

NHSE Animation script writing guidance

<https://vimeo.com/908378717/9d575724ed?share=copy>

Script writing guidelines for animation

To begin work on your animation project, we need a script. The script will be the voice-over for your animation. It will enable us to put delivery timescales to your project, create animation storyboards and allocate resources to work on it. With video, and particularly animation, brevity and clarity are key to information retention for your audience. The fewer, more salient points they have to take away, the better. Your script should be clear and concise, and without it we cannot move forward with production.

Here is a link to a previous HEE animation which you may find useful:

<https://www.e-lfh.org.uk/programmes/hcsw2020-accelerated-care-certificate/>

Use these **5 key points** to help you write your script.

1. Be clear about the objectives of the animation. Who is the audience and what do they need to take away from this?
2. Be brief. As a rule, make each animation no more than 3 or 4 minutes to ensure your audience doesn't lose interest. As a guide, 150 words is approximately 1 minute of animation.
3. Do not overload your audience with information. 3 or 4 takeaways is enough.
4. When you have finished the script, read it aloud to someone who doesn't know the subject. It should be straightforward and easy to understand. If not, try to simplify
 - i. Do you stumble over words when reading it back?
 - ii. Does it flow well?
 - iii. Does it make sense?
5. Remember you are telling a story. Even if it is clinical or behavioural information you are conveying, it still needs to engage. Every story has a beginning, middle and end and the best stories are engaging and enlightening.

The following questions capture useful information for the animator in order to efficiently deliver the project to agreed specifications.

Questionnaire

Requirements	To be completed by client
Describe your project in a sentence or short paragraph.	
What are the main objectives of the project?	1. 2. 3. 4.
Who is the intended audience?	
(If applicable) How do you see animation helping the project?	
Are there brand guidelines (fonts, colours, imagery, style) that we should be aware of and can you provide those to the team?	
Is there an established look and feel that we are building on? Or can we look at this fresh?	
If this is a fresh new look, are there any images, videos, fonts that you can direct us to that you would consider inspirational to the project?	



<p>(Please provide links or imagery if applicable)</p>	
<p>Are there any other considerations we should be aware of when designing? Please provide weblinks and passwords to any assets the team may require?</p>	
<p>What is the Budget?</p>	