

No matter which format it takes, it is important to remember that writing for screen is different than writing for print. The following will help craft your content to work harmoniously with visual elements.



1 Know Your Voice Before You Start:

- Who is your audience?
- What is their learning level?
- What is the tone: casual or formal? Humorous or solemn?



2 Story:

If you are writing a story-based script, construct a strong, memorable plotline for the main character(s). What are their hopes, fears, successes and failures. What obstacles do they overcome?

3

Characters:

Ensure character diversity in terms of age, race, ability, and gender. For more information refer to the Cengage Inclusivity guidelines.



4

Concise Information:

Learning new things can be overwhelming. Present concepts in small digestible portions. Break down concepts with visuals. Keep sentences succinct and direct.



Timing:

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Effective timing allows the audience to take in both the audio and visual information at the right pace. When reading your script out loud consider whether the viewer will have enough time to process what's on screen, or if they'll be bored staring at one image for too long.

5

Length:

1-3 minutes run-time is optimum. Longer than that and you risk of losing your audience.

- Read your script aloud, and time it! If it's longer than three minutes, make edits.
- Use the benchmark of 100 words of Voice Over per minute of run time.



7 Balanced Visuals:

Screens cluttered with excessive elements will confuse the audience.

- Try to not exceed eight words of text on-screen at any given time.
- Don't cram too many visuals on-screen at once.
- Use charts and graphs that are easy to comprehend.



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Add Visual References in the Script:

Whenever possible, provide an example of what will be on screen. This can be a drawing, an image found from the web, anything that will provide a visual reference for the artist creating the content.

9

Production:

A production schedule begins with a final script and finishes with a completed video.

- Don't include scriptwriting as part of the production schedule!
- The script(s) must be final before Creative Studio begins work.



Remember...