TELEVISION COMMERCIAL SCRIPTING

WHAT CONTENTS HAS TO BE IN A STORY BOARD:

AUDIO- spoken copy, sound effects and music
VIDEO- camera action, scenes and stage directions
FX- any form of special effects happening within the frame.

IMPORTANT THINGS TO REMEMBER IN WRITING A TELEVISION COMMERCIAL:

- Concise
- Simple
- Appealing
- Relevant
- Emphasize on sales point and product name
Common abbreviations used in TV Scripts

CU: Close-up. Very close shot of person or object.

ECU: Extreme close up.

MCU: Medium Close Up: Emphasizes on the subject but includes other objects nearby.

MS: Medium Shot. Wide angle shot of subject but not the whole set

FS: Full shot; entire shot or object

LS: Long Shot. Full View of scene to give effect of distance

DOLLY: Move camera toward or away from subject. Dolly in (DI), dolly out (DO) or dolly back (DB)

PAN: Scan from one side to the other.

ZOOM: Move rapidly in or out from the subject without blurring

SUPER: Superimpose one image on another- as showing lettering over scene.

DISS: Dissolve. Fade out one scene while fading in another scene.

CUT: Instant change of one picture to another.

WIPE: Gradually erase picture from screen.(many varied effects are possible)

VO: voice over. An off screen voice, usually an announcer’s.

SFX: Sound effects

DAU: Down and under, Sound effects fade as voice comes on.

UAQ: Up and over. Voice fades as sound effects comes on.