



BAMA405 – Scripting and Storyboarding

Chapter 6 – Script and Proposal Formatting – Part 1

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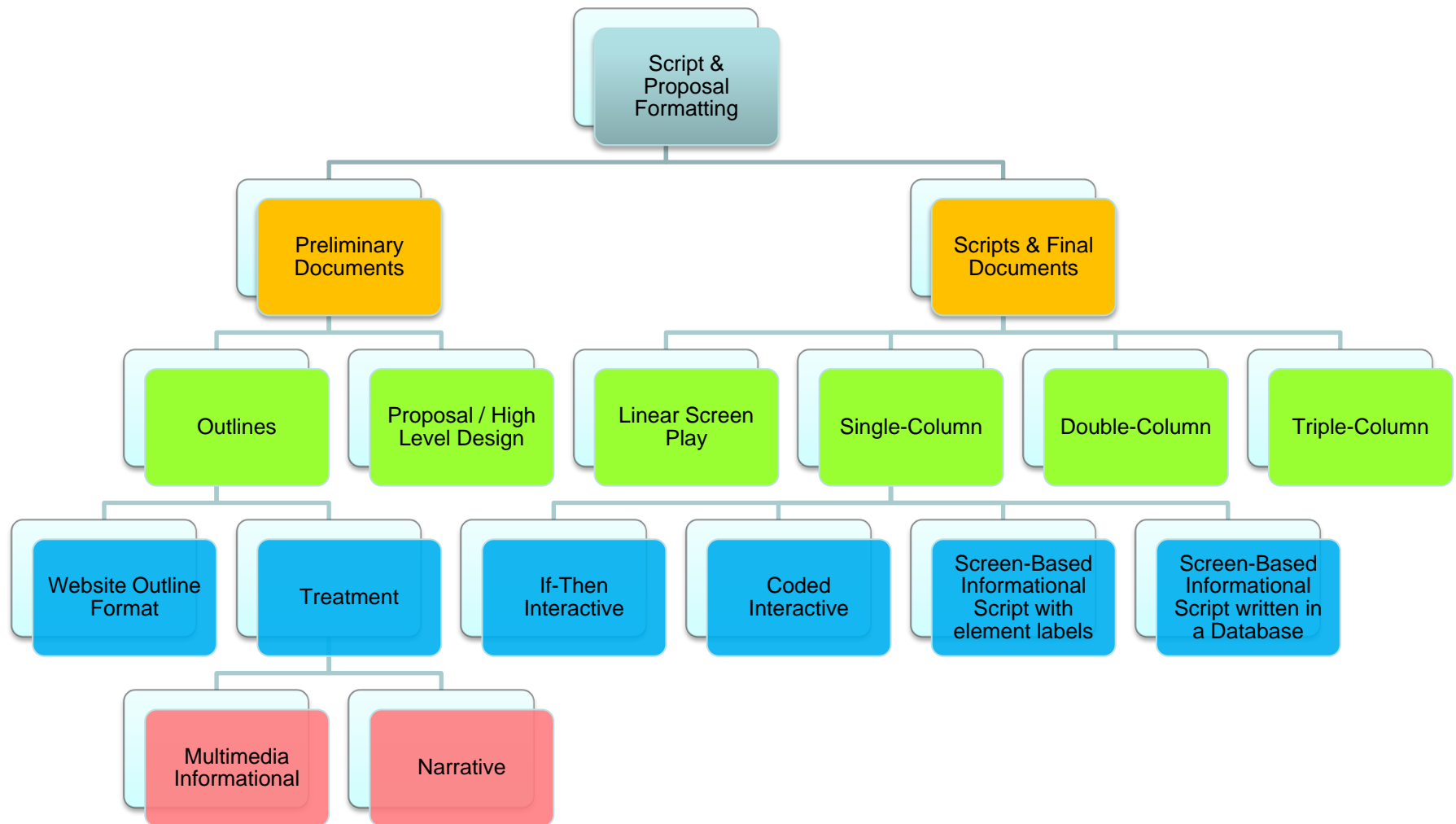


