



## Module II. Technical

Video  
concept  
course

Topic 1. Cultural and  
Natural Heritage

Lesson 2. Script



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## *In this lesson, we will learn...*

1. Which is the difference between narrative and technical scripts.
2. How to prepare the narrative script.
3. How to prepare a technical script.



# 1.- Difference between narrative and technical scripts

*Narrative script describes the values and characteristics of the patrimonial asset, according to the visual material so an effective communication is guaranteed.*


*Technical script includes all the technical information required to shoot the different scenes of our project, and also other parts of it, such as photos, logos, music, ...*

So... where do I start?



## 2.- How to prepare the narrative script.

- ✓ Investigate your selected patrimonial element and characterize it according to UNESCO
- ✓ Make a SWOT matrix of the heritage asset



	Positif (pour atteindre l'objectif)	Négatif (pour atteindre l'objectif)
Origine interne (organisationnelle)	<b>Forces</b> <b>S</b> Strengths	<b>Faiblesses</b> <b>W</b> Weaknesses
Origine externe (origine = environnement)	<b>Opportunités</b> <b>O</b> Opportunities	<b>Menaces</b> <b>T</b> Threats



## 2.- How to prepare the narrative script.

Then, 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!*



### 3.- How to prepare the technical script.

*A **technical script** is a document that contains the information necessary to execute each of the sequences of the audiovisual work requires*

And..., the technical script?

- 
1. Structure the video into sequences.
  2. Define what content will go in each one.
  3. Look for the visual resources (photos, videos, logos)



## Example of shooting 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 <b>big</b> , <b>spgygy</b> 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 <b>closeup</b> 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 <b>Balusa</b> ) and home community appear as a subtitle. <b>Everytime</b> we see Jill in the video, she should be <b>moving about</b> 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 <b>hands</b> , 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	SOUND
<b>PICTURE</b> FAMILY LAND, MAPS & RUINED HOMES-duration: 5:00  DC EXPLAINS HISTORY OF FAMILY LAND TO LEYTE  DC EXPLAINS FAMILY LAND TO LEYTE (WHITNEY) LEYTE DRAWS TREES FULL MAP OF FIRST FAMILY LAND SECOND FULL MAP OF FAMILY LAND	<b>PTVO:</b> Don <b>Chabo</b> dictates the history of the family land.  He speaks little Spanish, and his granddaughter speaks little Mayan.

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



## Conclusions



*The **script** is an essential part of the process to develop an audio-visual based on video. You need:*

- 1. Research about the selected heritage and write the **narrative script** to promote its values.*
- 2. Prepare a detailed **technical script** to guide you not only when shooting the different sequences but also in the editing process.*





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