

How to use this template

1. Copy the 'Approval record' tab once per storyboard version you send for review.
2. Fill in section 1 and 2 before you send the link: the version, the script it follows, the one person who approves, and the deadline.
3. List every placeholder in section 4. Mark 'Blocks approval?' Yes if it changes what will be filmed or animated.
4. Send the review request from the 'Review request' tab.
5. When the approver decides, fill in section 5 and stop editing the record.
6. Any later change gets a row in section 6 and a new storyboard version, with only the changed frames sent for re-review.

See the 'Example' tab for a filled-in record (a fictional 30-second spot).

Full guide, with data from 1,248 approved storyboards: boords.com/blog/storyboard-approval-checklist

Storyboard approval record

One record per storyboard version. Don't edit it after the decision; make a new version instead.

1. WHAT IS BEING APPROVED					
Project					
Deliverables covered					
Not covered by this approval					
Storyboard version					
Script version					
Review link					

2. WHO DECIDES, AND BY WHEN					
Final approver					
Reviewers (comment only)					
Feedback deadline					
Feedback in scope					

3. FRAMES					
Frame	What the viewer sees	Script lines and on-screen text	Est. time	Status	Notes / conditions

Total running time

4. PLACEHOLDERS AND OPEN ASSUMPTIONS

#	Assumption or placeholder	Affects	Owner	Resolve by	Blocks approval?

5. DECISION

Decision Approved / Approved with conditions / Not approved

Conditions	
Decided by	
Date	
Where it was recorded	

6. CHANGE LOG AFTER THE DECISION

Date	Change requested	New version	Frames affected	Approver	Outcome

Storyboard approval record

Fictional example. Copy the blank tab for your own project.

1. WHAT IS BEING APPROVED

Project	Fernhill Barista Edition launch
Deliverables covered	30s 16:9 main spot
Not covered by this approval	6s 9:16 cutdown; music; grade
Storyboard version	Storyboard v4, sent 12 March
Script version	Script v3, locked 10 March
Review link	(link to v4 share page)

2. WHO DECIDES, AND BY WHEN

Final approver	Priya, Head of Brand, Fernhill
Reviewers (comment only)	Sam, brand manager; Fernhill legal
Feedback deadline	Friday 13 March, 5pm UK time
Feedback in scope	Frame order, what each frame shows, on-screen text

3. FRAMES

Frame	What the viewer sees	Script lines and on-screen text	Est. time	Status	Notes / conditions
1	Wide: a café counter at 7am, steam from the machine	Ambient sound only	4s	Approved	
2	Close-up: barista pours Fernhill into a jug	VO: "Most oat milks split when they get hot."	5s	Approved	
3	Macro: microfoam forming, no splitting	VO: "Barista Edition doesn't."	5s	Approved with condition	Read the VO a beat slower

4	Medium: latte art, customer smiles	VO: "Made for the 7am rush."	6s	Approved	
5	Packshot: new carton on the counter	VO: "Fernhill Barista Edition. Out now." Text: "In stores from 1 April"	6s	Blocked	Carton artwork not final (A1)
6	End card: logo and URL	Text: fernhill.example, legal line	4s	Approved with condition	Legal line due 25 March (A2)
Total running time			30s		

4. PLACEHOLDERS AND OPEN ASSUMPTIONS

#	Assumption or placeholder	Affects	Owner	Resolve by	Blocks approval?
A1	Final carton artwork for the packshot	Frame 5	Fernhill packaging	17 March	Yes
A2	Exact legal line on the end card	Frame 6	Fernhill legal	25 March	No

5. DECISION	
Decision	Not approved. Frames 1–4 and 6 accepted; frame 5 blocked by A1.
Conditions	None yet
Decided by	Priya
Date	13 March
Where it was recorded	Status set to Changes Required on the v4 share page

6. CHANGE LOG AFTER THE DECISION

Date	Change requested	New version	Frames affected	Approver	Outcome
17 March	Final carton supplied; frame 5 updated	Storyboard v5	Frame 5	Priya	Approved 18 March with 2 conditions
23 March	Frame 4 VO changed to "Made for the morning rush."	Script v4 / Storyboard v6	Frame 4	Priya	Re-review sent; needs yes before shoot

Review request email

Fill in the brackets. Send one per version.

Subject: [Project] storyboard v[N] for review by [day, time, timezone]

Hi [name],

Storyboard v[N] for [project and deliverable] is ready: [link to this version].

This round we need sign-off on: frame order, what each frame shows, and the on-screen text.

Not in this round: [music, grade, final animation], which we'll review at the [animatic / edit].

Placeholders: [frame numbers and what's temporary, e.g. frame 5 uses the current carton until the new artwork lands].

Please leave comments on the frames by [time, timezone] on [day, date].

[Approver name], as [role], will give the final yes or no. Comments from [other reviewers] are welcome before then.

If the board is approved, we'll lock v[N] and build the shot list from it. Any change after that becomes v[N+1].

Thanks,

[you]