Garnet
Garnet Global Training Center

GGT-MD-120

Media, Journalism & Digital Content

Scriptwriting for Video

كتابة السيناريو للفيديو

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Participants in Scriptwriting for Video practise the methods, tools and standards they need to perform reliably and solve problems on the job. Programs for newsrooms, communication teams and content creators. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Scriptwriting for Video to real tasks.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.

Who should attend

Journalists, media officers, content creators and spokespersons. Practitioners with one to five years of experience benefit most.

Key topics

- Storytelling and structure
- Writing for media
- Visual and video content
- Media ethics and law
- Audience analytics
- On-camera skills

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Scriptwriting for Video: principles and standards

- Writing for media
- Regional and international case studies

Day 2 Methods and tools in practice

- Visual and video content
- Media ethics and law

Day 3 Diagnosis and problem solving

- Audience analytics
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- On-camera skills
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Storytelling and structure
- Measurement and reporting

10-day outline

Day 1 Scriptwriting for Video: principles and standards

- Writing for media
- Regional and international case studies

Day 2 Methods and tools in practice

- Visual and video content
- Media ethics and law

Day 3 Diagnosis and problem solving

- Audience analytics
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- On-camera skills
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Storytelling and structure
- Measurement and reporting

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Hands-on workshop on a workplace challenge

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Common mistakes and how to avoid them

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
8–12 Mar 2027	5-day classroom	Paris	English	4,750
10–21 May 2027	10-day classroom	Dubai	English	8,950
5–9 Jul 2027	5-day classroom	Barcelona	English	4,750
13–17 Dec 2027	5-day online	Live online	Arabic	2,950
5–16 Jun 2028	10-day classroom	Abu Dhabi	Arabic	8,950
21–25 Aug 2028	5-day classroom	London	English	4,750
1–5 Oct 2028	5-day classroom	Cairo	Arabic	4,750
18–29 Dec 2028	10-day online	Live online	English	5,450
7–11 Jan 2029	5-day classroom	Kuwait City	Arabic	4,750
6–10 Aug 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
5–16 Nov 2029	10-day classroom	London	English	8,950
3–7 Dec 2029	5-day classroom	Vienna	English	4,750
10–21 Jun 2030	10-day online	Live online	Arabic	5,450
7–11 Jul 2030	5-day classroom	Amman	Arabic	4,750
2–6 Sep 2030	5-day classroom	Vienna	English	4,750
10–21 Nov 2030	10-day classroom	Cairo	English	8,950

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/