

Module II. Technical

Video concept course

Topic 1. Cultural and Natural Heritage

Lesson 2. Script



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1. Which is the difference between narrative and technical scripts.

- 2. How to prepare the narrative script.
- 3. How to prepare a technical script.



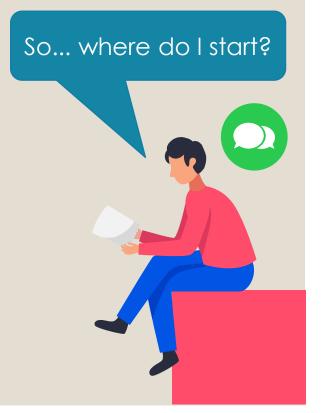
1.- Difference between narrative and technical scripts

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

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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, ...



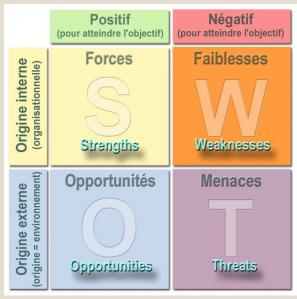
2.- How to prepare the narrative script.

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

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

2.- How to prepare the narrative script.

Then, you can follow these steps...

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- You start with an idea.
- 2. Pre-write.
- Write synopsis, treatment, and then the script itself.
- Write in format.
- Rewrite.
- 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

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And..., the technical script?



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

SHOOTING SCRIPT SAMPLE 1 Begin in black - fade in first testimonial white script on black -No sound Acadia has transformed itself... Cutting edge but human...hightech, high-touch. Mattthew Barrett, Chairman, CEO, Bank of Montreal Fade out white script Cut to edited intro similar to Connect Acadia intro but with high, Futuristic pop or light rock. Can't be heavy but has energy shots of students in the fall at, for example, Homecoming weekend. Cross dissolve to Jill dressed casually in the Sub. Start with Hi, I'm Jill. I'm a student at Acadia University. 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 Batuse) 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. She puts the papers on the table and "talks with her hands". In the next ten minutes I'm going to give you my The shot should be tight yet include her hands which can sometimes go out of frame. ten reasons why Acadia is the university. SHOOTING SCRIPT SAMPLE 2 FAMILY LAND FAMILY LAND, MAPS & RUINED HOMES-duration: PTVO: Don Chabo dictates the history of the family land. He speaks little Spanish, and his DC EXPLAINS HISTORY OF FAMILY LAND TO LETTE granddaughter speaks little Mayan. DC EXPLAINS FAMILY LAND TO LEYTE (WHITNEY) LEYTE DRAWS TREES FULL MAP OF FIRST FAMILY LAND SECOND FULL MAP OF FAMILY LAND

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

Example of shooting script



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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.



