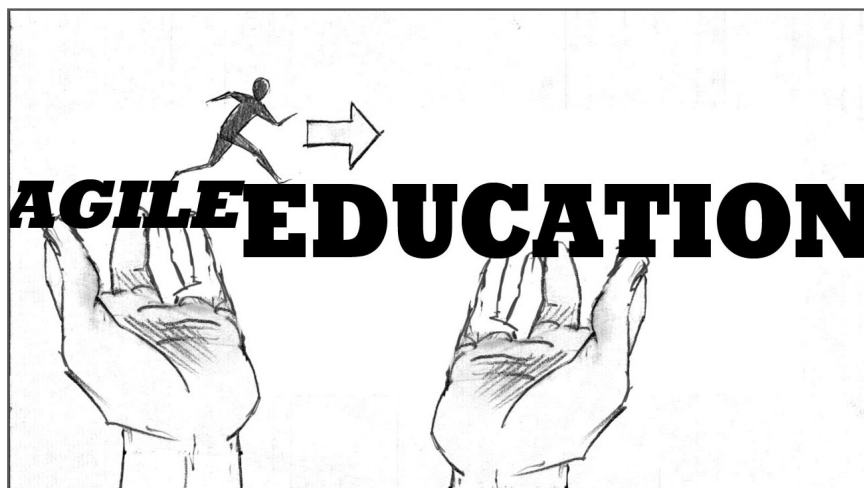


VO:
We want you to come away with an agile, just-in-time education that allows you to hit the ground running...

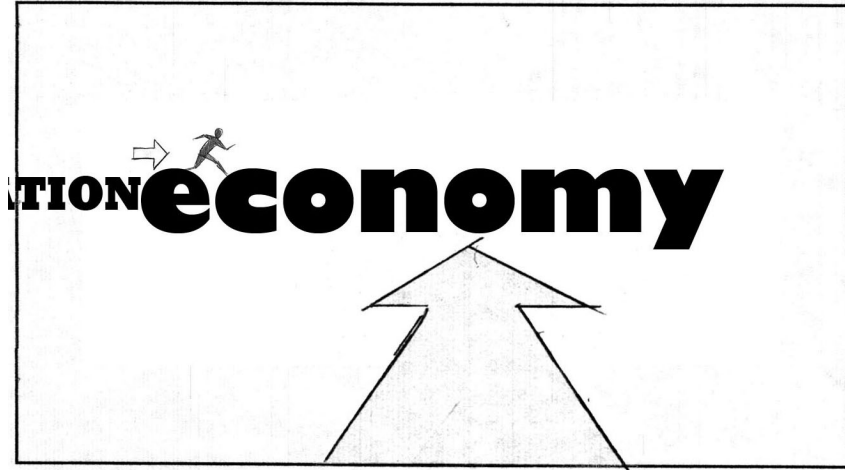
TREATMENT:
A break in the bar graph are filled by block type that say 'agile' and 'education'. The type is lifted into place by the POV hands.



TREATMENT:
POV hand holding 'agile' in place.



TREATMENT:
POV hand holding 'education' in place.

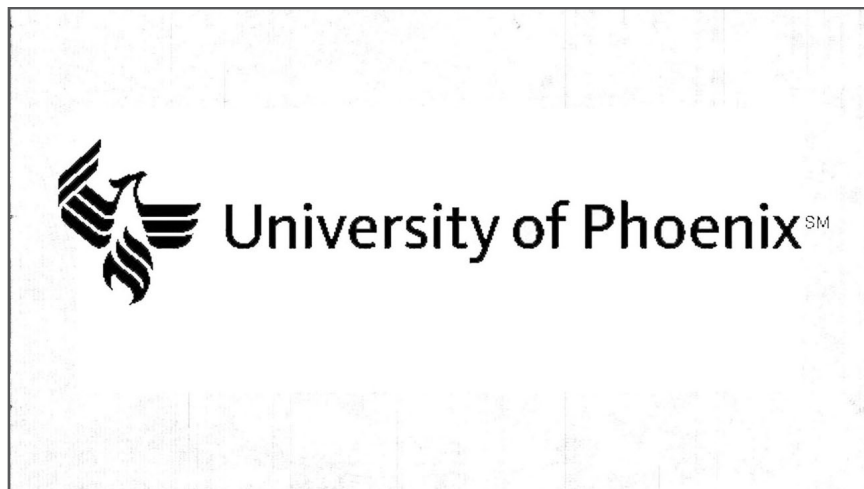


VO:
...in a rapidly changing economy.

TREATMENT:
Word "economy" keeps switching fonts or weights of font to indicate constant change. Camera pushes in slowly as economy grows in scale and changes. Figure is running across top.



TREATMENT:
Camera keeps pushing in through 'o' to reveal logo.



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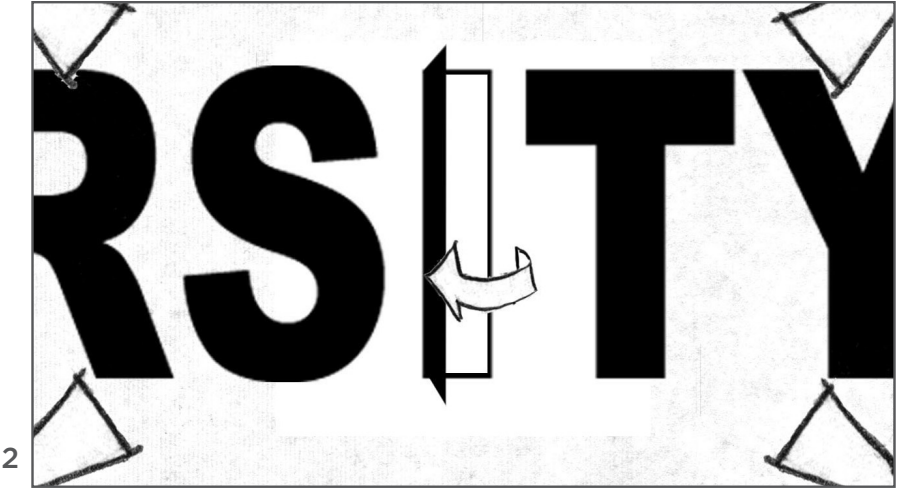
Roger 13

Online/On Campus



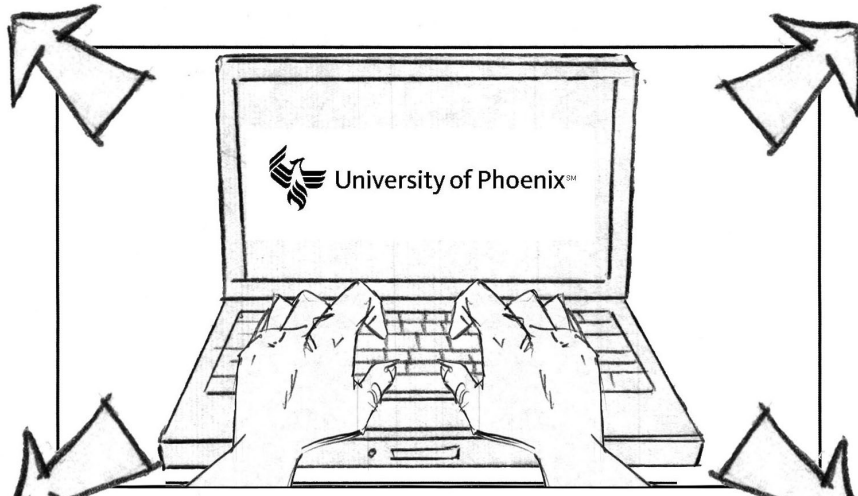
VO:
Welcome to your kind of university.

TREATMENT:
Camera goes through type of first phrase.



TREATMENT:
Camera move reveals close up of UOPX



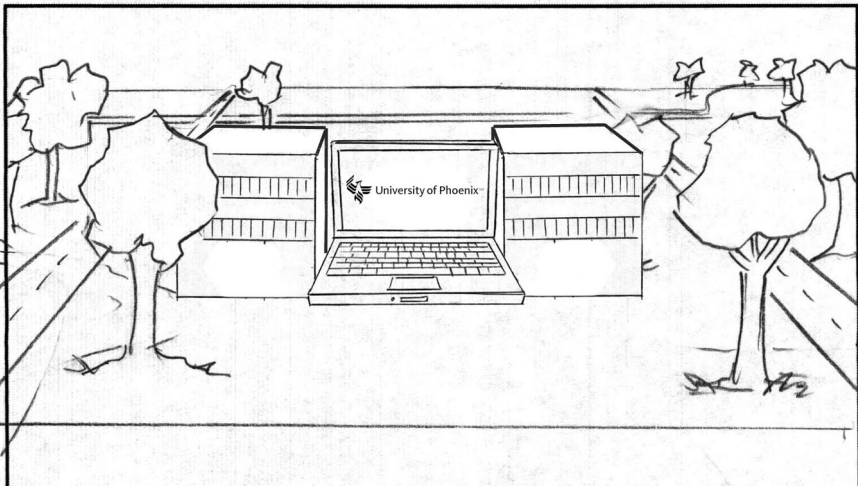


VO:

With the freedom of taking classes online and on campus,

TREATMENT:

Start close on laptop to see 'online' school on the screen, POV hands at bottom of screen typing.



TREATMENT:

Pull out to see scale shift as laptop represents campus buildings.



VO:

...and being able to start when you want,

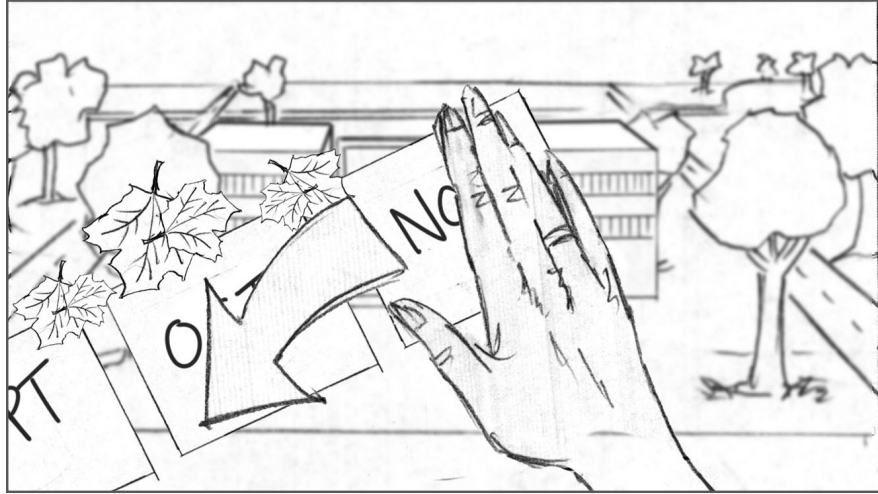
TREATMENT:

A cluster of four icons drops from top of screen. These icons are squares in a line and they read, September, October, November

ONLINE ON-CAMPUS

University of Phoenix

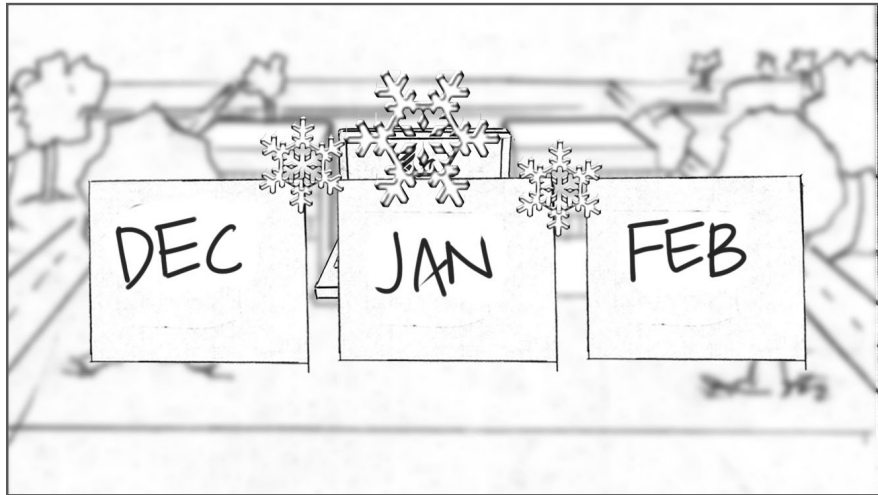
7



TREATMENT:

POV hand reaches out and swipes seasonal icons to the right. This motion pulls the next icon on.

