

**SCAD**  
Production  
 Office

**SPO**  

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x

*Ambedro*

# NEWS LETTER

**Week Eight** Winter 2026

# DASHBOARD



## Week Eight - Winter 2026

Office Hours for Directing the Narrative on **Friday, Feb 27.**

Take a look at our Black History Month Weekend Watchlist!

Check out the **Spring 2026** SCADpro and SCADserve projects. **Apply Now!**



## Industry Headlines

*Updated Feb 22, 2026*

**BAFTA Recap:** Everything you missed this weekend.

Paramount **Sweetens Offer** for Warner Bros. Discovery

Box Office Report: **GOAT** hits No. 1 Domestic with \$17M

# DIRECTING THE NARRATIVE PREP

HELP SESSION

**Preparing for Directing the Narrative.**

INFORMATION

📍 **Savannah Film Studios, Room 113**

🕒 **February 27 • 12 PM**

📄 *Stop by office hours for support with directing the narrative. Come discuss your ideas or works in progress and receive focused direction and guidance.*

**DIRECTING  
NARRATIVE**



SPO

# SCRIPT SPEED DATING

## WORKSHOP

**Ready, Set, Pitch!** Join us for script speed dating.

## INFORMATION

📍 **Savannah Film Studio, Studio B**

🕒 **March 3 • 8 PM**

📄 *Join us for Script Speed Dating, a fast-paced event where DWRI screenwriters practice pitching to multiple producing students with decreasing time, learning how to craft and deliver an effective pitch with guidance from two faculty advisors.*

**SCRIPT SPEED DATING**

# EXTRAS NEEDED

**SOULS OF SAVANNAH**

**EXTRAS NEEDED. MARCH 6TH & 8TH**



**IN NEED OF EXTRAS,  
NO ACTING  
EXPERIENCE REQUIRED  
ALL AGE RANGES  
NEEDED!  
PLEASE REACH OUT!**



**MDAMAZ20@STUDENT.SCAD.EDU**

**CKLEIN23@STUDENT.SCAD.EDU**

**RAPHILALUYAUX@GMAIL.COM**

**NWILSO28@STUDENT.SCAD.EDU**

# Photographs Gone

## CREW CALL

ISO:

KEY GRIP

1<sup>ST</sup> AD

COSTUME DESIGNER

HMU

SCRIPT SUP

WINTER WEEKEND 8, SPRING WEEKEND 1/WEEK2  
[FEB 27TH-MAR1ST, MAR 28<sup>TH</sup>, MAR 30TH

DM @photographsgone\_mv or email gdenma20@student.scad.edu for more info!

# CAST & CREW CALL

## ALL THE SEASONS PASS ME OVER TOO

Over the course of a single weekend, Monica is forced to confront her relationship with Ben. Clean and simple, yet she proves it to be anything but.

### ISO Cast:

**Monica** - A faithful, indecisive, stubborn, young woman stuck in the throws of weighing what she wants with what she needs.

**Ben** - A caring, cool, stable constant in Monica's life who loves vulnerably and is always a phone call away.

**Savannah** - Monica's closest (maybe only) friend and advisor. Witty and sensitive, she has to work out her own relationship issues while dealing with her tangled friend.

### & Extras Needed

### ISO Crew:

Boom Operator/Sound Mixer

AC

Script Supervisor



Producer: [oonaghdougal@gmail.com](mailto:oonaghdougal@gmail.com)

Shooting: 1<sup>st</sup> and 2<sup>nd</sup> weekends of the Spring Quarter

A spotlight shines down from the top center of the frame onto a black chair. The chair is positioned on a white circular platform. The text 'JOIN OUR CREW' is centered above the chair, and 'UNRAVELED' is centered across the chair's seat. The background is dark, and the spotlight creates a bright cone of light.

JOIN  
OUR  
**CREW**

**UNRAVELED**

***WEEKEND 1 OF SPRING QUARTER***

- **CO-PRODUCER, 1<sup>ST</sup> ASSISTANT DIRECTOR, KEY GRIP, GRIPS**

# SCAD pro

Join forces with fellow SCAD creatives to solve real challenges for leading brands.

# SCADSERVE↑

Gain invaluable, real-world experience while helping nonprofits tackle complex challenges.

Get insights into what projects are available for the Spring Quarter. All majors are welcome, so approach each project with an open mind!

