

## **TRANSCRIPT**

Hi ya'll. How we feeling? Overwhelmed? Like you're in over your head? Like you're not sure what to do next?

Welcome to the creative journey of video-making!

Last week we covered a LOT, so I wouldn't be surprised if you felt a little overwhelmed. But have no fear, my hope is that this week, you'll get more clarity, and you'll create a plan for your video.

We talked a lot about personality, storytelling, and calls to action last week, so hopefully you've got a pretty good handle on generally what stories you'd like to tell in your video, and how you'd like your audience to feel about your content.

Now we come to one of the most important parts of the video-making process. Scripting and storyboarding.

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Actually, I find storyboarding and scripting pretty enjoyable on the whole, and I hope you will too. So, what's the difference?

Storyboarding is kinda like a visual outline, where you lay out a general roadmap of how you'd like your content to fit together.

Scripting is when you're much more specific about exact phrasing and messaging.

You can use these approaches in tandem with one another, though I often find they are each suited well for different types of videos. Let's start with Storyboarding

## **Storyboarding**

For example, several years ago when I was working at the University of Minnesota, I produced this video on historical trauma and cultural healing. We pulled from existing professional development recordings of lectures from experts in the field. My colleagues and I watched the full lectures and essentially did a qualitative coding looking for themes for each part of the lecture, highlighting the timings when someone made a really great point, or shared a compelling story.

Then, we met to review the themes, and actually storyboarded out the first video together. It really looks like a mess, but I promise it was helpful!

We discussed what we wanted the primary focus to be, which elements from the lectures we thought flowed well together. We used stories shared by the presenters as emotional hooks into the content. We didn't script the content because we were using existing footage, so using a storyboard served us well.

In the end, the video was distilled down from several hours of lectures into a 5:53 video that gives people an entry point into the topic.

What are the pros of Storyboarding? Storyboarding can be useful when you're pulling in multiple elements or interviews into telling an overarching story. I have several video creator colleagues who use a storyboard, or even more simply an outline when they film because they find the specificity of a script too confining and feel more natural if they can just talk to the camera without worrying about getting specific "lines" right. Storyboarding is great for when you have multiple shoots and elements you're weaving together throughout the video.

**Storyboarding Cons:** The main con of storyboarding is that sometimes the footage you have doesn't quite fit into the storyline the way you might like. Maybe someone doesn't make their point clearly, or you accidentally forgot to drive home an important point. When that happens, you've got to get creative and figure out a new way to get the content you need on the fly. Also, for people who want to really hone what they want to say before getting in front of a camera, storyboarding might not be the best approach.

## **Scripting**

Now we turn to scripting. I tend to script most of my videos. All of the videos in this series were written out before I hit record. Now, do I go off script sometimes if I feel like it? Sure. Are there times when creativity strikes and I want to try a few different takes of something? Yep. Do I ever have times when I'm trying to say what I'd typed out and think "well THAT doesn't make any sense..." Oh yeah. All the time.

What are scripting Pros? Scripting can be really useful if you want your video to be very concise. It allows you to write out and hone your message over time, rather than trying to do that on the fly in front of the camera. It also gives you complete control over the message.

So what are the cons? One of the downsides of scripting is that you might come off as flat or like you're reading off of a script. How we write is often not how we talk. Sometimes I'll write really long sentences in my scripts, and then when it comes time to film, I'm kicking myself because I can't keep the full sentence in mind for one take...like that one...there.

Sometimes it can be difficult to script for OTHER people as well, especially if your preferred phrasing doesn't quite work for them. I've had this happen with clients before where I've scripted something out, and then I've had to work with

the person who will be on camera to edit it based on how THEY would prefer to phrase something so it sounds natural in their voice.

Basically , though scripting gives you control over the message, you also want to make sure that who ever is reading the script sounds natural doing so. This takes some practice, so if you're the one on camera, be sure to give yourself that time to read through the script a few times before hitting record.

Now that we've talked through different methods of planning out your video, there are some logistical questions to consider as well. Ponder those questions this week as you work on your Jumpstart Activity of writing your storyboard or script. Those questions and activities can be found right over here: [insert link to webpage]

Thanks for watching! If you're interested in some one-on-one guidance on how to meet your video-making goals, let's talk! You can reach out at this link for a free one-hour consultation with me.

If you're on the hunt for some resources about making videos, check out my How to YouTube and Video Production Basics Handouts, along with other resources over here. [Insert Link]

Thanks for watching - see you next time! Now, go forth and make some Video, Your Way.

***Links mentioned in this video:***

- Questions to Ponder and Jumpstart Activities:  
[www.developplayllc.com/vyw-week4](http://www.developplayllc.com/vyw-week4)
- What tech do I use? [www.developplayllc.com/articles/video-equipment-i-use](http://www.developplayllc.com/articles/video-equipment-i-use)



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