

A Seenit mini-guide

# How to create a storyboard





Photo by Diana Rautner

# What's a storyboard?

A storyboard is like a comic strip representation of a video sequence. Used in film and video production, it consists of drawings or sketches of how a sequence would play out.



Photo by Tiziana Giordano

## Why bother?

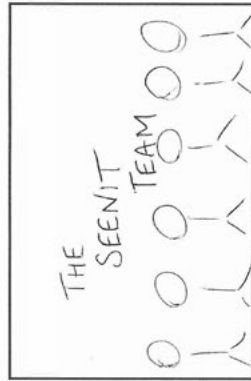
Creating a storyboard is an extremely useful planning exercise. It helps you break down and visualise what your project is going to look like. When creating something with Seenit, it will particularly help shape your filming directions by giving you an idea of what you should instruct people based on your vision.

Take a look at the example template on the next page, and then watch the video that came from it.

# Example storyboard

Seenit

Project: Introducing the Team



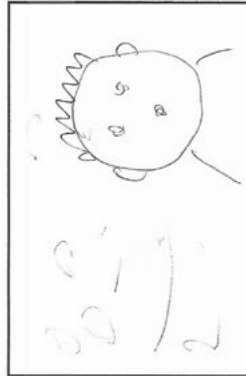
Bold white text - Late font  
Words come in one by one  
to rhythm of track - over team photos



Shot 2 - interesting fact, overlay b-roll



Same text  
Medium closeup of team member



Shot 3 - What you do  
Selfie - use guide in app  
fuzzy background



Shot 1 - intro shot - Medium  
closeup in office, ~~medium~~  
centred subject



email on screen  
Seenit logo

# See the final video



# Create your own

Feel free to use this storyboard template and give it a go yourself. Keep it nice and simple, and don't worry, you don't have to be an artist (as the filled-out example proves).


# About Seenit

We have told over 300,000 stories. Hundreds of companies are using Seenit to bring their stories and events to life through people powered video content.

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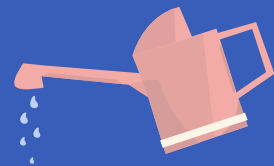
## Simplify

Simplify and diversify your video content



## Engage

Engage and involve your employees and fans



## Grow

Grow your employer and company brand