



## **Storyboarding**

### **Creating a Storyboard**

- Storyboards are a series of illustrations displayed in sequence for the purpose of previsualizing an animated or live-action film.
- A storyboard is essentially a large comic of the film or some section of the film produced beforehand to help the directors and cinematographers visualize the scenes and find potential problems before they occur.
- Often storyboards include arrows or instructions that indicate movement.
- The storyboarding process, in the form it is known today, was developed at the Walt Disney Studio during the early 1930s, after several years of similar processes being in use at Disney and other animation studios.
- Storyboarding became popular in live-action film production during the early 1940s.
- In creating a motion picture with any degree of consistency to a script, a storyboard provides a visual layout of events as they are to be seen through the camera lens.
- In the storyboarding process, most technical details involved in crafting a film can be efficiently described either in picture, or in additional text.

### **Benefits of the process**

- Storyboards were adapted from the film industry to business.
- Today they are used by industry for planning ad campaigns, commercials, a proposal or other projects intended to convince or compel to action.
- A “quality storyboard” is a tool to help facilitate the introduction of a quality improvement process into an organization.
- One advantage of using storyboards is that it allows (in film and business) the user to toy with changes in the storyline to evoke stronger reaction or interest.
- Flashbacks, for instance, are often the result of sorting storyboards out of chronological order to help build suspense and interest.
- Storyboards are used to brainstorm and capture all the ideas before taking action.
- The process of visual thinking and planning allows a group of people to brainstorm together, placing their ideas on storyboards and then arranging the storyboards on the wall.
- This fosters more ideas and generates consensus inside the group.



## **Storyboards: A Review**

### **What is a Storyboard and what is it used for?**

- a) A storyboard is a series of drawings or sequence of images used to show key scenes.
- b) It is used to communicate visually the idea of what you want to accomplish.
- c) Ties audio and video together – it acts as a planning map.

### **Elements of a Storyboard**

- The left frame represents the shot or screen (visual)
- The right frame represents the audio (dialogue, sound effects) for that sequence.
- A sequence of these frames combine together to illustrate your vision for the sequence.
- Usually 6 to 12 frames are sufficient.
- Only key scenes are included on the storyboard visuals.

### **Method of Making a Storyboard**

- Rough sketching and/or stick drawings.
- Illustration.
- Digital layout on computer.
- Photography.

### **The Importance of a Storyboard**

- Timing - helps you keep manage the length of production.
- Helps organize visual direction of your production.
- Aids in problem solving - help you see if the video will actually work within the timeframe before you spend \$ to produce the video.
- Keeps the flow of the video.
- People may interpret scripts differently so the storyboard helps you illustrate to others how you see the final product.
- Acts as a visual aid to sell idea to client if you have a client.
- When producing the video can help clarify your vision with the production team.