

Overview

This Standard involves writing scripts, cues or links for a non-scripted production or briefing other writers, so that they can deliver what is needed. This could apply to broadcast, online publication or multi-platform use.

It is about writing drafts, checking the final written material for accuracy and suitability for its purpose, and suggesting amendments and alterations in a helpful and constructive way.

It is also about ensuring that the tone and style of the writing is appropriate for the production.

You need to be mindful that the creative process is, by its nature, not tangible. You therefore, have to manage a range of creative relationships in a flexible and collaborative manner in order to create a well-formed script.

This Standard is for those involved in non-scripted production development including production executives, series producers and production managers.

Performance criteria

You must be able to:

1. produce briefs which provide accurate and clear information about research findings
2. produce briefs that follow agreed treatments for broadcast or online publication
3. check that briefs contain only essential details and provide relevant sources for further advice and information
4. allow enough time for items to be written within agreed deadlines
5. ensure that content is adapted when required to reflect changes to productions
6. confirm any changes with decision-makers
7. use information from appropriate sources to verify that written contributions are factually accurate
8. write contributions in a style and length appropriate to agreed treatments for programmes, voice-overs, links, cues or multi-platform use
9. make clear suggestions for correction, amendment or improvement at appropriate times
10. ensure work is completed within agreed timescales and budget limits
11. make sure content complies with research findings, agreed treatment, intended use and production style and format
12. verify that written content and audio visual elements complement each other
13. check that written content complies with legal and ethical considerations relevant to productions
14. refer potentially sensitive material to appropriate people

Knowledge and understanding

You need to know and understand:

1. how to produce an agreed brief, script or treatment
2. how to usefully assist writers
3. the common potential legal and ethical issues that can arise in the written form, and how to develop content or scripts to avoid those problems
4. the timescales, budgets and editorial requirements for drafting content
5. to whom to refer potentially sensitive material
6. the appropriate writing styles for different types of delivery platforms
7. how to create appropriate briefs for different length duration
8. how to check scripts and content for accuracy
9. how to work collaboratively with others including how to constructively suggest improvements or alternatives

Deliver scripts for non-scripted productions

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Relevant Occupations Arts, Media and Publishing; Director; Production Assistant; Production Coordinator; Production Managers

Suite Production (FILM and TV)

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