- At the end of this lesson, student will be able to:
 - Demonstrate the relationship between scriptwriting and storyboarding
 - Demonstrate understanding of the components, design documents, process, terminology, and proper formatting of professional scripts for creating multimedia presentations
 - Successfully create a professionally formatted script, given an initial concept or storyline
 - Successfully create a functional multimedia storyboard from an initial concept or script

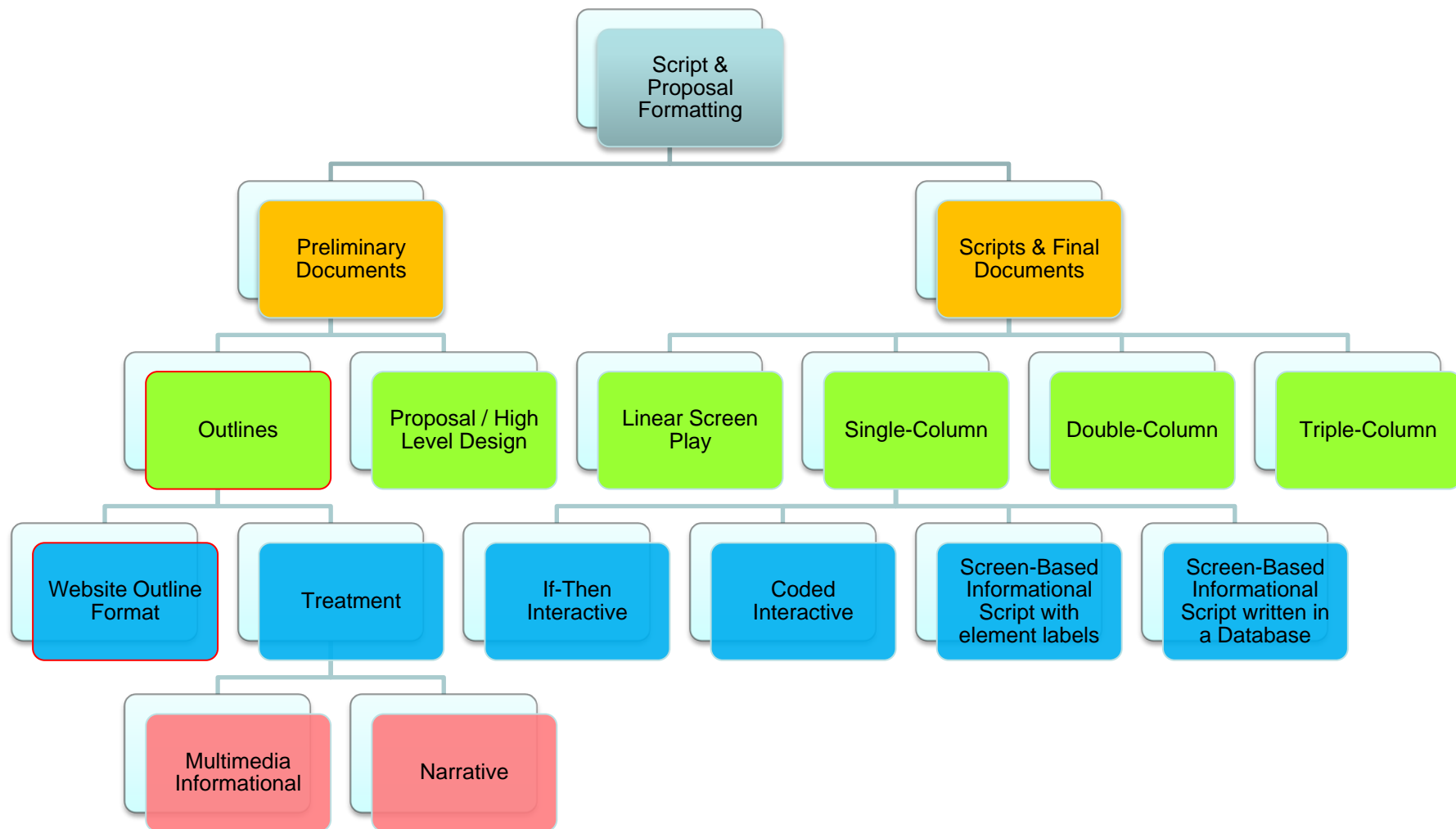
7.1 Overview

- Since the multimedia and the Web's use of many media and interactivity, it makes script formatting difficult
- In conjunction, there is no specific format for all situations
- The format depends on the demands of the individual production

