

The Problem

How to answer the question - What exactly is scientific and technical communication and how can it benefit me? This video script will explain the Scientific and Technical Communication (S&TC) program at BGSU to the increase student enrollment. This proposed promotional/informational video will motivate and inform to take S&TC and related courses at BGSU.

Explanations and real life examples will be depicted in the video. The script, dialogue and actor delivery will attempt to convey information or “talk” as the audience thinks covering the following: orientation considerations (how to get started, etc.), various experience levels, meeting specific needs and prompting intended outcomes after information is presented.

Audience analysis (one page)

The video will promote the program in general terms using actual locations in East Hall to reach the widest audience possible. The primary audience would be the general public, ages 16 to 60 considering college classes plus BGSU staff, current students, alumni and career-minded individuals.

Focus points would include writing, communication, business and career. A focus group (prior to the script shooting) will investigate the overall market and discern overall opinions about general expectations, challenges and even fears before during and after the project if possible. The results of this study will help us to craft messages to address these potential issues.

The information presented would include the following audiences:

- Visual – “I see what you mean”
- Auditory – “I hear what you’re saying” (dialogue)
- Kinesics - “I feel that this...”

This comprehensive video will address a wide range of issues throughout the course of this project, including:

- Creating an overall awareness of the program, and the need for the improvements scheduled to be made to the system
- Identifying and creating appropriate messages for every audience on which this program will impact
- Determining the types of questions all our audiences will have – and craft the answers to these questions
- Identifying and addressing any related “crises”
- Build positive relationships with employers, project participants, etc. that positively affects their careers/lives.
- Educational value
- Participation opportunities
- Community communications tool
- Adding a historic documentary value to the ST&C department
- Offering information otherwise less available

Treatment

Show the BGSU letters in burnt orange and “Scientific and Technical Communication” in white against a black screen. Then cut to an office setting. Show two business students (Stan and Joe) competing for an internship. Female interviewer acts impressed with a business student (Stan) who has S&TC experience. Stan "The Man" has a neat appearance and a sharp, well organized resume/portfolio of work. The female interviewer shakes his hand and smiles, then hands back a "messy portfolio to "Average" Joe and wishing him luck next time.

Now cut to black screen. A question in text form appears on the screen. "Why was the interviewer impressed with one student over the other?" Narrator (Stan-off screen) asks the question at the same time it appears on the screen. Cut to students conferring in a hallway.

Joe asks Stan how he got so prepared. Stan explains how S&TC classes helped create a strong portfolio and present himself professionally to employers. Joe tells Stan he's never heard of this business class. Stan explains it's actually an English course and not required of business majors. Joe asks Stan "What exactly is scientific and technical communication?"

Cut to listing of description/benefits of technical writing as a graphic in bulleted white letters against a black background. Stan narrates the text off screen.

Cut to scene of Joe at registration help window. Joe wants to register for this technical writing class. Zoom in on course catalog open to technical writing courses page. Pause on page so audience can read course descriptions.

Cut back to office setting. Interviewer is smiling and shaking Joe's hand. Another bewildered student looks at Joe in amazement. The interviewer sees how technical writing has certainly improved Joe's skills and hires him. Joe thanks the interviewer and smiles.

Cut to bewildered student and Joe in the hallway. The student recognizes Joe as a valuable source for advice, similar to how Stan was to Joe. Joe responds with satisfaction and address the camera/viewer.

Cut to Joe narrating off screen. He again reads the description/benefits of technical writing as a graphic in bulleted white letters against a black background. Fade to BGSU logo.

Videoscript

	<u>Video</u>	<u>Audio</u>
1.	FADE INTO: BGSU letters (burnt orange) behind black background with “Scientific and Technical Communication Program (S&TC)” in white font (matching font in large display on the first floor in East Hall)	1. BG theme song
2.	FADE INTO: Long shot of exterior office building	2. BG theme song ends
3.	FADE INTO: Long shot of interior office setting	3. Office background noise at medium level
4.	CUT TO: Medium shot of interviewer walking toward two students, Stan and Joe, who eventually appear at the left side of the camera frame sitting in chairs in front of the interviewer's desk (camera stops tracking the interviewer when she gets to the desk)	4. Office background noise at low volume
5.	ZOOM TO: Extreme Close shot of two portfolios in the interviewer's hand with the name “Stan” on the nice black portfolio and “Joe” on the messy manila folder	5. Office background noise fades out
6.	ZOOM OUT: Medium shot of interviewer handing portfolio to Stan shaking his hand and smiling	6. INTERVIEWER "Your portfolio is well presented. You have great writing skills and a wide range of samples of your work."
7.	CUT TO: Medium shot of interviewer handing Joe his folder making no expression.	7. INTERVIEWER "Your folder was good, Joe. But it didn't really show what you can do for this company."
8.	FADE TO: Black screen	8. NARRATOR "Why was the interviewer impressed with Stan and not Joe?"