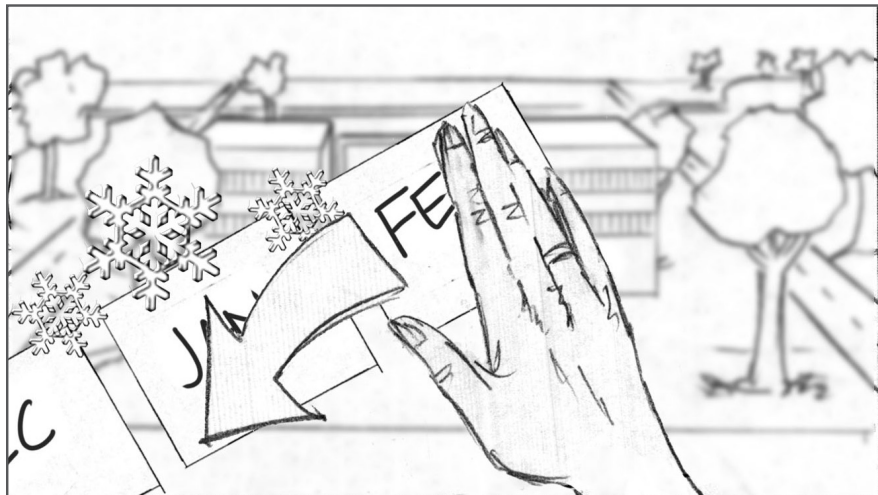
8



TREATMENT:

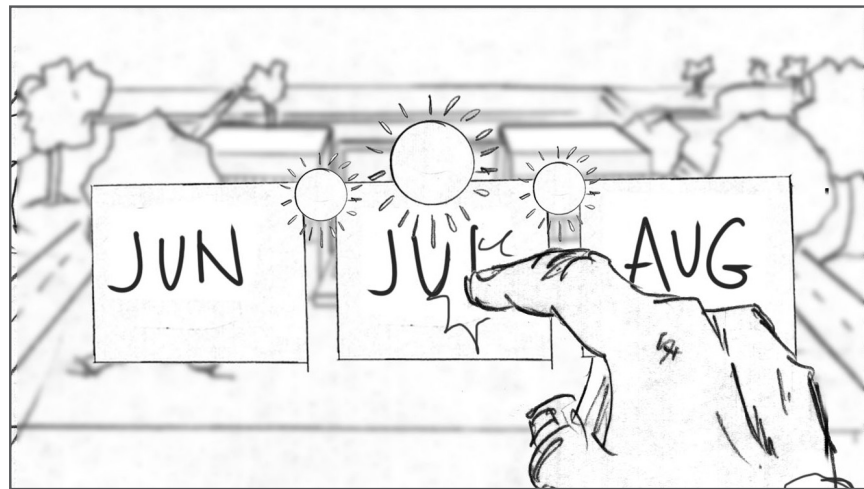
Repeat sequence till desired 'start'.

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ONLINE ON-CAMPUS

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VO:

...your education can happen on your schedule,

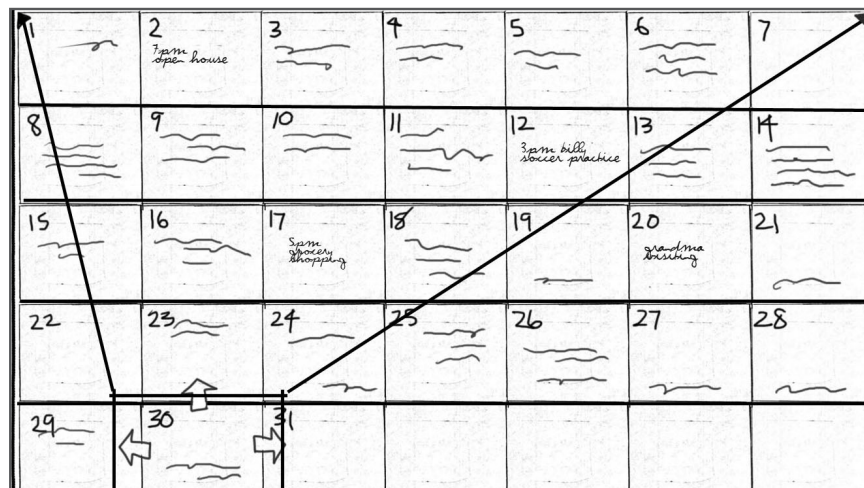
TREATMENT:

POV hand pushes on the icon like a button.



TREATMENT:

Not selected icons fall off screen.



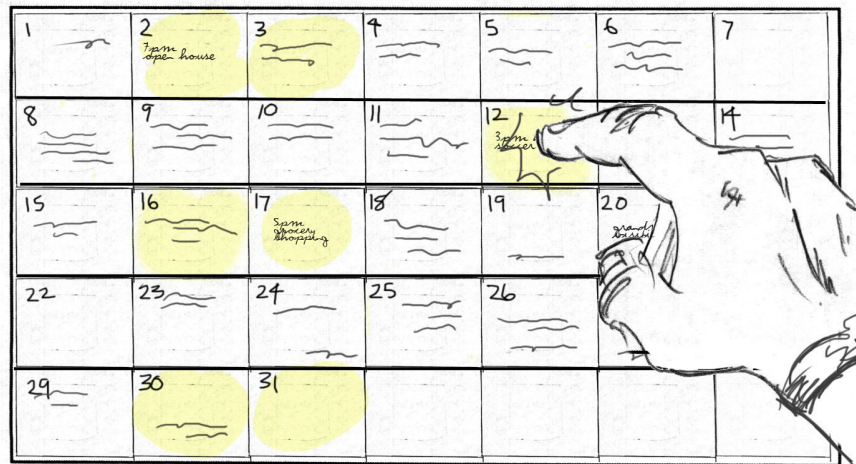
TREATMENT:

As a full calendar view springs into view. Camera pans out to fit to view.

ONLINE ON-CAMPUS

University of Phoenix

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VO:

...at your pace.

TREATMENT:

POV hand clicks here and there on calendar building a schedule.

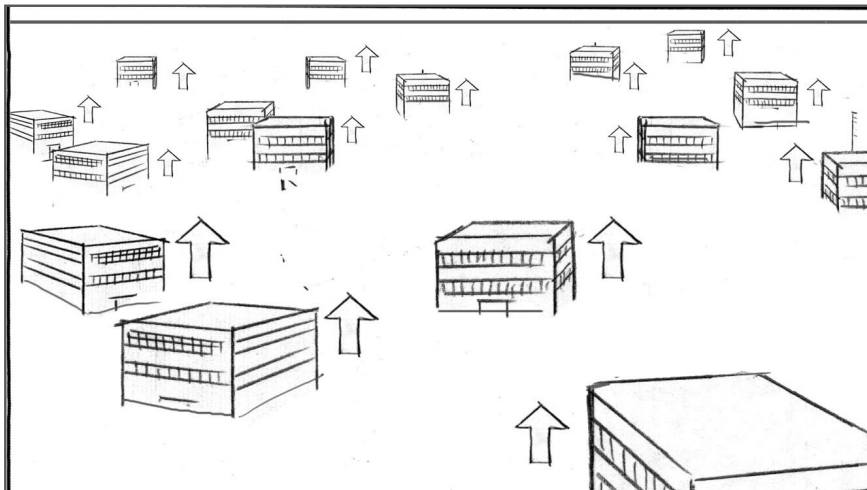
14



TREATMENT:

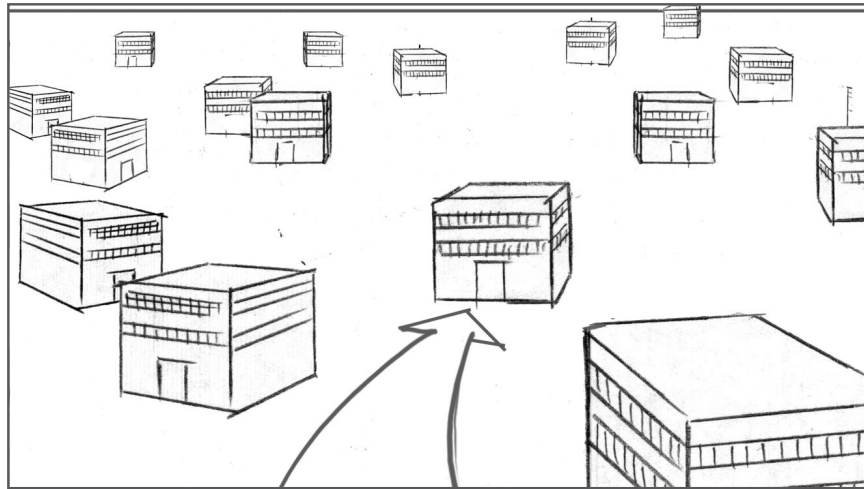
On final click the calendar rotates on X axis 90° away from camera creating the floor plane.

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ONLINE ON-CAMPUS

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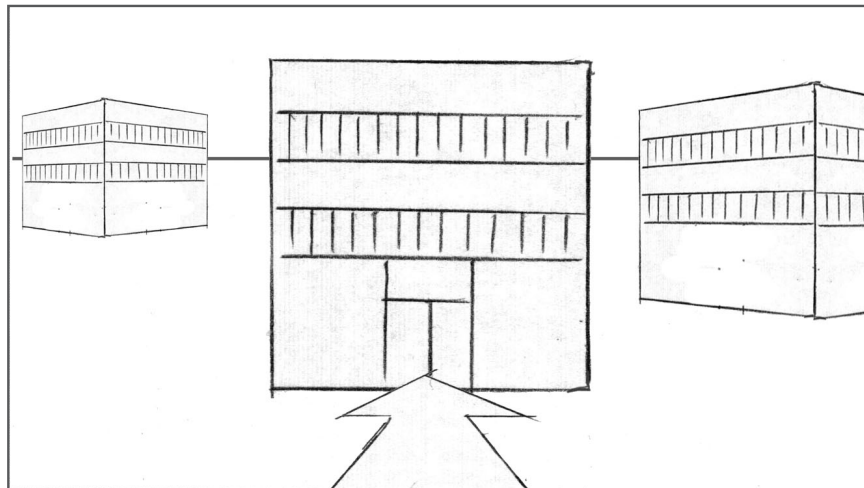


VO:

We have over 200 locations - one within 10 miles of 87 million Americans.

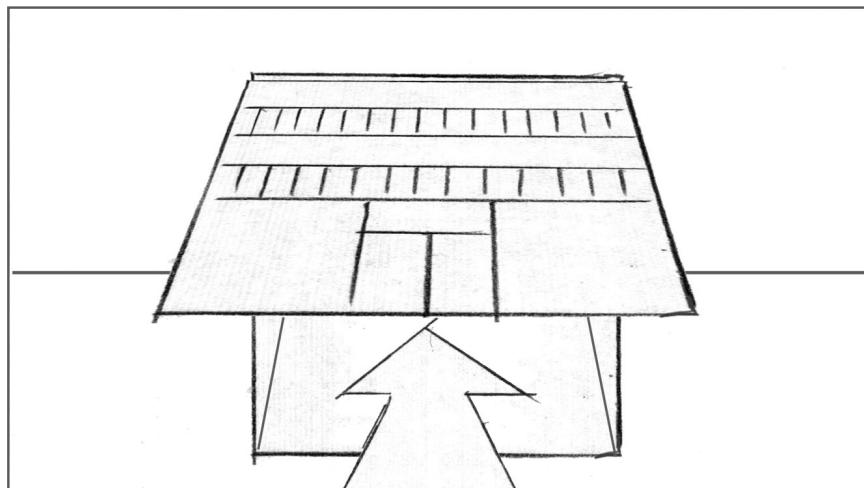
TREATMENT:

From the calendar / floor plane the selected calendar days extrude upwards to form an array of various 'campuses'.



TREATMENT:

Camera moves towards one of the 'campuses'.