7.1 Overview



7.2 Web Site Outlines



7.2 Web Site Outlines



- Outline provides details about the actual content and functionality of the individual pages
- Best used with an accompanying flowchart
- The client consults the chart for the overall structure then reads the outline for details
- The outline should be adjusted to match the specific object

7.2 Web Site Outlines



- Elements include:

Title

Image

Text

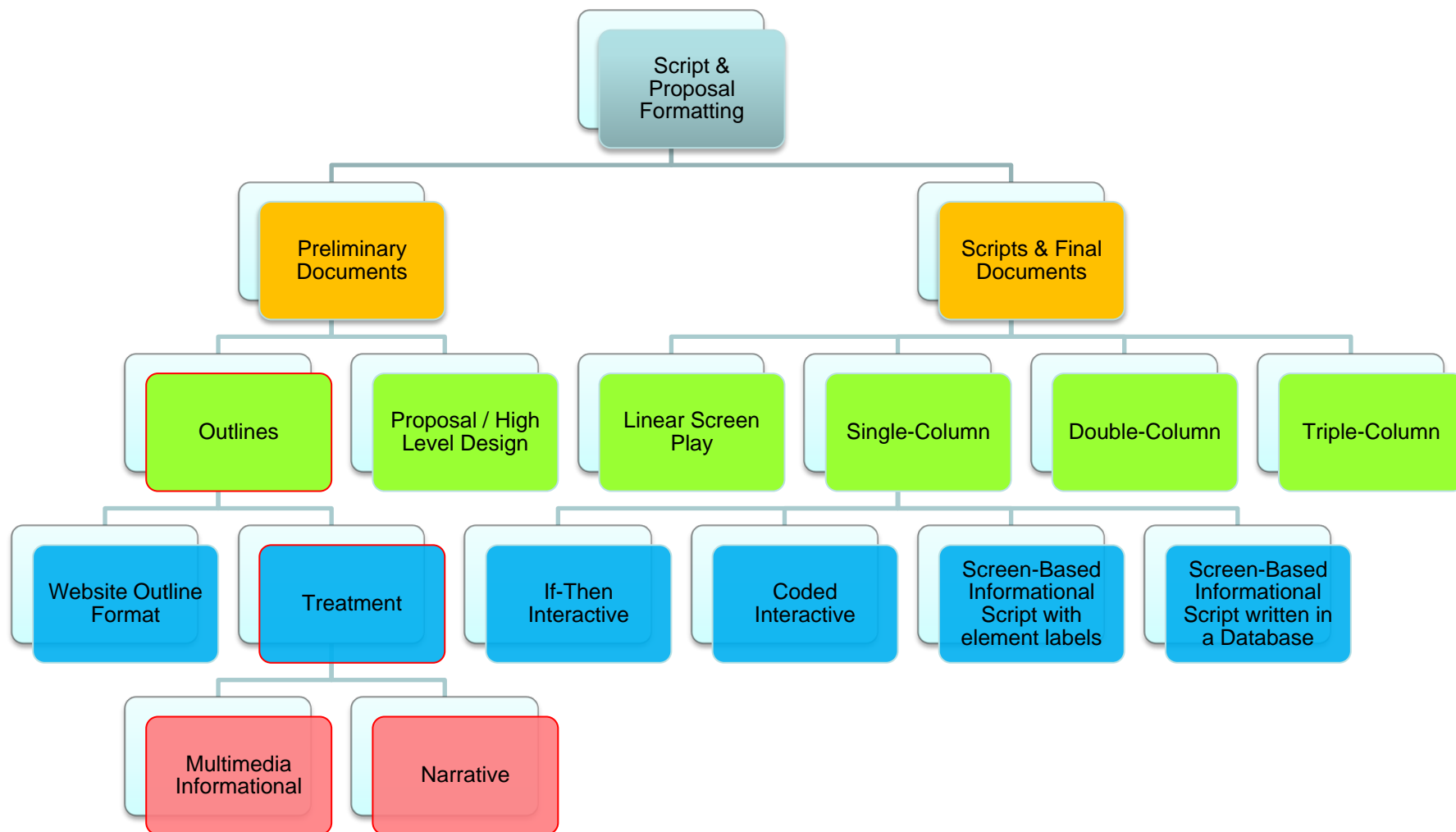
Links

Navigation

Functionality

[Example](#)

