

Getting your video right

# Script + storyboard



## Making sure the words are right for you

Whether you've worked on a video before or not, these quick notes will help.

### Step 1: Review the script wording

When you get the first draft, share it with the key people on the project. Check for accuracy, clarity and that the audience you want to reach will get what you're trying to say.

### Step 2: Read it...

#### Out loud

Not just under your breath; out loud. It will help you be sure the flow works and if it makes sense to your ears as well as your eyes.

#### Twice

And ideally on different days. Giving yourself space between readings means you'll see it differently. It gives you time to be sure you like it and any edits you want.

#### Slowly

Release your inner voiceover artist! You'll be surprised at how words that read well on the page can make you stumble. It's why we keep words and sentences short. This is really important if you suggest changes or adding words. For example, don't add too many repetitive sounds – you want a great video, not a tongue twister.

#### To a stranger

Or at least a colleague who doesn't work on the project. Your audience won't have your expertise, so check it makes sense to people who don't know your project.



### Step 3: Agree any changes

If you want to make any changes, gather all the feedback together and approve internally. There might be really strong reasons why some words are needed and others not.

What's important is that you agree all the changes **before** you send us your revisions.

### Step 4: Send us back the script

If you make any changes or amends, we'll sort these and get the script back to you. Remember, we agree how many times you can revise the script in our statement of work (usually twice). When you get the next draft, repeat as before.

### Step 5: Agree the visuals

Once you've signed off the script, we'll put together draft visuals.

The images give you a rough idea of the designs we suggest. They're not the exact colour and style as they'll be on the video, but they'll help you visualise.

We won't refine them until we know you're happy with them in principle.

We usually send a few bullet points about the type of movement and animation that will happen with the images. These help you visualise what the video will be like.

If certain elements are important, make sure you tell us when you return your comments. For example, 'the car must be the same green as our logo', 'this person must be using a laptop'.



#### Top tip!

It's easier to read the script if you switch from Print Layout to Web Layout. In Microsoft Word, click **View** in the top menu bar, then click **Web Layout**.

Knowing these tips and tricks will help you get the best from the process and bring your project to life