

Storyboard – X Company Video Project

Section	Purpose	Script	Video	Clip Info	Clip Time	Run Time
Intro	Establish context of X Company's current situation	Voiceover: "X company has been a world leader in the production of widgets for the last twenty years; to face the challenges of the next twenty, they're making significant changes. With increased competition from lower-priced imports, X Company has to develop new markets, and new facilities abroad, to sustain their position. But deeper than that is the challenge they face in transforming how the company does business."	Exterior shot of X Company Headquarters	Tape1: 3 min, 23 sec	0:08	0:08
			Shot of widget manufacturing line	Tape2: 7 min, 14 sec	0:06	0:14
			International shot – maybe airport, with people moving quickly through, or containers stacked on shipping docks? Could use multiple still images, if we can't get a good video clip.	TBD	0:05	0:19
		CEO interview question: Could you tell us a little bit about the critical organizational changes X Company is making?	Interview video – let's see what we get Cutaway shots could include stills – people meeting around table? Definitely business, bit more casual – working group, sleeves rolled up	TBD	About 0:30	0:50
Change Ideas	Explore Change Idea 1	Customer Interview – How does Issue affect them?			About 2:00	2:50
		Employee Response Interview				
		Customer Interview				
	Explore Change Idea 2	TBD			About 2:00	4:50
Summary	Describe Goals for Organizational Change,	CEO Interview question: How do you expect these changes will give you the competitive edge you need going into the future?	Interview video – let's see what we get		About 1:00	5:50

Storyboards are meant to be living documents. You can use a draft storyboard as the organizational framework for your project, and update it as you refine ideas and shoot video.