

Narration Scorecard

Narration is an incredibly important part of eLearning video. But in addition to the content itself and the narrator's tone, you also have to mind the pacing of your narration.

Depending on your target audience, your narrator will need to speak faster or slower.

For example:

- If you're targeting learners aged 65 and older, you would want a slower pace.
- If you're targeting ESL learners, you would go slower so they can absorb the material.
- Passionate, emotional content should have a fast pace to evoke more feelings from learners.

Narration can make or break your learning objective. Instead of guessing on the narration

Narration Scorecard	
Items to evaluate	Points
Are you targeting an older learner demographic? (+ 1) if yes	
Does your learner demographic have ESL (English As A Second Language) learners? (+ 1) if yes	
Is your content technical in nature? (+ 1) if yes	
Is it important that learners grasp specific details as opposed to the overall message of each video? Will they be taking notes?(+ 1) if yes	
Is a tone of passion, urgency or excitement important? (- 1) if yes	
Do you have a maximum video length? (- 1)if yes	
Is the primary learning objective more important than specific details? (- 1) if yes	
Does the story lend itself to a faster pace ordoes it have a more conversational tone? (- 1) if yes	

**The higher the score, the slower the recommended pace.*