**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?

**5. Exercise**: Analyse the video “Monitoring of Building Constructions with Passive RFID Technology” by describing the first few scenes with the template below.

**Template for video script:**

|  |  |  |
| --- | --- | --- |
| **Text/Voiceover** | **Action on screen** | **Time** |
| *none* | -Title: “Speed Measuring of a hockey puck using a Doppler radar”  -ZHAW logo | *0:00-0:05* |
| *Text:*   * Speed detection * Up to 200km/h | Claudio is shooting a puck | 0:06-0:12 |
|  | Diagram of device or photo |  |
|  | Video of GUI followed by vid of person shooting and vid of GUI again |  |
|  | hardware |  |
|  | software |  |
|  | Final slide |  |
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