7.3 Treatment



7.3 Treatment



- Borrowed from linear film or TV writing
- Commonly used for CD-ROM or DVD multimedia programs
- Describes the structure and key elements of a project in a form of an essay or a short story

7.3 Treatment

- Guidelines for writing treatment include:

Use the third person (He drives; NOT I drive)

Use the present tense (He drives; NOT he drove)

Write visually

Be descriptive

Capitalize:

- Characters names when they first appear
- Major sound effects
- Technical directions; ROLLOVER, LINK

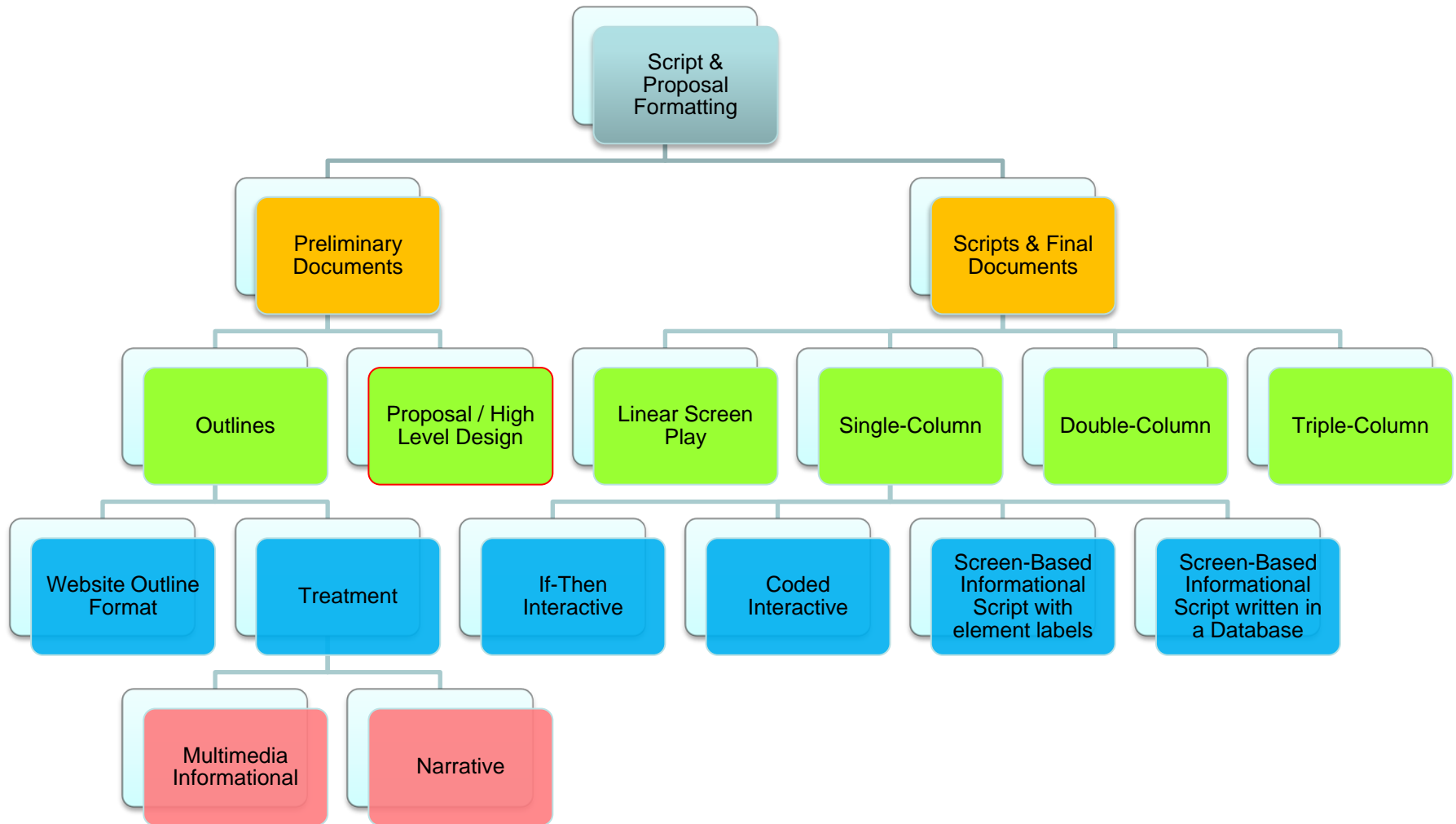
Summarize on-screen text

Double-space

[Example](#)

Chapter 7 – Script and Proposal Formatting

7.4 Proposal or High Level Design



7.4 Proposal or High Level Design



