EXPLAINER VIDEO STORYBOARD TEMPLATE

animationexplainers.com

Six frames per page. Number every frame; one voiceover line per frame.

Project: _____ Version: ____ Page ___ of ___

Frame ___ Time: _____

VOICEOVER

ON-SCREEN TEXT

MOTION / NOTES

Frame ___ Time: _____

VOICEOVER

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VOICEOVER

ON-SCREEN TEXT

MOTION / NOTES

STORYBOARD EXAMPLE: ROTAWISE (FICTIONAL)

Filled example from our storyboard guide. Swap the text boxes for rough sketches. Project: _____ Version: ____ Page ___ of ___

Frame 1

Time: _____

Sketch: Wide: a café after closing, one light on. Maya at a laptop

VOICEOVER
"It's Sunday night, and Maya's still building next week's rota."

ON-SCREEN TEXT

MOTION / NOTES
Slow push in towards Maya

Frame 2

Time: _____

Sketch: Over the shoulder: the screen is a spreadsheet of red cells

VOICEOVER
(continues)

ON-SCREEN TEXT

MOTION / NOTES
Hold. Let the red cells read

Frame 3

Time: _____

Sketch: Close-up: her phone buzzing with swap requests

VOICEOVER
"Holiday requests in one inbox. Shift swaps in another."

ON-SCREEN TEXT

MOTION / NOTES
Notifications stack up with the VO

Frame 4

Time: _____

Sketch: A sticky note on the laptop: "Who's on Friday??"

VOICEOVER
"And someone always ends up working three closes in a row."

ON-SCREEN TEXT

MOTION / NOTES
Quick cut; small comic beat

Frame 5

Time: _____

Sketch: The spreadsheet folds away; the Rotawise app opens on her phone

VOICEOVER
"Meet Rotawise. It builds a fair rota for you, in minutes."

ON-SCREEN TEXT

MOTION / NOTES
Spreadsheet folds into the phone

Frame 6

Time: _____

Sketch: Close-up on the app: staff names filling a week grid

VOICEOVER
(continues)

ON-SCREEN TEXT

MOTION / NOTES
Grid fills left to right