



BAMA405 – Scripting and Storyboarding

Chapter 4 – Writing for Many Media

Topic Outline

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- At the end of this lesson, student will be able to:
 - Demonstrate the relationship between scriptwriting and storyboarding
 - Demonstrate understanding of the components, design documents, process, terminology, and proper formatting of professional scripts for creating multimedia presentations
 - Successfully create a professionally formatted script, given an initial concept or storyline
 - Successfully create a functional multimedia storyboard from an initial concept or script

4.1 The Skills for Interactive Writer



- Multimedia can easily incorporate many types of media in a single production
- Multimedia writer must be able to write effectively for a variety of media

4.1 The Skills for Interactive Writer



Writing to be read

- Journalism, poetry, copywriting

Writing to be heard

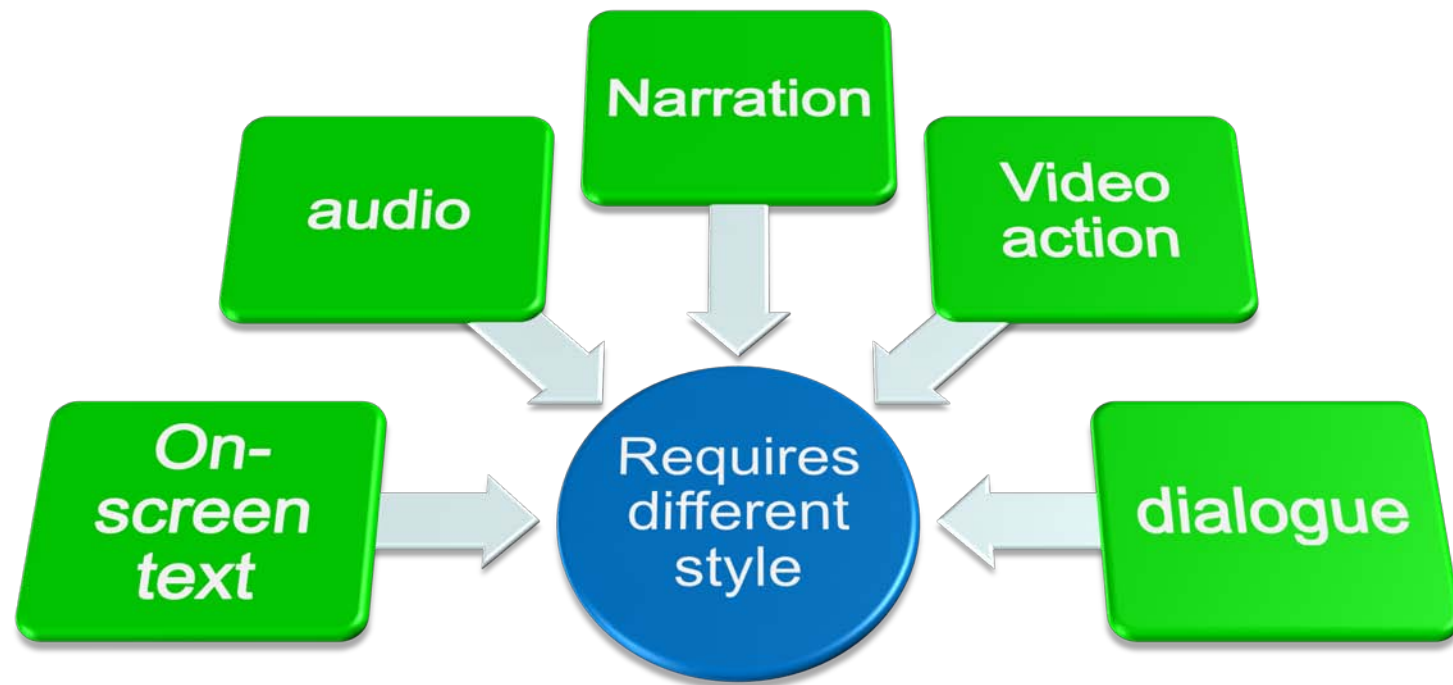
- Radio, narration

Writing to be seen

- Presentations, film, video

Writing for special demands of the computer screen

4.1 The Skills for Interactive Writer



4.2 Writing for Text

- On-screen text still plays a major role on most multimedia application especially web even with the increased use of video, audio and animation



4.2 Writing for Text



- Text is also used in disc-based multimedia – CD ROMs and DVDs
- Especially for informational multimedia application

4.2.1 Writing for Text - Tips



Be accurate, check facts, be sure to understand what have been written

Keep sentences short and use simple sentence construction

Use the lead or first sentences to tell simply and clearly what the following text is about

Use the active voice

Choose each word carefully, avoid jargon or technical terms unless writing for specific audience



- There are other techniques for writing
- reason being is, most user cannot read as quickly and as comfortably on computer screen
- They use multimedia and the web for quick information

- *“Many user don’t read web sites, rather they scan them for the information they needed..”*

Dr. Jakob Nielsen



4.2.1 Writing for Text - Tips

- Nielsen suggests:

Highlighted keywords (hypertext links serve as one form of highlighting; typeface variations and color are others)

