



Script and Shot List Instructions and Form

To make it easier for you to time out your script, we have divided up your 60 Second Infomercial Script into (6) 10 second sections. So write what you want to say in each 10 second segment and in the space underneath your script describe what you want on screen.

Notes and Tips: If what you want to talk about goes longer than 10 seconds you can combine sections to what ever length you need to finish your point. You don't have to change subject matter every 10 seconds. Describe in as few words as possible what you want on screen during the segment of your script. In your script leave room (time) to allow your visuals to connect with the viewer. Most scripts will be in the 40-50 second range. After completing your draft, read your script aloud and time yourself to see if the length fits within your set time of 40-50 seconds. Max is 58 seconds.

You can fill in this form from your computer, save it, email it back to MixnPixels or print a hard copy and write on it.

Example:

Script (First 10 Seconds)

Hello and welcome to Bloomfield Architectual Services. We've been designing timeless classic interior spaces for corporate offices since 1960.

Image on Screen

Head and shoulder frame of CEO talking directly into the camera.

Your Script and Shot List

Script (First 10 Seconds)

10

Image on Screen

Script (Second 10 Seconds)

20

Image on Screen

Script (Third 10 Seconds)

30

Image on Screen

Script (Forth 10 Seconds)

40

Image on Screen

Script (Fifth 10 Seconds)

50

Image on Screen

Script (Sixth 10 Seconds)

60

Image on Screen

Save this form, email it back to MixnPixels and also print a hard copy to follow along on set.