SKILLSTACK SUITE

Graphic Design & Visual Communication — Video Scripts

Record-ready scripts for all twelve modules: hook, teaching beats, on-screen demo, close.

How to use this script pack

One script per module, written to be read aloud. Each has a hook, the teaching beats in order, the on-screen demo, and a close. Timings are targets, not rules — a tight 7-minute lesson beats a padded 12. Record audio first and re-record any beat you fumble rather than editing mid-sentence.

Production standard

- Screen-record at readable zoom; assume a laptop, not a monitor.
- Show before/after side by side wherever possible — design teaches visually.
- Keep the same canvas and theme across all twelve so lessons cut together.
- Annotate on screen rather than describing positions verbally.
- Add captions and correct type terminology manually.
- Record the hook last, once the lesson exists.

Module 1 — Seeing before making (7–10 min)

Hook (0:00–0:20). “You know it looks wrong. The problem is you cannot say why — and until you can, you will keep changing the font.”

Teaching beats

- Look for the entry point: where does your eye land first?
- Ask whether that is where it should land.
- Check alignment against an imaginary vertical line.
- Name the single biggest defect before changing anything.

On screen. Three real assets on screen; annotate the defect in each live.

Close. “Critique three assets in writing. Name the biggest defect in each — do not fix anything yet.”

Module 2 — Hierarchy (7–10 min)

Hook (0:00–0:20). “If everything on the page is shouting, nothing is being heard.”

Teaching beats

- Decide the reading order explicitly — write it as a numbered list.
- Give level one a decisive size jump, not a 10% one.
- Demote everything that is not level one or two.
- Squint at it: the order should survive blurring.

On screen. Same layout twice: timid hierarchy vs decisive. Squint both.

Close. “Rebuild one asset changing hierarchy and spacing only.”

Module 3 — Typography (7–10 min)

Hook (0:00–0:20). “Type carries most of your message. Personality is the least important thing about it.”

Teaching beats

- Pick one ratio (1.25 or 1.333) and generate your scale from it.
- Set body first, then derive headings from the scale.
- Keep line length in the 45-75 character range.
- Pair a maximum of two families — contrast by weight instead.

On screen. Generate a scale from a ratio live, then set body and derive headings.

Close. “Build your type scale and test it at the smallest size you will use.”

Module 4 — Colour (7–10 min)

Hook (0:00–0:20). “Most bad palettes are not ugly. They just have three colours doing the same job.”

Teaching beats

- Start from one dominant and one neutral.
- Add a single accent used only for action.
- Build three tonal steps of the dominant for hierarchy.
- Check every text/background pair for contrast before committing.

On screen. Build a palette from one dominant; run contrast checks on screen.

Close. “Build a five-colour palette and check every pair for contrast.”

Module 5 — Space & alignment (7–10 min)

Hook (0:00–0:20). “Empty space is not wasted space. It is the thing doing the organising.”

Teaching beats

- Set a margin and never let content breach it.
- Use a simple column grid; align everything to it.
- Group related items tighter than unrelated ones.
- Nudge round shapes and quote marks for optical alignment.

On screen. Overlay a grid on a messy layout and align to it.

Close. “Apply a grid to your rebuilt asset and align everything to it.”

Module 6 — Composition (7–10 min)

Hook (0:00–0:20). “Centring everything is the safest possible choice, and it is why your layouts look flat.”

Teaching beats

- Place the focal point off-centre.
- Use one strong directional cue toward the action.
- Balance visual weight across the layout, not just position.
- Remove anything that pulls attention away from the focal point.

On screen. Move a focal point off-centre and show the difference.

Close. “Recompose one asset with an off-centre focal point.”

Module 7 — Imagery (7–10 min)

Hook (0:00–0:20). “That stock image has about four times more in it than your point needs.”

Teaching beats

- Crop to the single element that carries the point.
- Apply one consistent treatment across all images.
- Keep text off busy image areas; use a scrim if needed.
- Check licence terms before use, every time.

On screen. Crop one stock image four ways; pick the one carrying the point.

Close. “Crop and treat three images to one consistent look.”

Module 8 — Brand systems (7–10 min)

Hook (0:00–0:20). “A system is just your decisions written down so you stop making them again.”

Teaching beats

- Document the type scale with intended use for each size.
- Document the palette with hex values and usage rules.
- Define one spacing unit and multiples of it.
- Write the two or three things nobody may change.

On screen. Type the one-page system reference live.

Close. “Write your one-page system reference.”

Module 9 — Layout for formats (7–10 min)

Hook (0:00–0:20). “The principles do not change between formats. The constraints do.”

Teaching beats

- Design social to be legible as a thumbnail first.
- Set slide minimum type size by viewing distance.
- Add bleed and respect the safe zone for anything printed.
- Test web layouts at the narrowest width you support.

On screen. Same asset shown at social, slide, print and web constraints.

Close. “Adapt one asset to three formats without redesigning it.”

Module 10 — Production workflow (7–10 min)

Hook (0:00–0:20). “Most wasted design time is not designing. It is finding the right file.”

Teaching beats

- Adopt one naming convention with date and version.
- Keep working files and exports in separate folders.
- Save export presets per format and never adjust per file.
- Archive superseded versions rather than overwriting them.

On screen. Screen-record renaming and restructuring a real folder.

Close. “Restructure and rename one real project folder today.”

Module 11 — Templates (7–10 min)

Hook (0:00–0:20). “If it breaks the first time a colleague opens it, you built a file, not a template.”

Teaching beats

- Lock structural layers and grids.
- Name every editable layer in plain language.
- Put usage instructions inside the file itself.
- Watch someone else use it and fix what they break.

On screen. Hand the template over and screen-record someone breaking it.

Close. “Build the template set and hand it to someone else.”

Module 12 — Working with feedback (7–10 min)

Hook (0:00–0:20). “"Make it pop" is not feedback. It is a symptom.”

Teaching beats

- Present the reasoning, not just the artwork.
- Ask targeted questions instead of "what do you think?".
- Translate vague feedback into a specific defect.
- Change one variable at a time so you learn what worked.

On screen. Take a vague comment and translate it into a named defect on screen.

Close. “Present your campaign with reasoning attached and collect targeted feedback.”