

TV Commercial Script

TVC title:	Date:
Company:	Version number:
Brand(s):	Duration: 5" / 15" / 30" / 45" / Other:
Product or service:	Key number:
Production company:	Writer:

VIDEO SHOT

(action notes, angles, framing)

EXTRAS

(text, logos, music, video/sound F/X)

AUDIO

(actor lines, voiceover, phonetic pronunciation)

ABBREVIATIONS

Framing: EWS = extreme wide shot / VWS = very wide shot / WS = wide shot / MS = mid shot / MCU = medium close up / CU = close up / ECU = extreme close up / CI = cut in / CA = cutaway / Two-shot / OTS = over-the-shoulder / Noddy shot / POV = point of view shot / Weather shot / PAN = camera pivots back and forth or up and down.

Camera angle: eye-level, high angle, low angle, bird's eye, worm's eye, slanted/canted

Other: EXT = exterior, INT = interior / BG = background, FG = foreground / SFX = sound effects, F/X = effects (visual) / ANNCR = announcer, CGI = computer generated image, DIS = dissolve, OC = off-camera, OSV = off-screen voice, POV = point of view, VO = voiceover