UNVEILING

SCAD **pro**

SPRING 2026



## **Music Everywhere: Amazon Ecosystem Integration**

Transform how customers discover, experience, and engage with Amazon Music across the broader Amazon ecosystem. Create seamless, innovative touchpoints that connect Amazon Music with Prime Video, Retail, Audible, Kindle, and Alexa+ to deliver a unified entertainment experience that resonates with young adults and expands our audience beyond current users.



## **Fishing Product Innovation**

Create innovative product concepts and solutions that revolutionize the fishing experience across multiple environments and user segments. Students will target shore-based fishing (land and dock), boat fishing, and tournament applications in both freshwater and saltwater environments, delivering transformative concepts that elevate the fishing experience, strengthen brand leadership in the outdoor category, and expand market reach across the full spectrum of fishing and boating enthusiasts.



## **Service Design Roadmap**

B D & Co seeks SCADpro's assistance in elevating the company's continence care offerings through strategic interactions. Students will map the current care journey, identifying unmet needs, pain points, and emotional drivers for patients and clinicians alike as well as the physical and digital touchpoints that shape this care. Building on these insights, students will define opportunity areas and early future-state concept directions that enable more connected human-centered care interactions, informing near-term innovation opportunities and longer-term strategic differentiation — establishing a scalable service design framework to embed experience-driven thinking and unlock new value in continence care.



## **Integrated Sustainable Design Campaign**

SCADpro and haircare brand Dip will collaborate on a campaign concept theme, "The Last Truth Tellers," focused on elevating authenticity, transparency, and the voices of independent retailers while exploring how Dip can amplify its mission across physical and digital spaces. Students will center their ideation on sustainable product and packaging design, with select extensions into storytelling and brand expression resulting in research-driven concepts and strategic creative outputs aligned with Dip's long-term vision.

# Deloitte.

## **Housing Supply Shortage Remediation Research**

The U.S. is facing a massive housing shortage over the next 15 years and Deloitte seeks SCADpro's help in solving it. In this critical research-centered project, students will investigate the economic, regulatory, and technological drivers behind the crisis, exploring how impending legislation and innovations like modular construction make an impact. Students will transform complex data into actionable insights, providing insight into how government bridge the housing supply gap and promote equitable housing access. They will also develop executive-level reports and visualizations that influence how Deloitte advises public sector leaders.

# Deloitte.

## **Single Digital Identity Mobile App**

Tired of clunky government websites and paper forms? Build the future of civic engagement by conceptualizing a revolutionary single digital identity app: one mobile portal for everything from professional licenses to business taxes to health services, all without needing forms. Students will investigate constituent barriers, map seamless physical-to-digital journeys, and build a high-impact marketing strategy to launch this vision. Transform how millions interact with their state governments and move beyond the traditional form, designing a new "access pass" for the modern user.

# Deloitte.

## **Vaccine Safety Platform Awareness Campaign**

Design at the intersection of trust and technology in this SCADpro collaboration with Deloitte. V-safe is a one-of-a-kind platform that has monitored vaccine safety for millions, but in an era of misinformation and hesitancy, data is only as strong as the people who provide it. Students will partner with Deloitte to bridge the awareness gap between health care and the public, creating a trust-centered campaign with innovative outreach plans and high-impact toolkits for providers — prototyping the future of public health engagement and making an impact with nationwide scale.

# EXACT SCIENCES

## **Early Cancer Screening Campaign**

Exact Sciences has tasked SCADpro with conceptualizing a cultural movement that reframes proactive cancer screening as a normal, empowered annual wellness choice, much like a physical or dental checkup, led by Cancerguard's simple blood-based MCED test. Through design, storytelling, and behavior-shaping creative concepts, students will explore how to shift early detection from fear to aspiration, making prevention visible, shareable, and part of everyday life — before symptoms, not after.



## **AI Campaign**

SCADpro will partner with FINRA, the independent regulator of securities brokers and dealers in the U.S., to launch a bold integrated campaign positioning them as the leading authority on responsible AI usage in financial regulation. Students will translate their vision into clear, actionable guidance, empowering FINRA's internal teams and the broader financial industry to harness AI with confidence and compliance, turning complex regulations into a practical roadmap for innovation with next-generation tools.

