

## Script Writing Guidelines

Adapted from  
Lehigh  
University

### Screen Writing Guidelines for Educational Multimedia

1. Every chapter must start with prerequisite (if applicable), list of topics and list of exercises covered in that chapter.
2. Divide the script into as many small screens as possible.
3. Each screen should be numbered in multiples of 10. So, the first screen of any chapter will have a screen number of 10, the second screen as 20 and likewise. This allows you to insert screens later without altering the basic numerical order.
4. Script Writing should be detailed and explicit and must follow all use case scenarios.
5. Use enthusiastic conversational tone and active voice sentences, wherever possible. The student should always feel that the experts do really care about him/her.
6. The persona plays an important role in script design. *Let the students or instructors choose the faces they want for the personae in the beginning of the registration process.* Design the script so that there are interactions between each of the personae.
7. Text based script and Audio script addresses two different sensors of a person – eye and ear. In case of audio script, conversational writing needs to sound natural and the best way to see if your copy passes the test is to actually read it out loud. Audio scripts allow you to inject personality into programs. Because the narrator is an actual person, you can use inclusive terms like “we” or “our,” creating the illusion that the narrator is viewing the program along with the user. This makes the program less sterile and helps puts the user at ease. In case the student is expected to do some action, use terms like “you” or address him by his login name.
8. Care should however be taken so that the voice-over matches with the choice of faces for the persona. For example: when a user chooses a male persona, a male voice-over must be played.
9. The script should have distinction between narration text and voice-over text (displayed text), wherever applicable. For example, in case of display of code

fragments, the script should identify it as voice-over text and NOT as narration text.

10. Script writing is an iterative process. Never expect to perfect it in first or second go. The idea is to address all the thinking and planning part during script writing process so that the other technicalities can be taken care of during actual programming. Get your script evaluated by another member of the CIMEL team and finally by the PI who is responsible for the content of the script.
  
11. When a user is required to perform an action, make sure the onscreen instructional text stands out. When writing an audio script, this display text usually repeats a section of audio; if possible, try to vary it slightly.
  - Voice-Over: The Exit button is on the right. Click it to close the program.
  - Text: Click the Exit button now.