Planning and Creating
THE VIDEO STORYBOARD

Figure 1. Story boards by Alfred Hitchcock. Above, a panel from Topaz storyboard; left, panels from The Birds (1963). For more see: http://filmmakeriq.com/2010/11/hitchcocks-storyboards-from-13-classic-films/

What is it? A "storyboard" represents shots of your story in succession. Storyboard process first started in animation, but has been adapted in film, television advertisements, comic books and other visual genres in which the <u>sequence of the story</u> and <u>the visual scene</u> crucially shape audience's reception and experience. The storyboard drawn beforehand help designers conceptualize each "shot" and identify potential problems.

Storyboarding is helpful because it will help you:

- Determine the critical scenes of your story
- Provide a big picture view
- Visualize story to shape audience's viewing experience
- Consider different approaches
- Make quick change and adjustments
- Identify and plan what you need to make the film/video happen (props, actors, location, lighting, special effects, types of camera shots)

TIP: Post-Its allow for quick drawing of provisional frames: you can add, take out, or move frames around with ease.

Dr. Sohui Lee
Writing and Multiliteracy Center

Planning Before the Storyboard (P.P.S.)

A. PLOT: Determine the plot or story and identify key scenes. Use outline, map, or demand grid to brainstorm your story and needed scenes: for instance, identify what scenes should be illustrated and what scenes or actions should be implied.

B. PROPS: Consider location, actors, and props in the storyboard. Once you decided on essential scenes, reflect on what you need for the film: location, actors, and props. What is the location setting? How many actors are in the story? What important props are needed in scenes? Keep these answers in mind as you before you sketch the storyboard. If you are using photographs, video clips, and other materials to relate your message, you will need to identify the materials you need, how much, and in what order.

C. SHOTS: Vary camera "shots" to engage and help tell the story.
Try to mix in different types of shots to provide variety and interest but also impact how viewers should visually and emotionally experience the story. Here are **four basic shots** and storyboard examples from Hitchcock. These shots could be used when incorporating documents, photos, or websites in the video.

Establishing Shot
The establishing shot is a camera shot used to "establish" or set up the context and mood of a scene. This might mean letting views know the location of the film, place in time (future, past, dream, etc.), genre, personality of protagonist, concept. The establishing shot could be a long shot (landscape) or a close up shot (rain drops).

Long (Full, Wide) Shot
This type of camera shot, named because filmmakers needed to use a wide-angle lens to take it, usually places people or individuals in context of the surrounding location. You can see the full body of participants relative to buildings, structures, and landscapes.

Medium Shot
This camera shot involves a shot of an individual from the knee or waist up. The medium shot gives audience enough visual information to see the actor's body language or movement in context to their surroundings.

Close-up Shots
This camera shot frames the actor's faces or body parts so that viewers can see (in great detail) the facial expression or action. There are three types: The *medium close up* (MCU) is a shot that usually is closer than a medium shot. The shot might include head and shoulders. The *close up* (CU) zoom even more, framing only the head. *Extreme close up* (ECU) might be a tight shot of the eyes or other body parts/objects.

Dr. Sohui Lee
Writing and Multiliteracy Center

Practice: How can we conserve water?

Make a storyboard for a video tutorial on how Californians can conserve water (target an audience).

Directions:

i. **Plan** with P.P.S. – Plots, Props, Shots

ii. **Draw** the tutorial in <u>six</u> key storyboard panels

iii. **Expand** and add a few more panels. Don't forget to order/number the panels!

<u>Plan with P.P.S. (Plot, Prop, Shot)</u>

1. PLOT: Draft an outline (linear) or **visualize/map** the sequence of the tutorial, beginning to end. This is a brainstorm, so you can include a lot of detail or variety of approaches for the tutorial.   **Then, once your group agrees on the sequence, highlight parts of the sequence that need to be illustrated**. If you had only six storyboard panels to illustrate the tutorial, which ones will it be?

2. PROPS:

What is the location setting?

How many actors are in the story?

What important props are needed in the scenes?

3. SHOTS:

What type of shots should be incorporated to help viewers follow your directions, understand, and enjoy the tutorial? *Remember to show, not only tell. Avoid providing only one type of shot throughout the storyboard.*

Dr. Sohui Lee

Writing and Multiliteracy Center

<u>Draw Six Key Storyboard Panels</u>

Draw your key scenes in six storyboards (use Post-Its or draw in the boxes). Add stage directions (on Post-Its) in the smaller box below it. Include at least 3 distinctive shots. Enumerate your Post Its!

1.

2.

3.

4.

Dr. Sohui Lee
Writing and Multiliteracy Center

5.

6.

Dr. Sohui Lee
Writing and Multiliteracy Center

Dr. Sohui Lee
Writing and Multiliteracy Center