

# Starter pack for making a film

Whether you get a film made by Bord&Stift or by another whiteboard company, the following questions are a great way to start forming your story. Because our mission is to make the world a little more understandable, here's a free starter pack to help you get your ideas down!

Questions?

Send us an email at [contact@bordenstift.nl](mailto:contact@bordenstift.nl)  
or call us on +31 (0)20-2617491.

## Step 1. General questions



WHY DO YOU WANT THIS FILM? WHY NOW?



WHO IS THE TARGET AUDIENCE?

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WHAT STORY DO YOU WANT TO TELL?

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WHAT ARE THE THREE KEY POINTS?

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WHAT IS THE BROADER CONTEXT OF THE TOPIC?

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HOW DOES THE WORLD LOOK WITHOUT THIS PROJECT?

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## Step 2. Questions about the text



TITLE YES NO? IF YES WHAT?

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WHAT'S AN EXAMPLE OF A GOOD CHARACTER?

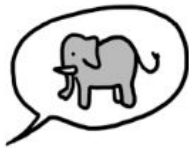
A large dashed rectangular box for writing an answer to the question above.

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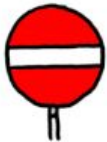
ARE THERE ANY AMUSING ANECDOTES  
LINKED TO THIS TOPIC?

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WHICH METAPHORS DO YOU REGULARLY USE?

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ANY FORBIDDEN WORDS OR EXPRESSIONS?

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WHAT'S A GOOD END FOR THE STORY?

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### Step 3. Questions about the illustrations



DO YOU HAVE ANY IDEAS? WHAT DO YOU VISUALIZE?

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EXTRAS? COLOUR SCHEME? HOUSE STYLE?

**LOGO**

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## Step 4. Practical things



FILM DEADLINE:

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## MAIN CONTACT:



Congratulations, you've made it to the end! Now you've got a document that will give you a headstart in making a fantastic and clear film.

**Do you need more help?** Then make an appointment with us via <https://www.bordenstift.nl/en/need-a-whiteboard-video/meeting/>. If you're working with another company to make a whiteboard animation then good luck!

All the best, on behalf of everyone at Bord&Stift,



Charlotte