Meaningful subheadings (not “clever” ones)

Bulleted lists

One idea per paragraph (users will skip over any additional ideas if they are not caught by the first few words in the paragraph)

The inverted pyramid style, starting with the conclusion (The most important information)



- More from expert:
 - [Andrew Nielson](#), the writer of The Harlem Renaissance; “Research Portal Web Site and Online Feature Story: Briticanna.com
 - [T. Rowe Price Web](#)



- Nielson suggests:

Remember that most people view the Web as one person sitting in front of the computer

Write as if you are talking to an individual, not a collective group of anonymous

- Rowe suggests:

Use concrete statements

Use simple sentence construction

Reduce amount of text

Highlight text

Use different fonts

Use bulleted lists

Place one idea per paragraph

Use conversational style of writing

4.2.1 Writing for Text - Tips



ONLINE COLLEGE PLANNER

This on-line College Planner can help you learn about meeting the costs of college. Our five-step College Planning Calculator calculates how much money you'll need to save, and suggests ways to invest your savings. Meanwhile, our College Planning Library gives you more information on other helpful resources, including:

- Tax Issues
- Education IRAs
- State Tuition Assistance Programs
- Sources of Financial Aid
- Ways that Grandparents Can Help

A wealth additional college planning information is available online. See our Additional Sources of Information.

Example writing for homepage

4.3 Activity

Search 5 example of homepage and provide a comment on the content of that homepage based on the tips given by Nielsen, Nielson and Rowe.





Why audio?

Audio is much cheaper to produce than video

Audio files are much smaller in size than video files

4.4 Writing For Audio



- In addition of being accurate, simple, and clear, the radio/audio writer must:



Write conversationally

- The way people talk
- One person and a radio – most people experience radio
- One person and a computer

Write material to be understood on the first play

- Audio is difficult to replay compared to text
- Unless there's an instant replay design for the program

Keep it simple

- Writing will be heard, not read
- Avoid abbreviations
- Lots of numbers
- Unfamiliar names

Read all your work out loud when re-writing

- Or have someone to read
- Easy to detect words/dialogues that are unspeakable or incomprehensible as narration



Write visually

- Well-written audio will stimulate vivid images in audience's mind
- Use concrete visual words
- Use metaphors and other comparisons to images the viewer already knows
- Add sense of sound effect
- Use different qualities of voices (angry, accents)
- Add sense of music
- Use words and phrases that appeal to other senses (touch, smell, taste)

4.5 Writing For Video



- Writing for video is an important skill for the multimedia writer
- DVDs can accommodate considerable full-motion video and animation
- Web, breakthrough in compression, streaming tools and faster user connections have made it possible for web

4.5.1 Writing For Video - Tips



- Viewer is seeing the result of writing in video
- A lot of rules have been discuss and it is difficult to reduce the rules to a few rules...



Show, don't tell

- Don't have your character tell us about how sad they are; have them do something that shows this

Structure

- “Scriptwriting has more in common with architecture than with writing. Screenplays are built, not written..” – Sheridan Gibney

Show, don't tell

- Don't have your characters tell the audience what they are; have them do so

Structure

- “Scriptwriting has more in common with architecture than with writing. Screenplay”
Sheridan Gibney

scenes

sequences

plots

subplots



Setup

- Exposition includes background information on the characters, setting, and the back story
- Setup is equally important in an informational video so that we can understand the content presented
- Unlike writing for text, for video, the content needs to be shown
- Without proper setup or exposition, characters are shallow, themes are undefined, and setting is unclear



Characterization

- Finding and developing unique characters is essential in most fiction films and many documentaries

Conflict

- Must be clearly defined
- Most video focuses on conflict
- What makes the video interesting