- A treatment is usually only one component of the first detailed description on an interactive project
- Sometimes called a **high-level design document proposal**, a **design proposal** or just a **proposal**

- Format for an Informational Design Document:

Design Objective

- Short description of what the program hopes to accomplish

Creative Treatment

- Detailed description of the entire program
- Will be in many pages depending on the project size

Navigation

- Description of the interface and how the user will navigate
- Includes a navigation flowchart

Production and marketing

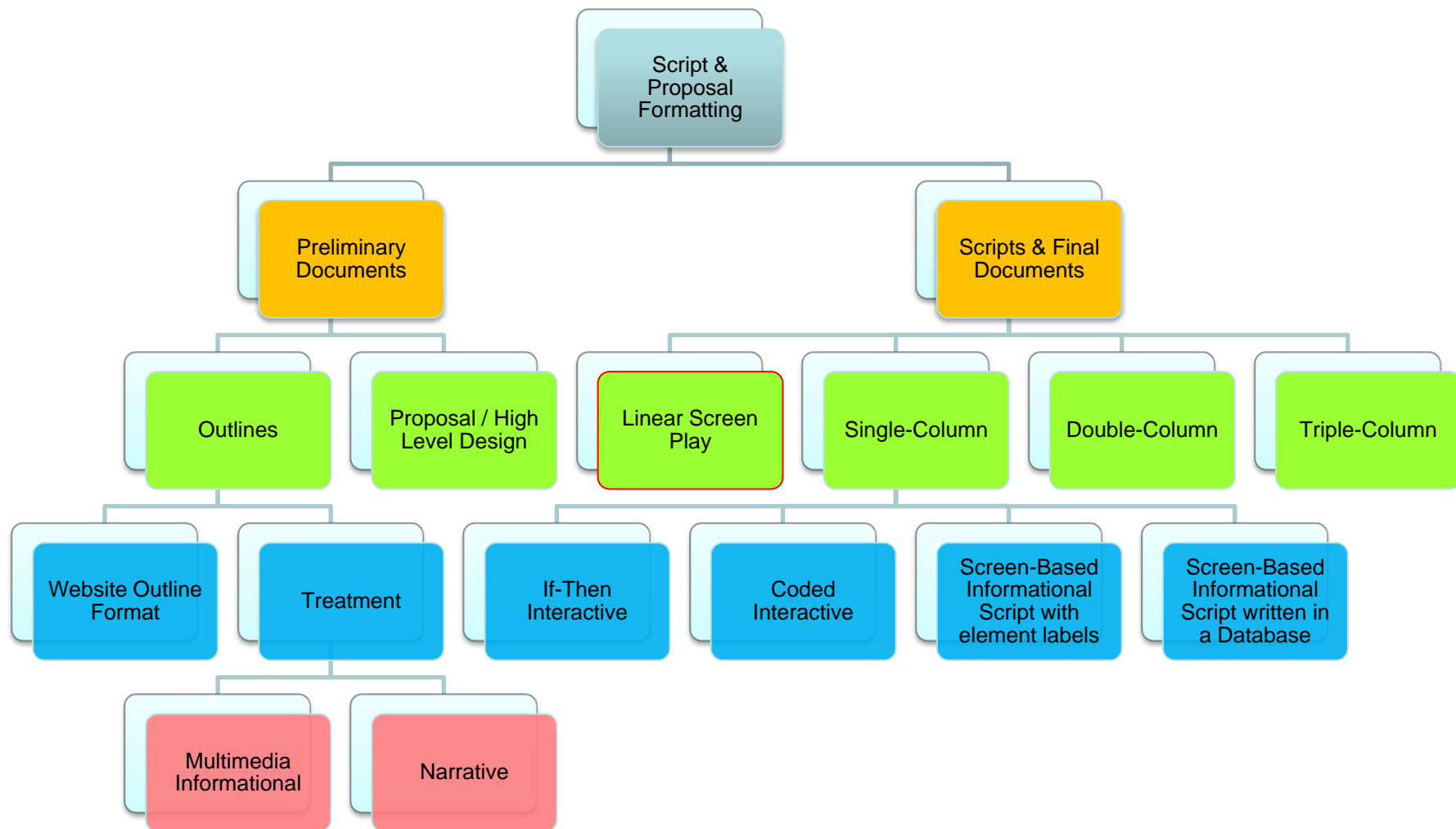
- Sections on project schedule, mass-market piece, ideas for marketing program to public, biographies of the writer and designer





