

Write scripts for audio or video content

Overview

This Standard involves writing scripts for audio or video use - to be read by a reporter, presenter or performer. It requires using language, content and style to suit the genre, format and target audiences.

It is about identifying whether the writing is a creative storytelling narrative or a functional script with cues, intros and back announcements. It involves establishing and working to deadlines while ensuring compliance with relevant laws, regulations and organisational guidelines.

This Standard applies to all those who write scripts for multi-platform use.

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Performance criteria

You must be able to:

1. write in a clear, conversational and readable style, avoiding jargon and cliché
2. use expected punctuation, grammar and spelling, providing phonetics when required for pronunciation
3. vary language, content and approach to suit the requirements of the genre, format and target audiences or the style of a presenter for whom the scripts are being produced
4. check that information contained in the script is accurate
5. use the relevant layout and annotation for the genre and purpose
6. write appropriate intros, cues, outros or back announcements, avoiding duplication between cue and script
7. ensure that the audio or visual script content complies with relevant laws, industry regulations and organisational guidelines
8. inform relevant colleagues without delay when difficulties arise in producing scripts
9. deliver scripts to agreed lengths and to deadlines

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Knowledge and understanding

You need to know and understand:

1. the importance of varying language, content and style to suit the genre, format, different stations, programme content or presenter style, in order to engage with target audiences
2. the principles of grammar, punctuation, spelling and phonetics, and the tools and methods for checking these
3. the purpose and intended use of multi-platform scripts or written material and how to use relevant layout or annotations
4. how to tell a story, present arguments, summarise complex information and identify and communicate key points through well-structured writing
5. the difference between fact and comment
6. when to add script to natural sound to enhance story telling
7. how to write scripts which are appropriate to the vocal style of a presenter or performer
8. relevant law, industry regulations and organisational guidelines
9. the timescales, deadlines and length of required multi-platform scripts

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