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# Scriptwriting for Reels, Videos & Podcasts

2 Days Per Week

15 hours Maximum

## Workshop Description

- A practical, specialized workshop designed to equip participants with the skills to write different types of scripts tailored for today's digital content — whether Reels, educational videos, commercial ads, or visually narrated podcasts.
- Participants will learn how to think visually while writing, understand the connection between text and image, and apply basic filming principles to serve the script.

Through real-world examples, they'll also practice building simple storyboards and preparing content for filming or editing in a hands-on setting.

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## Workshop Outline

- The difference between textual and visual writing
- Types of scripts used in the digital world
- The function of a script: where it starts and ends
- Key elements of a professional, effective script
- The difference between scripts for editing vs. live performance
- Scriptwriting for short-form videos (Reels)
- Scriptwriting for educational/explainer videos
- Scriptwriting for commercial visual ads
- Scriptwriting for storytelling-style podcasts

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## **Workshop Outline**

- Basics of filming: camera angles and shot sizes
- How filming decisions influence the script  
- and vice versa
- Writing the script + building a simple storyboard
- How AI Accelerates the Scriptwriting Process
- How AI Tools Help Generate Initial Ideas  
for Scriptwriting
- AI Tools for Designing a Storyboard or  
Visualizing Scenes
- Ethical Considerations in Using AI for Writing

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## Workshop Target Audience

- Creators interested in writing short or commercial video content
- Digital marketers and advertising professionals
- Beginners in video creation and editing
- Entrepreneurs who produce their own content

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## Workshop Outcome

- A solid understanding of the difference between textual and visual writing
- Ability to write professional scripts across multiple formats
- Skills to translate ideas into executable visual scenes
- Visual awareness to improve content quality before filming
- Competence in building basic storyboards to support content vision