- Format for a Narrative Document
 - A proposal for a multimedia program that includes a story would follow much of the same format as informational document
 - It may be called as a **story summary** other than treatment
 - Include sections describing characters

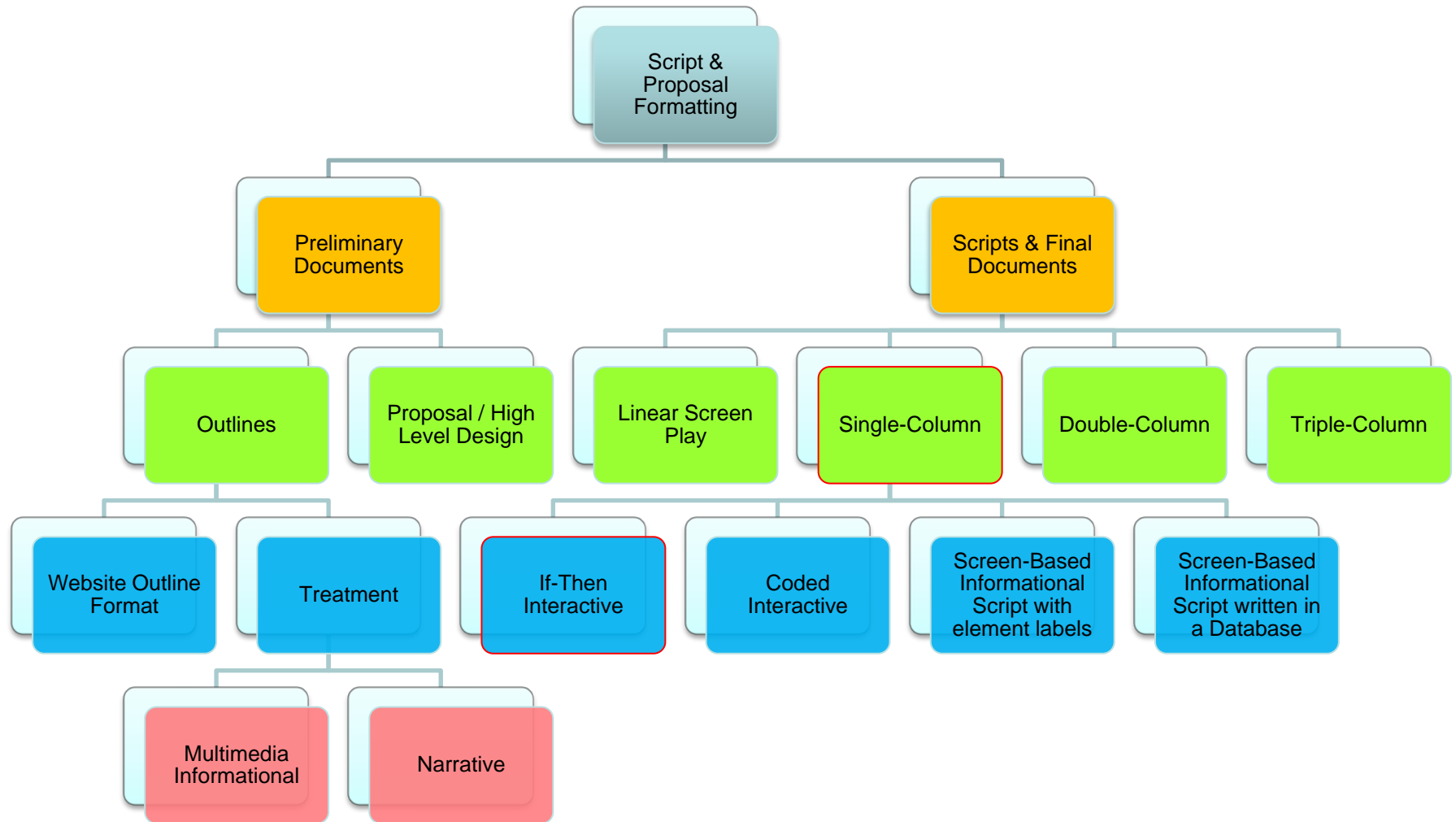
7.5 Linear Screenplay Format



7.5 Linear Screenplay Format



- Many approaches to formatting scripts for interactive multimedia use linear screen-play or teleplay format as their basis
- Useful to understand the specifics of the linear screenplay format
- [Example](#) shown is a standard screenplay format that can readily be adapted to different situations



7.6 Single-Column, If-Then Interactive Format