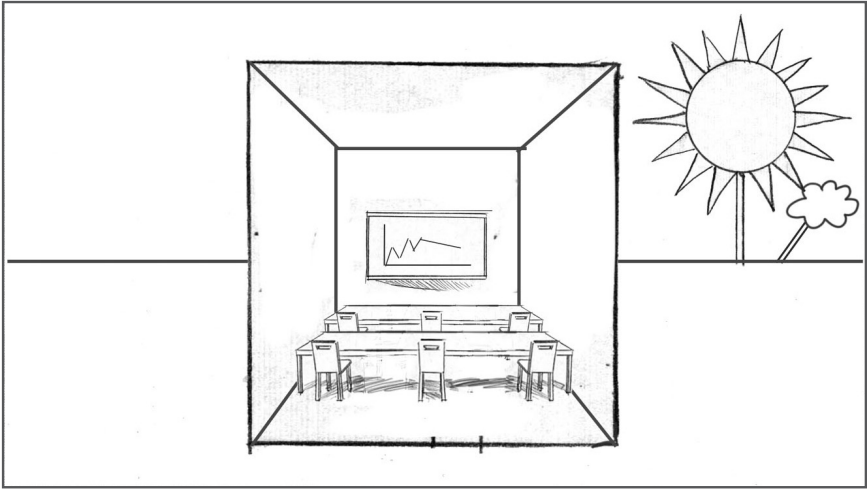
TREATMENT:

Front of campus opens up.

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VO:
Classes on campus meet once a week, typically in the evening...

TREATMENT:
Front of campus opens to reveal classroom. A sun and a single cloud are in the sky above. They are held up by two sticks (like the hands of a clock).

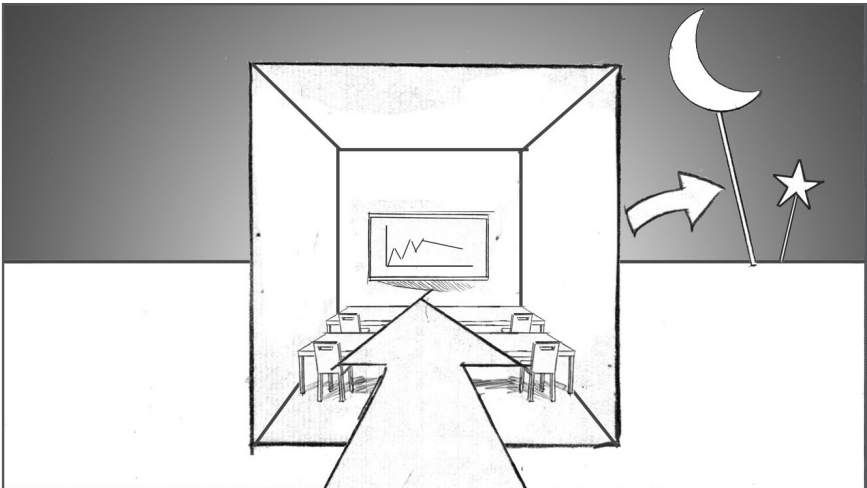
20

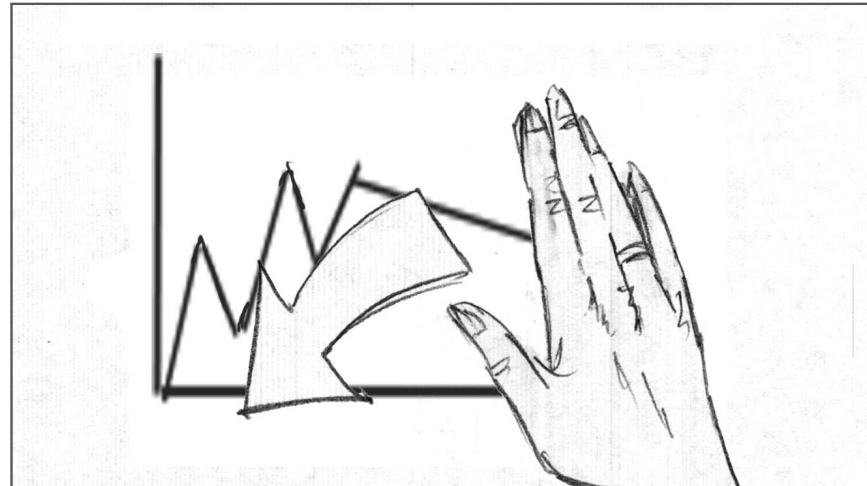


VO:
- so you can go to work and still find time for school

TREATMENT:
POV hands reach out and swipe sun down to right bringing on a moon in a clockwise motion.

21





VO:

You'll also be glad to know that you can register,

TREATMENT:

Camera pushes in so whiteboard fills screen.

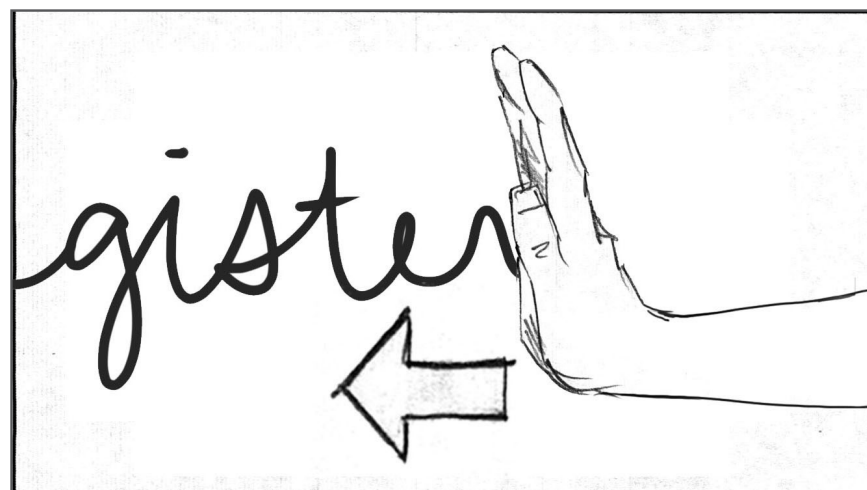


VO:

...pay tuition and complete the coursework for most degree programs...

TREATMENT:

Whiteboard lists: register, pay tuition, etc.

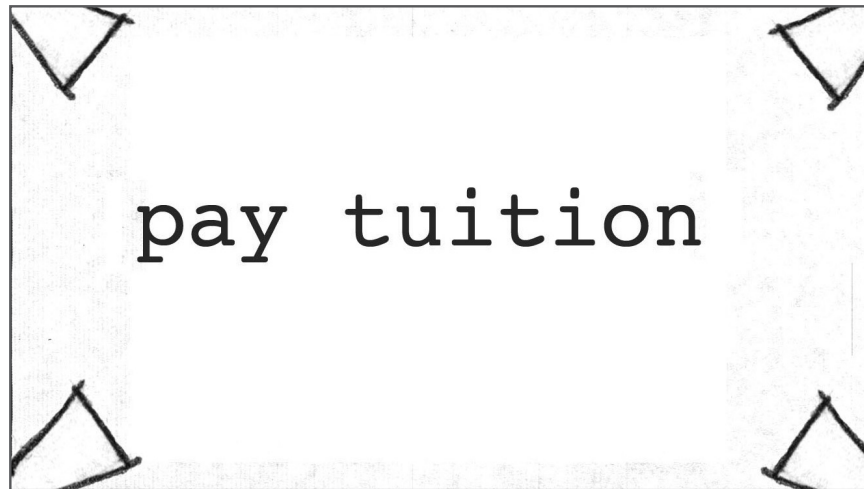


TREATMENT:

POV hand reaches out to wipe the whiteboard clean.

ONLINE ON-CAMPUS

University of Phoenix

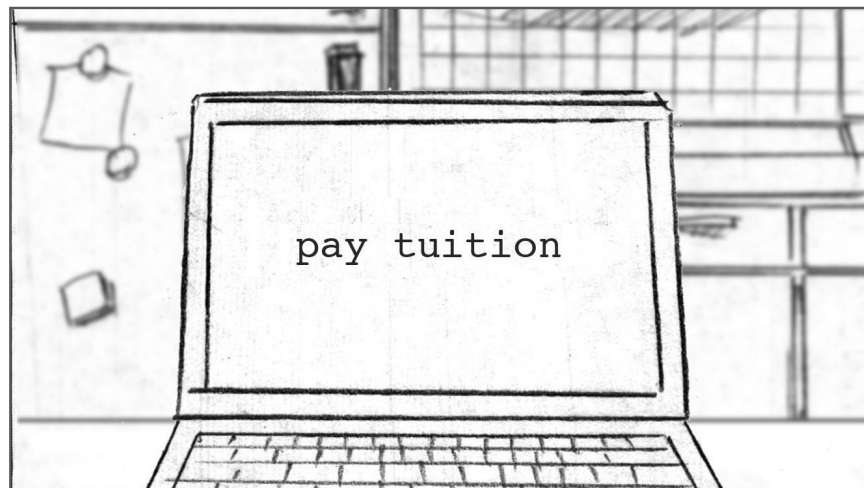


VO:

...all from your computer or laptop.

TREATMENT:

A cursor blinks on as computer type starts to animate on.

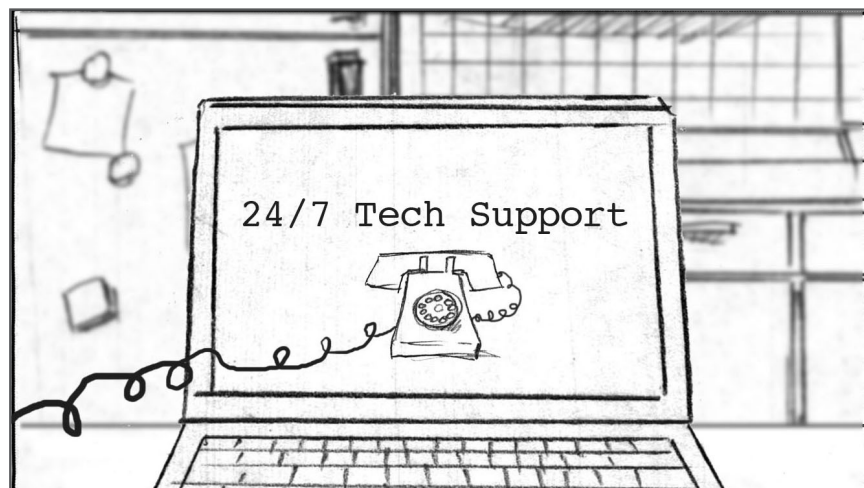


VO:

You can log in and participate in class whenever you want, from wherever you want. Imagine taking a class from where you're sitting right now.

TREATMENT:

Camera now zooms back out to reveal laptop on kitchen table.



VO:

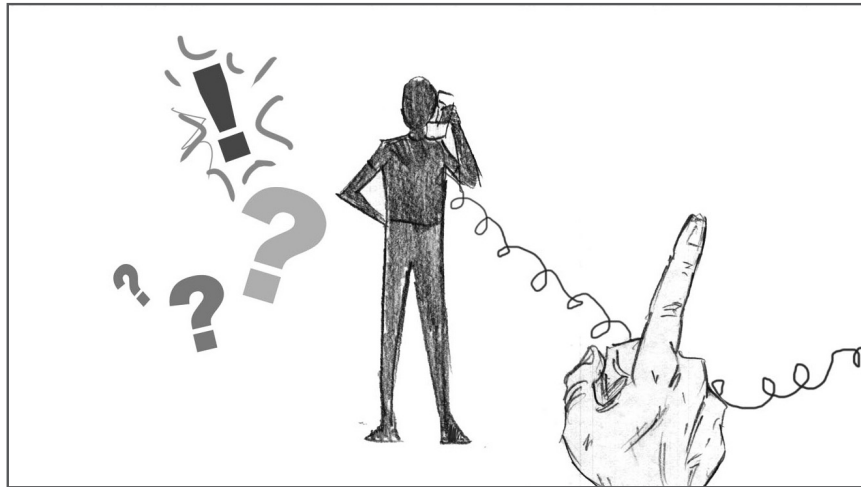
You'll complete and submit coursework through electronic forums while having twenty-four seven access to technical support,

TREATMENT:

While sitting at kitchen table POV types on keyboard as screen flashes: tech support. On screen with 'tech support' is a large telephone icon. From the side a telephone cord runs left. Camera follows this cord left as the scene slides away.

ONLINE ON-CAMPUS

University of Phoenix

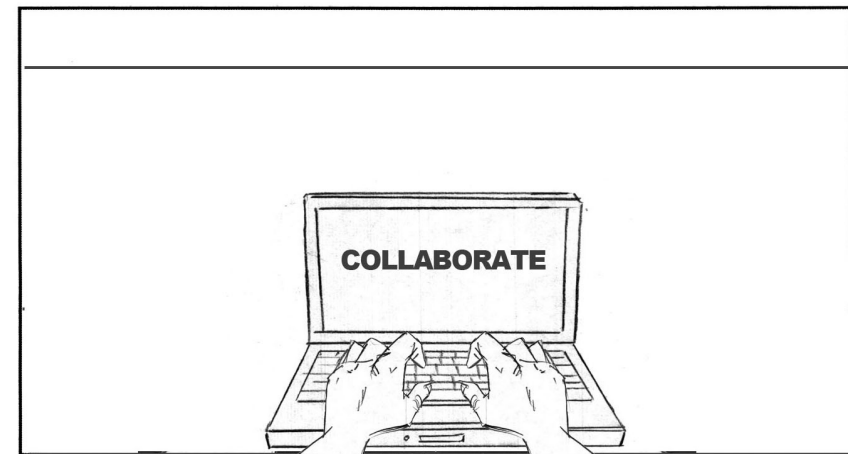


VO:

... which is especially helpful if you're not a computer wizard.

TREATMENT:

The cord runs to a 'tech support advisor' on the other end. UoPX light streaks follow cord. At same time question marks drift up from screen bottom. As they drift towards top of screen they 'pop' into exclamation marks. POV right hand snaps fingers and holds finger up.

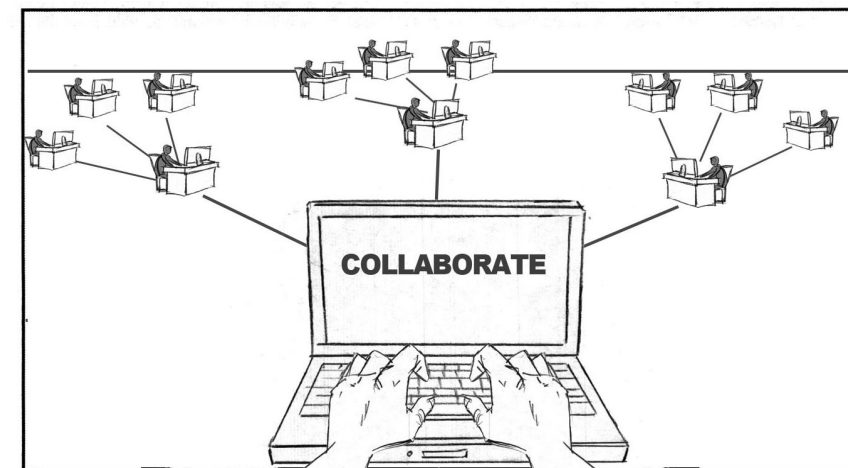


VO:

By the time you graduate, you'll be able to use technology to learn, collaborate and even help you think.

TREATMENT:

Cut scene to laptop open on a table in front of POV. In front of the table is a horizon plane but nothing else. POV types and the laptop screen blinks on with 'collaborate'.



VO:

Until then, we're here to help whenever you need it.

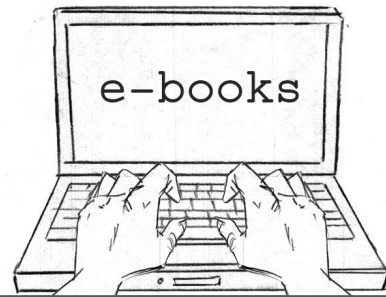
TREATMENT:

A beat later a network of students at desks blink on across the horizon plane creating a network.

ONLINE ON-CAMPUS

University of Phoenix

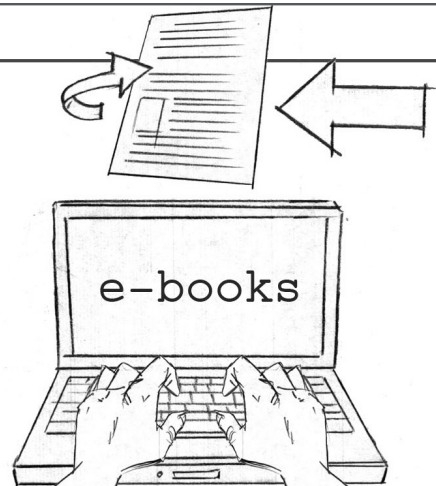
31



VO:
If you're a Bachelor's, Master's or doctoral student,

TREATMENT:
Lights blink out and eBooks flashes on screen.

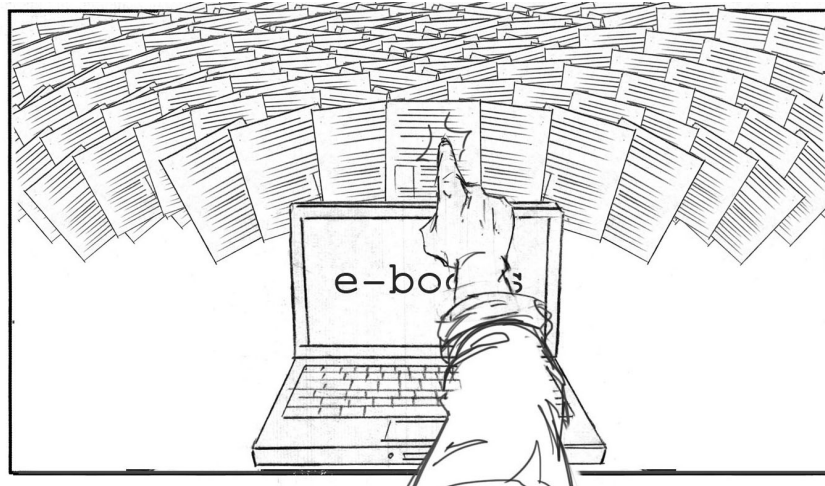
32



VO:
...you'll have access to a vast collection of eBooks...

TREATMENT:
An eBook slides into the scene from camera right.

33

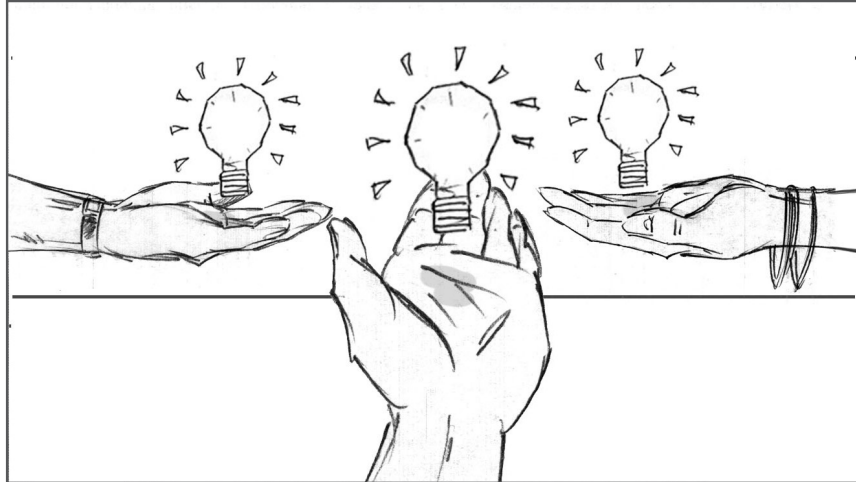


VO:
...and texts through our online University Library.

TREATMENT:
eBooks fan out to show the multitude available. POV reaches up and 'clicks' eBook of choice.

ONLINE ON-CAMPUS

University of Phoenix

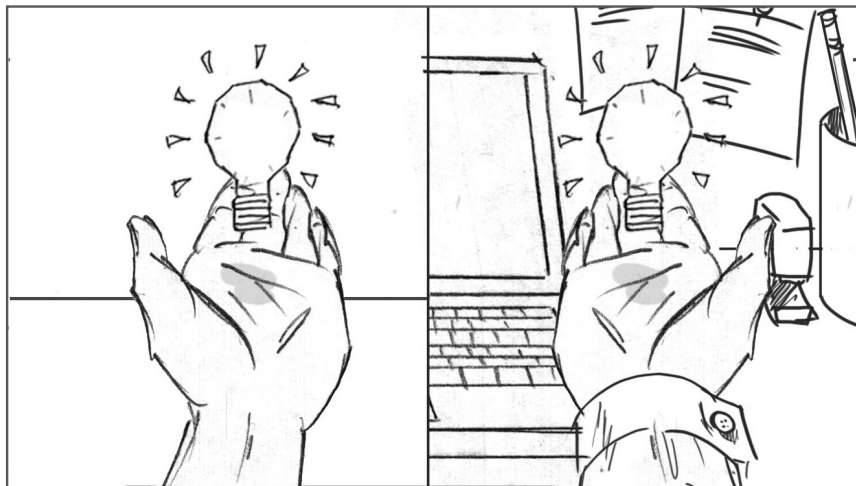


VO:

And you'll work closely with a Learning Team, a group of three to five peers you'll collaborate with to write research papers, prepare presentations or complete special projects. Your team will depend on you and you'll depend on them. Just like in the real world.

TREATMENT:

POV left hand is outstretched, palm up. Hovering / resting in the palm is the lightbulb. On screen right is another POV hand (viewed from the side) with palm up and a light bulb. On screen left is another POV hand.



VO:

We encourage students to work and study in tandem, so that you can put your education into practice in real time. That way you can start making a difference in your organization before you even graduate.

TREATMENT:

Split screen shows POV holding lightbulb / idea in both school and work environments.

ONLINE ON-CAMPUS

University of Phoenix

Graduation Teams

1

WOULD it be
nice to Have

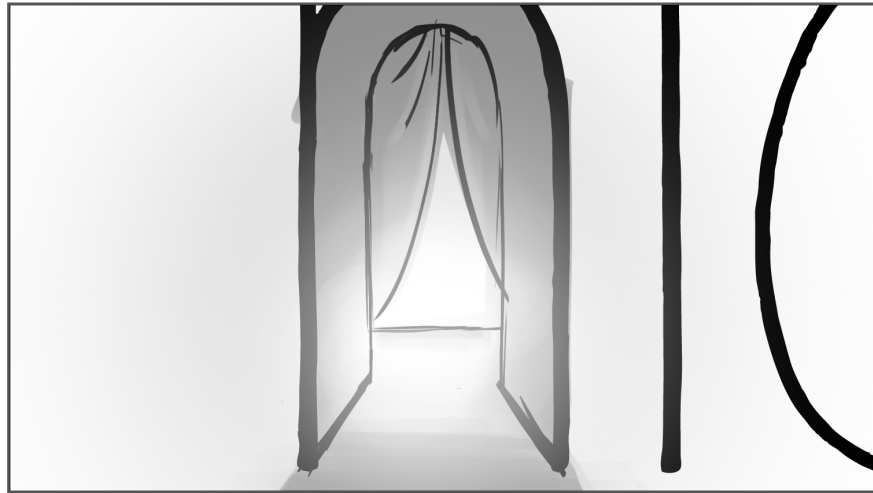
VO:

Wouldn't it be nice to have

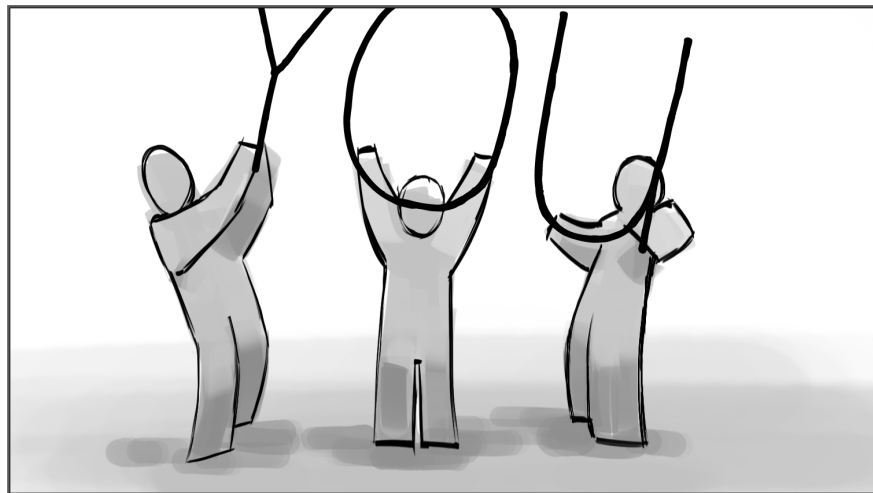
TREATMENT:

Camera goes through type of "wouldn't it be nice to have"

2



3



VO:

a team of dedicated advisors supporting you

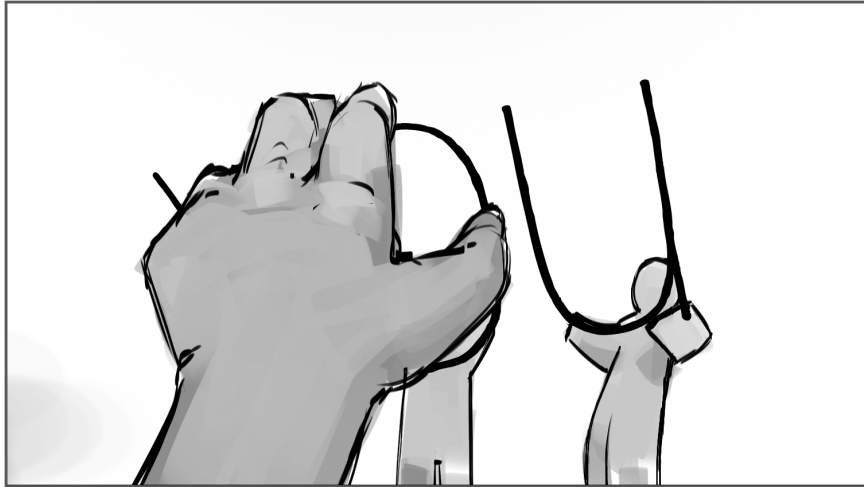
TREATMENT:

silhouettes of people pop up holding up the word "YOU."

