

PLANNING YOUR SCRIPT

Quick Guide to get started.



1 Ask yourself these questions.

- Who is the target **AUDIENCE** of the video? What are their age groups/demographics? E.g. Students, potential business partners, young children, office employees, retirees, etc.
- What is the **TOPIC** you would like to talk about? Summarise it into 1-2 sentences. E.g. I would like housewives to learn about our new product, a smart vacuum cleaner that can clean up an apartment in an hour.
- What is the **STONE** you would like to adopt in this video? E.g. Professional, casual, dramatic, humorous. This is linked to your target audience.
- What would you like your viewer to do after watching the video? Create a **CALL-TO-ACTION**. E.g. Take a look at your website, buy a product, eat at a restaurant, read up on more information, etc.

2 Think about the type of video that would best convey your message.

Which type of video would work best to achieve the project objective? E.g. A live action skit centred around a hypothetical character, an interview with a relevant character, an animated video, etc.

3 Create the "skeleton".

Think about how you want the script to flow. Write a few sentences, anything from the top of your head, that will be relevant to your topic. Rearrange them as you please to suit your narrative. You may follow the structure provided on page 3.

4 Flesh out the contents.

Go into the details from each point of your skeleton. Show the fruits of your research. Try to keep your information concise and to the point.

5 Fact-checking and Proof-reading

Make sure any hard facts you have provided are relevant and well-supported, even if you do not write them into the script. Read through the script a few times and fix any grammar mistakes.

6 Read the script out loud.

Make sure any hard facts you have provided are relevant and well-supported, even if you do not write them into the script. Read through the script a few times and fix any grammar mistakes.

7 Go back to point 1.

Does your script still answer to all the questions you asked yourself at the beginning? If it does, Your script is ready for production.



SCRIPT STRUCTURE

There is more than one way to structure your script, but you may follow this as a guide for most purposes.

Step 1: Set your premise.

- Create an eye-catching first sentence to grab your viewer's attention.
- Introduce yourself. Who are you? Why do you want to talk about this? Any relevant qualifications?
- Introduce the topic you would like to talk about.

Step 2: Go into the details.

- Elaborate from the main points of your topic as listed in your first paragraph.
- Give relevant statistics and evidence to back up your claims.
- Different perspectives or sections of the topic.

Step 3: Bring the story to a climax.

This is the part where you focus heavily on the message of the video. It depends heavily on the message you are trying to convey.

- If the video is about solving a problem, offer your solutions.
- If it is about a product, talk about the best features of the product.

Step 4: Conclude the video

- A concise summary of what you have just talked about.
- Any interesting afterthoughts you would like to share.
- What you would like your viewers to do after they watch the video.



STORYBOARD TEMPLATE

Project Name:

Date:

Video Duration:

**Note – Typically 160 words of script = 1 min video*

Project background:

Scene:

Animation / interaction: _____

Script / Narration: _____

Scene:

Animation / interaction: _____

Script / Narration: _____

Scene:

Animation / interaction: _____

Script / Narration: _____

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