

Content Overview

COURSE	
MODULE/ UNIT	
SECTION	
VIDEO TITLE	
WORD COUNT	<i>Left column only</i>

PURPOSE OF VIDEO

What are the key takeaways, transformations, or outcomes that you are aiming to support with this video?

DIRECTORIAL NOTES

What is your desired delivery style? How should this script be read? You can use the traits bulleted below for inspiration.

- *Authoritative*
- *Friendly*
- *Upbeat*
- *Professional*
- *High energy*
- *Monotone / minimal inflection*

- *Nervous*
- *Childish*

Storyboard

CELL ID	VOICEOVER / AUDIO	VISUALS
00A		
01A		

Tag Guide

Audio

If it's just someone speaking, then you do not need a tag.

[SFX]

Sound effects

[PAUSE]

[SOUNDBITE]

Visual

[INTRO]

Stylized intro added in post-production

[ANIMATION]

This should be used sparingly, often not at all. 2D animation used to explain complex concepts, like the anatomy of the brain's reward system.

[STOCK VIDEO]

[STOCK PHOTO]

[HOST ON SCREEN]

Host speaks to camera

[SME ON SCREEN]

Subject matter expert speaks to camera.

[LT]

Lower thirds are a graphic element used for displaying titles. They will appear for 3 seconds the first time we meet a SME or host then fade out. Can be up to 3 lines for SMEs.

[LIST]

A bulleted list appears over a templated slide-style screen.

[TOS]

Text on Screen may appear as a stylized lower third or other text box.

[OUTRO]

Stylized outro added in post-production