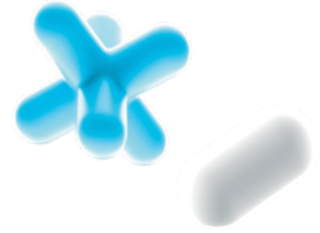# VIDEO TEAM WHITE PAPER

HOW TO CREATE A GOOD SCRIPT

UNIVERSITY OF TWENTE. | Video Team

HOW TO CREATE A COMPELLING SCRIPT

We bring your stories to life through innovative video production services. Our dedicated video team is equipped with state-of-the-art technology to capture, produce, and deliver compelling videos. *FOTO met werk op locatie*

But how do you make a good video?

It all starts with a well-crafted script. To help you get started on your first video, we have a Whitepaper that provides valuable guidance and tips.

How to make a script

If you're wondering how to create an effective script, our Whitepaper offers helpful insights. A good plan serves as the backbone of a remarkable story, helping you create interesting characters, set the mood, and plan out the story's progression. It ensures that the dialogue engages viewers and that the visual and audio elements enhance the story's overall impact.

On this page are some helpful documents that can help you design your video, podcast, or livestreams.

Where to start? Download our script template to start off.

If you're new to scriptwriting, we have a quick tip guide to help you get started.

What is your story?

Clearly define the purpose and message of your story. What do you want the audience to take away?

Target Audience:

Keep your target audience in mind. Tailor your story to be engaging and relatable for them. Who is watching your video? Keep in mind that your target group understands the video.

Length of the video:

Usually try to target to get your video around 2-3 minutes. The attention span of a person watching is around that time. Viewers often decide whether to continue watching a video within the first 8 to 15 seconds. It's crucial to grab their attention early.

- Short-form Content (Under 2 Minutes):

  > Quick tips and tutorials
  > Teasers and trailers
  > Short animations
  > Product demonstrations
  > Short explainers

- Medium-length Content (2 to 5 Minutes):

  > How-to guides and tutorials
  > Product reviews
  > Vlogs and day-in-the-life videos
  > Educational content

- Long-form Content (7 to 15 Minutes and Beyond):
  > In-depth tutorials and educational content
  > Documentaries
  > Reviews and analysis
  > Podcast-style discussions

Concept and Story

Logline: Create a concise logline that encapsulates the essence of your story in a sentence or two.

Basic Outline: Outline the key events of your story. Identify the beginning, middle, and end. What are the main points you want to convey

#	Scène / location	Shots	Text/voice-over	Example
1	Opening	1. Opening shot of the factory several people are working in the background.	**VO:** Welcome to the Coffee Factory	
2	Coffee machine	2. Person#1 walks to the coffee machine. 3. Grabs a cup of coffee. 4. Interview shot of Person #1 5. Name bar: "Dauwe Egberts"		
3	Interview	6. Interview with Person#1 7. 3D animation of a coffee cup displayed in Ethiopia and how it spreaded around the world 8. Serveral factory shots	**AutoCue:** In Ethiopia, a goatherd named Kaldi discovered coffee when his goats became lively after eating berries from a shrub. Monks, initially disapproving, found the roasted beans aromatic and brewed the first cup. From there, coffee spread across the world, becoming the beloved beverage we enjoy today. And in this factory we are trying to life up the goatherd Kaldi to make	

Simple Structure:

- Consider a straightforward structure. An introduction of what your story is about, a middle your solution or go in depth of the problem, and an end with resolution or solution.

Scene Breakdown:

- Plan your script in a series of simple, connected scenes. Each scene should contribute to the progression of the story. Try to keep it simple and make sure people can follow the story. Consider segmenting the story into easy-to-understand chapters.

Characters:

- Who of what do you need in your video? Keep your character list concise. Focus on essential characters that drive the narrative forward. Define the motivations of your characters. What do they want, and how does it contribute to the overall story?

Dialogue:

- Keep dialogue clear and to the point. Avoid unnecessary complexity or overly technical language unless it serves the story. Ensure that each line of dialogue contributes to character development or advances the story.

Storyline:

- Try to connect a storyline from the beginning to the end. In that way a video makes sense. A personal touch help viewers to connect, and visuals also tell stories.

Visual Elements:

- Describe visual elements that are crucial to understanding the story. Keep descriptions simple and impactful. Think of items such as laptops, iPad's etcetera. Or 3D animations, or other different props? Describe them in the script.

Revisions:

- Share your script with others and gather feedback on its clarity. Adjust accordingly.

In addition to video production, we also provide guidance on setting up your first Podcast, conducting your first livestream/event, and creating a DIY experience. Feel free to explore these topics for further information.

Tips:

- Write speaking language in a script.
- Let MS-Word (or Google Text to Speech) read out loud the script text for you.
- A person can speak 120-140 words per minute. Keep that in mind when writing your script.
- Use AI (e.g. Chat-GPT, Copilot) help you create a script.
- Use a (existing) Powerpoint as an alternative to get started for a story.

Other helpful whitepapers?

Looking for more helpfull white papers?
utwente.nl/video

- How to setup your first Podcast
- How to setup your first livestream / event
- How to set up your first DIY experience.

Videoteam website:

SCRIPT - DO - PLAN - ACT