



Virtual commencement experience.

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The Need

Problem: As a result of the COVID19 outbreak, hundreds of institutions of higher learning across the United States are at risk of canceling upcoming graduation ceremonies. Students deserve an opportunity to celebrate their monumental accomplishment.

Our Solution: Live Tassel was developed to provide a virtual solution to the commencement ceremony. We have assembled a small team prepared to quickly deliver a virtual graduation experience that will incorporate real-time interaction and a feeling of social presence.



The Process

- **Connect with Stakeholders**
 - We will need to identify the institution's stakeholders for communication with students and to ensure the campus' culture is reflected in final product.
- **Run-of-Show Development**
 - Collaborate to understand what a preferred graduation ceremony looks like. Pivot to build run-of-show optimized for a condensed 60-min virtual experience.
- **Create Timeline**
 - Map out timeline of key production and delivery dates.
- **Production planning/ Coordination**
 - Process of creating content components and receiving feedback from institution stakeholders.
- **Call for Student Content**
 - Coordinating with registrar to contact graduating seniors. Students will receive link to upload photos and quotes they would like to have displayed on their personal name slide.
- **How to Attend**
 - Students, families and the community will be given instructions on "how to attend" the experience.
- **Launching Experience**
 - Experience will be delivered via YouTube Premieres on the institution's YouTube channel. YouTube Premiere allows users to designate when to have a pre-recorded program launched. Experience will be pre-recorded but engagement will be live and real-time.
- **Survey Design**
 - Developing and deploying post experience survey.



The Experience

- **Stylized Video Slides/ Transitions:**
 - Video slides incorporate motion graphics and custom components fit for the institutions culture. Run-of-show development will determine how many video slates are necessary.
- **Incorporation of Special Content Pieces:**
 - We will incorporate pre-recorded special content pieces (ex. Guest speakers, message from president, student speakers) into the final video experience. We are prepared to professionally produce these pieces for an additional cost.
- **Name Call:**
 - Name call video slides will be custom for each student as they will have the opportunity to upload photos and quotes to be incorporated in experience. Name call will be read by professional voice-over artist.
- **YouTube Premiers**
 - YouTube premiers will give viewers the opportunity to engage with each other real-time.





Your Name: *
First Name
Last Name

Student ID number *

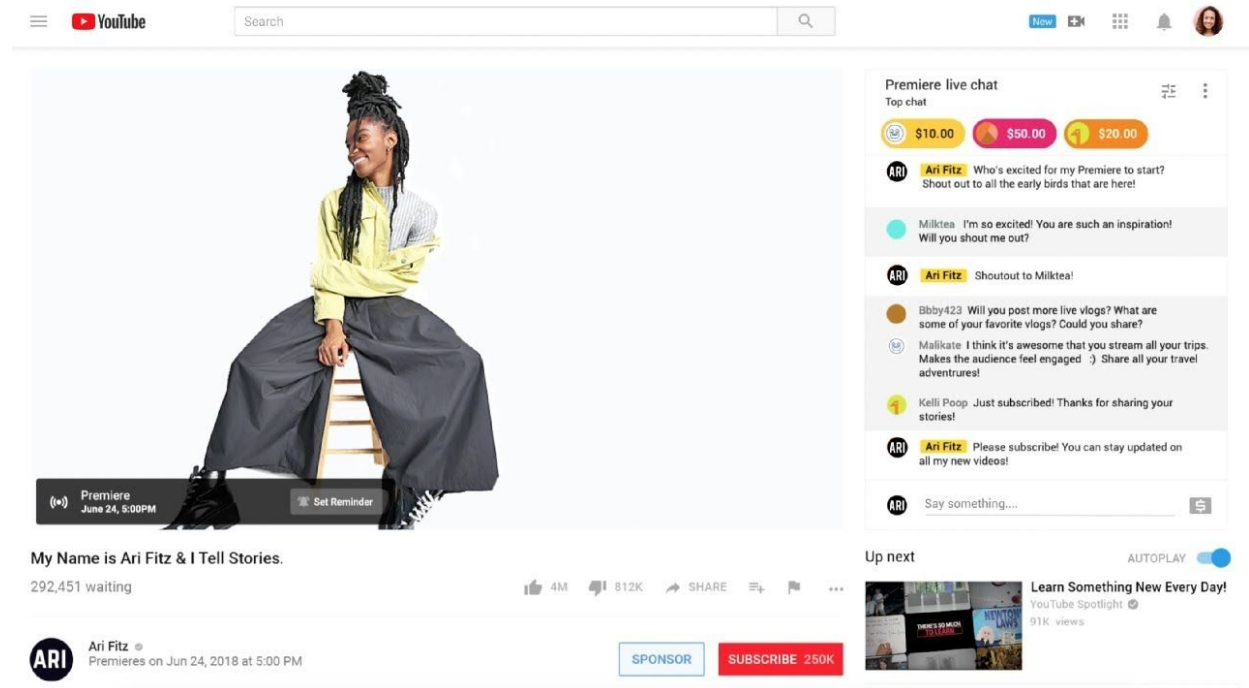
Preferred Email Address: *
Email

Personal Reflection *

Click to Upload Files
Upload Photos
Max Total Upload Size: 500MB

Submit

Student Content Upload Form



Youtube Premieres Function

