



O-CITY PROJECT



Erasmus+

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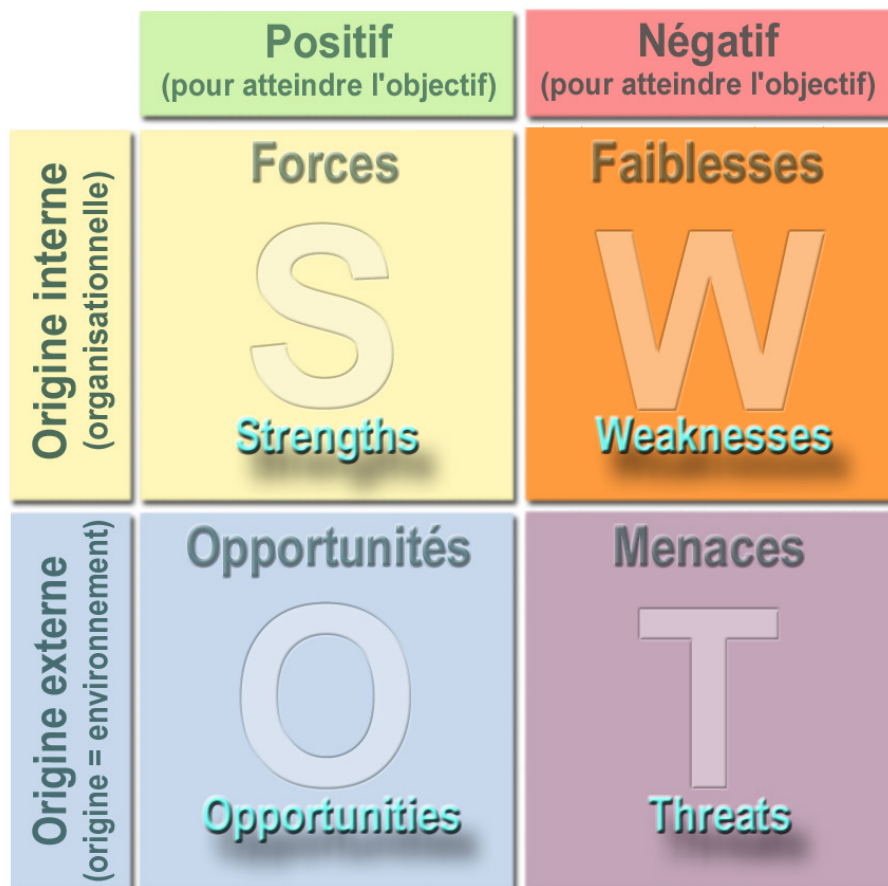
Topic 1 Cultural and Natural Heritage

Lesson 2 Script

In this lesson, we will learn to write the values and characteristics of the patrimonial asset, that is to write a narrative script, according to the visual material so an effective communication is guaranteed. Additionally, we will learn to prepare the technical script of our audio-visual project, which should include all the technical information required to shoot the different scenes of our project, and also other parts of it, such as photos, logos, music, ...

- **How to prepare the narrative script?**

First, you should investigate your selected patrimonial element and characterize it according to Table 1 and Table 2, which are based on UNESCO classification. It is advisable to make a SWOT matrix of the heritage asset to know what to tell and how!



Credits: https://commons.wikimedia.org/wiki/File:SWOT_grapheFL.jpg

Table 1. NATURAL HERITAGE

| AREA | MONUMENT | FLORA AND FAUNA | EVENT/PHENOMENON |
|---|--|--|--|
| PARK GEOPARK RESERVE LANDSCAPE WETLAND MARINE AREA BIOSPHERE | AEOLIAN CRYOGENIC LANDFORMS EROSION LANDFORMS FLUVIAL LANDFORMS IMPACT LANDFORMS KARST LANDFORMS LACUSTRINE LANDFORMS MOUNTAIN AND GLACIAL LANDFORMS SLOPE LANDFORMS TECTONIC LANDFORMS VOLCANIC LANDFORMS WEATHERING LANDFORMS | CLOSED FORESTS WOODLANDS FOURRÉS (SHRUBLANDS OR THICKETS) DWARF SCRUB AND RELATED COMMUNITIES TERRESTRIAL HERBACEOUS COMMUNITIES DESERTS AND OTHER SCARCELY VEGETATED AREAS AQUATIC PLANT FORMATIONS ----- BIRDS MAMMALS AMPHIBIANS REPTILES FISH MOLLUSCS INSECTS | ASTRONOMIC FLOWERING FISH OVIPOSITION INSECT METAMORPHOSIS ZEAL AND REPRODUCTION OF ANIMALS MIGRATION |

Table 2. CULTURAL HERITAGE

| MOVABLE | IMMOVABLE | INTANGIBLE |
|---|---|---|
| ARCHAEOLOGICAL ELEMENTS ARTEFACTS OBJECTS AND STATUES MADE OF STONE, WOOD, BONE, METAL, CERAMICS TEXTILE ELEMENTS DECORATED PLATELETS HUMAN OR ANIMAL BONES MUMMIES SHIPWRECKS NATURAL ELEMENT PALEONTOLOGICAL REMAINS METEORITICS MINERALS AND GEMSTONES OBJECTS OF ANTHROPOLOGICAL OR ETHNOLOGICAL INTEREST RITUAL OBJECTS TOOLS AND DOMESTIC IMPLEMENTS CRAFTWORK WORKS OF ART PAINTINGS DRAWINGS ENGRAVINGS SCULPTURES GRAPHICAL SERIA WORKS DECORATIVE ARTS | MONUMENTS, BUILDINGS AND HERITAGE SITES PUBLIC CIVIL BUILDINGS RESIDENTIAL BUILDINGS RELIGIOUS CONSTRUCTIONS DEFENSE CONSTRUCTIONS TRADITIONAL RURAL CONSTRUCTIONS OF ETHNOGRAPHIC VALUE FUNERARY CONSTRUCTIONS HISTORIC SITES OR PLACES AND COMMEMORATIVE ELEMENTS MINING AND INDUSTRIAL HERITAGE ELEMENTS ARCHAEOLOGICAL HERITAGE ELEMENTS ARCHAEOLOGICAL SITE ROCKY OR PARIETAL PAINTINGS ARCHAEOLOGICAL AREA | ARTISTIC AND PERFORMING MANIFESTATION AND EXPRESSION LITERATURE MUSIC DANCE THEATRE LUDIC EXPRESSION AND CELEBRATION CELEBRATION SPORT CHILDREN'S GAME ORAL TRADITION AND EXPRESSION LANGUAGE DIALECT TOPONYM ORAL EXPRESSION LOCAL MEMORY LINKED TO HISTORICAL EVENT AND PLACE MUSICAL PIECE POPULAR ANONYM SONG SOCIAL USE AND PRACTICE BELIEF RITUAL AND RELIGIOUS PRACTICE |

| | | |
|---|---|--|
| <p>ART INSTALLATIONS</p> <p>ANTIQUES WITH A HISTORICAL AND/OR SOCIAL SIGNIFICANCE</p> <p>ELEMENTS RELATED TO WORSHIP FUNERARY ELEMENTS EVERYDAY LIFE ELEMENTS MILITARY OBJECTS MUSICAL INSTRUMENTS NUMISMATIC AND PHILATELIC ELEMENTS COMMEMORATIVE WORKS</p> <p>ELEMENTS RELATED TO TECHNOLOGY AND THE SCIENCES</p> <p>UTENSILS INSTRUMENTS WORK TOOLS TECHNOLOGICAL EQUIPMENT MACHINES VEHICLES</p> <p>DOCUMENTARY ELEMENTS</p> <p>BOOKS SERIAL PUBLICATIONS ADMINISTRATIVE ARCHIVES MUSICAL SCORES MAPS AND OTHER CARTOGRAPHIC MATERIALS PHOTOGRAPHS AND NEGATIVES SOUND MATERIAL AND MUSICAL RECORDINGS AUDIO-VISUAL PRODUCTIONS ELECTRONIC RESOURCES DIGITAL OBJECTS AND MULTIMEDIA CREATIONS</p> <p>DISMEMBERED ELEMENTS FROM ARTISTIC OR HISTORICAL MONUMENTS OR ARCHAEOLOGICAL SITES</p> <p>REMAINS OF STRUCTURES ORNAMENTAL ELEMENTS FUNCTIONAL ELEMENTS</p> | <p>URBAN ELEMENTS</p> <p>URBAN LAYOUT URBAN LANDMARK DISTRICTS</p> <p>OTHERS</p> <p>TECHNOLOGICAL CENTRES ENGINEERING WORKS MODERN ARCHITECTURE</p> | <p>TRADITIONAL AND COMMUNAL PRACTICE PEOPLE'S BEHAVIOURAL PATTERN POPULAR TRADITION DIETARY HABIT COOKING METHOD</p> <p>KNOWLEDGE AND PRACTICES CONCERNING NATURE AND THE UNIVERSE</p> <p>TRADITIONAL SCIENTIFIC AND HUMANISTIC KNOWLEDGE TRADITIONAL ECOLOGICAL KNOWLEDGE USES AND KNOWLEDGE OF INDIGENOUS PEOPLE TRADITIONAL HEALTH AND MEDICINE PRACTICES AND KNOWLEDGE</p> <p>KNOWLEDGE ON TRADITIONAL PRODUCTIVE METHODS AND TECHNIQUES</p> <p>TRADITIONAL CRAFTSMANSHIP TECHNIQUE SETTLEMENT PATTERN AND TRADITIONAL CONSTRUCTION TECHNIQUE TRADITIONAL OCCUPATION TRADITIONAL PRODUCTIVE TECHNIQUE AND KNOWLEDGE</p> <p>CUSTOMARY GOVERNANCE SYSTEM</p> <p>TRADITIONAL INSTITUTION TRADITIONAL RULES OR NORMS CUSTOMARY LEGAL SYSTEM SOCIAL VALUE SYSTEM TRADITIONAL SOCIAL ORGANIZATION</p> |
|---|---|--|

Once you know better your heritage asset, you should write a synopsis of what you want to show and tell in your video. This is, a summary of your video, providing accurate information (avoiding subjective evaluations), and covering only the central axis (avoiding to mention of secondary topics). The synopsis is usually written in the present tense and in chronological order.

Next, it is time to start with the narrative script of your project, this is the written words that will tell the story you are going to show through images and sound. This narrative script will be what will be read and recorded in voice-over to include it later in the video project, so it is extremely important to be clear and

understandable when telling what caught your attention in the research about the heritage. You can follow these steps:

1. You start with an idea.
2. Pre-write.
3. Write – synopsis, treatment, and then the script itself.
4. Write in format.
5. Rewrite.
6. Submit!

- **How to prepare a technical script**

Once you know which information do you want to transmit, it is time to develop the technical script. A technical script is a document that contains the information necessary to execute each of the sequences that the audiovisual work requires to disseminate the information of your narrative script. A well-written and structured technical script must properly convey the information to the team member in charge of developing each sequence. Then, the first thing we must do is to structure the video into sequences. Next, we will have to define what content will go in each one. Finally, you have to look for the visual resources (photos, videos, logos) that will be used for each sequence. Choose photos for static images and videos if you want to show some kind of movement. Do not forget to include O-City and EU logos at the beginning of the project; and your institution's logo at the end. For each sequence you should include information about camera settings, camera flow, lighting and timing, which are essential to shoot each sequence. Additionally, it should contain also information helpful to edit the project: initial and end logos, photos, music, ambient sound, voice-over (narrative script),

Below you can see a simple example of shooting technical script:

