

# Scriptwriting

Definition :- The Script is the basic building block of any successful production - whether in theatre, radio, film or video-tape. It is carefully devised blue print, which charts out instructions for actors, directors and technicians.

## Introduction :-

Video or Television scripts are evolved step by step. creativity, imagination and co-operative efforts are the key words in the scripting process. Television scripting may be seen as a process of consisting of a series of steps or processes, which do not necessarily operate sequentially or separately from one another. In fact these steps or process operate together and often overlap.

But the basic pattern of the scripting process remains almost the same and TV scriptwriters, whether consciously or unconsciously, go through certain stages in one way or the other.

## Major steps in the scripting process.

- ① Programme idea :- Discuss the idea and evaluate it against media selection criteria for video production. If it satisfies the criteria, finalize and accept the idea for possible production.
- ② Programme brief/outline :- Expand the selected and tested idea into a programme brief, defining the precise details in terms of title, target-audience, programme objective etc.  
Programme brief is the first written statement which forms the basis of a television/media script.
- ③ Research :- Plan and carry out research on the topic and your target audience. Look for the visual materials consult books, encyclopedia, journals, expertise and knowledgeable

people. Know your target audience well. Also keep in mind viewing condition and context of viewing.

④ Selection of Materials :- Select the most relevant materials, resources and ideas which match your programme objectives. Keep your objective and programme length in view and estimate sufficient content for inclusion in your final programme.

⑤ Programme design strategy / message planning :- Message planning is the most decisive and creative stage of programme development. Explore and create interesting ways of distilling out your programme to your audience. Always keep in view your viewers' interest, nature of your subject, your programme objective and the visual possibility your programme can medium can offer.

⑥ Programme structure and ~~visual~~ Visual Treatment :-

:- It is concerned with the creative process of giving the programme a clear shape and a form.

→ think of good beginnings and endings, which sequence will form the body of the programme.

→ work out detailed visual treatment for the sequence of your programme

→ keep an eye on time and objective. The treatment should give a full description of what the views will see, hear, think or feel.

⑦ Story board making. Story board means a detailed, shot by shot description of the programme on a sheet of paper divided into two vertical columns. It is useful for all the members of the production team to study the story board.

There are three main stages of Script development.

① Draft Script :- first full length script with complete listings and description of visuals, dialogue, music and sound effects.

Discuss your draft script with your colleagues and experts and be ready to accept criticism of your draft script and be open to ideas for improvement.

② Final Script:- At this stage all suggestions made at the draft script stage are incorporated and final script goes over to the producer who should analyse it from the view point of production.

③ Camera Script:- Final script prepared by the scriptwriter is converted into camera script for the use of the producer and his team. It is indeed a technical script in which shot division is done, instructions for production crew are ~~done~~ given, music, effects and dialogue are indicated in a sequential manner.

#### Testing of the Script :-

The last stage of script development is the testing of its effectiveness. Testing the script with the target audience is advisable at least once when the production of a series of several programmes is to be undertaken.

Script testing is a technique of formative evaluation which provides a quick feedback on various aspects of the product which can then be suitably modified before its actual production.

# Pre-production

Introduction:- An audio/video programme production consist mainly of the following two major elements.

- Basic physical Resources or infrastructure:- These include equipments, machines, materials, building, studios, or a production complex.
- People and human Resources:- These include trained personnel who are required to manage the process, operate equipments and provide ideas, expertise and services for programme production.

→ The process of media material follows a System approach, as it is only through this approach that numerous and varied production elements and task are identified, manipulated and accomplished through mutual Co-operation and creative interaction among a large no of people - all specializing in their respective disciplines.

→ All these required a large no of budgets and it is essential to use it efficiently and for this pre production is an necessary and must condition.

Pre-production involves the following steps.

## ① Programme Planning and Research

(i) → A programme planning starts with an idea or a Brief note which defines the precise details of a programme in terms of -

Target audience

Duration

programme objective and

Content: outline or synopsis

(ii) → At this stage, it is essential to have another look at the special need of the target audience -

their likes and dislikes

their special characteristics

their previous knowledge or

## entry behaviour

(iii) → A thorough knowledge of the conditions in which the programme will be received by the viewers is also an important thing.

(iii) → These details must be further supplemented by more specific research data on the theme of the programme. In fact, this kind of programme research is absolutely essential and must be undertaken at the initial programme proposal stage.

## ② Message planning and Script development.

(i) programme designer or script writer must always keep foremost in mind is the

→ viewer's interest

→ the programme objective and

→ the visual and other possibilities of the medium

✓ (ii) It is important to go through a huge array of materials and select only those which are the most relevant and look for resources and ideas which match the programme.

✓ (iii) After above activity the shape and structure of a programme can be defined by tackling questions like

— How will the programme begin?

— How should come to an end?

— what sequences will form the body of the program?

— How will the viewers' attention be attracted and sustained through out the programme.

✓ (iv) Before a full script is worked out, it is advisable, especially for beginners, to evolve a Story board.

✓ (v) After going through the various process of selection and discussion final script is to be prepared for later action.

### ③ Production Programme planning and Scheduling

(i) As the final script of the programme evolves and takes some definite shape, the producer is required to initiate simultaneous action on

- planning
- Budgeting and
- Scheduling of the production.

(ii) Production planning requires a lot of table work, preparation of production or camera script, separate or joint planning meetings with other programme support staff

(iii) Booking of Resources, facilities, equipment, studio, production crew etc.

(iv) For budgeting, the producer must cost out various inputs, resources and services because he has to finish the job in a definite dead line.

### ④ Casting and directing performers/artist.

(i) Before the producer embarks upon actual recording or shooting of various sequences of the production, s/he must identify, select and book suitable performers, artist or experts of the for the programme.

(ii) At this stage production involves producers close relation with performers and artists, directing them through initial briefing, dry-runs, camera rehearsals and final recordings.

(iii) What a producer requires most here is patience - clear communications and confidence.

After going through all the above stages or procedure we are ready for the main event to happen. That is actual production.