

2 minute
**SCIENCE
WEB SCRIPTS**



SCICONIC
science media

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TEMPLATE WORKS FOR A 2 MIN (300 WORD) SCRIPT
ADJUST ACCORDINGLY FOR LONGER OR SHORTER PROJECTS

GUIDELINES

There should be only ONE central message or topic per video.

Write down every important point you'd like to cover. The initial document can be ANY length.

Rank the most important points. Eliminate the bottom 50%.

Remove any remaining points that aren't absolutely necessary for your viewers to understand your message.

Edit for any redundant language. Are you using ten words to say what can be said in six?

IT'S ALL ABOUT THE VIEWER

When you're close to your target 300 words, remember:

What's the most important thing for your viewer to take away?

Eliminate anything that strays from your central message.

1. PROBLEM

20 seconds (or up to 50 words)

What are your viewers curious about?

Should they be concerned about something?

“HOOK”

During the first crucial seconds of your video, your viewers will decide whether to stay and watch what you've created.

Examples:

“Have you ever heard of...?”

“Have you ever wondered about...?”

“Are you concerned about...?”

“Think about the last time you attempted to...”

“A problem many face today is....”

2. THEORY

40 seconds (or up to 100 words)

Introduce any relevant information or background that will allow viewers to more easily follow your story.

If the science behind your story is complicated, **consider using a metaphor.**

3. SOLUTION

40 seconds (or up to 100 words)

What science has been conducted to tackle the problem?

If you're talking about your own work, what have you (and your lab) done to address the issue?

What's the current consensus on the problem (if there is one)?

There may not be any solutions yet, but the science is ongoing. The goal may merely be creating awareness and educating the viewer on where the scientific community currently sits on an issue.

4. SUMMARY

20 seconds (or up to 50 words)

One final statement about the work that's been conducted and what the future holds.

“Imagine a day where....”