# LAURA ASHLEY

SINCE 1953

## **Early Cancer Screening Campaign**

In this SCADpro partnership, students will develop a next-generation capsule collection and go-to-market campaign that reimagines the Laura Ashley brand for 2026 and beyond while staying authentic to the brand's heritage. Through market research and analysis of current licensed collaborations, students will identify emerging partners, new category opportunities, and culturally relevant touchpoints. This project challenges students to conceptualize a compelling concept from capsule assortment and branding to packaging and audience reach. Deliverables will include a rollout strategy spanning marketing, social media, and PR activations, along with benchmarks to measure success and a framework for extending the collaboration beyond its initial launch.

# KOHLER®

## **Smart Water App**

Partner with Kohler to research and develop concepts for a smart home-connected water experience to elevate everyday water and wellness living across bathroom and kitchen products. The app will aim to monitor, enhance, and secure water usage while promoting wellness, inclusivity, and sustainability at a whole-home level. Students will envision the future of connected water experiences through user-centered design, emerging technologies, and cross-disciplinary innovation.

# L'ORÉAL

## Dermatological Beauty

## **Sun Responsibility Campaign**

In this SCADpro assignment, students will reimagine L'Oréal's Sun Responsibility campaign through contemporary brand research and consumer insight, exploring how sun safety and education can resonate with younger audiences through culture-driven storytelling. Project deliverables will include visual assets such as photography, retail pop-up display concepts, and short-form vertical video content designed to drive awareness, credibility, and meaningful engagement across the digital and physical space.



## **BMW AI-Native Services Design**

SCADpro will partner with BMW to explore how future automotive services can be seamlessly integrated into AI platforms like ChatGPT or Google AI. Students will collaborate with BMW to identify future customer touchpoints — including smart service scheduling, intelligent accessory suggestions, or AI-powered concierge services — and prototype their functions within the expanding AI ecosystem, navigating the customer shift from a traditional website experience. Students will conduct user research, AI platform analysis, and future service concept development.



## **Luxury Bag and Campaign**

SCADpro will partner with BMW to create a luxury bag for customers who have purchased one of BMW's most premium vehicle: the Grand Klass Luxury (GKL) line. Students will design three bags using premium materials, developing production-ready prototypes with complete manufacturing specifications. The project deliverables include integrated marketing campaigns plus internal messaging to transform the service experience into a memorable brand moment that drives long-term customer retention.

# MAYO CLINIC

## **AR Basic Life Support Training Part II**

Partner with The Mayo Clinic, one of the world's most trusted leaders in health care, to reimagine lifesaving education with augmented reality (AR) training simulations. By uniting The Mayo Clinic's clinical excellence with cutting-edge AR technology, students will deliver an immersive, next-generation Basic Life Support experience. Moving beyond traditional training, this AR-enhanced experience will equip learners with the confidence, speed, and precision needed in critical moments, helping save lives today as it shapes the future of medical education.



## **Concepts for Theme Parks**

Collaborate with SCADpro and Universal Creative to develop new concepts for the company's theme park experiences around the globe.

UNVEILING



WINTER 2026



## **Designing the Beltline: Mobility, Identity, and Public Space**

Reimagine the Atlanta Beltline — a 22-mile loop of trails, parks, and future transit — as a dynamic civic and cultural corridor. Develop visual strategies and design interventions that enhance mobility, public art, vegetation, and placemaking along the 22-mile loop, translating community identity into engaging, user-centered spaces. Use research, stakeholder collaboration, and iterative testing to ensure interventions respond to real-world conditions and diverse user needs. Portfolio-ready solutions will advance both aesthetic and functional dimensions of public space while shaping meaningful, inclusive experiences along one of Atlanta's most significant urban infrastructure projects.



## **ESP: Designs to Inspire, Influence, and Impact**

ESP envisions a world where every person of every ability in every community has universal access to transformative experiences. Join ESP and the SEEABILITY movement to shift perspectives, championing a world where the abilities of all are seen and celebrated. Help turn empowerment into action through visual branding designs and a product assortment plan.



## **Blue Realities: XR Design for a Planet That Can't Wait**

Dive into immersive design with a purpose. Create powerful experiences that bring people face-to-face with the magic — and fragility — of Georgia's undersea sanctuaries: Blake's Plateau and Gray's Reef National Marine Sanctuary. Create experiences that make the ocean's crisis personal — from dying coral reefs to plastic-choked currents — so people don't just see the problem, they feel it and want to make a change. Combine spatial storytelling, sensory design, and virtual reality to build installations that bring the deep sea up to the surface level.



