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**AMIC WORKSHOP ON
VIDEO PRODUCTION,
MUMBAI,
JUN 11-15, 1996**

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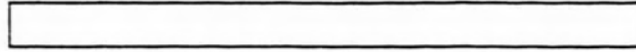
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AMIC Workshop on Video Production, Mumbai, Jun 11-15,
1996 . - Singapore : Asian Media Information & Communication
Centre, 1996.

iv (various pagings)

The two papers provide basic information on script
writing and an introduction to video production.

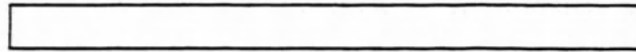


WORKSHOP

ON

AMIC
Documentation Unit

VIDEO PRODUCTION



**SCRIPTING CORPORATE &
DOCUMENTARY VIDEOS**

Wayne Levy

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**MUMBAI
11-15, JUNE '96**

CONTENTS

SCRIPT WRITING FOR VIDEO

- Introduction
- Aspects of Video Production
- Developing the script.
- Planning Instructional Objectives
- Model for Script Development
- Scriptwriting Sequence
- Research
- The Target Audience
- The Scriptwriter
- Distribution of Scripts
- Tips for Scriptwriters

GUIDELINES FOR THE SCRIPTING & VISUALISATION OF A VIDEO PROGRAM

- Principles of Video Scripting
- Scripting procedure
- Treatment
- Story board
- Scripting for Video
- Draft Script
- The Script
- Sequential Flow
- Script Structure
- Eight 'C's of Communication
- 'AIDA' Formula

THE FINE ART OF VIDEO SCRIPT WRITING

- Defining Parameters
- The Concept
- Devising the idea
- The Treatment
- First Draft Script
- Second Draft Script
- A Note on Storyboards

VIDEO SHOOTING HINTS

- Basic Stance
- Before You Begin Recording
- Principles of Movie-making
- Applied Camera Techniques 1
- Applied Camera Techniques 2
- Creating Your Own Videos

THE ROLE OF VIDEO IN EDUCATION

- Guidelines for Video Selection
- Advantages of Using Video Material
- The Videocassette
- Use of Existing Video Material

DOCUMENTARY VIDEO SCRIPT

- A Documentary on Arthur C. Clarke