

# Storyboard trailer template

<b>Video:</b>	
<b>Presenter:</b>	
<b>Length (words/125 = minutes):</b> <b>250 words is the absolute maximum!</b>	
<b>One sentence summary / purpose of the video:</b>	
<b>Setting:</b>	

The trailer doesn't need to describe the course in detail – the course description below the trailer will perform this function.

Questions that should be answered in the trailer:

- **What** is the course about?
- **Who** is the course for?
- **Why** is it interesting to do this course? / **What** problem does it tackle/help solve?
- **What** should the learner do in this course?
- **What** does the learner take away from the course?
- **Who** are the creating organisations or educators?

With these questions in mind and with the help of examples you may have seen on the [Futurelearn platform](#) and our example storyboards from [Social Network Analysis](#) and [Improving Your Study Techniques](#), try and write a storyboard yourself.

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A trailer is usually very **visually-oriented** with an extreme topic/problem focus. This means that we may decide not to show the **speaker** at all. We have access to a range of native speakers, some even [professional narrators](#) to voice your trailer. Take this into consideration when thinking about who is going to do the voice-over or will feature in the trailer.

You can make use of the [Storyboard template](#) and [Writing a storyboard](#) documents to help you.

#	Text script	Shot	Graphical inserts
0		Groningen intro Title slide [Title] (optional)	Groningen animation followed by title slide Groningen logo top left
1			
2			
3			
4			
5			
6			
7			
8			
9			

10			
		Groningen outro	Groningen outro
		Attribution slide	attribution slide (if applicable)