

CHAPTER 9 CREATING A PROJECT STORYBOARD

Multimedia Communications by Marie Rutherford

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Please visit the web version of Multimedia Communications (<https://ecampusontario.pressbooks.pub/multimediacomm/>) to access the complete book, interactive activities and ancillary resources.

Learning Outcomes

- Describe and outline the importance of an effective storyboard design when composing a multimedia project or presentation
- Organize, capture, and map the sequence of events or activities occurring in a presentation
- Create a visual narrative that effectively communicates key concepts and engages the audience and summarize the steps involved in storyboard creation
- Explore, practice, and apply storyboard design strategies
- Identify key terms related to storyboarding for multimedia

What is Storyboarding?

A storyboard is a visual representation of a film sequence and breaks down the action into individual panels. It sketches out how a video sequence will unfold. A storyboard is similar to a trial-run for your finished film, video, or commercial, laid out in a comic book-like form. Watch the following video from University of Guelph for an overview of how you might use a storyboard when planning your project.

Watch What is a Storyboard? (3 mins) on YouTube (https://youtu.be/BzxmGy80L_g)

Why is Storyboarding Important?

- 1. It helps you to visualize your script and identify scenes and camera angles**
- 2. It helps save time by being able to plan out everything you intend on doing**
- 3. Identifies the key components of your video and initiates the creative process**

Storyboard Creation and Multimedia

The storyboard is a highly effective tool for multimedia creators as it helps to streamline the creative process. The action of creating a storyboard sets the stage to bring the initial idea from a concept to a tangible visual representation. A storyboard forces the developer to focus on the content of the presentation, not necessarily the design, it can identify gaps in the project plan, and it helps to determine if the content flows logically. Multimedia creators understand the power of visual planning using a storyboard.

The chapter explores storyboard composition and provides strategies for effective storyboard creation.

Chapter Organization and Preview

- Building a Storyboard
- Good Storytelling and Writing a Script
- Transforming Storyboards and Scripts into Videos
- Explore, Practice and Apply
- Key Chapter Terms

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- **What is storyboarding & Why is storyboarding important** adapted from **39. Storyboarding In *Open Source for Digital Communications & Learning Objects*** by David Kwasny & Matthew Humphries, CC BY-NC-SA 4.0

9.1 BUILDING A STORYBOARD

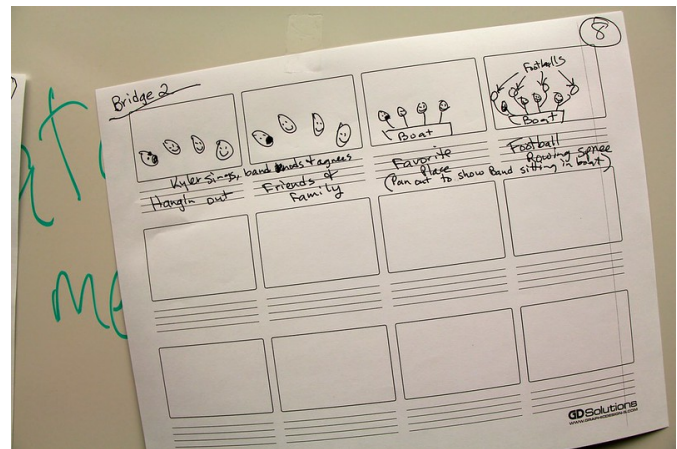
Storyboarding is a project planning technique which uses a combination of text and images to lay out your ideas. Storyboards can be used to help you plan an essay, a presentation or a digital media project.

A storyboard is a graphic organizer, in the form of illustrations or images, displayed in sequence for the purpose of pre-visualizing a multimedia product. The storyboarding process, in the form it is known today, was actually developed at Walt Disney Productions during the early 1930s, after several years of similar processes being in use at Walt Disney and other animation studios.

Benefits to Creating a Storyboard

Storyboards can:

- **Help you plan and communicate the main idea of your project.**
- **Keep your work clear and focused.**
- **Be used for many tasks in different contexts. For example, they can help you plan an essay, a presentation or a digital media project.**
- **Be created in a variety of ways, and there is no single, 'right' way to create one. Every storyboard will look different depending on the project.**



A simple storyboarding template might have 12 rectangles, with space to write script or details underneath each box. **Source:** Storyboard for a Video! by David King, CC BY-NC-SA 2.0

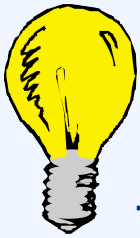
Essential Elements of a Storyboard

Storyboards are typically made up of these five elements:

1. **Set of shapes made up of made up of text and images, which are often squares, rectangles or circles. These shapes can be placed vertically, horizontally or in meaningful clusters and are often referred to as 'panels.'**
2. **Shapes are placed in a logical sequence. For example, boxes should be read across the page the**

same way we would read a book—starting in the top left, returning at the end of each line.

3. Boxes are filled with pictures, symbols and text. This should include the graphics, text, information about the atmosphere and tone, angle of the camera, and a place for feedback.
4. Any length, from two to two thousand shapes. The length of your storyboard will depend on the length of your work.
5. Simple or complex as you need them to be. You can use stick figures and short text, or more detailed drawings and longer sentences.



Tip: Use Sketchnoting Techniques

You can apply some of the elements and techniques you learned when reading about Visual Language and Sketchnotes to storyboarding. Consider using basic shapes, icons and symbols as you plan out your storyboard.

The panels in your storyboard should tell a clear and coherent story, providing enough detail for others (including potential users) to provide feedback. The storyboard includes representations of each screen in your product, including information about what happens when users mouse over, click on, or otherwise interact with each interactive element in the product. The storyboard should answer questions like: How do users interact with this element? What happens when they do? Which screen are they taken to after they click?

Consider

Before starting your storyboard, you have a few decisions to make:

1. Are you going to create your storyboard by hand?
2. Are you going to create your storyboard using a digital tool?
3. Are you going to use a storyboard template that's already been created?
4. Are you going to create your own storyboard template?

Basic Steps for Storyboard Creation

Step 1: Write a Script

Draft it, review it, mark it up however you feel will be most beneficial, such as adding directives and actions. See “Writing a Script” for more detail on how to approach this part of the process.

Step 2: Make a shot list

A shot list can easily be made by going back to the script and identifying the areas within the script that you envision new clips, frames, or scenes

Scene 1 _____

Scene 2 _____

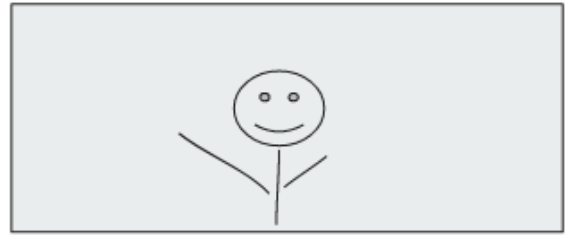
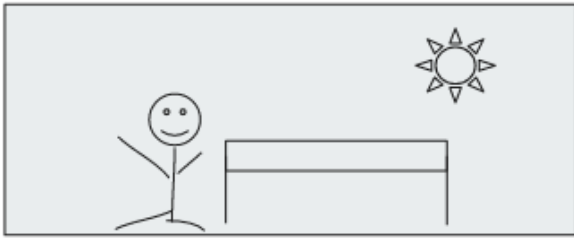
Scene 3 _____

Step 3: Sketch it out

Based on your script, you should now have a good idea of how many frames you will need. Start creating. Add shapes, arrows, pictures, graphics, gifs, and text to illustrate your intention for each scene. The purpose is to convey your idea, however you can best communicate the intention.

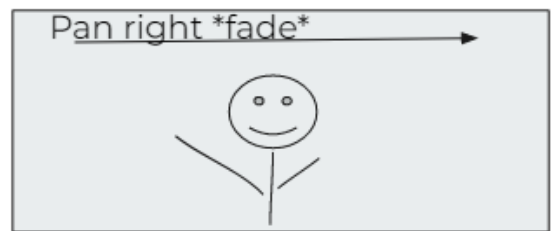
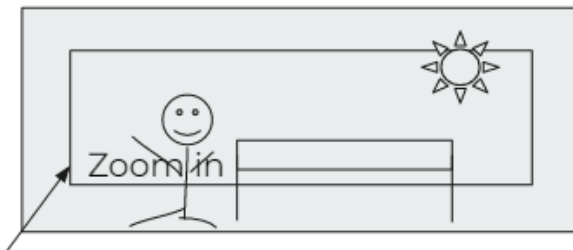
Google slides can easily be used to create storyboards.

You don't have to be an amazing artist to storyboard – stick figures work just fine.



Storyboard sketches do not need to be elaborate. They can be simple stick figure sketches or various clip art components that assist in conveying the appropriate idea of the scene. **Source:** *Open Source for Digital Communications & Learning Objects*, CC BY-NC-SA 4.0

Your storyboard is for your interpretation, use images that make sense to you. If your storyboard is to be used to share your vision, make a legend for your symbols you use or add descriptions to your symbols



This storyboard adds animation and movement directions to the storyboard to help communicate the flow of the scene. **Source:** *Open Source for Digital Communications & Learning Objects*, CC BY-NC-SA 4.0

Step 4: Add Your Context

Remember to add your script to each slide, in the notes

Add a line for actions, directives, purpose

Example:

Script: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore"

Directives: hold frame for 3 sec., zoom into top left, fade out to next scene

Purpose (optional): This scene is to convey...

Conclusion

Concluding these steps, you will now have an initial draft of the video content you will be producing. This storyboard will assist in communicating with others and collaborating. It will be easier to understand the material the flow, layout, and intension of the video. Providing this prior to initiating media editing and

creation can save a lot of time. It will greatly assist in ensuring the content of the video you are creating meets the expectations of all stakeholders.

Attribution & References

Except where otherwise noted, this page is adapted from

- **Create a Storyboard for your Digital Project by University of Guelph, McLaughlin Library, CC BY-NC-SA 4.0**
- **39. Storyboarding In *Open Source for Digital Communications & Learning Objects* by David Kwasny & Matthew Humphries, CC BY-NC-SA 4.0 and / Reused the introductory material from first source to compliment the basic steps to creating a story board.**
- **Creating a Storyboard by Lumen Learning, attribution from original source: Storyboard. Located at: <http://en.wikipedia.org/wiki/Storyboard>. Project: Wikipedia. License: *CC BY: Attribution***

Reference from original source

Burgess, C. (2018). *How to make a storyboard for video*. <https://photography.tutsplus.com/tutorials/how-to-make-a-storyboard-for-video-cms-26374>

9.2 GOOD STORYTELLING & WRITING A SCRIPT

A script is the foundation to a good digital story. It is the plan for the structure, narration, dialogue, pacing, and sound of the story you want to tell. It is the skeletal structure from which everything else is mounted. A good script is organized based on scene and employs good storytelling techniques to present information or perspective.

Consider

- What makes a story captivating and interesting?
- How do you engage your audience?

Different techniques can be used in a variety of ways to craft an engaging story. Good storytelling draws upon all the senses and specific details in order to create a world for the audience to occupy. It also requires good structuring so that the audience can follow along. These elements include

1. **Hook**
2. **Character**
3. **Setting**
4. **Tension**
5. **Conclusion**



A storyboard allows you to plan visuals that align with the script you've drafted. **Source:** Customer Journey Storyboard by visualpun.ch, CC BY-SA 2.0

Before moving on, think about what each of these elements involve. Take a moment to brainstorm another word for each of these elements:

Elements of Good Storytelling

1. Hook

The Hook is what grabs the audience's attention and pulls them into the story. Hooks can be created in different ways:

- **Asking questions**
- **A provocative or shocking statement**
- **Stating your purpose or perspective**

There isn't just one way to create a hook. Think about what makes your project yours and how to share that perspective with your audience.

2. Character

The character can be a real person or perspective that you're presenting. It could be the overall tone you're trying to accomplish.

There is always someone telling the story, making decisions about what to share and what to hold back or leave out. Character is created through

- **Turns of phrase, word choice and sentence structure**
- **Dialogue and character voice**
- **Specific details about the character which could be related to appearance, personality or activities**

Think about the point of view you are trying to present and how you can create a character to embody that vision to make your story stronger and more immediate to the audience.

3. Setting

A strong story or script creates a very specific time and place for the audience. Where does the story take place? What time period? Your script should provide details to help create a world for the audience. This can be done by drawing upon sensory details

- **What sounds can the audience hear?**
- **What do they see and touch?**
- **Are there smells?**
- **What do the characters feel when they move through this world?**

Drawing on sensory experience will make the script and story feel more immediate and real.

4. Tension/Plot

To move the story forward, there should be a tension in the story. What needs to be resolved? What is the problem you are presenting or trying to work through? The tension should relate to your hook and is connected to the purpose of your story. Tension can be created by

- **Unanswered questions**
- **An awkwardness or discomfort for your audience**
- **Conflict**
- **Push and pull between calm and action**

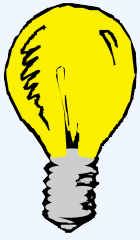
The way you create tension will depend on the story you want to tell. Think of how you want to build your story, sometimes referred to as an arc, but there is no right or wrong way to lay out the plot points; some just may be more effective at bringing your audience with you and building tension.

5. Conclusion/Resolution

Think about how your story ends.

- **What message are you leaving with your audience?**
- **What change do you hope to ignite?**
- **Is there a feeling that you want to evoke?**

Return to the stated purpose of your story and see if you've managed to tell the story you wanted to tell. Is it meeting the purpose? Is that purpose clear to the audience?



Tip: Use Free Tools

Using a free digital tool such as Google Slides (https://workspace.google.com/intl/en_ca/products/slides/) or Google Documents (<https://docs.google.com/>) can be helpful if you need to collaborate with others to write your script, or assemble your storyboard. You can use these tools to create your draft script, have others contribute or add comments and review and edit your work. These tools are ideal because they are accessible to all types of computers and work on most mobile phones (web-based access, or download the app). Use the built in-sharing tools to invite others to participate.

Strategies for Script writing

A **two-column script** is an easy way to structure and plan for your digital story. It is a simple way to organize what the audience is seeing and hearing at the same time. Even if you don't know exactly what images or sounds you will acquire, writing a script *predicting* what you want your final digital story to look like is a great way to stay organized. Once you do gather all your images and sounds, you can update your two-column script to reflect what you actually have to work with.

In the left column of your script, you will describe all the **VIDEO** your viewer will see (*photographs, images, graphics, text*). In the right column, you will describe all the **AUDIO** the viewer will hear (*interview bits, music, narration, sound effects, etc*). Think of each row as one scene in your digital story, with the audio playing over the video.

Script – Example

Writing a Script (text version)

Table of Video and Corresponding Audio track for script

Video	Audio
A photo of students checking out equipment at the front desk.	DIGITAL MEDIA LIBRARIAN(V.O.) Students love the resources we have to offer!
A head shot of the Digital Media Librarian in her office.	LIBRARIAN We offer a wide array of audio and video equipment, tablets, projects, and more.
Several photos of students using library-borrowed equipment to make an action movie.	STUDENT I really love making films but there is no way I could afford to rent or buy any of this equipment on my own. I think it's pretty cool that I can borrow this stuff from the library.
A scanned blueprint of the library's first floor.	DIGITAL MEDIA LIBRARIAN There is definitely an interest in new media and we try to develop that interest by offering frequent workshops and training sessions.
Montage of images of students, faculty, and staff in various settings:receiving training, working in groups, using equipment,and editing in a editing lab.	music: "Flight of the Bumblebee"

Source: Writing a Script by University of Georgetown Libraries, CC BY-NC 4.0

Scripts can be useful, but they may vary depending on the type of video you want to produce. Creators who

wish to establish a more casual, conversational, and connected video format may want to work from only a few notes, whereas those who are interested in a more formal presentation may write their script verbatim, including notes about timing, pauses, and transitions. Of course, your script can fall somewhere between as well.

Some things you may want to consider adding into your script include:

- **Words, phrases, and sentences that are important to your project and that trigger your memory**
- **Direct quotes**
- **Citation information such as important names, books, specific tv or podcast episodes, etc.**
- **Phonetic pronunciation guides for new or difficult words**
- **Timing guidelines to ensure you are on track and on time**
- **Pauses**

Take ten minutes to consider these points alongside your own presentation comfort and style and create a script outline. You may wish to spend longer developing your script.

Scripts – Further Examples

- See a more detailed script that includes notations about location, visuals and audio [PDF] (<https://openpress.usask.ca/app/uploads/sites/225/2024/02/MPScriptSample.pdf>) from the University of Saskatchewan.
- Review some basic scripts for business related Explainer videos (<https://voice123.com/blog/voice-over-scripts/explainer-video-scripts/>) from Voice talks

Attribution & References

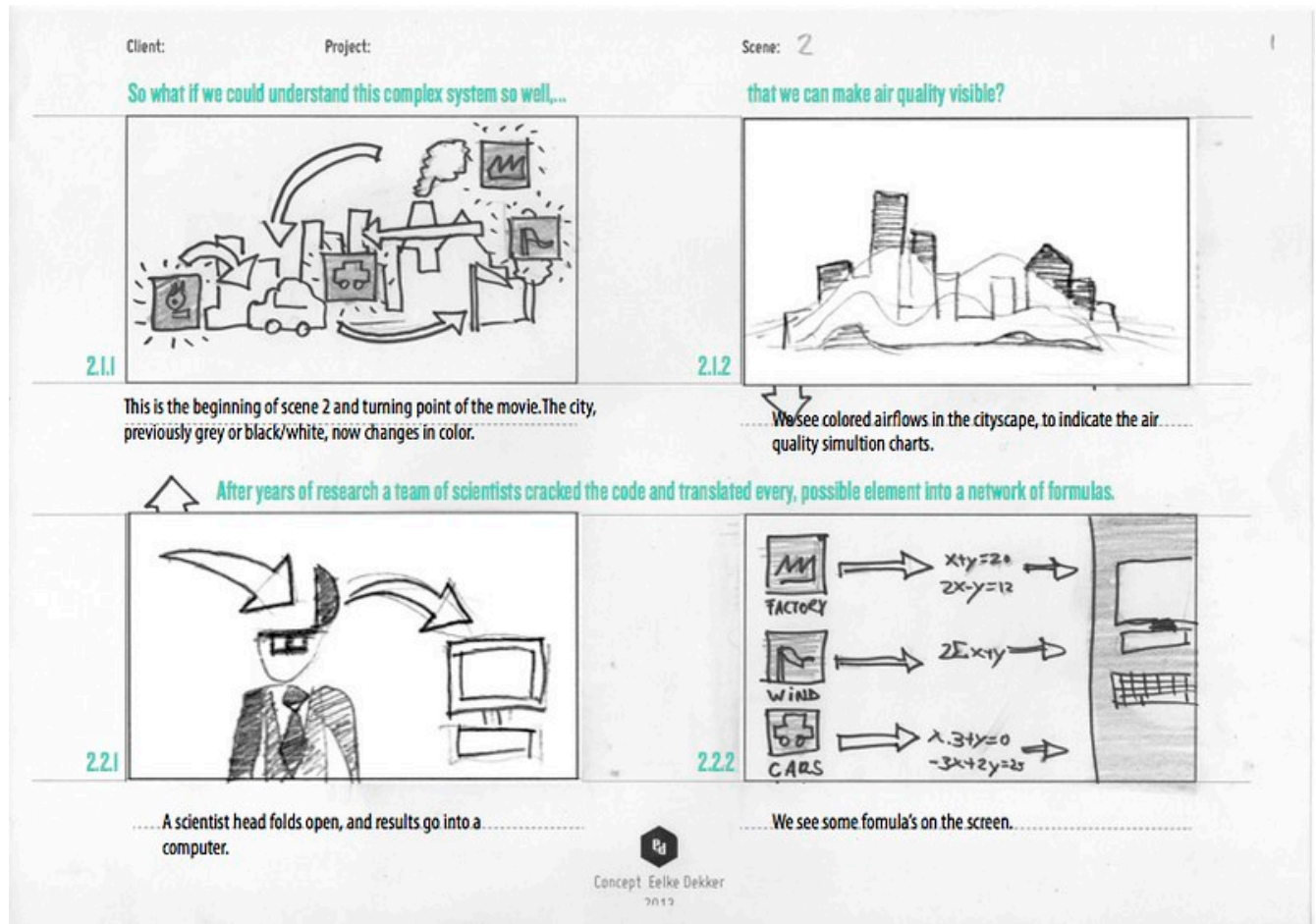
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Strategies for Script writing section adapted from:

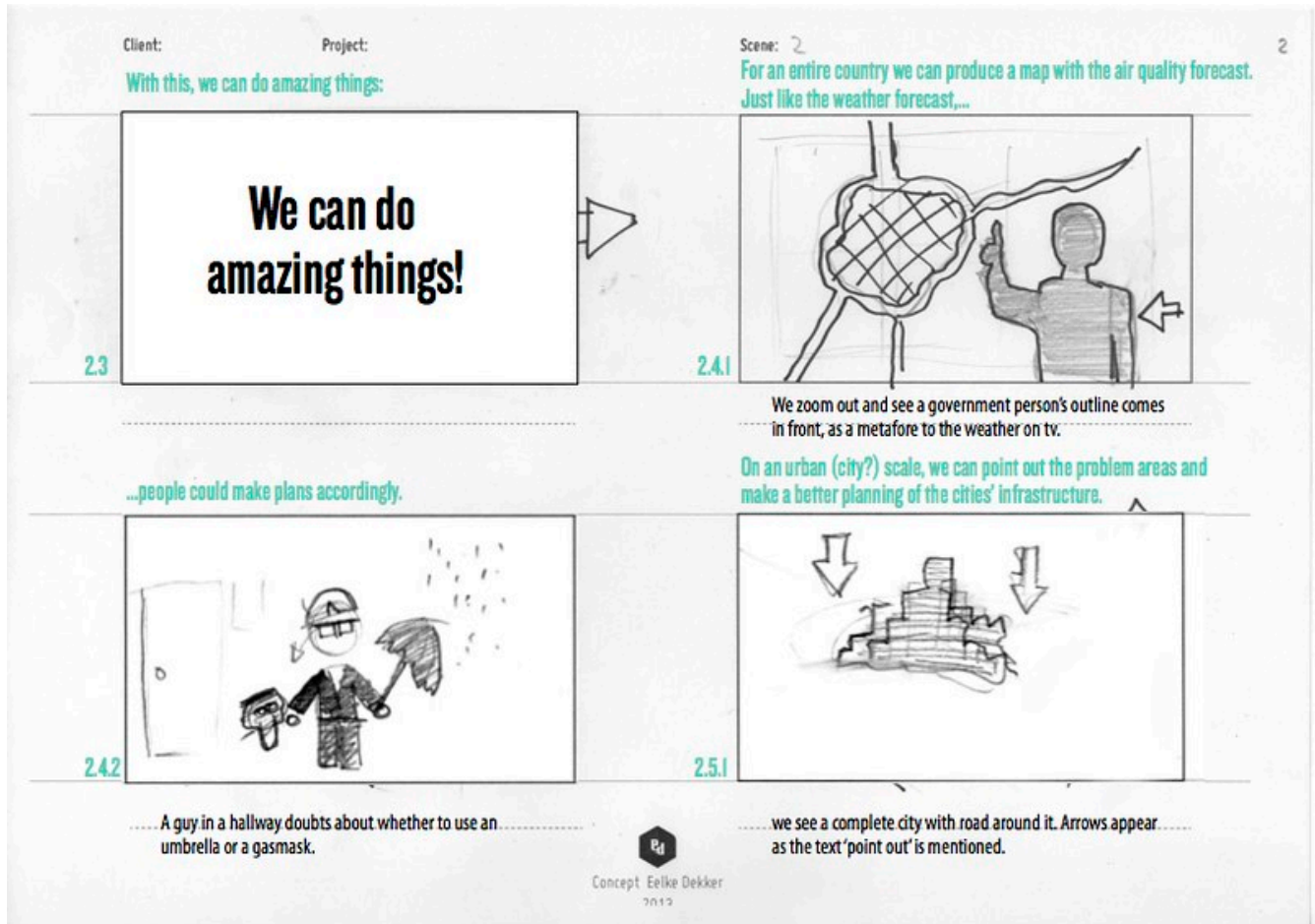
- **“Two column script” content is adapted from Writing a Script by University of Georgetown Libraries, CC BY-NC 4.0**
- **7.5 Video Workshop: Writing and Preparation In *Digital Methods for Disability Studies* by Esther Ignagni, CC BY-NC 4.0 / Small sections of text reused to enhance this section.**

9.3 TRANSFORMING STORYBOARDS & SCRIPTS INTO VIDEO

Storyboard Examples



Storyboard 1 shows 4 panels with a sketch of each scene and a brief textual explanation of the scene. In this example, the storyboard illustrates the video changing from black and white to a coloured city scape, air quality shown by coloured simulation charts, a scientist's head opening up to send info to a computer, and formulas on the screen. **Source:** "Storyboard 1" by Eelke, CC-BY 2.0.



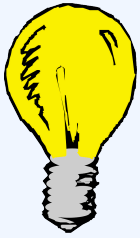
Storyboard 2 shows another 4 panels/sketches, with the first panel having just the text “we can do amazing things” the second one showing a person’s outline with a weather map, a stick figure with an umbrella in the third, and a city with a road around it in the fourth. **Source:** “Storyboard-3” by Eelke, CC-BY 2.0.

In the storyboard examples above, the script appears on the top then a box with a sketch of what will appear on the screen. Underneath each sketch, is a brief description of the action on screen, what will appear or disappear and how the scene will move.

Consider

Review the two storyboard examples above.

- What sort of music or audio enhancements do you think would complement these scenes?
- What types of video editing techniques could you use to enhance the tone of the video?



Tip

Remember that a storyboard is a planning tool. It doesn't mean that your ideas can't change or evolve while you're working. In fact, we encourage you to look back on the ideas you had in your first attempt and see if they can be revised to enhance meaning.

Think of it as a jumping off point. Often our ideas change as we create and we get a better understanding of what exactly we're creating.

Moving from Storyboard to Video Clip

How does a storyboard translate into a video clip? Watch the video below for a few short clips that were created from the storyboards shown.

Watch How to Make a Storyboard (even if you can't draw) | Storyboarding for Film & Video | 4 Simple Steps (6 mins) on YouTube (<https://youtu.be/zmP4AZ4bCFI>)

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Except where otherwise noted, this page is adapted from "What is a storyboard?" In *Introduction to Scripting and Storyboarding* by University of Guelph McLaughlin Library, CC BY-NC-SA 4.0

9.4 EXPLORE, PRACTICE AND APPLY

Overview: Explore, Practice and Apply

Activities found on this page are designed to provide opportunities to explore, practice, and apply concepts presented in chapter 9.

Explore

Watch a Video + Identify the Elements

Watch the video Digital Storytelling Example: MINE (3 mins) on YouTube (https://youtu.be/2RUfpM2_CWQ)

As you watch, try to identify the following elements in the video:

1. a hook
2. character
3. setting
4. tension
5. conclusion

Practice

Write a Script

- Write 5 sentences of a script, incorporating at least two of the elements discussed earlier.
 - Hook
 - Character
 - Setting
 - Tension
 - Conclusion
- Set a time for 5 minutes to see what you can get done.

Apply

Create a storyboard

- Return to the script you wrote earlier
- Using the script and storyboard template, or paper and pencil, jot down ideas about what images you want on screen.
- Feel free to use words to describe what you want, sketch something on paper or use a drawing app.
- Set a timer for 5 minutes to see what you can get done.

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9.5 KEY CHAPTER TERMS

Chapter 9 Terms

Downloadable Chapter Key Terms

View or download & print the PDF or Word format of the worksheet shown below.

[Design Chapter Key Terms Worksheet \[Word\]](#)

[Design Chapter Key Terms Worksheet \[PDF\]](#)

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