Writing a Script

Script Overview

Writing a script should not be a long or tedious process. Not all slides need to have narration in the course and your scripts need to be short and concise. The goal of script is engage the user and let them interact with the course. There are a couple of items to cover before discussing the script.

- Where does the script go?
    - The script is stored in the Presentation and is specific to the slide
    - If the slide does not have narration then the contents of the note section should be deleted (don not delete the slide)
- All Presentations with audio need to use either the Multi-Section Course Template with Sound or the One Section Course with Sound Template
- Do not read the content of slide

Make it Light

The goal do the script to connect with the person taking the course. This is done by having a conversational tone. It should also be fun and less formal and simpler language.

Example

- ✖ Instead of "This e-learning course is designed to explain the 15 steps needed complete our regulatory process".

- ✔ Try this more conversational tone: "Need to get your head around our process? We all do! So let's take a look at the 15 steps of the regulatory process".

Get to the Point

Cut out as much of the script as you can by focusing on what the participants need to know.

Example

- ✖ Instead of reading "At the end of this course, you should be able to identify the training terms and concepts associated with eLearning. Describe the new Instructor Led Training templates and how they are used…
- ✔ Try, "Take a moment to review the course objectives".

Be Active

Write in the active voice to keep the participant in the moment. It also makes the script more interactive and engaging.

<u>Example</u>

- ✘ Instead of "The process beefing document is used to define our core requirements".
- ✔ Try, "The process briefing document defines our core requirements".

Create a Flow

Even though the scripts are on one slide, they are part of a course. Using transitions to the next slide helps to make the course more interesting and shows how the idea flow together. This could be as simple as saying, "We just looked at the steps to follow for submitting your report. But why does this even matter? And what are the risks if we don't do it right? Let's find out."

You also could consider making the whole course a single narrative, told as a guided story or a "day-in-the-life" approach where you follow one character through a process from start to finish. By using the first person narrative, the content naturally unfolds in conversation with a natural flow.

Treat the Participants like Grown-ups

Learners are busy professionals, so treat them like that and give them choices, along with the respect they deserve. The tone of voice you use should sound like an adult speaking to an adult, not a parent to a child. Instead of telling it is best to convince the participant that they need the content of the course and that it is going to be useful. If you are writing a brief course, let them know! While still being genuine, sell the course and what would appeal to them or convince them to take the course.