

Job-Aid: Scripting for Video

Section A: Guidelines for Video-Scripting

1. Ensure there is a beginning, middle and an end.
2. Start with something that immediately grabs attention, and keeps the audience hooked. The start must establish the “core message”, generate curiosity, and make the audience think, “What next”?
3. Keep the explanation segment short – preferably 3 to 5 minutes.
4. Write in plain, informal, conversational English.
5. Avoid buzz words, heavy vocabulary and jargon.
6. Play around with intonation/modulation.
7. If your video will transition from the subject speaking the primary narrative, to a graphic with a text overlay, specify these in your script using colour code, call outs or comments.
8. Show, don't tell. As you think through the content of your video, think visually.

Video-Scripting Cue-Sheet

Section B: The Video Script

I would recommend that you script in a blank document to start with – and not in a table. This will help you to keep your writing fluid. After you complete writing, you may transfer the content into a tabular format as shown later in this document.

SAMPLE

“In their highly developed form, learning materials would be as elegantly produced as movies and video games, and would be as engaging as a great novel.” -----*Woodie Flowers, Professor and Scholar of Engineering Design, MIT*

What makes a good movie? What makes a good play? The script...

Script the most **vital** piece

Presenter Speaks

What comes to mind when you hear the word “lesson” or “module” or “chapter” or “session”? Most of us would visualize a rather boring piece, something highly academic - to be read or attended because we simply have to. On the contrary, what do we imagine when we hear the word “movie”, or the word “play”? Emotions,..... colours,.....enjoyment.....? It’s time we trainers and educators reoriented our thinking about learning material. With the choices available out there, pushing material down our learners’ throats is no more an easy option.

Video-Scripting Cue-Sheet

Sample Template

Video Timeline	Segment Length	Content OST/Graphic/Video	Action
0:00	20 seconds	Presented by and Title Graphics	On-screen text Music Under
0:20	10 seconds	Welcome and Introduction Message	Narration by Presenter/Expert
0:30	10 seconds	“In their highly developed form, learning materials would be as elegantly produced as movies and video games, and would be as engaging as a great novel.”	On-screen text with SFX Display this quotation accompanied with high tempo background music.
0:40	05 seconds	-----Woodie Flowers, Professor and Scholar of Engineering Design, MIT	Image of Woodie Flowers with OST
0:45	05 seconds	What makes a good movie? What makes a good play?	OST with background music
0:50	02 seconds	The script...	Type writer graphic with SFX - typing sound The words “The script” gets typed.
0:52	01 second		Image of static screen accompanied by relevant SFX
0:53	02 seconds	Script the most vital piece	OST Highlight the words script and vital SFX – dramatic background music
0:55	30 seconds	What comes to mind when you hear the word “lesson” or “module” or “chapter” or “session”? Most of us would visualize a rather boring	Narration Presenter Speaks

Video-Scripting Cue-Sheet

Video Timeline	Segment Length	Content OST/Graphic/Video	Action
		<p>piece, something highly academic - to be read or attended because we simply have to. On the contrary, what do we imagine when we hear the word “movie”, or the word “play”?</p> <p>Emotions, colours, enjoyment? It’s time we trainers and educators reoriented our thinking about learning material. With the choices available out there, pushing material down our learners’ throats is no more an easy option.</p>	

Section C: Video-Script Glossary

1. Narration: Spoken information by the presenter/expert
2. Close up: A close view of an actor or a graphic.
3. Cut: An instant transition from one scene to the next.
4. Background Music: Low-volume music that accompanies voice over or dialogue or On-screen text.
5. Pan: The left-to-right or right-to-left rotation of a stationary camera.
6. Sound Effects (SFX): Special sound enhancements to the audio track which do not occur in the live recording.
7. Zoom In: To move the camera's viewpoint from a wide-angle to a close-up shot.
8. Zoom Out: To move the camera's viewpoint from a close-up to a wide-angle shot.