

Georgia Southern University Online Script – October 2, 2009

Kinetic typography refers to the art and technique of expression with animated text. Similar to the study of traditional typography and designing static typographic forms, kinetic typography focuses on understanding the effect time has on the expression of text.

HOST/VOICEOVER	VISUAL/ON-SCREEN GRAPHIC
It's time.	<i>The following will be Kinetic text mixed with moving stills and a graphical treatment. See definition above. Imagine that you are moving through time in a 3D space for this spot. Imagine a time line that goes deep into the very back of your television.</i>
Time to learn.	Still: A beauty shot of Georgia Southern University
Time to advance.	Still: A woman studying at a computer with a child next to her.
Time to earn your degree.	Still: A young businessman shakes an executive's hand.
How?	Stills: A teacher stands at the head of the class / A military person smiling.
With Georgia Southern University Online.	Stills: Question marks fly through our 3D space.
Flexible and Respected.	Still: A GSU building with an Ethernet cable attaching it to a computer.
Business, Education, Healthcare.	Stills: A woman in the kitchen with a computer / A business man smiles as he looks at a resume / A woman sits in a coffee shop while working on a computer.
Earn your degree on your schedule - anywhere in the world.	Stills: A businesswoman gives a presentation / A teacher works with a young student / A nurse helps a patient.
Respected professors at a respected institution	Stills: These will be single shots of several types of people: business person, military person, teacher, nurse, a woman holding a baby, a young male, a young female, an older woman, and an older man.
Your choice.	Stills: A professor / A beauty shot of GSU.
Your future.	ONLY TEXT
Apply today at ONLINE.GEORGIASOUTHERN.EDU	ONLY TEXT
	Insert: Logo with tag line and web-address GEORGIASOUTHERN.EDU/ONLINE