**Video Script Template**

Complete this template to develop the video script. As with the website, the video should be made with an eye toward "bending attitudes."

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| Describe the target audience for the video. |  |
| Describe the type of music, if any, you will use in the video. Give rationale why. |  |
| Describe the types of sound effects, if any, you will include in the video. Give rationale why. |  |
| Describe the visual or technological effects you would use. (This could range from fading to animation to the insertion of text—it will all depend on the technology you choose to use, what affordances it has, and what effects will best help you carry your message.) |  |
| For the content of the video:   * Select/justify the gender for the voice or acting talent * Describe the voice or acting talent in terms of role and age (friend, late 20s) * Include three voice or acting descriptors the talent must possess (e.g., energetic, neighborly, cheerful, mature) |  |
| What is the **Audience Participation Strategy** in the video? |  |

Company Name:

Product:

VideoTitle:

Length:

Writer:

Medium: Video

**PRODUCTION NOTES:** <Include details and information that voice talent and producer need to know about the video.Use traditional capital and lower case letters in your description.>

**MUSIC:**DESCRIBE THE MUSIC THAT WILL BE USED AT THE BEGINNING OF THE COMMERCIAL. INCLUDE THE TIMELINE AND VOLUME SIGNALS AS NEEDED.**EXAMPLE:**THEME-UP. ESTABLISH. CONTINUE UNDER AFTER 5 SECONDS. VOLUME SHOULD NOT INTERFERE WITH NARRATION.THIS SHOULD BE WRITTEN IN ALL CAPITAL LETTERS.

**CHARACTER NAME (IN ALL CAPS):** Character dialogue should be written in lower case.INCLUDE STAGE DIRECTIONS IN ALL CAPS.**EXAMPLE:SPEAKING WITH A SOUTHERN ACCENT**

**SOUND/SFX: SOUND/SOUND EFFECTS (ABBREVIATED SFX) SHOULD BE IN ALL CAPITAL LETTERS AND UNDERLINED.**

***VIDEO/VFX: VIDEO/VIDEO EFFECTS (ABBREVIATED VFX) SHOULD BE IN ALL CAPITAL LETTERS AND IN ITALICS.***

Use this pattern of noting music, character speaking parts, and sound to construct the script for your video.

Write the 150 word script here: