

Treatment 2

"The Journey"

- Beginning - Three people receive an acceptance letter from FIU. They are emotional, and the camera lingers on the last student a bit longer.
- Middle - The music crescendoes, and we escape into a montage of all three students experiencing everything FIU has to offer; events, buildings, classes, research, all potential experiences
- End - A) The spot ends back in the student's home with them looking visibly excited about the future. B) The student graduates and is given a loving embrace by their parent.



Mandatorys

- Undergraduate health researcher with results
- Business and environment research project
- Lawyer athlete
- College Experience
 - Football, Athletic pride
 - New housing
 - Campus life

