# Video Script

*This document serves as a structured script template for creating promotional or explainer videos. It includes defined sections for scene direction, dialogue, and visual/audio cues. Customize each placeholder to suit your project's needs.*

## Project Title:

**{projectTitle}**

## Client/Brand:

**{clientName}**

## Video Type:

{videoType}

## Purpose of the Video:

{videoPurpose}

## Target Audience:

{targetAudience}

## Duration:

{videoDuration}

## Key Message:

{keyMessage}

## Call to Action:

{callToAction}

## Style/Tone:

{styleTone}

## Script Breakdown by Scene

{#scenes}

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Scene #** | **Description** | **On-Screen Visuals** | **Audio/Narration** | **Duration** |
| {sceneNumber} | {sceneDescription} | {visuals} | {narration} | {sceneDuration} |

{/scenes}

## Visual Style References

{#hasVisualReferences}See example clips, storyboards, or links:  
{visualReferences}{/hasVisualReferences}

{^hasVisualReferences}*No visual references provided.*{/hasVisualReferences}

## Tone & Voice Notes (Optional)

{#hasToneNotes}{toneNotes}{/hasToneNotes}

{^hasToneNotes}*No additional tone or voice notes included.*{/hasToneNotes}

## Asset List

{#assets}

* **{assetType}:** {assetDescription}

{/assets}

## Production Notes

{#hasProductionNotes}{productionNotes}{/hasProductionNotes}

{^hasProductionNotes}*No production notes added yet.*{/hasProductionNotes}

## Approval

**Scriptwriter:** {writerName}

**Reviewer:** {reviewerName}

**Approval Date:** {approvalDate}