

How To Use a Storyboard Template

All you need is an idea of what you'd like to communicate to your customers.

Write a short script or idea of what you'd like to say, and then transfer that script to your storyboard template. Use the template to visualise your idea and plan your scenes.

We've included a finished template of a fictitious product to give you an idea of how simple it can be.

Here's a tip: Draw stick figures – it doesn't need to be a work of art, just a rough sketch representation. Comic strips also use the same storyboard structure. Look at the different angles and shots they use to make the story more interesting. Could you use these techniques?

TV commercials also use a variety of shots and angles to highlight a product.

Here's a quick guide some of the shots you can use:

- Wide Shot: Taken from far away. Often used to show a location.
- Long Shot: Includes the head to toe of your subject.
- Medium Shot: Shows your subject from head to waist, often used to see expressions and what they are doing with their hands.
- Close Up Shot: Often just a shot of someone's face showing an expression, or a feature of the product.

So, there you have it! It really is that simple. Print out your storyboard as many times as you want!

For questions or help please write to: vicki@videoworksproductions.com.au

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Storyboard Template



Scene: 1. *GRAPHIC OPENER:*
Title with my logo
on a futuristic background



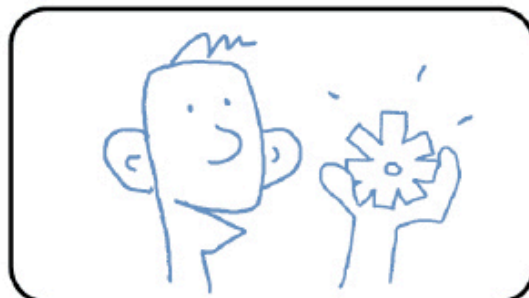
Scene: 2. *VISION: Opening Scene.*
Long shot, showing factory!



Scene: 3. *VISION: Here I am talking*
about the benefits of widgets!
Close-up shot.



Scene: 4. *GRAPHIC BREAKER:*
Showing my top tip.



Scene: 5. *VISION: Introducing the new*
"Super Deluxe Turbo Widget!"

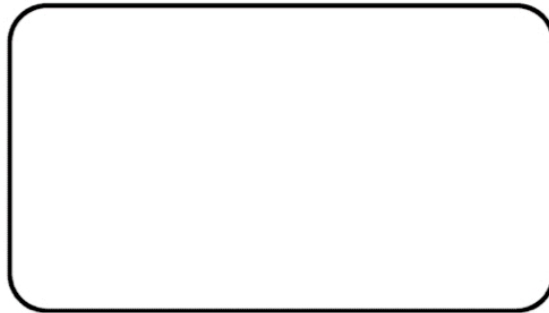


Scene: 6. *GRAPHIC: PACKSHOT*
ENDBOARD Tell everyone
where to get it - and that
it's half price!!

Title: _____ **Page:** ____ of ____
Storyboard Template



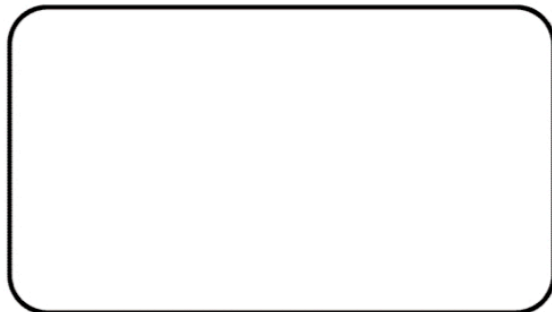
Scene:



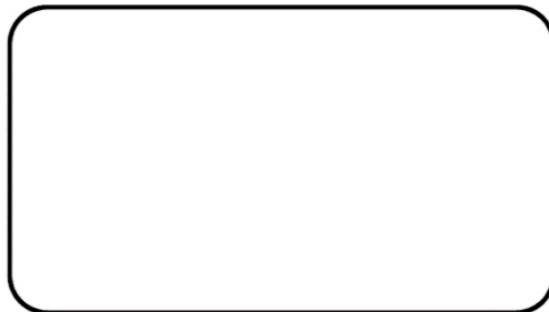
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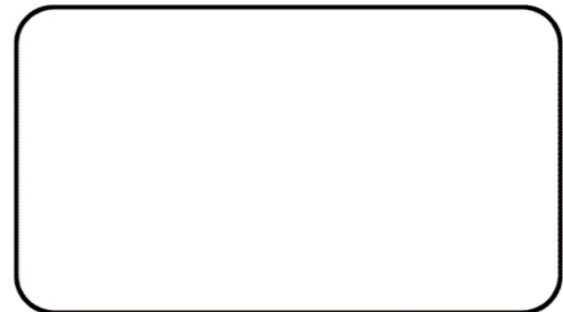
Scene:



Scene:



Scene:



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