

Lecture 2

Writing for corporate video

- It is called non-broadcast industry.
- It has target audience.
- Large corporations have their own video to cater for workforce as well as sales.
- Most companies outsource to vendors/production/advertising companies to make their videos.

•Corporate video problems

- Budgets
- Clients
- Production creativity/datelines
- Read manuals, brochures, background research and verbal inputs from clients.

- Other corporate uses of media

- Video streaming online rather than distributing videotape.
- Choices of corporate components on a website for viral marketing or traditional video or DVD.

•Getting background and product knowledge

- When writing for clients, you have to get inside their business, mentality and communication problems.
- Several ways to get background: reading, researching, talking.
- Collect information by visiting client's office, production site.
- Visual input is crucial to understand business nature of the clients.

• Subject matter experts

- Someone designated by client as an authority on particular topic or subject matter – usually involves technical or scientific subject matter.

• Video vs. print media or interactive media

- Convergence of video and computers in a digital domain redo to a form of production that allowed multiple media to coexist in digital form on computer or hard drive.
- Can be stored on a CD-ROM or DVD, even on websites.

• *Video as corporate communication tool*

- Final product can be distributed on VHS cassette, DVD or streaming online
- Video is quicker to produce and more responsive to urgent business needs.

- Video and TV make good use and close-ups and communicate body language and human expression effectively.
- Get instant playback. Can rewind the tape for viewing.
- Video can play stunning effects that can be created by computers' graphic tools.
- Corporate producers always experiment with new devices that make their work easier, cheaper.

Script format for corporate video

- Dual column format.
- Visual description on the left.
- Audio description on the right.
- Master scene script is made for dramatic concept.

Developing scripts for clients

- Scripts are written for the client.
- Consultations with clients are important.
- Collaborating with clients to make sure projects/ scripts successful.
- Writer must be proactive if clients are not reacting or barely react with the scripts.
- Implementing 7 stages and responding to communication problems.

Length, pacing and corporate style

- When audience watch TV screen other than entertainment, attention span is short.
- Length must be justified by the interest of the content and effectiveness of programme making.

Types of corporate video

- Dramatisation
- Humour
- Visual metaphors

Corporate video narration

- Most factual or informational programme need some kind of narration.
- It is often effective to have an on-camera anchor, presenter or narrator to take audience through the story.

Television format/techniques

- All of the TV formats have been used as models for corporate video.
- Basic strategy → use small screen idiom that people know the audience will understand.

Documentary

- The style of compilation documentary with unseen narrative voice-over.
- Can be adapted to corporate narrative in all kinds of sales, public relations and corporate image videos.
- Businesses and non-profit alike have a constant need to narrate, explain and communicate factual information.

Vox pop

- “Vox populi” or “voice of the people” in Latin.
- Sampling opinions on the street or some other location using unscheduled, random interview.
- News report often capture the unrehearsed opinion of the man-on-the-street.
- Choosing to use vox pop would result in production problems and costs.

Graphics

- A strong way to represent statistical info.
- Effective graphics that are clear and colourful are powerful for corporate videos.
- Graphics help get across statistics as in the familiar bar charts or pie charts.
- 3D animation can show how complex graphics works.

Visual seduction

- Powerful photographic images captured on film by skilled cinematographers compel attention and lift medium to another level.
- Shots of nature or people can make the difference between something that passes before your eyes and something you watch with awe.
- A writer can describe the intent and suggest the visual power of images.

Interview

- The oldest and the most basic way of capturing expert opinion.
- To support points, you film a person answering questions to validate points that you are trying to make.
- When someone is observed by the camera speaking to an off-camera interlocutor, the statements come across as more authoritative and more objective.

Case histories

- This technique involves in-depth documentation of a personal story to illustrate an idea or a point.
- Very effective way to structure a corporate programme you want to bring together a number of points that you can relate with histories.
- The story structure takes precedence over the points you want to make.

Story of a day

- Clock becomes narrative structure.
- A useful device is the slice through time, a unit of hours, during which most of what you need to look occurs.
- A company story can sometimes be nicely told in a day's activities.

Writing voice commentaries

- Commentary takes up programme time.
- It is better to have pauses and allow music or natural sound carry that programme.
- Voice commentary should complement the visual of programmes and support them.

Conclusion

- Corporate scriptwriting involves designing media messages on behalf of a client.
- Corporate writing is typically dual-column format.
- The non-broadcast industry is larger as it is creative and dynamic that is responsive to new technology and communications media.