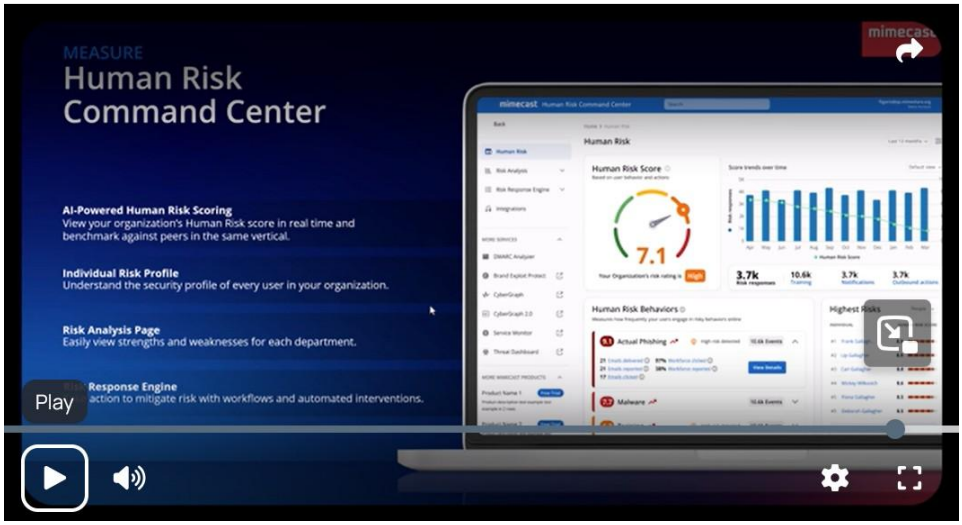
Video Scripts and Video Review Including Closed Captions

While Mimecast has a strong focus on creating document-style content like whitepapers, case studies, and data sheets, we also spend a good deal of time creating video content using an in-house video team. In order to assist with the efforts of this video team, I am regularly tasked with creating video scripts containing both dialog and descriptions of visual content, including the actual copy that appears on screen in Mimecast videos. In addition, when videos are complete, I am also tasked with ensuring all copy appearing on screen, including any visible or hidden-until-selected closed caption copy.

Most videos I work on average between three to five minutes, making it very important to be concise and informative. I also review longer interview videos, which may have less copy on screen, but have much longer closed captioning tracks.

Below is a screen capture of one of the many videos that I have worked on at Mimecast, providing a video script, on-screen copy, and final review of all wording, including closed captions.



View the Mimecast videos I have worked on here.