- **Use:** Narrative or informational programs with limited interactivity, usually at the scene level. Because it is a single-column script, it would not be well suited to a program with extensive voice-over narration.

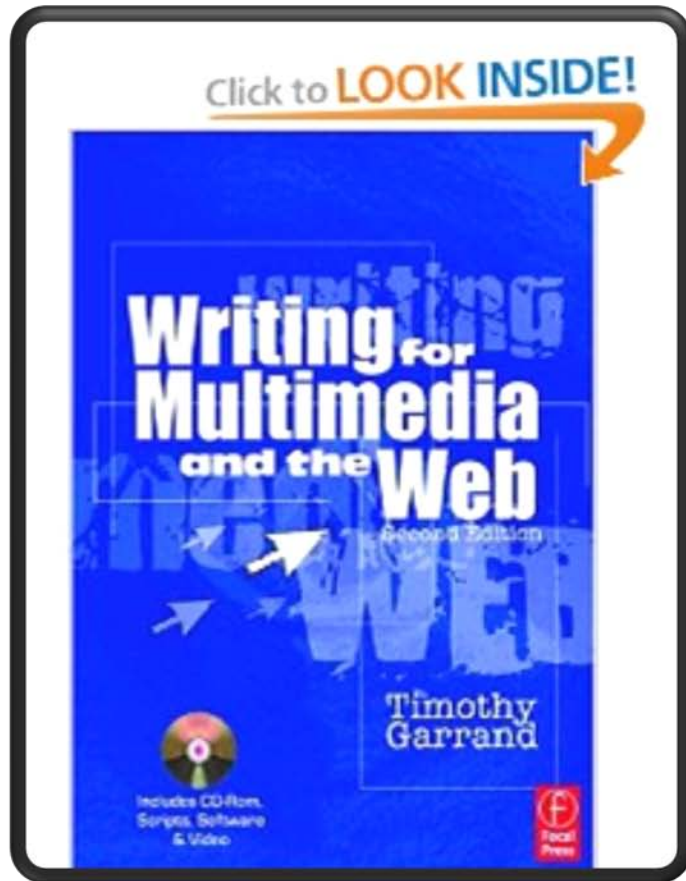
7.6 Single-Column, If-Then Interactive Format

- **Description:** the script is similar to the linear screenplay describe above, except that at various points in the script the user is given two or three choices of different scenes.

7.6 Single-Column, If-Then Interactive Format

- This type of script can be used when the interactivity is fairly simple.
- [Example](#)





Writing for Multimedia and the Web, Second Edition by Timothy Garrand



END, THANK YOU...

**Next Chapter : Chapter 8 – Script
and Proposal Formatting (Part 2)**