

Video & Scriptwriting

Generate 90-second explainer scripts designed for animation, using metaphor-driven narration, sound effects, and a three-act problem-solution structure — no visual directions required.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: SaaS Explainer Videos, Educational Animation, Product Launches

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Why This Prompt Exists

Most AI-generated explainer scripts fail because they try to direct animation instead of telling a story.

You get:

- visual descriptions that restrict animators
- abstract concepts without concrete metaphors
- no sound effect cues for pacing
- a structure that confuses instead of clarifies
- scripts that work on paper but fail as audio

But great explainer videos are not storyboards with words.

They are audio-first narratives.

- Metaphors translate abstract concepts into felt experiences
- Sound effects replace visual descriptions
- Three acts (problem → mechanism → solution) mirror learning psychology
- No visual directions = animator freedom

Without metaphor discipline, explainers become feature lists with music.

This framework forces AI to think like a narrative designer, not a production coordinator.

The Prompt

Assume the role of an explainer video scriptwriter, metaphor architect, and narrative designer for animation.

Your task is to write a 90-second audio-first explainer script. No visual directions allowed – only voiceover, metaphor, and sound effects.

Before generating, analyze:

- the core abstract concept
- a concrete metaphor the audience already understands
- problem state (pain, friction, inefficiency)
- mechanism state (how it works, using the metaphor)
- solution state (relief, clarity, outcome)
- sound effect pacing to punctuate shifts

Then generate:

1. Full 90-second script divided into:

- The Problem (0:00–0:30)
- How It Works (0:30–1:00)
- Why It Matters (1:00–1:30)

2. Voiceover narration only (no visual cues)

3. Sound effect annotations in [brackets] at key transitions
4. Core metaphor statement (one sentence)
5. Memorable 5-word tagline

INPUTS:

Concept:

[ABSTRACT CONCEPT e.g., Blockchain / Encryption / API / Cloud Storage]

Target Audience Knowledge Level:

[COMPLETE BEGINNER / SOMEWHAT FAMILIAR]

Primary Pain Point:

[WHAT IS BROKEN / SLOW / CONFUSING?]

Metaphor Constraint (optional, can be AI-generated):

[E.g., A library / A highway / A kitchen]

Desired Ending Feeling:

[CLARITY / RELIEF / EXCITEMENT / TRUST]

RULES:

- No visual directions whatsoever
- One sustained metaphor throughout
- Sound effects replace "cut to" language
- No jargon in first 30 seconds
- Problem must feel personal, not academic

How To Use It

- Record the script as pure audio first — if it doesn't work without visuals, rewrite.
- Test the metaphor on someone who knows nothing about the topic.
- Sound effects should signal emotional shifts, not decorate silence.
- Hand the script to an animator with zero additional notes — their freedom is the point.
- The tagline should survive the video as the one thing viewers remember.

Example Input

Concept: Two-factor authentication (2FA)

Target Audience Knowledge Level: Complete beginner

Primary Pain Point: "I keep getting hacked but passwords are already annoying"

Metaphor Constraint: A house with two locks

Desired Ending Feeling: Relief + control

Why It Works

Most explainer scripts fail because they describe what the viewer should see instead of making them feel the idea.

This framework improves outcomes by forcing:

- metaphor as the engine of understanding
- sound design as narrative punctuation
- audio-first testing discipline
- three-act learning psychology
- no visual crutches for weak concepts

Great explainers don't show you how something works — they make you feel why it matters.

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