Creating a Storyboard and Script

What is a storyboard? Storyboards help organize your ideas and ensure your video is easy to follow. Like a comic strip, each box in a storyboard shows a key part of your video and how it will be communicated. Boxes cover who or what is in a scene, the basic outline of what is being said and any graphics or text that should appear during this part of the video.

Answer clarifying questions before visualizing your idea with a storyboard and script. Start by deciding on an **objective**, **key message** and **how your video will be shared**.

- **Objective** is the main goal of your video**.** Are you promoting your organization, educating parents on a specific skill, or showing an activity? Be specific and limit objectives to one per video.
  My video's objective is:

- **Key messages** are the main points an audience should take away from watching your video. Think about your **target audience** (the type of person the video is for) to decide on the best wording, graphics and text to communicate your key messages.
  My video's target audience is:

  My video's key messages are:

- **Where/how the video will be shared** determines the ideal length for your video, how it will be used (classroom, social media, etc.) and the style of video that will work best to reach your audience.
  I will share my video by:

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Using the storyboard template. Each square represents a “scene” or moment of action for your video and how it will be communicated. Boxes should include information that aligns with your video’s objective, key messages, target audience and how it will be shared.

In each box, draw of basic picture that includes who is in the scene, the action they are performing and the graphics or text appearing on screen. On the lines below the box, write a basic script of what you will say during the portion of the video. Show your storyboard to someone else for feedback.

SCENE 1

SCRIPT

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SCENE 2

SCRIPT

SCENE 3

SCRIPT

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SCENE 4

SCRIPT

SCENE 5

SCRIPT