**Template for video script:**

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| --- | --- | --- |
| **Text/Voiceover** | **Action on screen** | **Time** |
| *none* | -Title slide: “Speed Measuring of a hockey puck using a Doppler radar”  -ZHAW logo | *0:00-0:05* |
| *Text:*  *Our Doppler radar product is designed to measure the speed of a hockey puck with high accuracy. With this product, you can get real-time data on the speed of the puck as you are shooting it.* | Suitable environment, for example Ice rink.  Slide with bullet points:   * Speed detection * Up to 200km/h * Accuracy of ±0.3km/h | 0:06-0:12 |
|  | Explain the how the device is set up and which buttons to press. Diagram of device or photo | 0:13-0:33 |
| *Using the product is easy. Simply place it on the side of the rink, point it towards the area where the puck is going to be, and turn it on. Pressing the “start” button will then start the measurement of the speed of the puck as it passes through the radar’s field of detection. Finally, the speed will be displayed on the user interface.* | Demonstration on how to use the product: Video of GUI followed by vid of person shooting and vid of GUI again | 0:34-1:15 |
|  | Show product in action | 1:16-1:30 |
| The radar has various benefits. One of them is that is it can inform players and coaches about improvement in shooting speed. This can be crucial for choosing a stick or to check if shooting practice was effective. | Benefits of using the product | 1:31-1:50 |
|  | Recap of key points | 1:51-2:15 |
| Name, contact information | Final slide | 2:16-2:22 |

**ET.PM4 – Video Presentation Script (Template)**

**1. Plan your script**

A video script is the blueprint and foundation for your video presentation. It’s a chronological run-down of scenes, action and dialogue that you want to include in your video presentation.

As with anything creative, it’s imperative that you have a basic idea of what you are hoping to create. Failing to plan at the script stage could lead to unexpected costs further down the line. If you come across any problems at the script stage, you can easily tweak and change and even start again. However, if those changes need to be made once the video has been recorded, illustrated, animated or recorded, then you could incur further costs.

**2. Focus on the product (i.e. radar sensor)**

### Describe the product: Provide an introduction to what your product does — but keep it brief.

### Provide a solution: While it can be tempting to focus exclusively on features, be sure to call out the problem(s) that your product can solve.

### Show how the product works: Demonstrate the product in action. Remember not to go into too much detail. A video presentation doesn’t necessarily need to show all the features/aspects of a product.

**3. Divide your content into static slides and video**

When you have prepared the content, decide which data to present on slides or in video. When it comes to the results of research or some figures and statistics, it is more convenient to display such information on a chart or diagram and show it on a slide. If you want your audience to listen to some part of your speech very attentively without being distracted by any visuals, just tell this part of the story in your video and then show it in full screen mode.

Tip: You can accompany some of your PowerPoint slides with an audio narration instead of a video. For example, if your slide contains an infographic or a large diagram, you may describe your data using a voiceover.

**4. Tweak and check against your brief**

You'll undoubtedly have several rounds of revisions to go through with any video script. That's just the nature of producing video presentations.

Ask yourself these questions:

* Is this script likely to achieve its objectives?
* Is it written in a way that will resonate with my audience?
* Does it communicate the core message(s) of the project?
* Does it tell an engaging story with a logical flow?
* Does it use an effective mix of sound, images and video?
* Is it no more complex than it needs to be?