

Visual Cue Checklist

For scripting and filming with visuals, demonstrations and lightboard segments.

Marking cues in your script

- ☐ Each cue sits on its own line, in square brackets: [SLIDE 1: description] or [IMAGE 1: description]
- ☐ The cue is placed exactly where the visual should appear, not just at the top of a section
- ☐ The description is specific enough that someone else could match it to the right file
- ☐ Numbering follows the order cues appear in the script, not the order slides appear in your original deck
- ☐ The line reads naturally as a sentence break, remember the autocue won't show the cue itself

Choosing what to show

- ☐ The visual adds something the words alone don't (a process, comparison, data, example) rather than repeating the sentence you've said on screen
- ☐ It isn't just the original lecture slide pasted in wholesale, trimmed or redesigned so it doesn't need reading aloud to make sense
- ☐ Text and diagrams are readable at video size, not overcrowded
- ☐ Nothing on it is likely to date quickly (this year's date, version numbers, "new")

For demonstrations (software or screen recordings)

- ☐ Script includes a clear line introducing the demo, e.g. "Now let's take a look at this on screen"
- ☐ Demo is recorded separately, media team insert this at the point indicated in the script
- ☐ Software, browser tabs and files needed are set up in advance, and anything sensitive is closed
- ☐ You've noted whether it's one continuous take or has natural cut points for editing

For lightboard segments

- ☐ Content is planned out on A4 landscape (matches the lightboard's ratio)
- ☐ Kept simple, a few words or a diagram, not full sentences
- ☐ Order of writing matches the order you'll talk through it
- ☐ Timing or pacing is noted so the media team can sync it to the right point in the script

What to send to the media team

- ☐ All source files (images, clips, slides) are gathered and named to match the cue numbers in the script
- ☐ Copyright or permissions for any external images or clips have been checked
- ☐ Final script and file list are sent together, not the script alone