SHOOTING SCRIPT SAMPLE 1


| PICTURE | AUDIO |
|---|--|
| Begin in black - fade in first testimonial white script on black - Acadia has transformed itself... Cutting edge but human...high-tech, high-touch. Matthew Barrett, Chairman, CEO, Bank of Montreal Fade out white script | No sound |
| Cut to edited intro similar to Connect Acadia intro but with high energy shots of students in the fall at, for example, Homecoming weekend. | Futuristic pop or light rock. Can't be heavy but has to be fast. |
| Cross dissolve to Jill dressed casually in the Sub. Start with an extreme closeup of her face as she moves the cup away from her face. Pull back to a medium shot. She is standing and holding papers. Her laptop and work are visible on the table. There should be students moving in the background. Her full name (Jill Rafuse) and home community appear as a subtitle. Everytime we see Jill in the video, she should be moving about with energy but also be extremely gregarious. | Hi, I'm Jill. I'm a student at Acadia University. |
| She puts the papers on the table and "talks with her hands". The shot should be tight yet include her hands which can sometimes go out of frame. | In the next ten minutes I'm going to give you my ten reasons why Acadia is the university. |

SHOOTING SCRIPT SAMPLE 2

| FAMILY LAND | |
|--|--|
| PICTURE | SOUND |
| FAMILY LAND, MAPS & RUINED HOMES—duration: 5:00 | |
| DC EXPLAINS HISTORY OF FAMILY LAND TO LEYTE | PTVO: Don Chabo dictates the history of the family land. |
| DC EXPLAINS FAMILY LAND TO LEYTE (WHITNEY) LEYTE DRAWS TREES FULL MAP OF FIRST FAMILY LAND SECOND FULL MAP OF FAMILY LAND | He speaks little Spanish, and his granddaughter speaks little Mayan. |

CREDIT: Acadia University. <https://nofilmschool.com/shooting-script-example>

For each shot/sequence you will need to add more information as the example below:

| SEQUENCE 3- DEVELOPMENT | |
|-------------------------|--|
| DESCRIPTION | Recreational areas and Aula Natural |
| DURATION | 1' |
| RESOURCES | Video showing the wooden walkways (trying to shoot people enjoying!) and AULA NATURA  |
| TEXT (voice-over) | In 2006, the Ullal de l'Estany area, included in the Catalog of Wetlands of the Generalitat Valenciana, was restored, increasing the biological diversity of fauna and flora and providing recreational areas where didactic, scientific and cultural activities could be developed. A route has |

| | |
|------------------------|---|
| | been implemented through wooden walkways to a bird observatory, integrated into the environment. To complete the didactic and educational function of the restoration, the Júcar Hydrographic Confederation has built a visitor center called AULA NATURA, which allows visitors to complete the route to the natural area. |
| LIGHTING | Sunny day Time: close to the golden hour (shortly before sunset) Light intensity: low Direction: rear Quality: soft Color temperature: warm (the sun hides behinds the mountains thanks to its geographical location). |
| CAMERA MOVEMENT | TRACKING: walk through the walkway while shooting to show all the environment around it ZOOM: to capture people enjoying the place |
| CAMERA SHOT | Wide shot to show people but also the environment |
| AMBIENT SOUND | First 10 seconds of the timeline and last 20 seconds before the sequence of the logos, recording of ambient sound taken with the mobile and the Record Voice Pro application |
| LOCUTION | Total duration of the narrative script as voice-over: 45 seconds. It will start at 10 seconds of the time track. |
| MUSIC | Track: <i>Documental Area</i> . Autor: <i>Virginia N.</i> Duration: <i>00:04:34</i> . Download: <i>YouTube Audio Library</i> . Credits: <i>Creative Commons</i> |

Conclusions

The script is an essential part of the process to develop an audio-visual based on video. First, you need to research about the selected heritage and write the narrative script to promote its values. Then, you should prepare a detailed technical script to guide you not only when shooting the different sequences but also in the editing process. The more information you include in the technical script, the easier it will be to develop your final video!