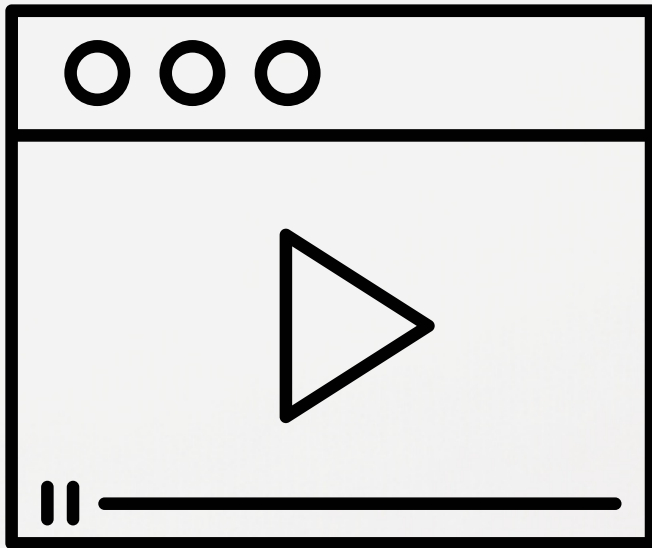


Video Planning Guide



CHECKLIST & STORYBOARD TEMPLATE





How to use the Storyboard

Use this storyboard to help outline the goals of your video, and the key messages you want to communicate. This step in your gallery's video creation process will ensure that your video aligns with your art gallery's brand and company mission.

Begin with a script or bullets of all the points you want to communicate. Then map out each scene in your video to cover those points in the storyboard template. What visuals will be most effective in illustrating your message?

Consider including the following visuals:

- image of gallery exterior
- wide shots of the gallery interior
- shots of a person speaking in the gallery
- shots of the artist at work in the studio
- show installation shots
- images of details of artworks.
- screenshots of the gallery website or other online marketplace where art can be purchased.

Outlining each shot in the template helps you visualize the content of your video and determine what type of visuals tell the best story.

It's also a wonderful tool to help you get an idea of how the finished product will look. Your video storyboards will also contain essential information for anyone else working with you on video production.

Video Storyboard

PAGE ____ OF ____

TITLE _____

DATE: _____

GOALS:

DESCRIPTION:

KEY MESSAGE:

SCENE:

Summary:

SCENE:

Summary:

SCENE:

Summary:

SCENE:

Summary:

SCENE:

Summary:

SCENE:

Summary:

Pre - Production Planning



CHECKLIST

- Define the goal of creating the video.
- Decide where will the video be used. Videos under two minutes is a good rule of thumb for a variety of applications. For social media, 30 seconds is a safe bet. If being used as a vlog on your website or on YouTube, it can be longer.
- Outline a script. This could be a full-on script or simple bullet points of what you want to cover.
- Select a title that lets viewers know what they will gain by watching and incorporates keywords. This could be your key message.
- Write a brief description of your video (50-150 words) to communicate what the video is about and optimize with keywords.
- Define your video's call to action. What do you want viewers to do next?
- Outline scenes and messaging for each.
- Identify additional images or graphics you may want to insert in the video.
- Check your filming gear such as memory cards and power supply.
 - Is everything charged fully, or do you have the necessary power adapters?
 - Is the lighting good without weird shadows?
 - Is your audio clear?
- Share your storyboard and goals with any guests in the video so they understand your objectives and can be more effective on screen.

Post - Production Actions



CHECKLIST

- Save a copy of your original footage as a backup. You never know....
- Edit video. Your goal is to ensure it flows well from scene to scene and that the audio matches the visuals.
- Add additional components and check that the visual and audio are balanced.
- Will you use intros and outros?
- Select and insert background music
- Is your call to action for the viewer's next step clear? This can often be repeated with text in the outro.
- Optimize for mobile viewing.
- Create appropriate hashtags for the video if posting on platforms off your website.
- Select a thumbnail image. This could be a shot from the video or you could create a graphic that reflects your gallery's brand and includes text.
- Create a transcript so your video can include subtitles for the hearing impaired and viewers with their sound turned off.



Need personalized support?

My focus is working one-on-one with small and mid-sized art galleries. If you need extra support tailored to your particular business situation, why not schedule a chat with me to see how I can help you. I offer a program to help galleries with their overall marketing infrastructure and planning.

This program typically covers the following.

- **Analyze your current marketing assets**
- **Assess and strengthen your marketing infrastructure**
- **Provide feedback on how to optimize your current marketing workflow**
 - Daily, weekly, monthly marketing processes
- **Implement a marketing content calendar**
- **Create a simple, yet comprehensive written marketing plan**
- **Prioritize projects and future investments**
- **Tools and resources to help Fuel your marketing efforts**
- **Bi-Weekly Zoom sessions and ongoing support between sessions**

Learn more about Gallery Fuel's Advisory Services at [GalleryFuel.com](https://www.galleryfuel.com)

FUEL FOR RUNNING AN ART GALLERY BUSINESS



www.galleryfuel.com

THANK
YOU