

Explainer Video Production Checklist

1. Define Your Videos Purpose and Audience

- ☐ Clarify the main goal of the video (e.g., explain product, attract leads, train staff)
- ☐ Identify the primary audience (e.g., decision-makers, end users)
- ☐ Determine the key message and desired viewer action
- ☐ Draft and approve a creative brief

2. Write the Script

- ☐ Open with a strong hook (problem or question)
- ☐ Explain the solution clearly and concisely
- ☐ Highlight benefits over features
- ☐ Close with a clear call-to-action
- ☐ Review and approve the script with all stakeholders

3. Create the Storyboard

- ☐ Sketch or describe each scene alongside the script
- ☐ Note key visual elements and transitions
- ☐ Check flow, pacing, and message clarity
- ☐ Review and approve the storyboard

4. Choose Animation Style and Design

- ☐ Select a visual style that matches your brand
- ☐ Develop style frames or visual references
- ☐ Incorporate brand assets (logo, colours, typography)
- ☐ Approve final design direction

5. Record Voiceover and Choose Music

- ☐ Select voiceover artist (consider tone, accent, clarity)
- ☐ Record and approve the final voiceover
- ☐ Choose background music and sound effects
- ☐ Ensure voice and audio complement visuals

6. Animate the Video

- ☐ Animate scenes based on storyboard and voiceover

☐ Ensure consistent pacing and visual flow

☐ Incorporate transitions and effects

☐ Conduct internal quality checks

7. Review and Revise

☐ Share draft with all stakeholders

☐ Consolidate feedback into a single document

☐ Request reasonable edits and improvements

☐ Approve final version

8. Deliver and Launch

☐ Export in appropriate formats (e.g. MP4, 1080p, 4K)

☐ Prepare captions or subtitles if needed

☐ Deploy across intended platforms (web, social, sales)

☐ Track performance metrics (views, clicks, conversions)