

Module 2
Script



main Topics to be reviewed

- Introduction to script writing
- Finding your story: Have a clear call to action
- Different ways of telling a story
- The art of interviewing: Prepare the questions

Introduction to script writing



Do you have the desire, conviction or need to share your story in a video to inspire love for nature and motivate actions for its conservation?

Please make sure your answer is “yes” because motivation is needed to overcome the barriers while making your first video on your own.

Not everybody feels comfortable with the idea of making a video and that’s normal. Most of us feel shy.

First consideration!

To make a video takes time. Most of us believe that a one minute video is done in one minute or even in one hour. The truth is that you will need time, at least one day.

Writing your script

The first step is the script. It is the heart and baseline of our video.

Please think about the content:

Think about the persons who will be watching your video.

Who is my audience?

What do you want them to feel or do after watching your video?

(This is your Call to action!)

What will be the topic and key messages of your video?

Decide on one story at a time and decide if you want to start with a **One scene video** that doesn’t need editing? Or are you willing to create a more complex video that needs editing?

You also have to decide if you are telling **your own story** or the story **of someone else.**

Take a look to the next videos and identify the type of video, the audience and if the objective is clear.

Examples

1 One take. General audience. Objective: share his culture.
<https://www.youtube.com/watch?v=zNLz-Jvd4Tk>



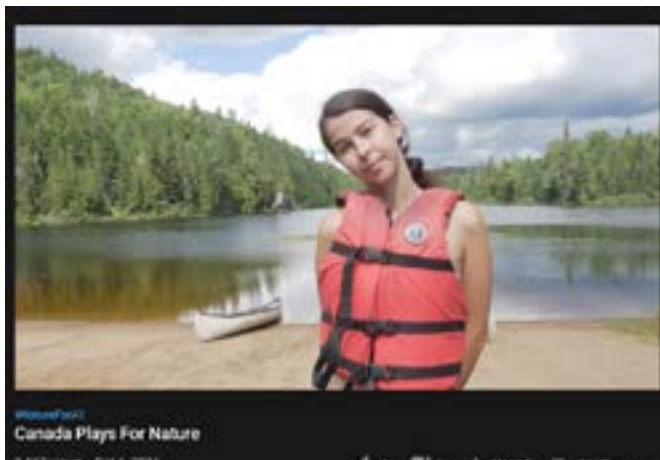
2 Combined takes. General Audience. Objective: book launch.
<https://www.youtube.com/watch?v=zP1Wc4PmUus>



3 Pajareando en El Triunfo
<https://www.youtube.com/watch?v=eUYrl8pKV-c&feature=youtu.be&fbclid=IwAR2OU6zX160gj-dPdbBcLACTWlqhexCrVQfHCn2UH4IH62vpO-G0AUvtP8Zsc>



4 Canada plays for nature
<https://www.youtube.com/watch?v=PM8IRGq3Pas>



5 Fraser Island - Volunteers become advocates
<https://www.youtube.com/watch?v=GSbg597dw7o>



6 Reconnecting kids with nature - Bush trackers program, Blue Mountains
<https://www.youtube.com/watch?v=H7qlEIKNNRw>



Different ways of
telling a story



Examples

More complex videos tell a story (yours or someone else's), for example:

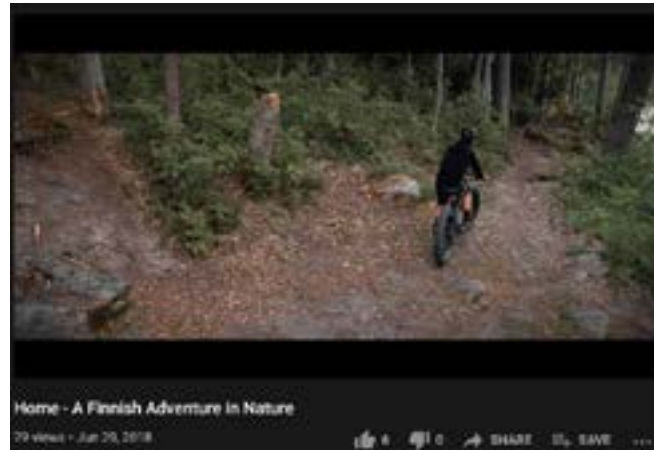
The story of a project

https://www.youtube.com/watch?v=4LYI4a5FG4c&feature=emb_logo



The story of an adventure

<https://www.youtube.com/watch?v=O1JqMrOdmFA>



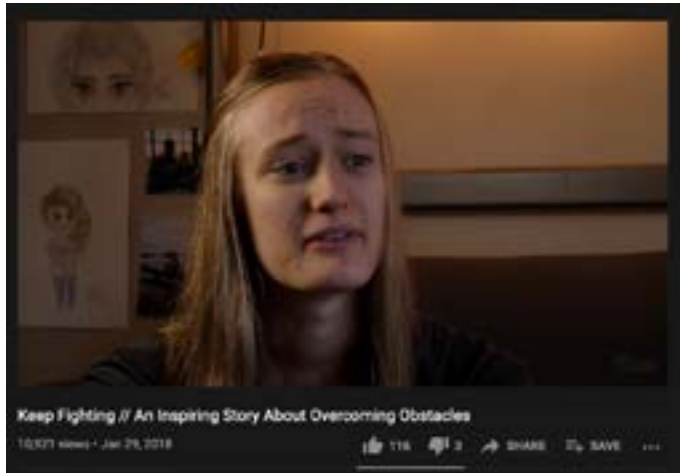
The story of a journey

<https://www.youtube.com/watch?v=paLafYnBd7E>



The story of a challenge

<https://www.youtube.com/watch?v=sklGt5HgK1k>



The story of a conflict

https://www.youtube.com/watch?v=-osVx0DiK0I&feature=emb_logo



The story of a hero

<https://www.youtube.com/watch?v=HI-VHKuBGL0>



The story of a dream

<https://www.youtube.com/watch?v=-wFsYY71wyk>



A story of ancient wisdom

https://www.youtube.com/watch?v=H9o6pDv_H-c



TO KNOW MORE

<https://www.outbrain.com/blog/video-storytelling/>
<https://blog.hubspot.com/marketing/storytelling>
<https://visme.co/blog/7-storytelling-techniques-used-by-the-most-inspiring-ted-presenters/>

Write your own script

HOMEWORK



A very easy way to write your script is by answering the following questions, ideally in one sentence each. If you answer every question with one sentence, and then you erase the questions you will have the first draft of your script for your video. Once that is done, pause and then go deeper with your answers to create your final script. You can change the order, skip or add questions as needed to make it flow better and make it your own.

PAY ATTENTION! Answer the following questions using an appropriate tone and language according to your target audience.

1. Who am I ?

2. Where am I? (can include country, city, a description of your surroundings)

3. What do I do?

4. Why do I do it?

5. For what do I do it?

6. How do I do it?

7. With whom I do it?

8. What is needed?

9. I have learned

10. I feel

11. My message is

12. My call to action is

Remember that the narrative of the video is not determined by the order of these questions. You have to ensure that the first few sentences grab the attention of your audience. For example, you can start with the conflict.

Example: The river in my house was polluted and a cleaning campaign began. I am Ana, a Biologist and this is the story of how I got involved in saving the San Juan River....

You may chose not to use all of the questions for your script or they may not be in the order you have answered them. These questions are a guide to help you remember and explain your story, but it doesn't mean you have to present it in that way.

Please note! Sometimes it is better to start with a concrete piece of information or a question, or some resource that captures the attention of your audience; It can even be an image, a phrase, or a sound.