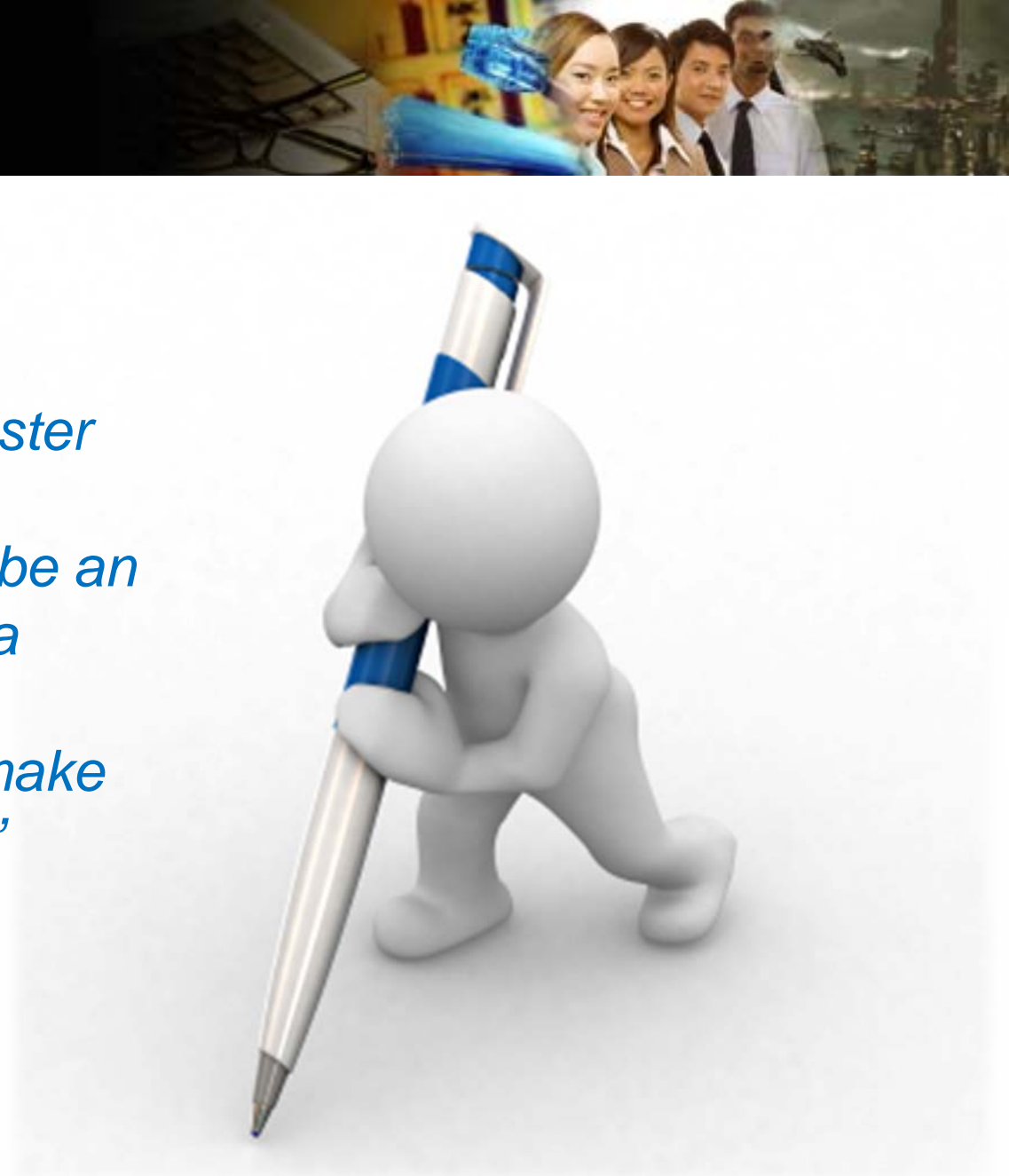


Cost

- Video production is costly, unlike radio and print writing
- Even with digital video camera and editing software have make the process easier, but with limited budget, one can't make much out of it

4.6 Conclusion

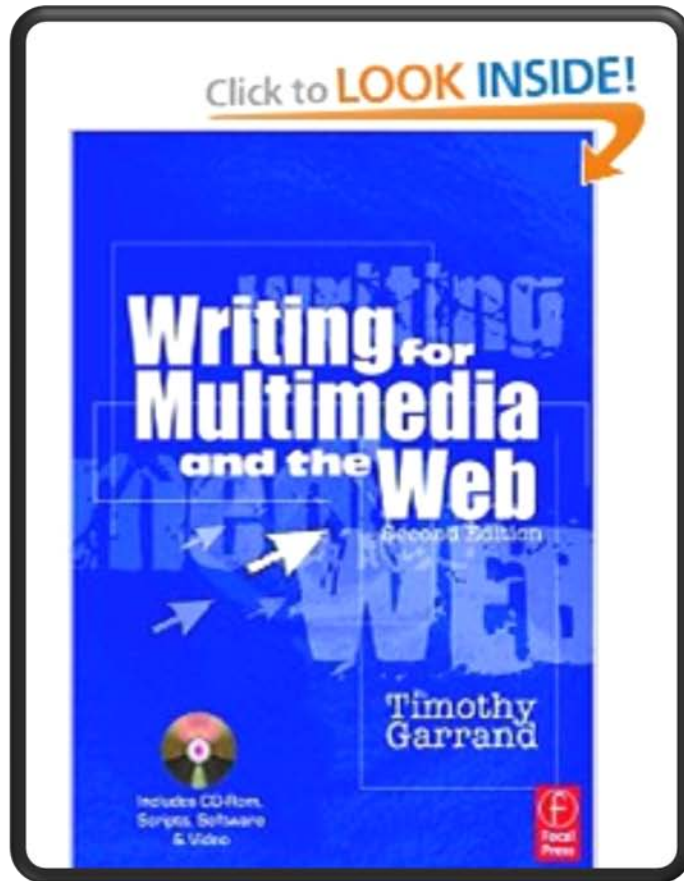
- *“A writer who is a master of all types of writing described above will be an asset on a multimedia production team. Additional skills will make you truly invaluable..”*



4.7 Activity

“Create a radio ad to convincingly portrayed a story of hot fudge strawberry sundae being created in the middle of Cameron Highland...”





Writing for Multimedia and the Web, Second Edition by Timothy Garrand



END, THANK YOU...

Next Chapter : Chapter 5 – The
Multimedia and Web Site Production
Team