

Module 3 Video Transcript

[Title card appears: **Make It Shine: Focus on Format and Layout.** 1950s string music plays.]

[A town intersection. Patches of green ooze cover the roads and buildings.]

NARRATOR: Ah, it's cleanup day!

[A clock tower dripping with ooze]

NARRATOR: That ooze sure made a mess.

[Three people standing on a sidewalk, each holding a complicated brochure]

NARRATOR: But luckily the citizens have brochures chockfull of cleaning tips.

[Close-up on a dazed and glassy-eyed man holding a brochure]

NARRATOR: Hmm. What's up with him?

[Close-up on two more dazed people holding brochures.]

NARRATOR: [Gasp] And them!?

[Tense music plays]

NARRATOR: What's causing this debilitating bewilderment!?

[Close-up on all three people]

NARRATOR: Could it be the brochure itself?

[Close-up on a complicated, terribly designed brochure]

[Dramatic music plays]

NARRATOR: Oh, the irony!

[Close-up on a set of hands holding the brochure]

[Lightning crash]

NARRATOR: Look away gentle viewer! Get your little ones out of the room!

[Cut to a child sitting in front of a television]

[Whistling sounds as an arm pulls the child off screen]

NARRATOR: It's ... the most confusing health brochure in the world,

[The camera pans across the complicated brochure]

NARRATOR: striking all who read it senseless!

[Close-up of three dazed people holding brochures]

[Dramatic music plays]

NARRATOR: Oh, who can save the citizens from this communication catastrophe?

NARRATOR: It's Gary, paragon of plain...oh, well of course, it's Gary.

[Triumphant music as Gary appears, holding a toolbox]

["Ding" as Gary blinks]

NARRATOR: But Gary,

[Close-up of toolbox, which reads, "Emergency Reformatting Kit"]

NARRATOR: could reformatting possibly make a difference with that!?

[Dramatic music plays]

[Close-up of complex, glowing brochure]

[Shot of Gary, thinking]

["Ding" as Gary winks]

[Intense action music plays]

[Action bubble reads: Intense Reformatting Action Sequence!]

[Shot of Gary in a hospital mask, reflector, and cap, sweating as he clips with scissors]

NARRATOR: Bullets!

[An IV bag labeled "Bullets," full of black circles]

NARRATOR: Of course!

[Shot of Gary clipping]

NARRATOR: They'll help keep things organized. And some white space will make things easier to understand.

[Shot of a tube labeled "White Space" — a gloved hand grabs a brush]

NARRATOR: He's extracting the comic sans font.

[Close-up on forceps as they pull on text that reads, "Comic Sans Font"]

NARRATOR: Careful Gary.

[Shot of Gary's face, sweating]

NARRATOR: That stuff's no joke.

[Popping sound as the text is removed]

[Crash as the text is thrown into an overflowing biohazard barrel]

NARRATOR: He finished!

[Close-up of Gary wiping his brow, holding a clean document]

NARRATOR: But will it be enough?

[The camera zooms in on the document]

NARRATOR: The sanity — and health literacy — of the town depends on it!

[Close-ups on dazed townspeople]

[Bells chime as a clean document appears in a woman's hands and her eyes go from dazed swirls to alert]

NARRATOR: Wow! What a difference clear formatting makes! Now the citizens understand exactly what they need to do!

[Close-up on a hand scanning the clean document, which reads. **How to Clean Up After a Blurpletanium Ooze Spill:** wear gloves; use a long-handled mop; don't believe any promises the ooze makes]

[Radiant "aah" sound]

[Cheering and clapping as Gary walks down the sidewalk, waving]

NARRATOR: Once again, Gary has saved us all from the perils of unclear communication.

[Shot of smiling townspeople cleaning the ooze as Gary walks by]

NARRATOR: And next time you write an environmental health document for consumers, take the time to...

[Shot from behind Gary as he walks down the road into the sunset]

[Title card reappears (speaking as words simultaneously appear on the screen): **Make it Shine.** 1950s string music plays]

NARRATOR: Make it shine.

[Fade to black.]