




I wanted to make sure this video is extremely learner focused, that we are shifting from “This is why we’re great” towards a “You’re going to be great and we’ll get you there” tone. During my research the  Google interns' first week orientation video is the ideal tone. Aesthetically it shows you what google is (their mission, the people, what the intern will experience, and uses a variety of footage, cuts, etc.) It’s not just a google exec in front of a blank background explaining company procedure.

This video shouldn’t feel like “one more step to get through” it should make the viewer feel supported and confident, that they know we are here for them. Also it should lead to a sense of excitement about who they chose to guide them through their career journey (us, yay!) and that, similar to the google video and for a lack of better words, we’re a “cool” group to be with.

This is the video style to **absolutely avoid:**  **New Student Orientation**. I think budget might have been a concern but, from a script standpoint, it feels stiff and rigid, like they are reading from a book. The tone and language should be conversational.

Additionally the onscreen portions are entirely too text heavy, the static images do nothing to draw the eye, and I think some stock footage of people at computers would help with the sense of eye-fatigue a learner at this school might feel while sitting through this video.

Getting Started	
VO / Script	Onscreen
	Black screen with <b>Orientation</b> with the  below it, timed with an upbeat chill-hop track, nothing elevator music or muzak styled.
<p>"Maybe I should look into something where I, you know, <b>I can commit my time but also</b> have time, <b>more time for my family</b>"</p> <p>"I said 'I'll try it. I haven't been to school in 20 years but <b>I'll give it a shot</b>'"</p> <p><b>"I can take a step forward</b> and actually try and <b>pursue something that's worthwhile</b>"</p>	<p>Show the actual student testimonial video snippets from _____, _____, and _____ (In that order): start the clip with the learner and their names and then transition to either a video of the program page being scrolled through, lifestyle footage or stock footage of someone at a computer with a before transitioning to the next video (and repeat trend).</p> <p>There should be a small segment of silence between each speaker, it shouldn't lead directly from one into another.</p> <p>I'd also like to have the bolded words placed on the screen as quotes.</p>

<p>Welcome to your orientation! I'd like to start by saying congratulations on making it here today.</p> <p>If you feel nervous, that's understandable! Whether you're starting a new career, changing career paths, or enhancing your current skillset, you're not alone on this journey. Our team will be with you, <b>every step of the way</b>.</p>	<p>Show the speaker on screen, once they say <b>every step of the way</b>, flash those words below the speaker on screen.</p>
<p>During orientation, you'll learn about the support resources available to you, review the program structure and classroom experience, and receive valuable tips from our instructors and past program alumni.</p>	<p>Show narrator speaking on screen.</p> <p>Place bullet points on screen:</p> <ul style="list-style-type: none"> <li>• Program Structure Overview</li> <li>• Tools &amp; Resources</li> <li>• Instructor and Alumni Tips</li> </ul>
<p>If you have any questions while you settle in about funding, troubleshooting learning tools, or transitioning into the full cybersecurity program, your National Admissions advisor will be your go-to resource for support.</p> <p>For questions on course materials, your instructor is a current industry professional, making them the ideal resource.</p>	<p>Show the speaker on screen with the words National Admissions Advisor next to them.</p>
<p>Let's talk about the classroom experience next.</p>	<p>Show <b>Classroom experience</b> on screen</p>
<p>Throughout the course, you will use a variety of different tools such as a learning management system for lessons, a live platform for classes, and a messaging program.</p>	<p>Show in video Canvas logo (learning management system), Zoom logo (live class platform)), Slack logo (messaging program)</p>
<p>At this point, you've already received information about basic classroom tech requirements like having a stable internet connection, a laptop or desktop with a webcam and microphone, and Google Chrome installed to start the program.</p>	<p>Show on screen:</p> <ul style="list-style-type: none"> <li>• Stable internet connection</li> <li>• Laptop/desktop with a webcam &amp; mic</li> <li>• Google Chrome browser</li> </ul>
<p>Now, let's learn more about the Cybersecurity program.</p>	<p>Show the speaker on screen.</p>
<p>When it comes to our program, we employ a "learn by doing" mentality, but that doesn't mean we're going to throw you in the deep end.</p>	<p>Show the speaker on screen.</p>
<p>That's why you're beginning with our Introductory Course.</p>	<p>Show <b>Introductory Course</b> on screen as the speaker says it. This and the extended program transition should be smooth and occur as they say the words, not a hard stop in the video.</p>

Our intro course allows you to learn the fundamentals of cybersecurity from our industry-expert instructors while you gain a feel for the virtual classroom experience.	<p>Show on screen: Introductory Course:</p> <ul style="list-style-type: none"> <li>• The Fundamentals of Cybersecurity</li> <li>• Instructor Guidance</li> <li>• Virtual Classroom Experience</li> </ul>
Classes meet in the evenings on a set weekly schedule to ensure that you can fulfill your ongoing commitments. During class you'll complete labs and other activities that introduce you to cybersecurity.	Show screenshot of TDX arena or just the speaker as we are not referencing TDX arena during this frame.
Lastly, throughout the course you'll complete three self-paced quizzes, as well as a short assessment at the end.	Show narrator on screen.
Once you've completed the intro course, you're ready to move on to the full cybersecurity program.	Show <b>Full Cybersecurity Program</b> on screen as the speaker says it.
During the full program, you'll take a deeper dive into the foundations of cybersecurity, Cybersecurity Infrastructure, and Advanced Cybersecurity topics and theories.	<p>Show the narrator on screen and the words as bullet points:</p> <ul style="list-style-type: none"> <li>• Foundations</li> <li>• Infrastructure</li> <li>• Advanced Topics &amp; Theories</li> </ul>
You'll gain hands-on experience in real-world hacking simulations that will allow you to defend against hackers, as well as become the hacker yourself and break into systems.	Do we have footage of someone participating in one of our labs, doing the work on screen? That would be effective here, if not I'd recommend a screen recording of the lab being scrolled through or showing the speaker in the first sentence and then showing a couple different quick cuts of stock footage of someone at a computer.
You will also have access to Career Outcomes services such as virtual live networking events, certification-focused content, additional career workshops, as well as other opportunities to help refine your professional brand in the job market.	<p>Please show the following on screen as it's said.</p> <ul style="list-style-type: none"> <li>• Virtual live networking events</li> <li>• Certification-focused content</li> <li>• Career workshops</li> <li>• And more!</li> </ul> <p>If we have footage of one of our networking events it'd be great to show that without the sound and then cut to 2-3 certification logos and then cut back to the speaker when they say "additional career workshops"</p>
	Show <b>Wrap-Up</b> on screen Music volume increases to signify the transition then fades as the narrator closes out the video.

That wraps up our time here together. Welcome to the program!

Show the narrator on screen then fade to black.