## **Exhibitions, Place, and Participation: Reimagining the First Girl Scouts Headquarters**

Reimagine the first-ever Girl Scouts Headquarters in Savannah, Georgia — an active historic site that welcomes hundreds of visitors daily — as a contemporary, interactive museum environment. Translate the site's legacy into engaging public experiences through spatial, visual, and digital interventions. Students will conduct on-site research, analyze visitor behavior, and collaborate with institutional stakeholders. Emphasis is placed on authorship, ethical design decisions, and real-world feedback. The course will culminate in portfolio-ready work shaped by public use, cultural responsibility, and professional design practice.



## **Designing Health Systems: Food, Access, and the City**

Co-create with Healthy Savannah, a government-led initiative that seeks to make a healthier city through the concept of food as medicine. Develop real-world design solutions that operate across scales, from produce storage and distribution to spatial, graphic, and experiential strategies that encourage community participation. Grounded in field research and stakeholder collaboration, the course emphasizes problem definition, iterative testing, and accountability to real users. Project outcomes will respond to practical constraints while translating public health goals into accessible, human-centered design.



## **Designing for Public Memory: The Thurgood Marshall Mobile Museum**

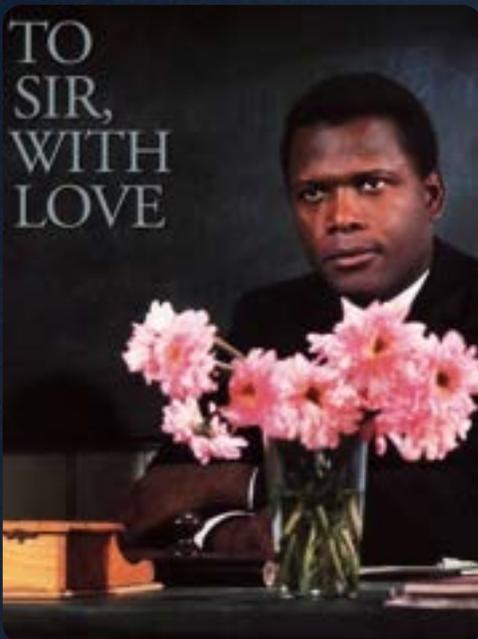
Design an immersive, traveling exhibition that translates Thurgood Marshall's legacy into a contemporary civic experience. The Thurgood Marshall Mobile Museum will feature spatial, graphic, and interactive systems that adapt to schools and community sites nationwide. Grounded in cultural responsibility, public engagement, and the practical demands of designing for democratic participation, students will produce design solutions that operate beyond traditional museum walls. Emphasizing authorship, narrative clarity, and design accountability, the course will explore how form, media, and movement shape public understanding.

SPO

# WEEKEND WATCHLIST

It's *Black History Month*, and our staff has curated some special picks for the week. Enjoy these selections as you wrap up midterms and head into the rest of the quarter.

*Here's a couple picks from our staff!*



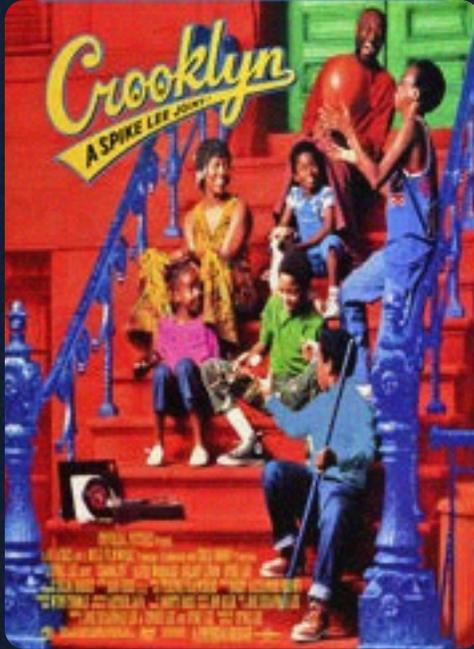
## TO SIR, WITH LOVE

IMDb 7.6/10

[Watch now on YouTube](#)

Idealistic, yet unemployed, Black American Engineering graduate Mark Thackeray takes on a temporary position teaching a group of rambunctious White high school students from London's East End slum neighborhood.

