



LET'S TALK VISUALS

by

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YOUR VISUAL STORY

Hey VideoStar!

Video is a visual medium.

Brainstorming your B-Roll + storyboarding your videos *ahead* of your shoot helps you make the most of this powerful form of storytelling.

NOTE: B-Roll + storyboards are most effective when you're going to be editing your videos.

It makes learning EASIER for your audience AND it also adds clarity + personality to your vids.

Dive on in!

And as always...

Dream up,



Sarah Michelle Brown
Your Virtual Video Director



CRAFTING THE VISUAL STORY

It's time to practice brainstorming your B-Roll and storyboard.

Now, we're working a bit backwards here, as you'd create your storyboard and B-Roll list BEFORE you shoot. But this will give you an idea of how the process works.

DIVE ON IN!


1. Grab one of your practice Video Missions (one you wish had a bit more pizzazz).
2. Watch the video and write down *everything* that you talk about that could be represented visually:



(cont'd...)



3. Now take note of any awkward moments that you wish you could hide OR enhance with a different visual:

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4. Next, take these lists and **brainstorm** different types of visual elements that you could place over each of those moments in the video.


I usually play inspiring music when I do this kind of creative stuff. Maybe you like to go out into nature, dance or get quiet.

Incorporate something that encourages a creative mood!

Have fun and write down **EVERYTHING** that comes to mind; expand your ideas as much as possible:



(cont'd...)

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- 5. Create your first storyboard!** You can either write it down, draw it out, take photos to represent the elements or create a suuuper rough video to represent the different pieces

The key here is to do it in chronological order. Start at the beginning and chart out the visual story for your Video Mission:



(cont'd...)



(cont'd...)



YOUR NEXT STEPS


It's time to put on your Mad Scientist hat again!

- Grab one of the 123 Video Missions from the Implementation week Sweet Sheet.
- Choose one that speaks to you and that you could have some visual fun with.
- Write down your talking points.
- Go through your talking points, and make your list of different element that could be represented visually.
- Set up your creative space (music, nature, etc) and brainstorm different ways you could show these things visually.
- Create your storyboard.
- Choose the ones you like and that you can achieve with relative ease.
- Shoot your video and your B-Roll footage.
- Hop into the edit suite and play around with assembling the video.
- Post it in the group.

**Whatever the results, good, bad, ugly, meh,
celebrate this giant leap!**



TALKING POINTS:



VISUAL ELEMENTS FROM THE TALKING POINTS



(cont'd...)



YOUR STORYBOARD:



(cont'd...)



(cont'd...)



*Be sure to share your
questions and ah-hahs in the
Facebook group!*