

As stated in the Instructional Video assignment, your video must contain at least one audio track separate from the video track. This track should be a voice over. You may add a second music track, but that is optional.


Why Are You Doing This?

Scripts eliminate the guesswork associated with creating effective videos. They also help you form and deliver a cohesive story, one that supports your video instructions. Lastly, scripts save you the time (and hassle) of rerecording content as you try to find the right words, gesticulation, pitch, and tone of voice.

What Will You Produce?

You will be producing a written script that you will use to record your voice-over. This is not a script for a movie--you don't need to create a Hollywood-style script. Here are few things to think about when writing your script:

1. Grab your audience's attention--The best and easiest way to grab your audience's attention from the very start is by introducing a statement or posing a question that's designed to pique interest. You can achieve this by identifying a pain point or high-value offer at the very start of your video. If you introduce a pain point, immediately guarantee that you'll share a solution.
2. Address a problem and give it context--Identifying a pain point or problem and then a solution with a positive outcome shows your audience that the information you have to share is truly valuable. But simply identifying a pain point isn't enough—you also have to give it context. To really drive home how important it is to address the problem, share how detrimental the problem can be, along with the consequences thereof, if not remedied.
3. Deliver the solution--Having introduced your problem and the consequences of not addressing it, it's time to provide the solution. Make sure that your solution is clear and concise. Also, explain why the solution is valid. Do this by using examples, stats, or other proof that strengthens your case.
4. Be conversational--Write your script as if you're speaking to one person and not an audience of thousands. Think about how you would explain concepts and how your audience of one grasps ideas if you were speaking to them in person.

A good instructional video script ties the script to the storyboard and instructions. As you'll see in the example below, this author includes columns for the step number, what the action on the screen will be during the text, and the text of the narration. The example is a pretty solid template you may use it as such. [EXAMPLE](#) 

When it comes time to put it all together, I recommend recording the audio first and then the video. It is much easier to plan/adjust the video to the audio than it is to adjust the audio for the video.

Requirements

Your script should:

- Be clear and legible
- Include connections to your storyboard (action)

Deliverables

- Your script

Grading

This assignment will be informally graded. You will turn your script in here, but we will discuss it in class during your "production" time. If you would like to have a more private discussion please email me to set up an appointment.