**INTERVIEW VIDEO SCRIPT TEMPLATE**

The purpose of this template is to help you plan and script an interview 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 a core learning video is 6-9 minutes and a maximum of 1100 words.

**Ask open ended questions.** That's pretty self-explanatory. What makes you say that? If you ask a question and they answer yes or no, you don't have much to edit with or work on for follow up questions and makes the speaker feel inadequate. Open ended questions begin with “Who, What, Where, When, Why, How”. For example,

* + Who was responsible for…, Who is the manager of…,
  + What led to …, What do …, What major influences …, What suggestions …, What is it like to…,
  + Where is the business located..., Where does a viewer go to get more…
  + When did the foreclosure ..., When is it appropriate to…,
  + Why can’t ..., Why is it important…, Why would that be a problem…, Why would you…
  + How do you..., How do people know…, How will the project…, How did you feel….

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| **VIDEO TEMPLATE** | |
| **Video title** |  |
| **Welcoming statement & introduction** | Include a welcome message, introduce the subject, and inform learners about what they can expect to learn from the video. For an interview, provide some background on the interviewee(s) and an overview of how the interview content fits into the course. |
| **Key content** | Script out the primary content of the video, separating distinct topics into different sections if needed. For an interview video, the script should largely be shaped around the pre-written questions.  Additional content could include:   * Contextual information prior to asking a question * Additional prompts if an answer does not cover key information   Remember that an overview of key information rather than a prescriptive script will help result in a more natural delivery for the final video. |
| **Summary** | Summarise the key concepts and ideas covered in the video. |
| **Conclusion** | Provide a conclusive statement and a call to action. It’s important to state explicitly what you want the learner to do next. E.g.: *‘Now that you’ve watched this video, please go and complete xyz exercise on the course homepage.’* |
| **End slide** | Consider whether you want to provide links to additional resources, list acknowledgements for any resources that made the video possible, or whether you’d like to display a logo. You could also consider using copyright-free music while the end slide is displayed. |
| **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 is covered by a Creative Commons license that permits its use. |

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