

Video Production Script Template

Plan the shoot, then pair each visual with its audio. Replace the first-row prompts with your script.

PROJECT / VIDEO TITLE

CLIENT / BRAND

SHOOT DATE

CALL TIME / WRAP TIME

LOCATION

PRODUCER / CONTACT

RUNTIME / PLATFORM / ASPECT RATIO

TARGET AUDIENCE / MAIN GOAL

ONE CALL TO ACTION

TIMING	VIDEO	AUDIO
Example: 0:00-0:05	Describe the shot, camera movement, B-roll, graphics and on-screen text. Example: Opening shot of the location.	Write the matching dialogue or voiceover. Include speaker, music, sound effects and pauses. Example: V/O: [Opening line that introduces the benefit.]

Before filming Read aloud and time it. Confirm shots and approvals. For a 30-second ad, plan at least 5 seconds for the CTA.