## WEEKEND WATCHLIST 2026

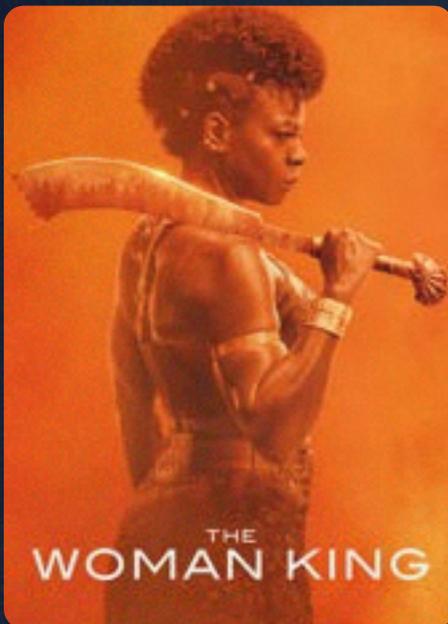


### CROOKLYN

IMDb 7.0/10

[Watch now on Tubi](#)

Spike Lee's vibrant semi-autobiographical portrait of a school teacher, her stubborn jazz musician husband and their five kids living in Brooklyn in 1973.



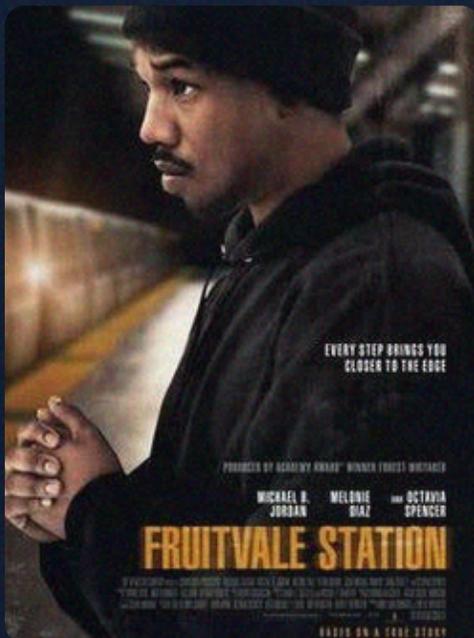
### THE WOMAN KING

IMDb 6.9/10

[Watch now on Hulu](#)

A historical epic inspired by true events that took place in The Kingdom of Dahomey, one of the most powerful states of Africa in the 18th and 19th centuries.

## WEEKEND WATCHLIST 2026

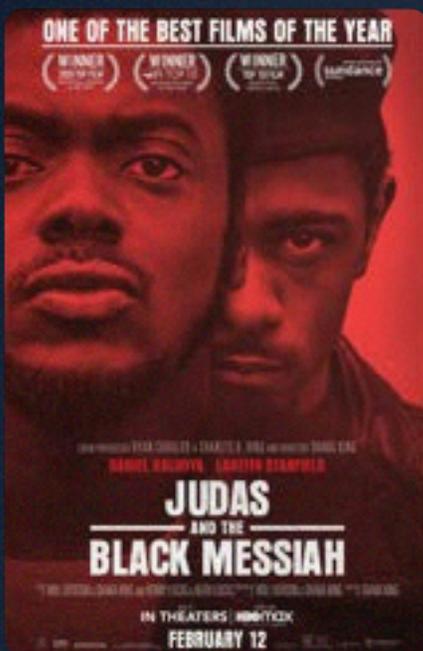


### FRUITVALE STATION

IMDb 7.5/10

[Watch now on StarZ](#)

The story of Oscar Grant III, a 22-year-old Bay Area resident, who crosses paths with friends, enemies, family, and strangers on the last day of 2008.



