



# Storyboard & Script: How to Brew Coffee using a Chemex

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- **Name:** Randall Olvera
- **Learning Goal:** By the end of this video, learners will be able to demonstrate the Chemex pour-over brewing process by accurately measuring coffee grounds, controlling water flow, and timing each step to achieve a balanced and flavorful coffee extraction.
- **Target Audience:** Home Coffee Enthusiasts
- **Form or Style:** Demonstration

# Scene #1 Introduction

## Visual (On Screen Representation)



## Audio (Voice over script)

“There’s nothing better than starting your day with a rich, smooth cup of pour-over coffee. Today, I’m going to show you how to brew the perfect Chemex coffee right at home—simple, delicious, and no barista experience needed! Let’s get started.”

“To make this pour over coffee you will need the following items: a chemex coffee maker, whole coffee beans, coffee grinder, gooseneck kettle, coffee scale, paper filters, water, and a mug.”

## Frame description

**Visual:** A cozy kitchen setup with soft natural lighting. Counter with a Chemex and fresh coffee beans.

**1. Medium shot** –Coffee gear neatly arranged. (*Relaxing coffee shop-style background music plays.*)

**2. Close-up shot** – Slow pan over coffee beans, kettle, grinder, and Chemex.

**3. Medium shot**- Each item on their own as they are presented.

**4. Text on screen** – Title: *How to Brew the Perfect Chemex Coffee at Home* (Appears with a gentle fade-in.)

**4. Transition** – Smooth fade to the next scene

## Items needed

- Chemex coffee maker
- Whole coffee beans
- Coffee grinder
- Gooseneck kettle
- Coffee scale
- Filter papers
- Hot water
- Mug

## Scene #2 Prepping Your Coffee & Setup

### Visual (On Screen Representation)



### Audio (Voice over script)

"The secret to a great pour-over starts with fresh coffee beans. Measure 42 grams (or about six tablespoons). Next, pour the coffee beans into your grinder and grind them to a medium-coarse texture—like sea salt. Now, grab your chemex and paper filter. Make sure you place the thicker side with the three folds against the spout. This will help with extraction and even brewing.

### Frame description

**Visual:** A step-by-step demonstration of measuring, grinding coffee beans, and setting up the Chemex filter.

1. **Extreme Close-up shot** - Beans being weighed on a scale.
2. **Close-up shot** - Coffee beans being scooped into a grinder. (*Soft coffee grinding sound in background.*)
3. **Medium shot** - Grinding the coffee to a medium-coarse consistency.
4. **Close-up shot** - Pouring ground coffee into a container.
5. **Overhead shot** - Unfolding and placing the Chemex filter correctly. (*Text overlay: "Thicker side against the spout."*)
6. **Transition** - Quick zoom-in on coffee grounds to lead into the next scene

### Items needed

- Coffee beans
- Coffee grinder
- Measuring scale or spoon
- Chemex filter

## Scene #3 Pre-Wetting the Filter & Blooming the Coffee

Visual (On Screen Representation)	Audio (Voice over script)
   	<p>"Before we brew, let's pre-wet the filter with hot water. This removes any papery taste and warms up the Chemex—key for great extraction. Once done, give the Chemex a swirl to rinse and carefully, pour out the water. Now its time to go ahead and add your coffee grounds and give them a little shake to level them out.</p> <p>Next, we bloom the coffee—this is where the magic starts. Slowly pour about 80 grams of hot water, just enough water to fully saturate the grounds in a gentle circular motion and let it sit for 30 to 45 seconds. You'll see bubbles forming as the coffee releases trapped gases, giving you a fresher and more flavorful cup."</p>
Frame description	Items needed
<p><b>Visual:</b> Pouring hot water over the filter, then over the coffee grounds.</p> <ol style="list-style-type: none"><li><b>Close-up shot</b> – Gooseneck kettle pouring hot water onto the filter inside the Chemex. (<i>Sound effect: Gentle water pouring sound.</i>)</li><li><b>Medium shot</b> – Swirling the water inside before pouring it out.</li><li><b>Close-up shot</b> – Adding coffee grounds to the filter. (<i>Soft slow-motion effect as coffee settles.</i>)</li><li><b>Overhead shot</b> – First pour of hot water over the grounds, creating a bloom effect.</li><li><b>Transition</b> – Slow fade into the next scene.</li></ol>	<ul style="list-style-type: none"><li>• Gooseneck kettle with hot water</li><li>• Chemex with filter</li><li>• Scale to measure water</li></ul>

## Scene #4 The Pour-Over Process

### Visual (On Screen Representation)



### Audio (Voice over script)

"Now for the main pour-over! Slowly pour hot water in circular motions, keeping your hand steady. This part takes patience—you'll want to pour in stages, adding water in small amounts over 3 to 4 minutes, until you reach 700 grams. Watch as the coffee drips down, extracting all those delicious flavors. And trust me, your kitchen will start smelling like a specialty café!"

### Frame description

**Visual:** Slow, controlled pouring of hot water over coffee grounds.

- Close-up shot** – Gooseneck kettle pouring water in a slow, circular motion.  
*(Relaxing lo-fi background music.)*
- Overhead shot** – Watching coffee slowly drip into the Chemex. *(Text overlay: "Pour in slow circles for even extraction.")*
- Medium shot** – Coffee extracting and filling up.
- Close-up shot** – Chemex filling up with freshly brewed coffee, steam rising.
- Transition** – Smooth crossfade to the next scene.

### Items needed

- Gooseneck kettle with hot water
- Coffee scale
- Timer

## Scene #5 Pour & Enjoy

### Visual (On Screen Representation)



### Audio (Voice over script)

"And that's it! Remove the filter, give your Chemex a little swirl, and pour yourself a cup. Take a moment to appreciate the aroma, the smoothness, and the rich flavors of your handcrafted pour-over coffee. Whether it's your morning ritual or an afternoon pick-me-up, making coffee like this is totally worth it. Enjoy!"



### Frame description

**Visual:** Pouring the coffee into a mug and taking that first sip.

1. **Close-up shot** – Chemex pouring coffee into a mug. (*Soft pouring sound effect.*)
2. **Medium shot** – Coffee settling into mug with steam coming up.
3. **Extreme Close-up shot** – Zooming into mug as hand grabs to bring off screen for a sip and places back down with less coffee.
4. **Text on screen** – *Enjoy your Chemex coffee!* (Slide-in animation.)
5. **Transition** – Slow fade-out to outro.

### Items needed

- Mug
- Stirring spoon