

Broadcast TV Storyboard Approval Checklist

Project Title

Version / Date

Prepared By

Client / Brand

Agency / Team

Comments / Notes

Storyboard Elements

- ☐ Scene sequence is complete and in correct order
- ☐ Script/dialogue matches visuals
- ☐ Transitions and pacing are clear
- ☐ Graphics, animations, or VFX called out if needed
- ☐ Descriptive action and camera notes included

Brand & Legal

- ☐ Logos and product shots are accurate
- ☐ All brand assets used correctly
- ☐ Mandatory legal/disclaimers displayed

Audio / Voice-over

- ☐ Music/sound cues specified
- ☐ Voice-over lines accurate and complete
- ☐ Audio instructions clear (SFX, silence, etc.)

Approvals

- ☐ Creative Director reviewed
- ☐ Client/Brand Manager signed off
- ☐ Legal/Compliance checked

Additional Comments / Action Items

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