**INTRODUCTION VIDEO SCRIPT TEMPLATE**

The purpose of this template is to help you plan and script an introduction video.

The template includes suggestions and options that you can consider and tips for enhancing the effectiveness of your video.

It is recommended that you keep a copy of the template and create your own version where you replace the suggestions and options with what you are actually going to do in your video.

**Target audience:** Knowing the target audience helps to pitch the subject video more accurately to the needs of the audience.

Does the audience have prior knowledge of the subject matter? If not, ensure you explain acronyms and subject-specific terms.

Are there cultural awareness issues to consider? Ensure colloquial ideas or analogies are explained to ensure equal understanding for diverse learners.

**Why create this video?:** Why should the viewer want to watch this video? What intriguing question, curiosity factor, ethical issue, subject, or point of interest will attract the viewer and hold their attention?

**Script length in time:** A guide for converting text to time depending on the speed of the reader is approximately every 130 words adds 1 minute in time.

The maximum length for an introduction video is 2-3 minutes and a maximum of 390 words.

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| **VIDEO TEMPLATE** | |
| **Video title** |  |
| **The problem** | This is your hook, why is this topic/course interesting, what ‘problem’ will you be addressing? |
| **Welcoming statement & introduction** | Include a welcome message, introduce the subject, and inform learners about what they can expect to learn from the video. E.g.:  *‘Thanks for joining us. My name is John Doe and I will be your academic lead for this subject, MEDIA 101—an exciting look into the use of media for maximising viewer attention and how it can assist learning..’* |
| **The course/module/week topic summary** | Script out the primary content of the video, separating distinct topics into different sections if needed. Some key course content to focus on may include:   * An introduction to the course author/team * The main concepts and content * The types of activities/assessments featured * How this course will benefit or be valuable to participants   Remember that an overview of key information rather than a prescriptive script will help result in a more natural delivery for the final video. |
| **Connect the problem to the course** | How does your original content statement link to the list of topics you have just described? |
| **Call to action** | Provide a conclusive statement and a call to action. It’s important to state explicitly what you want the learner to do next.  You may wish to advise learners how to access support and where they can locate contact details for their tutor(s), course coordinator, and/or student support staff. |
| **Resource list** | Include the links to any resources (e.g. websites, articles, images, videos) you have used or referenced. Ensure that anything you make use of is copyright-compliant – meaning you either own a resource, have direct permission to use it, or it is covered by a Creative Commons license that permits its use. |

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