



BROWN

School of Professional Studies

Tips for writing and reviewing your script:

- Keep it conversational. Speak the way you usually do and write or edit the script to match this. Your personality should come across!
- Follow a 3 act structure -- Intro / Body / Conclusion -- When writing a script, it's easy to skip an introduction and conclusion; however, a well-planned introduction and conclusion will help to frame the content of your video in a clear and concise manner. It's easy to ramble or end the video on an unsettling note without scripting your introduction and conclusion.
- Short is (usually) sweetest. Unless there is a reason for extended length, keep it short and to the point! You want your students to watch the full video. They're be more inclined to if you keep it short and confined to what the important information is. 6 minutes is the recommended maximum length for a video, but shorter is even better!
- Read through your script **out loud** a few times. Now talk through it **without** the script a few times! The more you practice it out loud, the easier and more natural it will get. You may notice you'll begin to recognize where you stumble and will soon start to adjust. Make changes to the script based on what's most natural when practicing aloud.
- Why is it important to memorize? Why not just read off the script when shooting? Remember, you're speaking TO your students. You wouldn't read off a piece of paper in front of them, you would engage directly. Look them in the eyes (the camera)--you're building a relationship with them!
- Consider who your audience is. Is it one student or a wider audience? This will impact how you address them
- Don't be afraid to practice in front of a mirror. Non-verbal communication is important. Don't forget to smile!