GRADUATION TEAMS

University of Phoenix

4



VO:
from the day you enroll until the day you graduate?

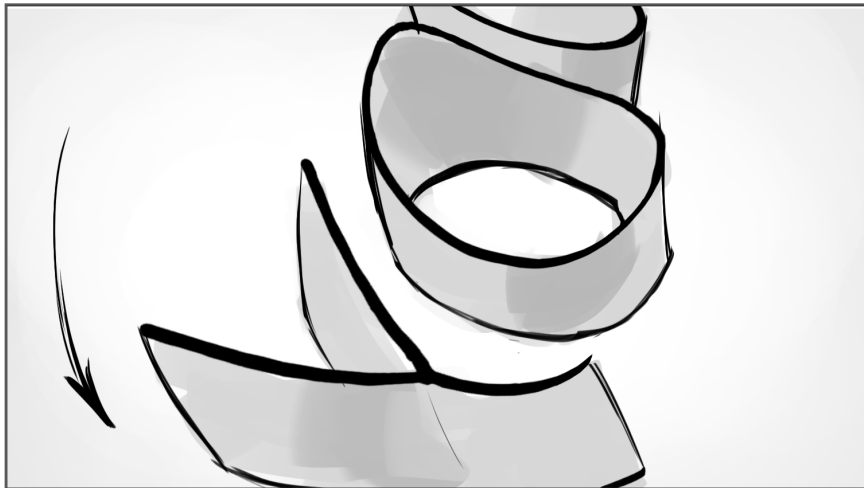
TREATMENT:
POV hand picks up YOU from advisors

5



TREATMENT:
and tosses into air.

6



GRADUATION TEAMS

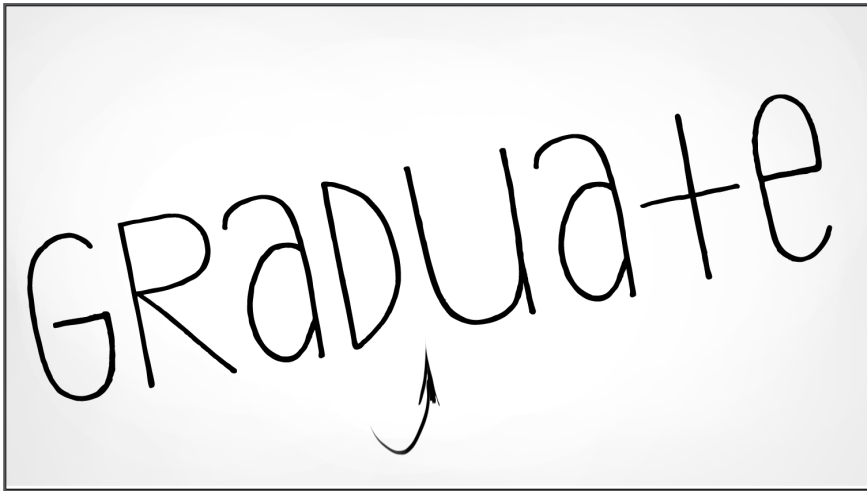
University of Phoenix

7



TREATMENT:
"YOU" turns into "ENROLL"

8



TREATMENT:
then "GRADUATE"

9



TREATMENT:
Hands close together hiding "graduate"

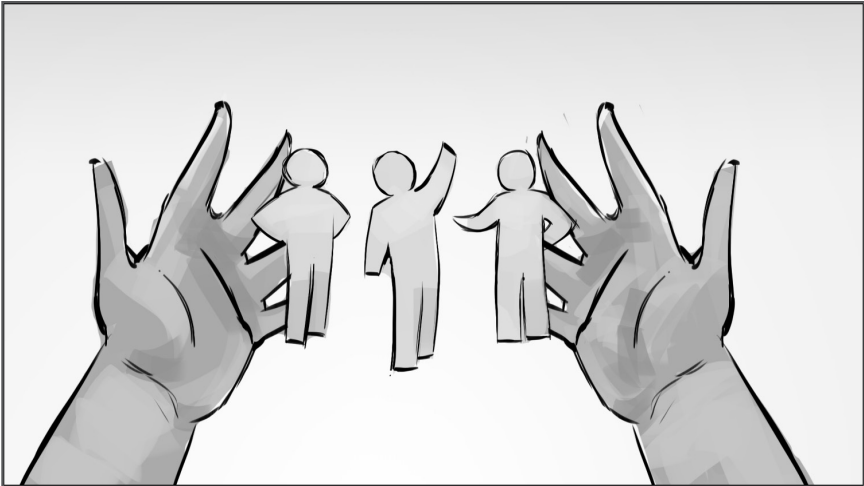
GRADUATION TEAMS

University of Phoenix

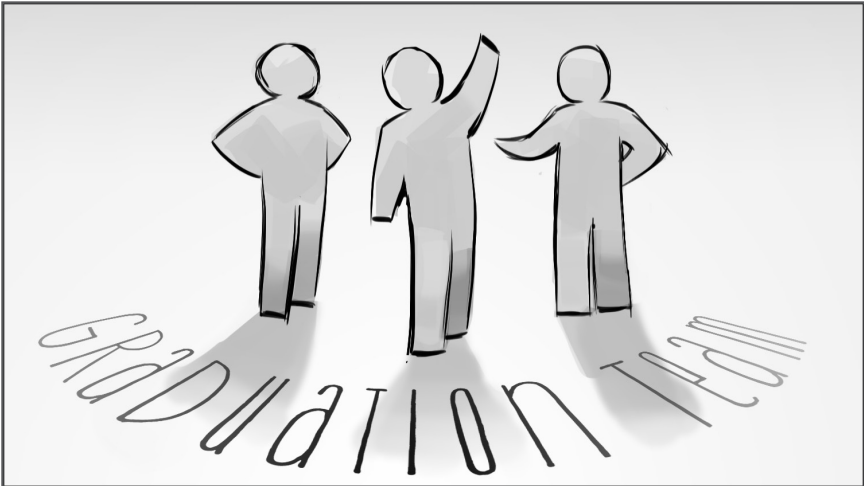
10



11



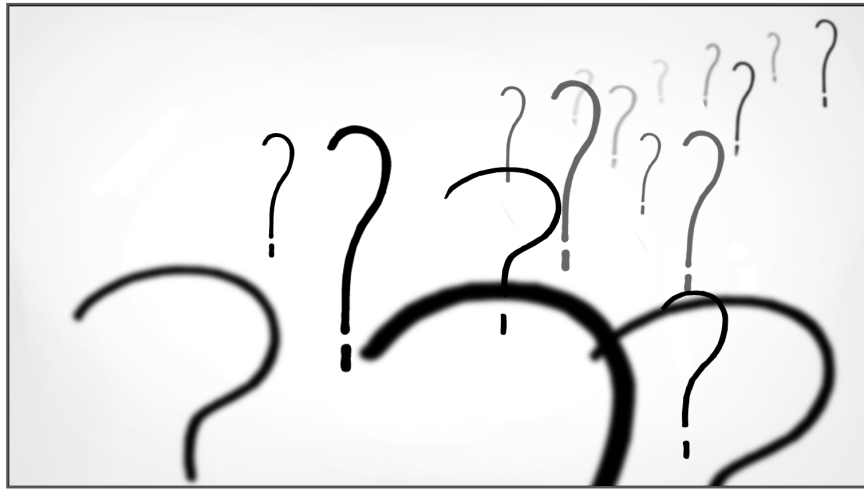
12



VO:
Meet your graduation team.

TREATMENT:
Hands re-open to reveal stylized characters of graduation team.

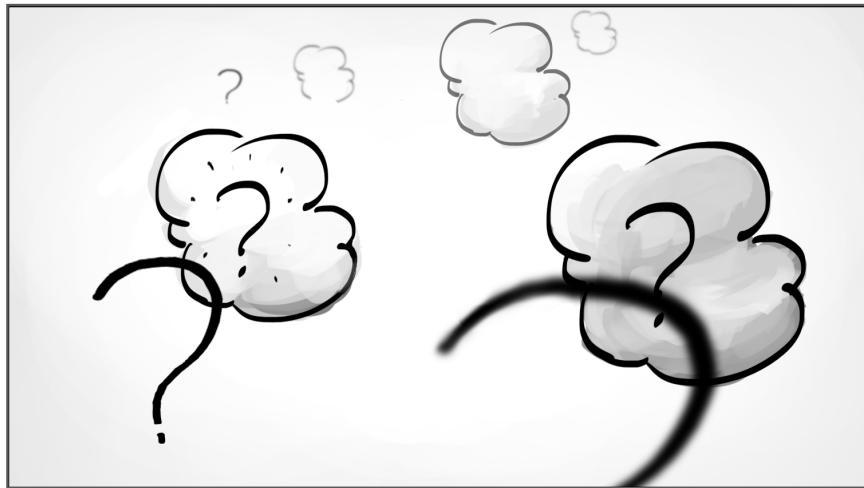
13



VO:
Your Enrollment Advisor can answer all your questions...

TREATMENT:
Paper question marks rise from below frame (where mouth would be). POV follows question marks up into sky.

14



15



TREATMENT:
Standing on one cloud is an enrollment advisor with a butterfly net. The advisor is using the net to catch the question marks as they drift by.

16



VO:

...about what it's like to be a University of Phoenix student

TREATMENT:

Camera pans Right, still in sky sequence as POV hands pulls various clouds aside to reveal student life vignettes.

17



TREATMENT:

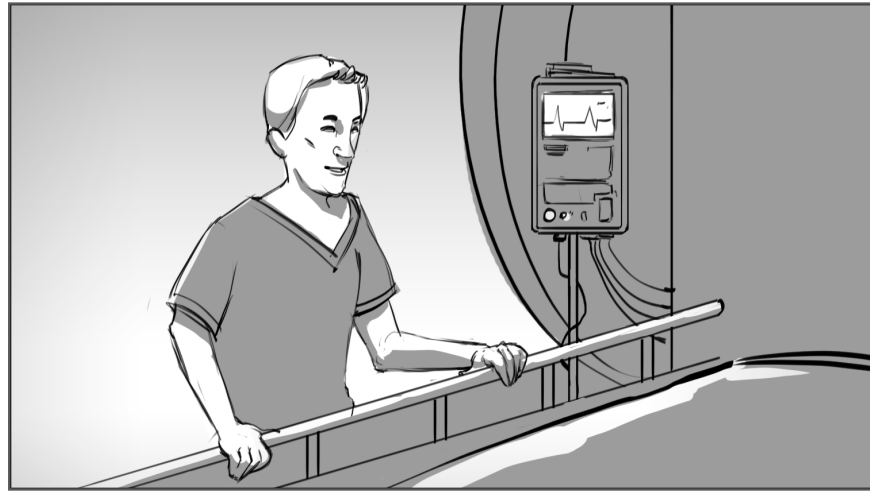
A student figure in a graduation cap, a student at a desk studying, a figure in front of a chalk board with a pointer.

