• Before beginning your writing, please review at least one or two scripts already written for these tutorials to give you a good idea of style and format expectations.

• The average intended audience is at the level of an undergraduate student, so a presentation that holds the viewer’s interest is highly desirable. Your style can be fairly casual and you can use a kind of conversational style. Normally, using contractions is fine.

• Use plain English and stay away from library jargon (“monographs,” “copy cataloging,” etc.) whenever you can. Of course, many library terms (holds, circulation, reference, call number) are necessary and expected.

• Include interesting & appropriate examples to help explain all the aspects of a topic that you want to cover. Finding these might take a little time, but they will be well worth it.

• Make sure that your explanations are clear, simple, and useful given the information you are trying to convey.

• Be sure to keep right on topic and do not stray to other topics unnecessarily. Doing this will save you time since the editors will more than likely cut out the unnecessary parts anyway. 😊 If you feel the need to explain something in some detail that is not right on topic, you can allude to another video tutorial that is either available or could be available as a companion video to the one you are writing.

• Try not to write anything much longer than a medium-sized paragraph or two short paragraphs to go with each image: Be Concise!

• Be sure images and graphic marks are clear and easy to understand. Committee members can provide assistance and suggestions regarding images.

• Please consult other videos to determine written style and conventions used in the video scripts, including use of underlining (for emphasis), caps, quotation marks (for title of a button or link), etc.

• When you are finished, the script should take no longer than 3 or 3 and a half minutes to speak.

• Consider splitting the script into two different scripts/subjects if you find it difficult to make the script under 4 minutes.