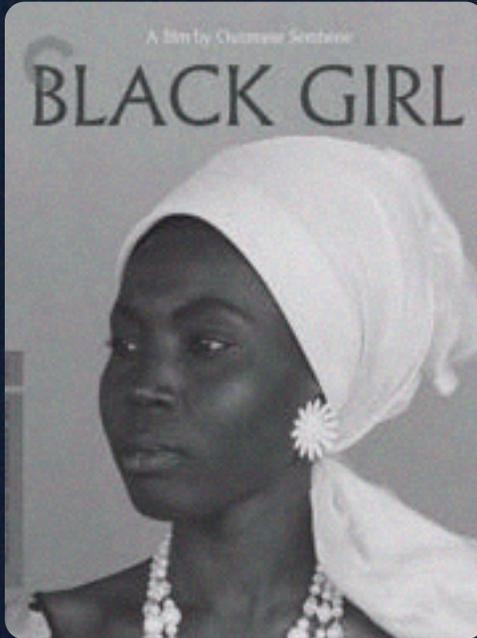
### JUDAS & THE BLACK MESSIAH

IMDb 7.4/10

[Watch now on YouTube](#)

Offered a plea deal by the FBI, William O'Neal infiltrates the Illinois chapter of the Black Panther Party to gather intelligence on Chairman Fred Hampton.

## WEEKEND WATCHLIST 2026

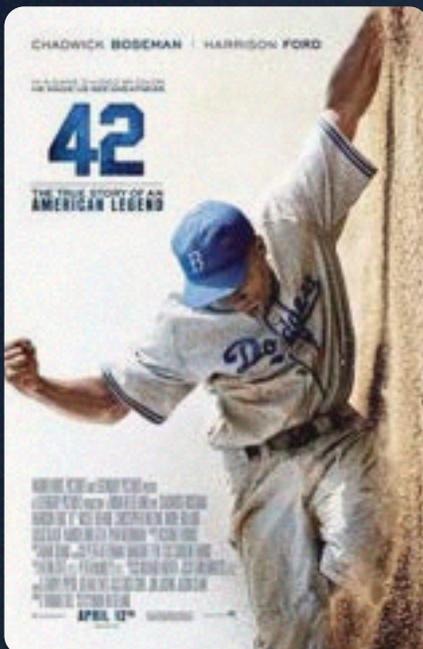


### BLACK GIRL

IMDb 7.4/10

[▶ Watch now on Prime Video](#)

Diouana, a Senegalese woman aspiring for a better life, takes the job of a governess for a French family. However, things become complicated when they treat her as a maid and she faces racism.



### 42

IMDb 7.5/10

[▶ Watch now on Hulu](#)

In 1947, Jackie Robinson becomes the first African-American to play in Major League Baseball in the modern era when he was signed by the Brooklyn Dodgers and faces considerable racism in the process.

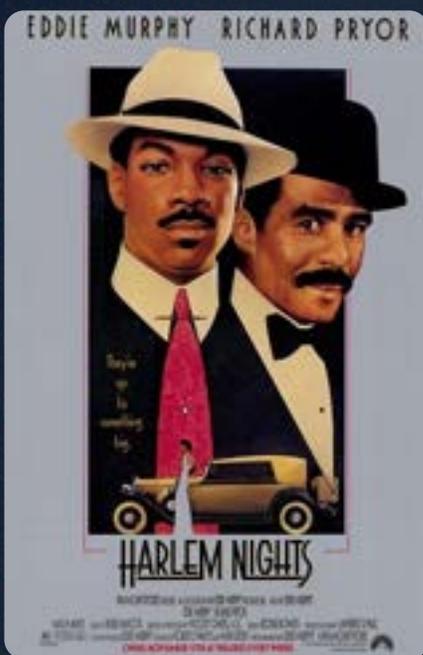


## SORRY TO BOTHER YOU

IMDb 6.9/10

[Watch now on Prime Video](#)

In an alternate present-day version of Oakland, telemarketer Cassius Green discovers a magical key to professional success, propelling him into a universe of greed.



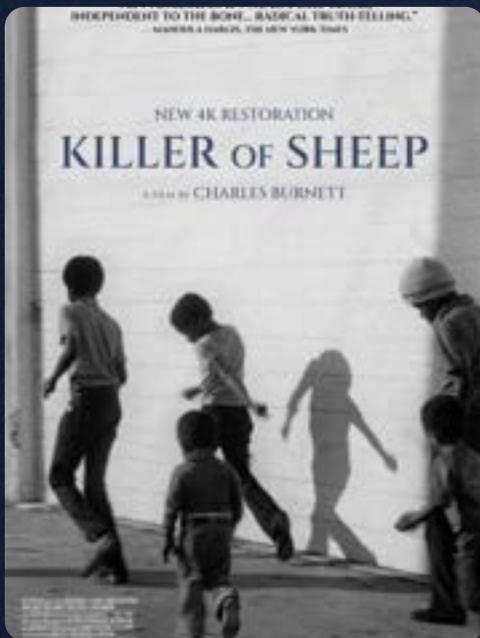
## HARLEM NIGHTS

IMDb 6.1/10

[Watch now on Paramount+](#)

During the 1930s, a New York City illegal gambling house owner and his associates must deal with strong competition, gangsters, and corrupt cops in order to stay in business.

