Text Over Video (TOV)
Why TOV?

• Users can consume your content with the sound off

• Leads to better engagement on social

“As much as 85% of video views happen with the sound off”
Scripting

- Succinct text
- Aim to have 10 words per clip
- Start with the most interesting line
Visual Stories

• Capture most interesting visuals

• Be mindful of when and where text appears on screen

• Photos or video work
Visual Pacing

- Long enough to read, quick enough to keep attention
- Animation of text helps
- Limit changing shots while text on screen
- Don’t rely on music
Our Standards

• ALL CAPS text

• “Spartan Green” background

• White (primary text)

• "Bright Lime" (highlighted text)
Spartan (noun)

an individual who exhibits unfathomable will to make a better world
TOV+

- Interweave interview audio
- Open caption all spoken word
- Still operates under the mindset that audience has audio turned off
Questions?

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