# Screenplay (Titel): [tba]

Screenwriter(s): [tba]

Target group: students | time: approx. 25-30 min.

Content

[Screenplay (Titel): [tba] 1](#_Toc207034599)

[Demo: The ideal script for a lecture by Julia Lee 2](#_Toc207034600)

[1. Arrival and introduction (max. 2 min.) 3](#_Toc207034601)

[2. Prior knowledge and experience (max. 1 min.) 3](#_Toc207034602)

[3. Input (max. 15 min.) 3](#_Toc207034603)

[4. Applying (max. 10 min.) 3](#_Toc207034604)

[5. Evaluating (max. 2 min.) 4](#_Toc207034605)

[6. Further information [tba], if applicable 4](#_Toc207034606)

Reccomendations:

* Provide the script template for students with visual impairments in the course. The comment column can be deleted in this document. Instead, you can create a wider column for image ideas. What can be seen in the video can be described there for people with visual impairments.
* Make the video available with German subtitles for people with hearing impairments. Depending on the video player used, there may also be the option of additional subtitle tracks such as English or subtitles for people with hearing impairments (if the non-spoken audio plays an important role).

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## Demo: The ideal script for a lecture by Julia Lee

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| **Content** | **Screenplay text** | **Image idea** | **Comment** | **time** |
| Length of the script | One page of this script corresponds to approximately 2 minutes of video time. The script should therefore be no longer than 15 pages (corresponding to 30 minutes). How long students watch a video depends on many factors. The length of the video is an important factor. | Image idea: screencast of the screenplay in Word. | Add examples of lectures (20 minutes) to the Moodle course. |  |
| YouTube video analysis | As a rule of thumb, most viewers on YouTube decide within the first two minutes of a video whether they will continue watching it. That's why the beginning should be exciting and motivating. By the fifth minute, 60-70% of viewers are still watching. By 10-20 minutes, only 40-50% remain. For videos longer than 20 minutes, only 30-40% are still watching. | Scroll to the second page of the script | Show source in the footer of the video: https://omr.com/de/reviews/contenthub/youtube-analytics |  |
| One minute of video time | 130 words correspond to approximately 60 seconds. One page of this script corresponds to approximately 2 minutes. So far, you have invested approximately 1 minute of reading time if you have only read the script text column. | Presentation: Reminder 130 words = 60 seconds, 10 script pages = 20 minutes | Make a test recording and check whether the video is one minute long up to this point. | approx.  1 Min. |
| Script template: Default settings | In this script template, the column width cannot be changed, so you can better calculate how long your script will be. It is also recommended that you use a separate table for each section of the video. If you use the ‘Heading 2’ style for the heading, the respective section will be linked in the table of contents. To do this, you must update the table of contents on page 1. | Image idea: Show how to update the table of contents using a screencast. |  |  |
| Division of teaching and learning units | A classic instructional video consists of 5-6 sections:  1. Arrival and introduction (max. 2 min.)  2. Prior knowledge and experience (max. 1 min.)  3. Input (max. 15 min.)  4. Applying (max. 10 min.)  5. Evaluating (max. 2 min.)  6. Further information [tba], if applicable  Ideally, sections 3-4 are the most extensive. |  | Plus time for opening trailer and credits 1 min. > produce later | approx.  2 Min. |

## Arrival and introduction (max. 2 min.)

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## Prior knowledge and experience (max. 1 min.)

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## Input (max. 15 min.)

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## Applying (max. 10 min.)

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## Evaluating (max. 2 min.)

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## Further information [tba], if applicable

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