

STORYBOARD SAMPLE

AI Foundations: using AI with good judgment

An evergreen AI literacy course for all employees of a large organization. This excerpt shows the course structure, objectives, two scenarios and one video storyboard.

Client name, internal tool names, policy names and staff contact details have been removed. "The organization" replaces the client name throughout.

Course structure

1. Welcome and introduction

- Course welcome and objectives
- Opening scenario: meet Reese

2. AI at work: the foundations

- What is AI and generative AI? (video)
- Four principles of responsible AI
- Six best practices
- Scenario: responsible AI in action

3. Prompt engineering

- What is a prompt? (video)
- The GCSE framework
- Prompt dos and don'ts; types of prompts
- Scenario: build a prompt with Reese

4. AI in everyday applications

- Approved enterprise tools and guidelines
- Scenario: applying the guidelines

5. Key takeaways and next steps

- Closing scenario, takeaways, ongoing learning

Learning objectives

As a result of this course, learners will be able to:

1. Explain what AI is and how to use it responsibly at work
2. Write stronger prompts that get better results from AI tools
3. Apply the organization's guidelines when using enterprise AI tools

Storyboard: opening

Screen	Block type	On-screen text	Media	Interaction / notes
Course welcome	Text, heading + paragraph	AI is already part of your workday. Let's make sure you're using it effectively. From drafting emails to summarizing meetings, AI is changing the way we work. This course gives you the foundation to understand AI, use it confidently and apply it responsibly. It takes about 20 minutes.	Full-width hero image, professional and technology-related	None

Screen	Block type	On-screen text	Media	Interaction / notes
Course welcome	Numbered list	What you'll learn: the three objectives above.		None
Meet Reese	Image + text	Meet Reese. Reese is a project coordinator. It's Monday morning and the to-do list is already long: a meeting to prepare for, a report to summarize, and three emails that need thoughtful replies before 10 AM. Reese has tried AI a few times, but isn't confident about what's allowed or whether AI output can be trusted.	Photo of an employee at their desk	Sets up the character who appears in every scenario
Meet Reese	Text	Sound familiar? Let's make sure you're prepared and confident to use AI the right way.		Continue divider: "Let's get started"

Storyboard: knowledge check and responsible AI

Screen	Block type	On-screen text	Media	Interaction / notes
Generative AI	Knowledge check, multiple choice	What makes generative AI different from traditional AI? A. It analyzes existing data to find patterns B. It replaces human decision-making entirely C. It creates new content based on what it has learned ✓ D. It only works with structured data sets <i>Feedback:</i> Instead of just analyzing existing data, generative AI uses patterns from its training to generate outputs tailored to your request.		One attempt before feedback. Unlimited retries.
Responsible AI	Knowledge check, matching	Match each situation to the principle it connects to most: Transparency, Fairness, Accountability, Privacy & Safety. For example: "Always reviewing AI output before using it and keeping a record of where AI was used" → Accountability		Learner matches four situations. Unlimited retries.

Screen	Block type	On-screen text	Media	Interaction / notes
Scenario 1: Responsible AI in action	Scenario block	Setup: Reese has just finished a long meeting and wants AI to summarize it. The transcript includes a colleague's performance details and confidential business information. Is Reese using AI responsibly? A. Yes. Reese is using an approved tool. B. No. The transcript contains personal and confidential information that shouldn't be entered without authorization. ✓ C. It depends on whether everyone agreed to be recorded. <i>Feedback for A:</i> An approved tool is a great start, but what you enter matters just as much as which tool you use.	Photo of Reese at a laptop	Moves forward after each attempt. Every option has its own feedback.
Scenario 1: Checking the output	Scenario block	The summary looks polished and the team needs it in ten minutes. What should Reese do? A. Send it straight away. B. Quickly review it for accuracy and balance, then send it. ✓ C. Ask the AI to review its own output first. <i>Feedback for C:</i> Asking AI to check its own work isn't a reliable verification method. Human review is always the final step.		Scene end: Reese spots an action item assigned to the wrong person and fixes it. "AI gets you most of the way there. Your judgment gets you the rest."

Storyboard: build a prompt with Reese

Scene	Block type	On-screen text	Media	Interaction / notes
Setup	Scenario block	Reese needs to send a weekly update email to the team and wants AI to help draft it. Help Reese build the strongest prompt using the GCSE framework.	Reese at desk	Four scenes, one per GCSE element
1. Goal	Scenario block	Which is the strongest Goal? A. Help me with an email. B. Draft a weekly update email for my project team. ✓ C. Write something for my colleagues to update them on our project.		Weaker choices explain what's missing and send learners back to try again
2. Context	Scenario block	A. The email is for my team. Make it sound like me and not like AI. B. It's for a team update so people know what's going on. C. The audience is my project team of eight people. The tone should be professional but friendly. ✓		Feedback on A: "Sound like me" is a reasonable instinct, but the AI still doesn't know your voice, your team or the tone that fits.
3. Source	Scenario block	A. Use what I told you earlier. B. Base it on the project notes I've attached from this week. ✓ C. Use whatever information you have.		
4. Expectations	Scenario block	A. Keep it fairly short and professional. B. Make it a good length and easy to read. C. Cover what was completed, what's coming up next week and any blockers. Keep it to three short paragraphs. ✓		
The complete prompt	Scenario block	The four chosen parts assemble into one prompt. Reese sends it, and the draft comes back focused and ready to use with a few small edits.		Start over option

Video storyboard: prompt engineering (about 2 minutes)

Style: 2D motion graphics, clean and minimal. **Audio:** upbeat narration with soft music. Captions and transcript provided.

Scene	Narration	On-screen	Motion notes
Weak prompt	Imagine you're prepping for an important meeting. You type: "Help me with my meeting." The response is generic.	Chat window; prompt types in; generic bullet response	Clean background; prompt types in real time
Strong prompt	So you try again with a specific request... The response is completely different. Focused, relevant, and actually useful.	Same chat window; focused response	Brighter colours, cleaner structure
The difference	Same tool. Same task. Completely different result. Vague input, vague output.	"Vague input = vague output" / "Clear input = useful output"	Split screen, equations animate in
GCSE	A strong prompt comes down to four parts: Goal, Context, Source and Expectations.	Four colour-coded G, C, S, E tiles	Tiles animate in one at a time; each scales to centre as it's explained
Full prompt	Goal. Context. Source. Expectations. Four parts. One clear prompt.	Complete prompt, colour-coded by part	Tiles pulse in sequence, then fade to end card