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| <p>9. CUT TO:
Graphics screen
black background with bulleted
white lettering “Scientific
and Technical Communication
*overall writing performance
*portfolio presentation
*communication skills
*resume layout”</p> | <p>9. NARRATOR "Stan's overall
presentation was very professional
and the layout of his resume helped
him become the ideal candidate for
the internship."</p> |
| <p>10. FADE TO:
Close up of Joe and Stan walking
out of office and into the hallway</p> | <p>10. JOE "How did you get so prepared?
STAN "My technical writing classes
helped me to create a strong
portfolio and taught me how to
present myself to future employers."
JOE "I've never heard of a business
class like that." STAN "Well,
actually they are English courses and
are not required of business majors.
But it certainly has helped me in
finding an internship." JOE "What
exactly are technical writing
classes?"</p> |
| <p>11. FADE TO:
List of Scientific and Technical courses
*editing
*technical writing
*ethics
*research methods
*online documentation
*rhetoric
*semiotics</p> | <p>11. STAN (off screen) "There are three
types of technical writing courses at
BGSU: the basic writing course,
editing and technical
communication. These courses can
give you the skills you need to
become an effective writer and
teach you how to create a strong
portfolio of you work."</p> |
| <p>12. CUT TO:
Close up of Joe and Stan in the
Office building hallway
(same as scene 10)</p> | <p>12. STAN "I think it would be a good
idea for you to add some technical
writing courses to your class
schedule, Joe." JOE "Why do you
think technical writing classes
would help me, Stan?"</p> |

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| 13. | CUT TO:
Close up of Stan talking | 13. | STAN "In technical writing classes you will practice your writing skills, give oral presentations, learn a variety of document styles, and utilize many different editing processes." |
| 14. | CUT TO:
Medium shot of registration help window. | 14. | JOE "I'd like to register for these technical writing courses." |
| 15. | ZOOM IN:
Course catalog is open to English (5 second pause). Close up on 300 to 500 sections. | 15. | NARRATOR reads description of courses. |
| 16. | FADE TO:
Long shot of same office setting as scene 2. | 16. | NONE |
| 17. | CUT TO:
Medium shot of interviewer smiling and shaking Joe's hand. | 17. | INTERVIEWER "I see scientific and technical communication has improved your Skills, Joe. Glad to have you on board." |
| 18. | ZOOM TO:
Close up of Joe smiling | 18. | JOE "Thank you." |
| 19. | FADE TO:
Medium shot of Joe and bewildered student in hallway. | 19. | STUDENT "How did you get so prepared?" JOE "It's funny you should ask that." |

Shot	Setting	Action	Camera
1	Display Graphic	BGSU/S&TC lettering	MS
2	Exterior Office Bldg.		MS
3	Interior Office Bldg.	Subjects working	LS then Pan
4	Office in Int. Office Bldg.	Interview	MS then Dolly
5	Office in Int. Office Bldg.	Views of Portfolios	Dolly XCU
6	Office in Int. Office Bldg.	Stan gets hired	MS
7	Office in Int. Office Bldg.	Joe get improvement fdk.	MS
8	Office in Int. Office Bldg.	Reactions/narration	MS
9	Display Graphic	S&TC intro points	MS
10	Interior Office Bldg.	Stan & Joe leaving/talking	CU then Pan
11	Display Graphic	S&TC course list/narration	MS
12	Int. Office Bldg. hallway	Stan & Joe talking	CU
13	Int. Office Bldg. hallway	Stan describing benefits	CU
14	Int. BGSU registration off.	Joe register for ST&C class	MS
15	Display Graphic	S&TC course list/narration	CU
16	Office in Int. Office Bldg.	Interview	MS then Dolly
17	Office in Int. Office Bldg.	Joe gets hired	MS
18	Office in Int. Office Bldg.	Joe's reaction	CU
19	Int. Office Bldg. hallway	Joe & student talking	MS

Storyboard terms:

XCU: Extreme close up (text on a portfolio)

CU: Close-up shot (head and shoulders)

MS: Medium shot (knees up on a person)

LS: Long shot (The entire person with some background)

Pan: Camera rotates side to side

Dolly: Camera moves toward or away from the subject

Stock Footage/image sheet

- Official BGSU letters/block font graphic in official burnt orange color
- Black background template
- Graphic list of S&TC and related classes
- Graphic list of S&TC and related class listing appearing in current BGSU course registration catalog
- Graphic of words “Scientific and Technical Communication” in font that matches large display on the first floor of East Hall
- Exterior of office building
- Interior of office building floor
- Interior of office building hallway outside interview office
- Interior of interview office
- Interior of registration office window at BGSU
- Graphic of S&TC benefits