18



GRADUATION TEAMS

University of Phoenix

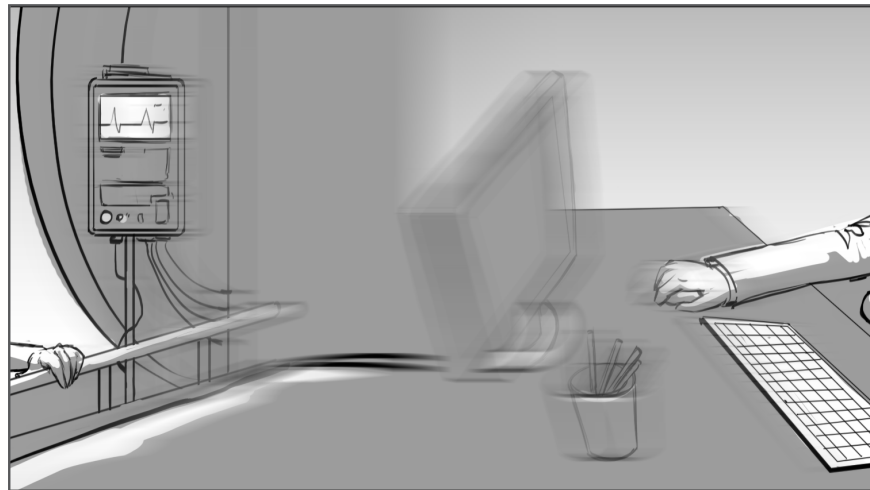


VO:

...and can help guide you to your ideal degree program if you're unsure about what you want to study.

TREATMENT:

As camera is panning right a cloud wipes frame to reveal a male nurse standing next to a gurney / hospital bed. This should be one long pan, one long scene that blends together. All the different 'program vignettes' are built so the walls, elements, objects are placed in the same visual space. So when the camera is traveling between the nurse and the businesswoman it feels like they are in the same room.



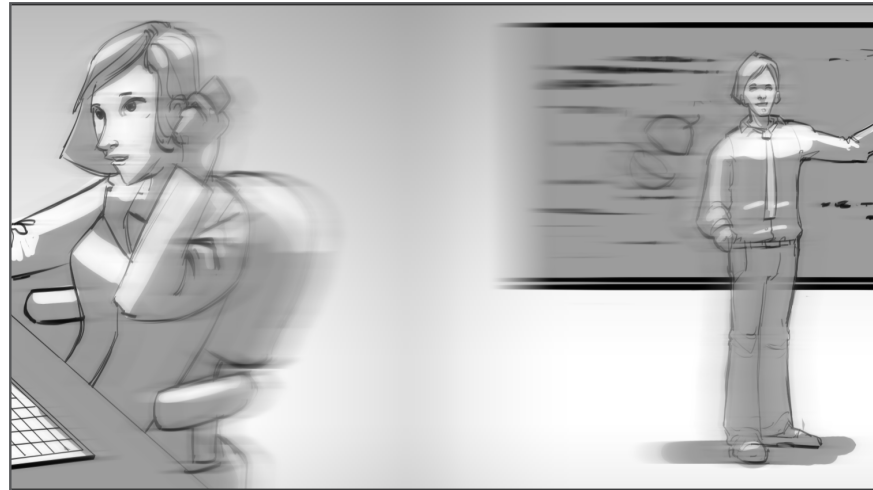
TREATMENT:

Scene continues to pan right to reveal a businesswoman at a desk.



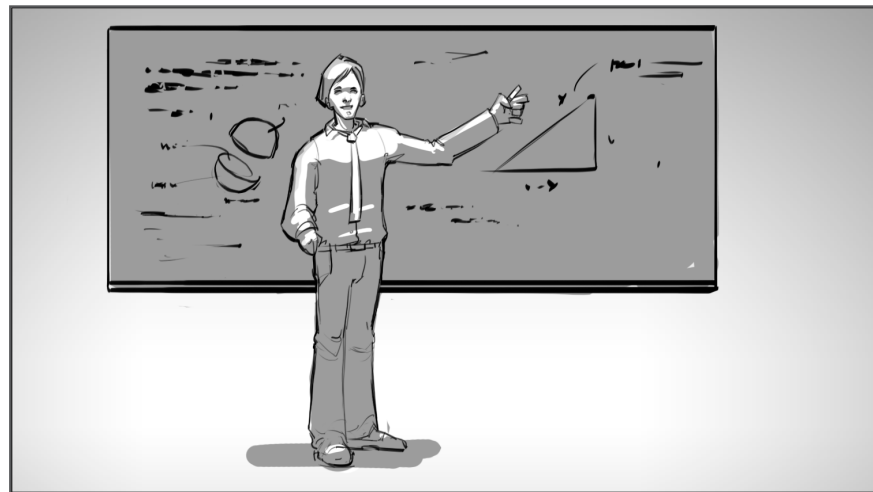
GRADUATION TEAMS

University of Phoenix



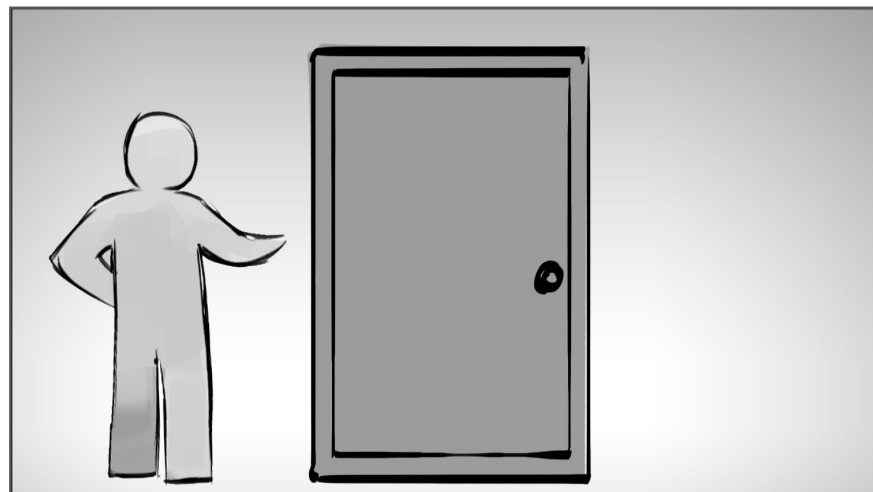
TREATMENT:

Moves again to reveal a teacher in front of a chalkboard.



TREATMENT:

Scene comes to a rest at a door with your advisor there to guide your choice.



GRADUATION TEAMS

University of Phoenix



VO:

They also make the admissions process really simple by walking you through every step.

TREATMENT:

POV hand reaches out and opens door. Camera moves through and past type that reads 'walking', 'you', 'through', 'every', 'step'.



VO:

Your Finance Advisor is your university financial expert and is always available to talk. In addition to helping you apply for financial aid and scholarships,

TREATMENT:

Financial advisor is stylized character with a name call out stating their position. Words "financial aid" and "scholarships" swing down from ropes above camera.

GRADUATION TEAMS

University of Phoenix

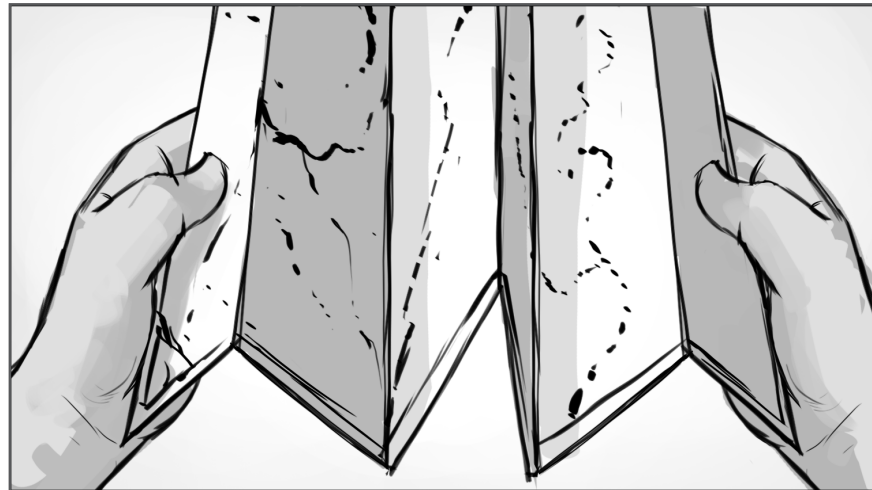


VO:

...if you qualify, they can point you to financial resources that you didn't know were available to you. It helps to know people who know things.

TREATMENT:

Advisor points to hidden "financial aid" type.

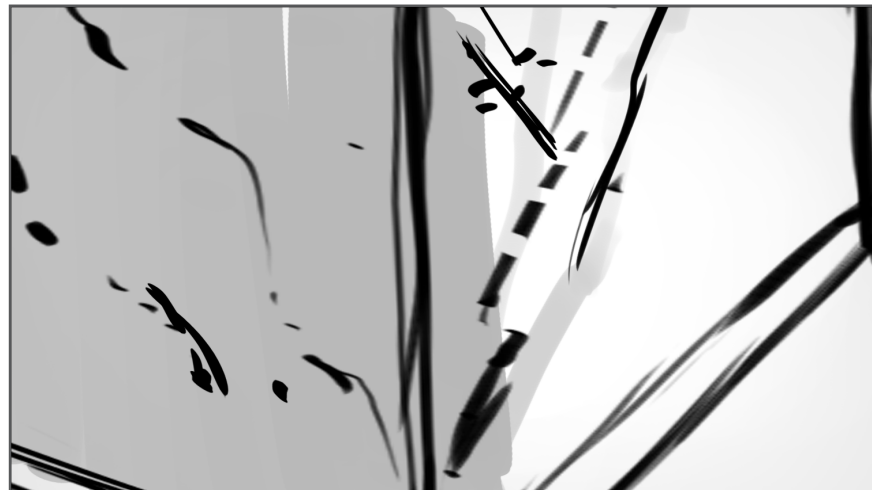


VO:

Your Academic Advisor helps you map out your course of study.

TREATMENT:

A giant map folds out with academic advisor written on it. The map illustrates a course of study that will be based on an actual example of the curriculum. The POV hands hold the map.



VO:

So you'll know all the classes you need to take and the order that you need to take them.

TREATMENT:

The camera zooms into the map

GRADUATION TEAMS

University of Phoenix

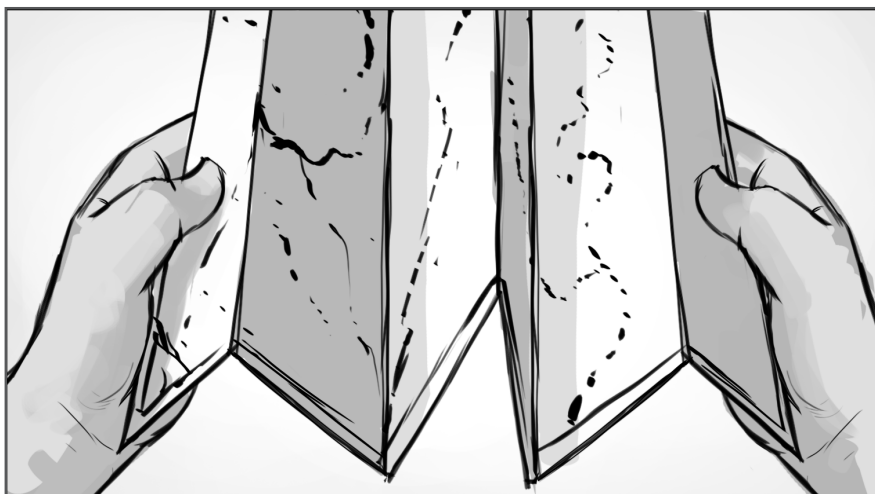


VO:

They'll also check in with you on a regular basis along the way to help you stay on track.

TREATMENT:

Advisor motions for POV to stay on track.

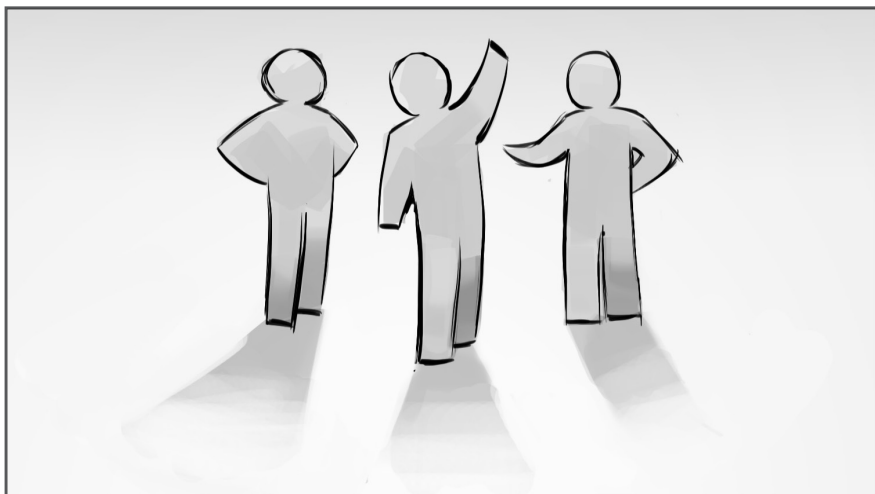


VO:

Your graduation team is there to support you

TREATMENT:

Hands drop map down from frame to reveal graduation team from beginning. They are applauding you.



