

## Why create a storyboard?

More aspects of our lives are going digital every single day. As attention shifts to online platforms, it's important to keep up with the times and adapt to the changing landscape - this is where video comes into play! Creating a video is a great way to cut through the clutter of competition, allowing you to gain the attention needed to share your message. Video is also more accessible than ever, with great smartphone cameras available to almost everyone!

One of the most important steps in the video creation process is creating a storyboard. It serves as the blueprint that keeps your message on track and ensures it's sending the right message. Follow along below as we cover the steps needed to create your own video storyboard from start to finish!

### 1 Define Purpose & Goals

Start by nailing down the purpose of your video. What are you hoping to achieve, and what type of video will best do so? This could be anything from an animated explainer videos for staff training, to a promotional product video to advertise in front of potential customers!



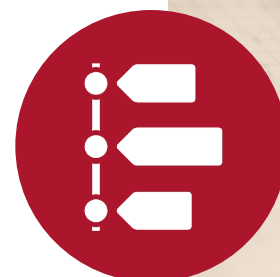
### 2 Brainstorm

Once you have a defined purpose, it's time to sit down with your team and brainstorm. With your goal in mind, decide who your audience is and what type of messaging and visuals will resonate best with them. How can you get their attention and inspire them to take action?



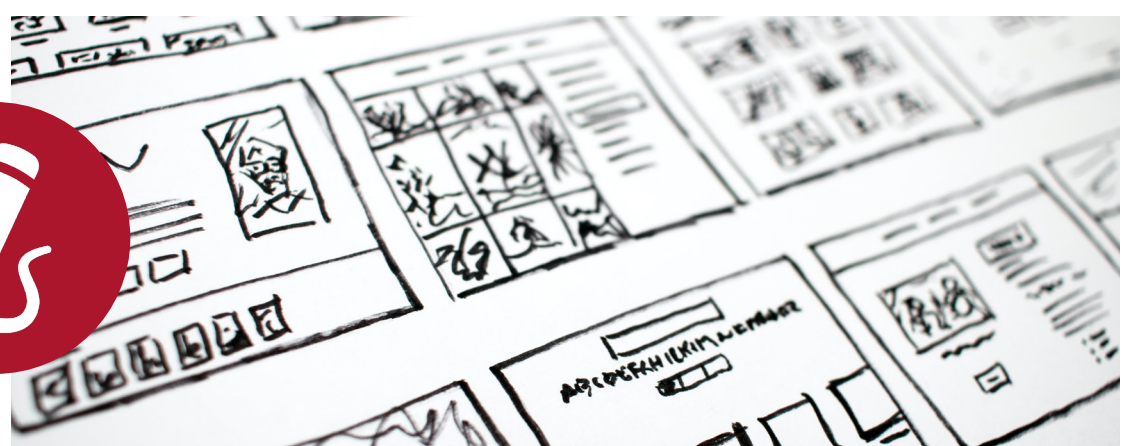
### 3 Create a Timeline

Next, it's time to turn your ideas into a story! Start by outlining your key points and determining the beginning, middle, and end of the video. Creating an outline helps keep your ideas on-track and ensures you are telling a story with your video.



### 4 Start Sketching

Time to put pen to paper! Get a blank storyboard template and start drawing; this will help your team visualize your ideas alongside the corresponding text and dialogue. Using your brainstorming ideas and timeline, you can determine the best locations and visuals for each scene.



### 5 Add Details

It can be easy to overlook the small details when creating your storyboard. Remember that your viewer will be seeing your video for the first time without any prior knowledge. Ensure that you stop and review your messaging throughout process, and add any details necessary.



### 6 Get Feedback

Getting feedback from an outside source along the way is important. If you're an expert on the subject, you may overlook some items that aren't obvious to your viewers. Finding someone in your target audience will allow you to understand how they will digest the video and learn what you can improve!

