

<b>Time</b>	<b>Audio</b>	<b>Video</b>
5 seconds		ASU Logo
10 seconds	Hi, I'm Dan Dickson, Director of ASU Student Creative Services, and over the course of the next few minutes, I'm going to walk you through the process of how to write an effective shooting script.	Talking head of Dan on screen, in front of a white backdrop
7 seconds	In order to put any video into production, we must begin with a very detailed and efficient pre-production process.	Pan of administrative team, and client in conference room having a meeting
5 seconds	This begins with the construction of a script, much like the one you're reading now.	Insert graphic of a shooting script
7 seconds	An effective script is very concise including what the viewer is going to see and hear at any moment during the video.	Over the shoulder of Dan holding a script, pointing to the audio section
5 seconds	The script is divided into three sections, time, audio, and video	On screen text of the words "time, audio, and video" appear as they are narrated
4 seconds	The video section describes what is seen on screen, like me, right now!	Dan appears back on screen with text "Video" above him
5 seconds	The audio section describes what is heard over the video, like my narration!	Talking head of Dan, with kinetic typography of "my narration" coming out of his mouth into a graphic of a speech bubble next to him, bubble slides out of frame when he finishes talking
5 seconds	Lastly, the time section describes how long each video clip will be on screen before the next cut	Dan slides to other side of screen, and timer appears, counting down as he speaks. When he finishes speaking, timer is at zero
10 seconds	The more detail you add into each section, the easier it is for our administrative team to create an accurate estimate and time frame for the completion of your project,	B-roll of administrative team in a meeting discussing a shooting script
7 seconds	and for our production team and editors to bring your project to life!	B-roll of production team following a shooting script while on set in Studio A
7 seconds	A shooting script can be easily developed off of this template, and customized to describe what you want your video to look and sound like in perfect detail	B-roll of client meeting taking place in conference room
10 seconds	We hope this tutorial helped give you a better understanding of how to effectively write a shooting script, and launch your video into the next step of production!	Talking head of Dan on screen, in front of a white backdrop
5 seconds		Fade to black, SCS logo