GRADUATION TEAMS

University of Phoenix



VO:

...so that you can focus on what matters most: earning your degree.

TREATMENT:

POV hand reaches forward to 'hi-five' the graduation team. Graduation caps fly up in front of POV.



TREATMENT:

Graduation caps fly up in front of POV.

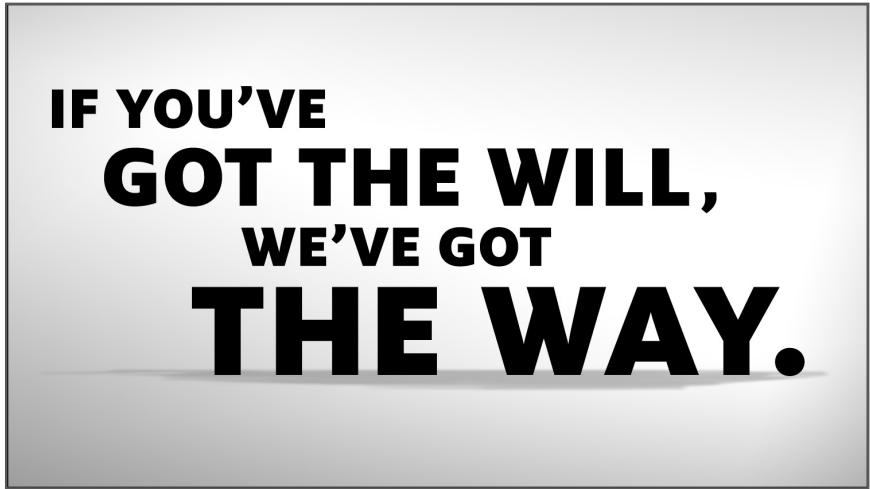


GRADUATION TEAMS

University of Phoenix

Programs & Courses

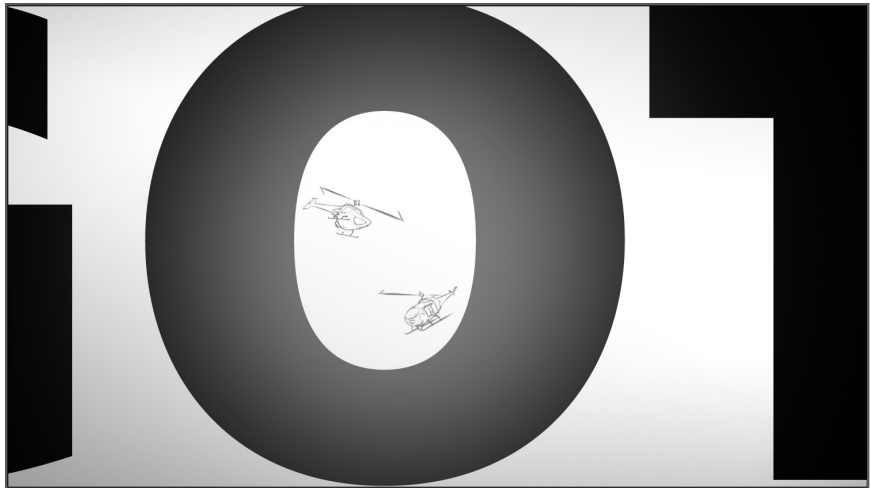
1



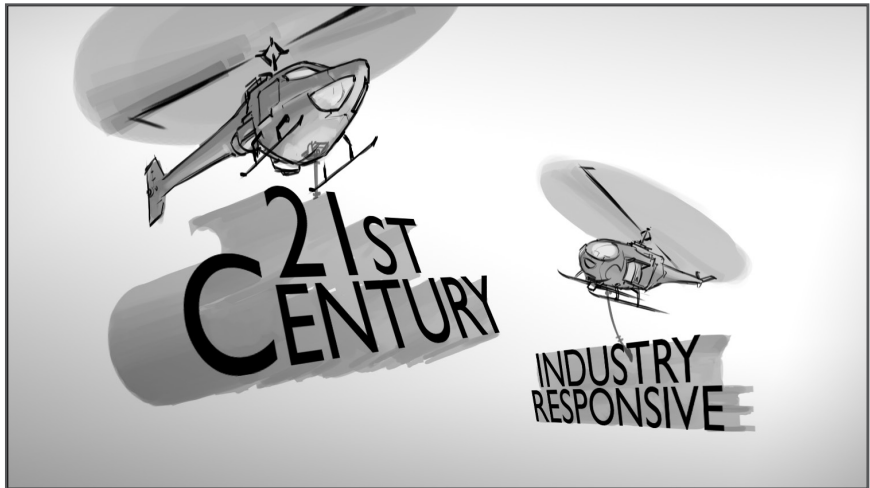
VO:
If you've got the will, we've got the way.

TREATMENT:
Camera goes through type of first phrase.

2

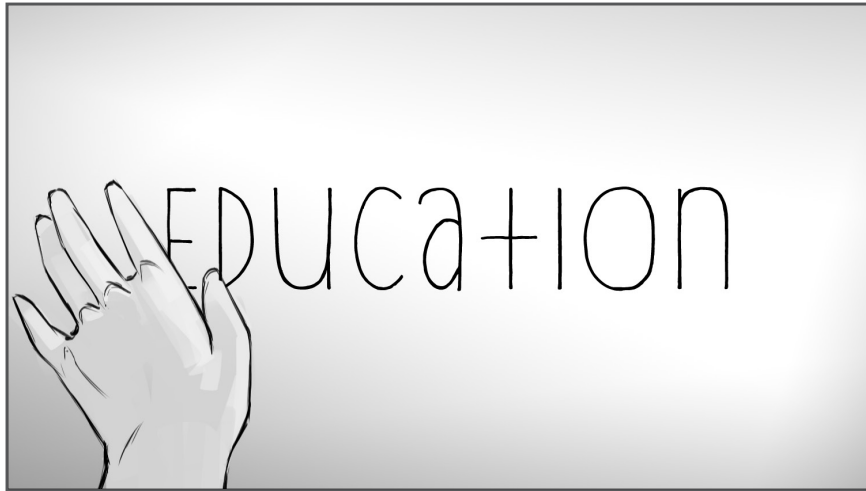


3



VO:
At University of Phoenix, you can get a 21st century, industry-responsive degree...

TREATMENT:
"21st century" and "industry responsive" type gets carried across frame by helicopter.



VO:

...in rapidly growing fields like business, education, nursing, health administration, criminal justice and technology.

TREATMENT:

Each growing field is represented by it's name. The names appear small at first and scroll across screen and grow larger when they reach the center of frame. The POV hands can swipe them across.



PROGRAMS AND COURSES

University of Phoenix

7



8



9



PROGRAMS AND COURSES

University of Phoenix

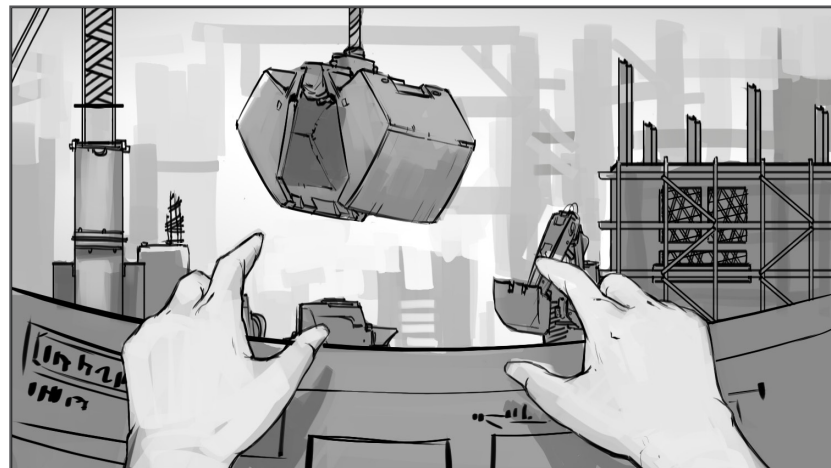
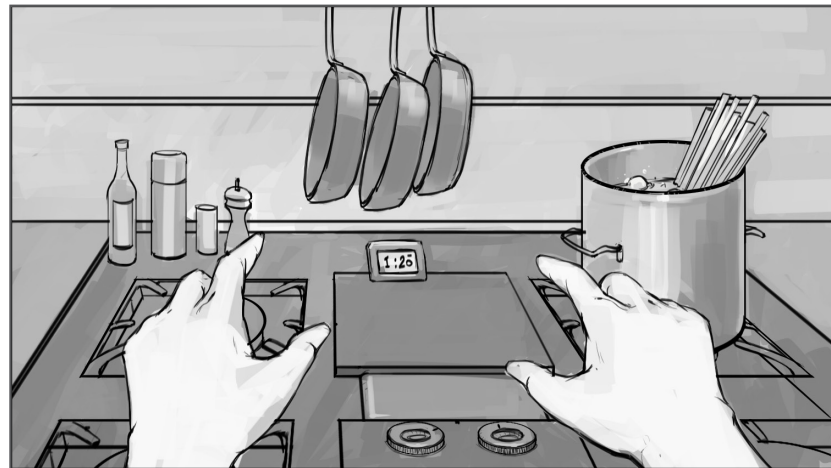


VO:

We offer over 50 degree programs for working adults.

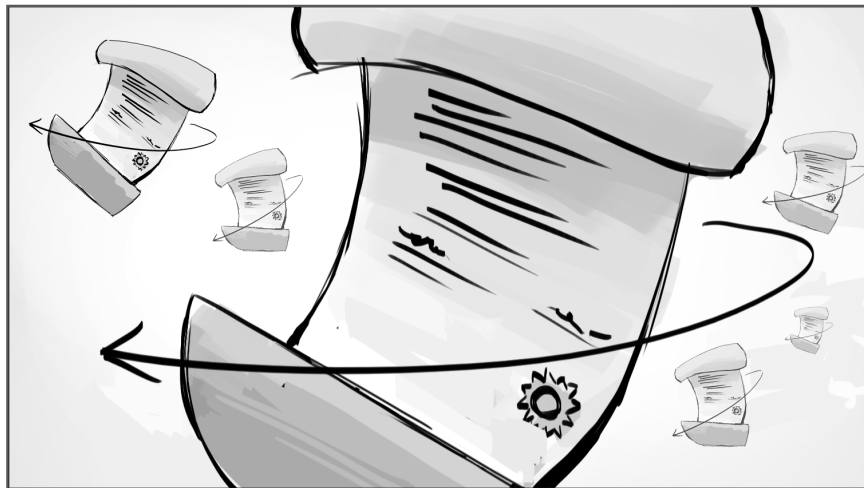
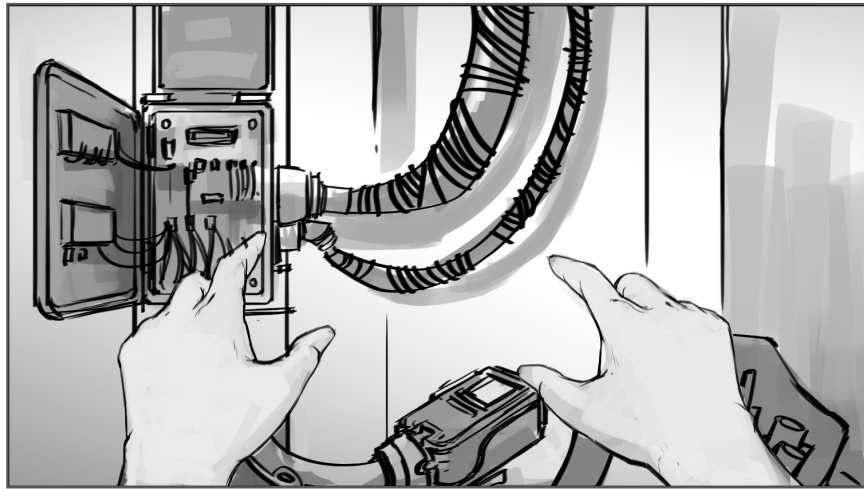
TREATMENT:

Quick edit of Bkgd Scenes changing rapidly of different workplaces: (office, supermarket, construction, electrician etc) POV hands change with each workplace.



