

Creating a Video Script & Storyboard

Good videos start with good planning – and good planning involves a good storyboard. Here are 5 steps to help you develop the basis for a good “How-to” (or Do-it-yourself (DIY)) video.



Good videos start with good planning.

1. Script – how to start

Create a list of the essential information

- **What** your audience need to understand to do the activity correctly and **why**?
- What key points (or steps) do you need to communicate that will serve that need?
- What do you want your audience to do once they understand?

Now “Start writing”. Writing down an explanation helps you organize your thoughts better.

2. Framework for your script

- Build context – what is needed to help clarify why the topic is important and under what conditions?
- Tell a story – People respond well to stories.
- Make connections – build on your audience’s existing knowledge
- Describe the key steps and why they matter
- Have a “Call to action”: e.g., Visit website, download an app, share the video, subscribe, like, or...?

3. Script do’s and don’t


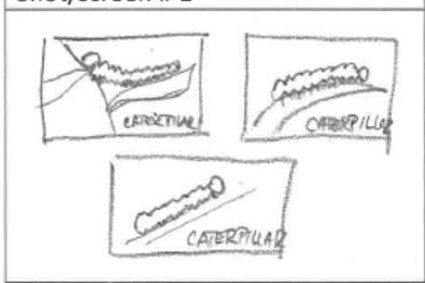
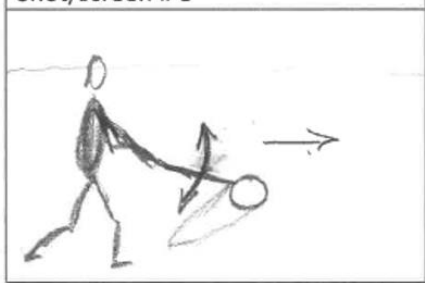
- Introduce your character(s) appropriately
- For 3 minutes video, limit your script to 400-500 words or less!
- Read it aloud – What looks good on paper can sound very different out loud.
- Limit the use of abbreviations, or make sure to spell them out first
- Use video to show not just to tell – remember a picture is worth a thousand words
- Make your script easy to share and get feedback!
- **Make sure your script is logical and coherent.**

4. Storyboard

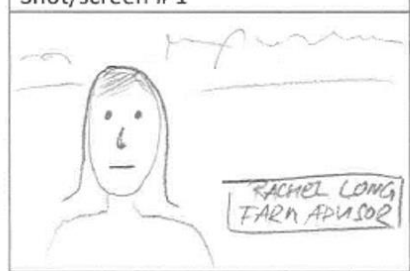
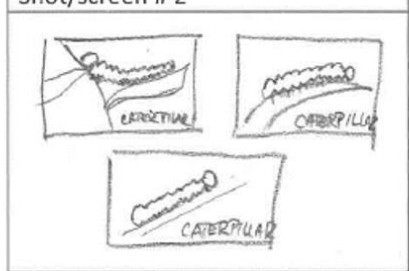
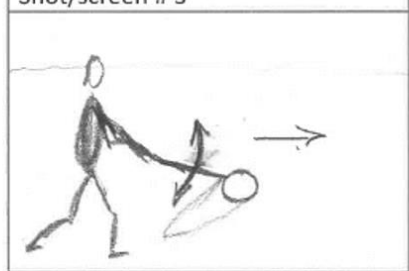
- Is a blueprint, a graphic representation of how your video will unfold, shot by shot [a comic book version of your **script**] (See example, next page). Note: You don’t have to be a good artist!
- Helps divide your story into logical chunks/scenes, but also helps to keep it coherent
- Helps you to identify what shots and visuals you need to create or get.
- Forces you to think about details ahead of time (e.g. scene transitions, zoom, text placement, etc.) – include as many details as possible to be well prepared for filming and editing.
- **Be cinematic.** Do you want people, places and things to move or stand still? Does the camera move?

Note: There is a blank Storyboard template for you on page 4

Video: Identification of parasitized alfalfa caterpillars

<p>Shot/screen # 1</p> 	<p>Shot/screen # 2</p> 	<p>Shot/screen # 3</p> 
<p>Action: still video shot of Rachael</p>	<p>Action: images fly to the screen one by one</p>	<p>Action: Rachael going through alfalfa field and sweeping with net.</p>
<p>Dialogue: I'm Rachael Long, farm advisor with UCCE in Yolo county. In this video I'll show you how to recognize caterpillars that have been parasitized by tiny wasps.</p>	<p>Dialogue: Alfalfa caterpillars, western yellowstriped armyworms, and beet armyworms are key pests of alfalfa.</p>	<p>Dialogue: Regular monitoring of your field for the presence of alfalfa caterpillars and armyworms is essential for making good management decisions.</p>
<p>FX: field sound</p>	<p>FX: Background – alfalfa field video</p>	<p>FX: background sound of sweeping</p>

Example storyboard showing possible scene, action, dialogue and sound

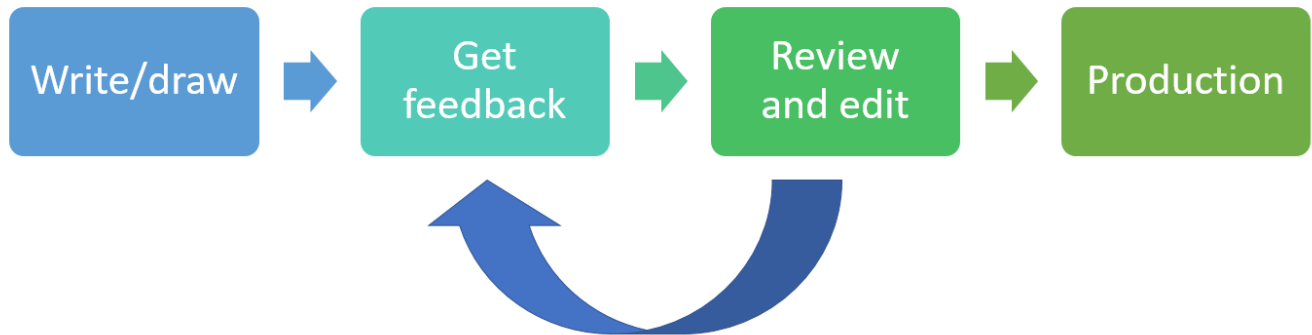
<p>Shot/screen # 1</p> 	<p>Shot/screen # 2</p> 	<p>Shot/screen # 3</p> 
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Example of how the storyboard lined up with the finished product.

5. Draft, review, edit, repeat!

Script writing and storyboarding is an iterative process



Script and storyboard development should be an iterative process.

Disclaimer: Parts of content adapted from

- Lee LeFever founder of Common Craft and the author of [*The Art of Explanation – Making Your Ideas, Products and Services Easy to Understand*](#).
- What is a storyboard and why do you need one? (<https://www.vyond.com/resources/what-is-a-storyboard-and-why-do-you-need-one/>)

Storyboard template

Video: _____

Shot/screen #:

Shot/screen #:

Shot/screen #:

Action:
Dialogue
FX:

Action:
Dialogue
FX:

Action:
Dialogue
FX: