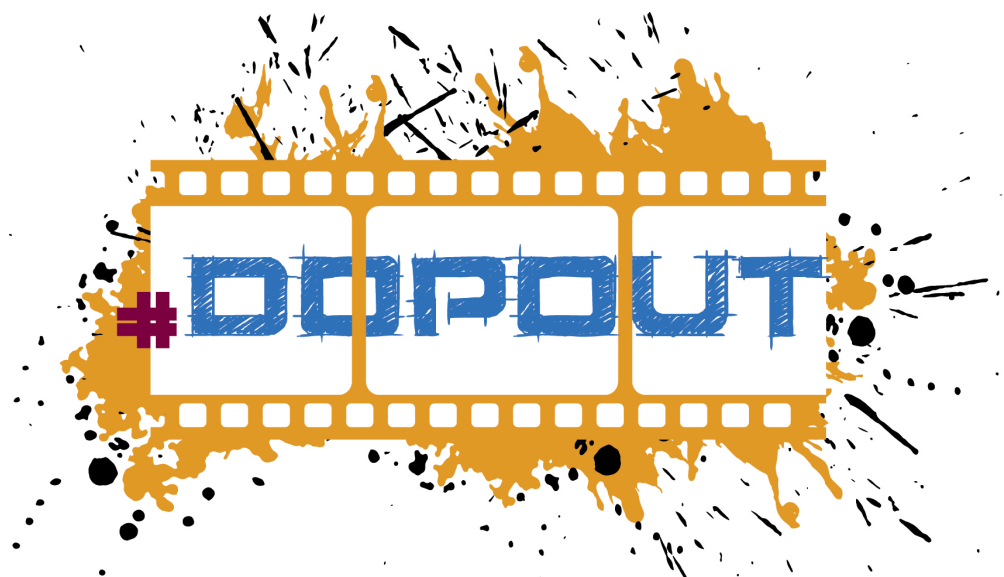


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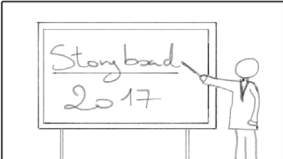




## How to create a Storyboard

# STORYBOARD

What is a storyboard?

When you are planning a video, the first step in the process is to make a storyboard so you can bring your script to life and present it to other people. A storyboard is a series of pictures in sequence that show the breakdown of the video, illustrating the key scenes: how the setting will look, who will be present, and what actions will take place.

Scene: 1	Scene: 2	Scene: 3
		
Luca indica il tema dell'argomento	Si move a sinistra e pulisce la lavagna	Luca mostra il messaggio finale

## PURPOSE

It is often used as a mock-up for movie scenes, short film, music videos, TV production, and more, and can be created by hand or using a digital medium.

Since 2000 this design method is also used for complex Websites and program development. There are mainly two reasons for this:

the pictures sequence must be as calculated and accurate as possible because there is a limited time to present and advertise a product.

Often the agency customer who wants to advertise the product selects the commercial among a different number of choices that are presented and illustrated through the storyboard as if it were a catalogue.

Even if there is only one proposal on the table the customer could not be an expert in the field and he needs to look at something that is more similar to a completed commercial rather than a script or a set list in order to express doubts and better evaluate the proposed project.



## USEFULNESS

Even if a director has clear ideas about the theme, the atmosphere or the emotions he wants to express, it does not necessarily mean that he knows how to visualize them in the best possible way.

During this creative stage the storyboard is a useful tool to help the director to increase awareness and find the best way of having a picture of specific events through the use of images.

The director can use the language of pictures to communicate his own ideas more effectively and concisely with the staff.



## WHAT DO YOU NEED

The tools and ingredients to develop a storyboard are not so many.

You “only” need paper, pencil, ruler and do not forget the most important ingredient which is your CREATIVITY.

Feel free to express and share ideas and thoughts and be ready to accept remarks to make sure that the final goal is clear and functional to everybody.



## TIPS FOR CREATING A PROFESSIONAL STORYBOARD

0. Before you start developing the real storyboard you have to make a list of key players of the story. You should carefully draw the leading character and give it a name. It is crucial to define the roles. After that you do not have to sketch the characters in detail because you will be only focused on the plot flow.

1. Establish a timeline. Establishing the parameters for when and where your story takes place, and deciding in which order the events of the story happen chronologically, is the best way to organize your story so you can begin bringing it to life. If your story isn't completely linear (e.g. there are flashbacks, flash forwards, shifting perspectives, alternate outcomes, multiple timelines, time travel, and so on), you can still create a narrative timeline.

2. Identify the key scenes in your story. A storyboard is meant to give its viewer the gist of how the story will translate to film. The point is not to try to recreate the entire experience in a flip book, but to demonstrate important key parts that will draw the viewer in. Think your story through and brainstorm a list of the key moments that you want to illustrate on your storyboard.

Pick scenes that show the plot developing from start to finish. Turning points are important to show. Any time there is a plot twist or an important change, include it in the storyboard to move the story along. You may also want to depict changes in setting. If the story begins in one city and moves to another, make sure that will be clear in your illustrations.

3. Decide how detailed to get. A storyboard can be incredibly detailed, with illustrations depicting every shot. If you are in the preliminary stages of a feature-length film, you have too much ground to cover to get this detailed just now. However, you might eventually want to break the film down into individual scenes, with a separate storyboard for each one. This allows you to create a very detailed representation of the progression of individual scenes and is helpful when it comes to staying organized during film-making. Remember that the point of the storyboard is to provide visual clarity and keep everyone on the same page. It is not supposed to be a work of art in and of itself. Take a practical view when it comes to the level of detail you choose for your storyboard. You do not want your viewer to get lost in trying to interpret your illustrations instead of seeing the bigger picture.

4. Write a description of what each cell will show. Now that you know what main scenes you want to show, think about how to depict the action in each illustration. Go down your list of scenes and write a description of the most important elements of each one. This will help you determine what exactly to draw for your storyboard. For example, you might want to have a cell that depicts a conversation between two main characters. What needs to be conveyed in this image? Are the characters fighting, smiling, or moving toward a destination? Some sort of action should take place in each drawing. Take the setting into account as well. Is it important to have a certain view in the background behind the characters?

## DESIGN

Decide what medium to use for your template. You can draw a basic storyboard template by hand, simply dividing a posterboard into empty frames of the same size using a pencil and a straightedge. The setup should look similar to that of a comic book, with rows of square cells that show how the scene will look on a screen choosing a storyboard template in vertical or horizontal format.

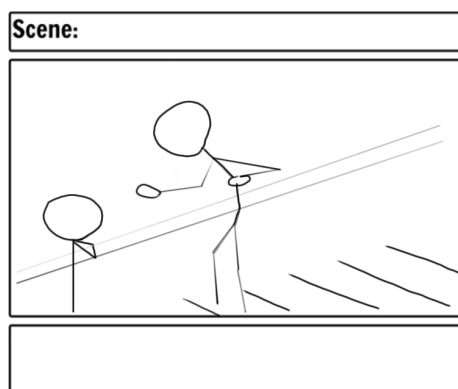
The cell sizes should be drawn in the same aspect ratio as the finished video, such as 4:3 for a TV screen or 16:9 for a feature film screen. You can purchase special thumbnail sheets with these dimensions.

A storyboard template for advertising should be comprised of rectangular frames into which you insert the visuals. If you want to include captions, make sure there is space where you can write in video descriptions.

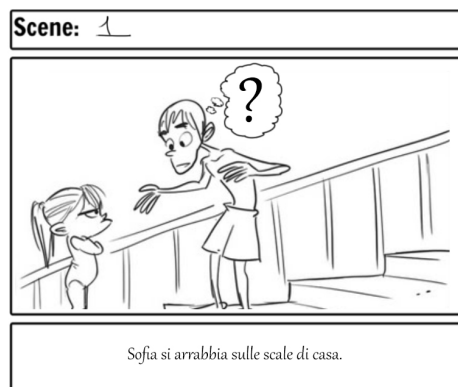
There should also be a column for the audio, which is where you include the dialogue and sounds or music. Sketch your thumbnails. Start bringing the scenes to life by drawing the sketches you mapped out into the template you designed. This is just your rough draft, so do not try to make it perfect. As you sketch each scene, tinker with the following elements, erasing and redrawing as often as necessary:

- Composition (lighting, foreground/background, color palette, etc.) and focus
- Angle from which the camera is shooting (high or low) and focus
- The type of shot (wide shots, close-ups, over-the-shoulder shots, tracking shots, etc.) and focus
- Props (objects in the frame) and focus
- Actors (people, animals, cartoon talking couch, etc.: anything that can act rather than be acted upon) and focus
- Special effects and focus

Please note that above I have mentioned many times the word focus. If I had mention it 7000 times, it would not be enough. The focus is extremely important during your creation: it means to capture audience attention throughout the presentation towards the direction you want. Certainly, for you it may be obvious, but it is not so for your viewers.



Add other important information. Next to or below each cell, fill in your description of what is happening in the scene. Include dialogue that will take place. Add information about the length of time the shot will take. Finally, number the cells so they are easy to reference when you discuss your storyboard with others. Furthermore you may add symbols as arrows or sounds that help the reader to understand the scene.



Finalize the storyboard. Once you have identified the key points of the subject and worked out a design for each frame, review your work and make final changes. Be sure that each cell portrays the action you want it to portray. Tweak the descriptions and dialogue if necessary. It is a good idea to have someone else review the storyboard to make sure it flows well and is not confusing.

Consider adding color. If you are creating an advertising storyboard, this will help your ideas pop.

Remember that it is not necessarily important that the drawings look realistic or perfect. Depending on the viewing audience, simple stick figures might suffice. In most cases, storyboards do not need to be perfect, they only need to make sense to your team.

## TIPS

DO NOT THINK LOOKING AT A SHEET OF WHITE PAPER. A good idea comes from an inspiring research of relevant images, videos and brainstorming.

All ideas will be evaluated by the customer, which can make a more conscious choice.

After that you need to realize your ideas through brainstorming.

WHY YOU DO NOT NEED TO DRAW? The storyboard does not need to be a masterpiece! The main goal is to plan the video, set a timeline and be sure that the story works and focuses on a specific message. The storyboard is completed when the message we want to communicate is clear to the audience.