## WEEKEND WATCHLIST 2026

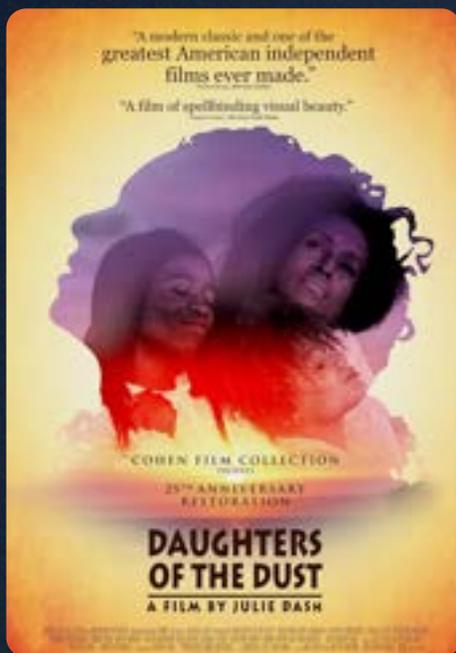


### KILLER OF SHEEP

IMDb 7.2/10

[Watch now on Prime Video](#)

Set in the Watts area of Los Angeles, a slaughterhouse worker must suspend his emotions to continue working at a job he finds repugnant, and then he finds he has little sensitivity for the family he works so hard to support.



### DAUGHTERS OF THE DUST

IMDb 6.6/10

[Watch now on Prime Video](#)

At the dawn of the 20th century, a family in the Gullah community of coastal South Carolina -- former West African slaves who adopted many of their ancestors' Yoruba traditions -- suffers a generational split.

# BTS Photos!

you have 'em, we want 'em!

Each Newsletter, we feature photos from around the SCAD Film Department. So far, we've only featured official SCAD photos, but we want to feature productions happening in real time!

Starting this quarter, we want to feature photos taken from SCAD film sets **taken by you.**

## Want to get featured in the Newsletter?

- 1** Fill out our Submission Form  
*Linked at the bottom of this page.*
- 2** Give us a High-Res Photo + Credits  
*Who took it, what was the name of the production, class, social handles, etc.*
- 3** **Have a chance to see it in our Newsletter!**  
*Photos will be used for the front / back covers & throughout the doc.  
Not all photos submitted will be used immediately.*

**Form Link**

UPLOAD

# CREW CALLS

Fill out our Crew Call Submission Form to get featured in the Newsletter! Crew Calls will be in the back of each issue.

**DEADLINE TO SUBMIT FOR THE NEXT WEEK:**

Mondays, 11:59 PM EST

*A form submitted by Monday of Week 3 would be for Week 4's Newsletter.*

**FORM OPENS AGAIN FOR NEXT NEWSLETTER:**

Fridays

Flyers must be in PNG format, not PDF.

**Upload Here!**

## DWRI Script & Writer Request Form

Searching for a short script or looking to collaborate with a writer? Connect with a Dramatic Writing (DWRI) student today!

[SCRIPT & WRITER FORM LINK](#)

## Acting Resource Database

Want to act in a project? Add your info here!

[ACTING DATABASE FORM](#)

## Voice Acting Resources

Post Casting Calls, and get them, directly through *SCAD Voiceover Club*.

[SUBMIT CASTING CALL](#)

[JOIN THE VOICE ACTING DATABASE](#)

## SCAD Production Office Website

Need a crew for your project, or want to get on one? Check out our website!

[BUILD YOUR CREW](#)

[VIEW ALL PROJECTS FILMING](#)

## SCAD Production Office Hours

[JOIN SESSIONS](#)

## Newsletter Forms

Submit BTS Photos and Crew Calls!

[BTS PHOTOS](#)

[CREW CALLS](#)

## SCAD Job Portal

Find jobs and internships at SCAD or in your area with the SCAD Job Portal!

[FIND WORK](#)

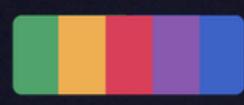


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