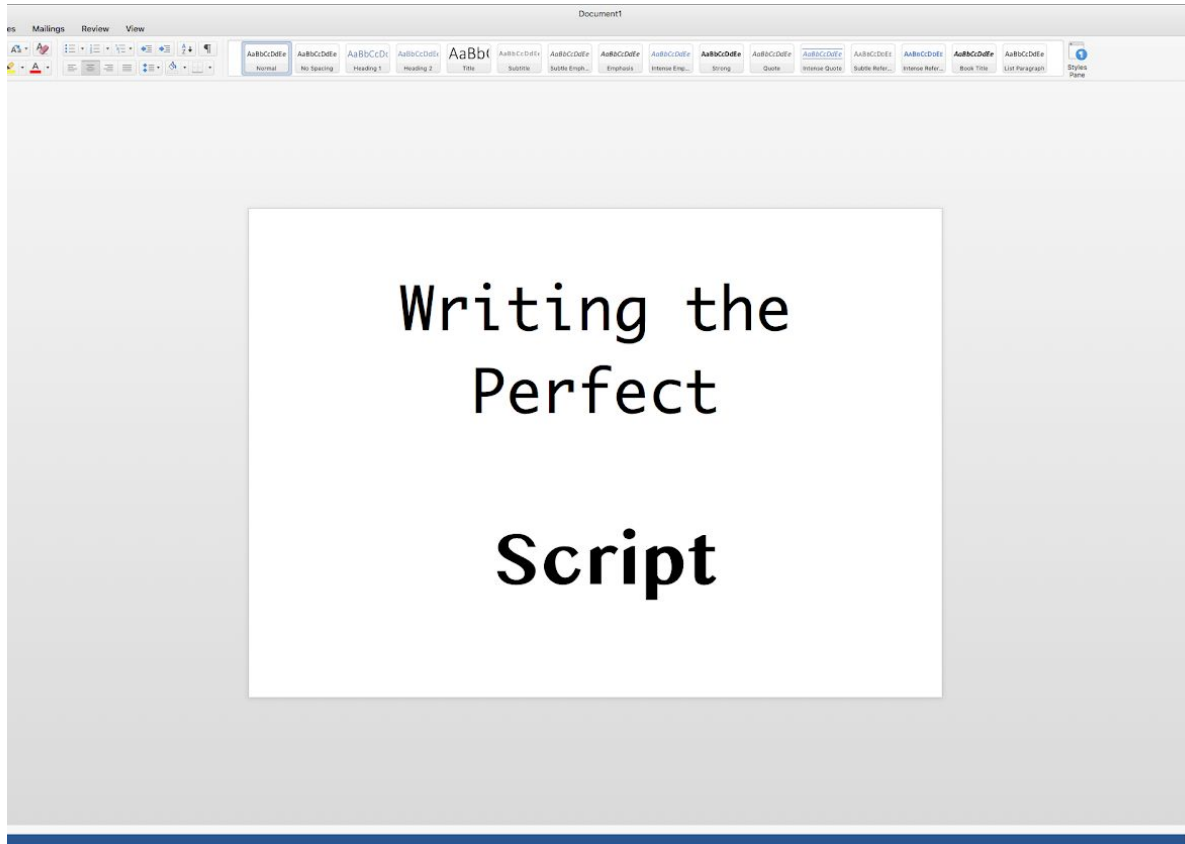


# Writing a Video Script

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## 1) What is Your Brief?

A few things to consider before you begin...

- ❖ What is the purpose of the video, why are you making the video?
  - ❖ Who is your audience? Who is the video aimed at?
  - ❖ What is the video about, what's the topic? Keep this in mind!
  - ❖ What's the message you want to convey, when your audience is finished watching the video what is the core message you want them to take away from your video
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## 2) Writing the Script

Once you have written out your brief it is time to write your actual script...

- ❖ Briefly Introduce yourself - who you are, what is your role and your home institution or enterprise! *(10 seconds)*
- ❖ Include your overall message in the first 20-30 seconds of the video. Start by trying to condense the core message of your video into one or two sentences and place it at the start of the script.
- ❖ A recommended pace to maintain when creating a video script is to write approximately 125 words per minute of video. For example, a 5 minute video would contain approximately 600-650 words.
- ❖ Do not overcomplicate your sentences. Try to keep the word count below about 60 characters per sentence. Take a brief pause between each sentence allowing yourself time to breathe.
- ❖ It is also recommended to further split your video script into appropriate paragraphs. Between these paragraphs give yourself 3-5 secs of a pause.

## 3) Which word processor (or text editor) to use

The script itself just needs to be a text file for loading into the teleprompter. So you may use any word processor (e.g. Libre Office) or text editor (e.g. Emacs) you choose.