PROGRAMS AND COURSES

University of Phoenix



VO:

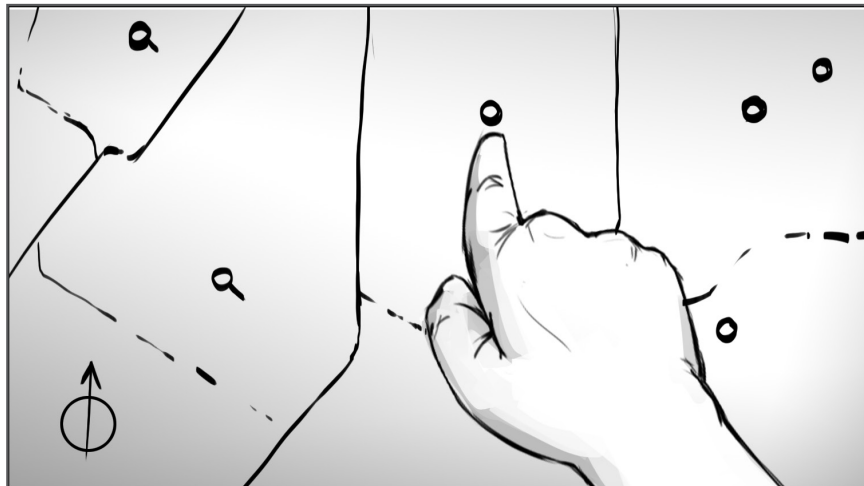
Bachelor's, master's and doctoral degree programs are available at over 200 campuses across the country and at your fingertips online.

TREATMENT:

Various paper degrees pop up in order of VO. Doctoral degree spins around to reveal map on back illustrating the 200 locations.

PROGRAMS AND COURSES

University of Phoenix



TREATMENT:

POV finger points to screen and camera pulls out to reveal paper computer monitor.

PROGRAMS AND COURSES

University of Phoenix

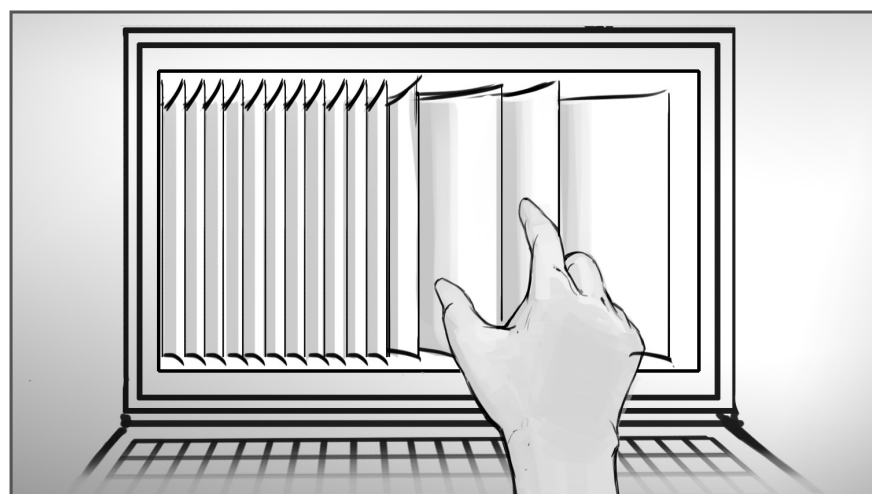


VO:

And if you're just beginning your college studies, our Axia College associate's degree programs can be completed online in as few as twenty months.

TREATMENT:

Stay on computer monitor. Key points of copy are typed out with paper (or digital) blinking cursor.



VO:

We also offer a wide range of non-degree courses.

TREATMENT:

Screen pops up with list of courses that POV hand flicks through.



VO:

Individual courses, teacher education courses, certificate programs and professional development courses can be taken year-round to help you meet the growing demands of the marketplace.

TREATMENT:

Pan right to several figures representing different working people.

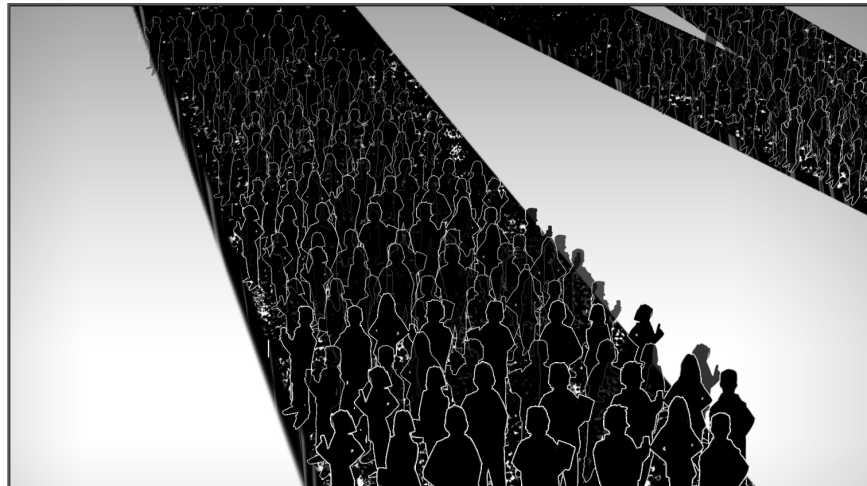
PROGRAMS AND COURSES

University of Phoenix



TREATMENT:

More figures pop on, filling screen, until you can't see anything else.



TREATMENT:

Camera pulls back from the mass of people to reveal that they are all contained within the 'N' of the word Economy.



VO:

Times change and the economy is constantly evolving,

TREATMENT:

Word "economy" keeps switching fonts or weights of brand font to indicate constant change.

PROGRAMS AND COURSES

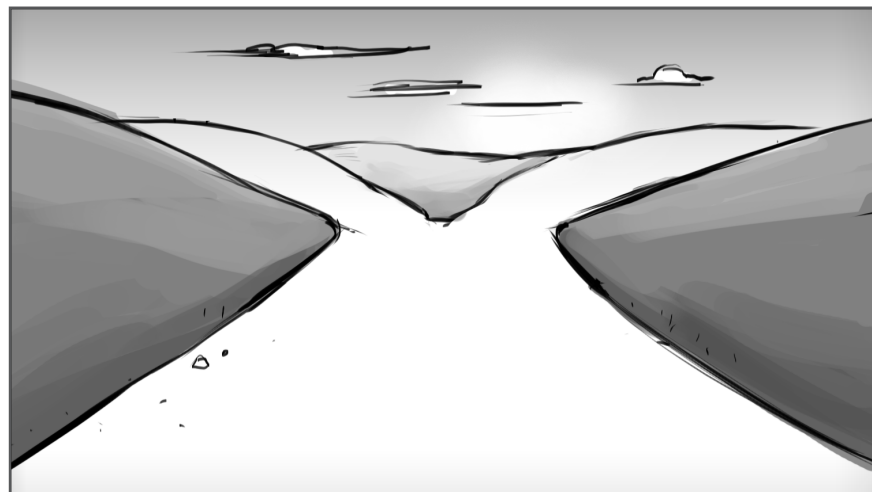
University of Phoenix

ECONOMY

25

ECONOMY

26



27

VO:

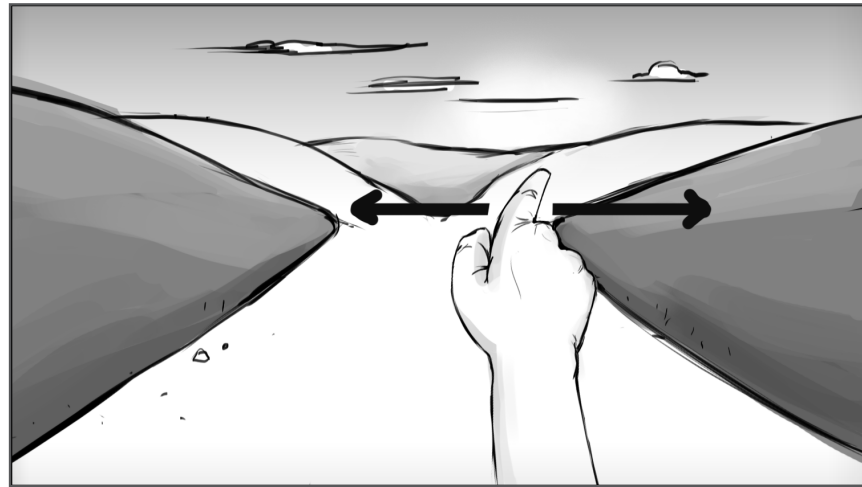
...which is why, whatever path you chose to go down,

TREATMENT:

Numerous roads draw on from underneath POV.

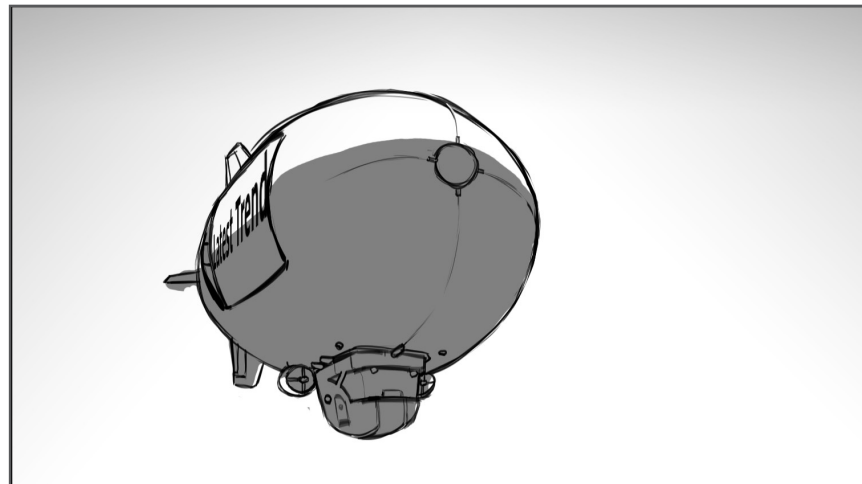
PROGRAMS AND COURSES

University of Phoenix



TREATMENT:

POV pans left and right as various roads draw on from off camera moving off into background. POV hand points to one and camera starts moving in that direction.

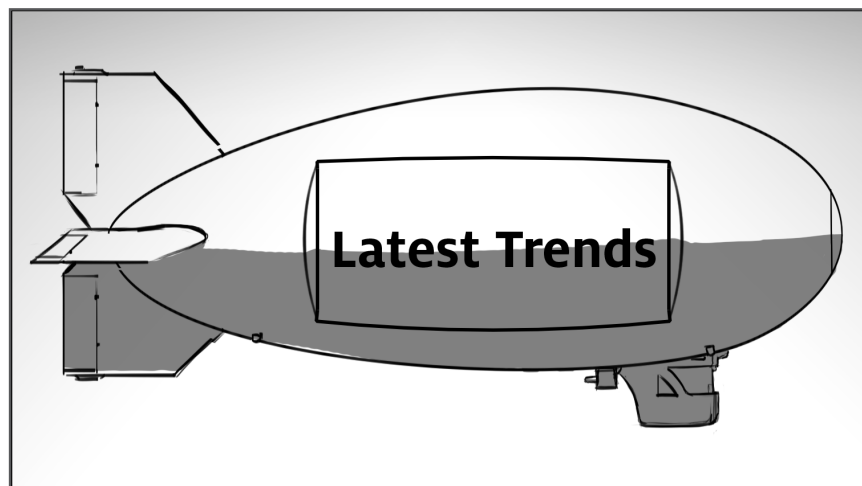


VO:

...your degree program will reflect the latest trends in the industry, and will be geared to give you the relevant skills to solve real world problems.

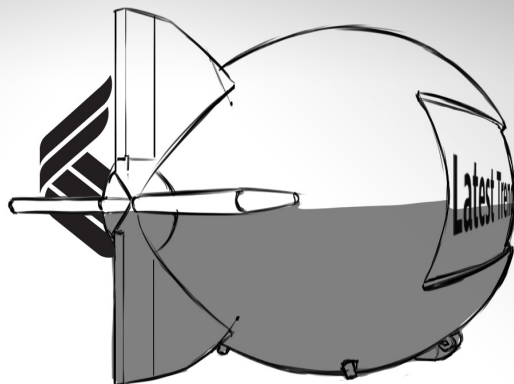
TREATMENT:

A blimp in the sky. On the side of the blimp is one of those display screens that cycles through words like: Latest Trends, Relevant Skills, Solving Problems, etc.



PROGRAMS AND COURSES

University of Phoenix



TREATMENT:
Blimp reveals logo.



PROGRAMS AND COURSES

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Thank You