

What is a storyboard?

Creative iMedia

A storyboard is used to illustrate a sequence of moving images and a flow of scenes to follow a timeline. (eg for video, animation, comic book)

Purpose of a storyboard

- Visual representation of how a media project will look along a timeline - this could be used by the **production team / developer/ editor** when creating the final product.
- To show what a finished media product might look like – the **client** might want to **approve** this before the product is created
- How a finished item might look to show to a **focus group**, any changes can be made before the time and resources are used to create the final product.

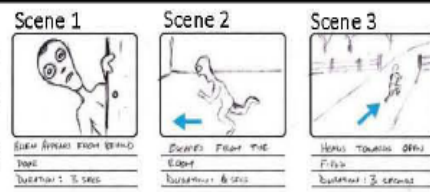
Example storyboard



Camera shot	Mid	Close up	Close up	Close up
Camera angle	Eye level	Over the shoulder	Point of view	Point of view
Content	Character looking at drinks menu	View of inside the fridge	Looking at all drinks and stopping at <u>Superfizz</u>	Looking at <u>Superfizz</u>
Timings	3 seconds	2 seconds	2 seconds	3 seconds
Camera movement	Zoomed out	Zoom in	Pan right	None
Lighting	High key	High key	High key	High key
Sound	Quiet music	Quiet music and voice over/dialogue	Quiet music which stops when SF seen	No music and voice over / dialogue
Location	Indoor	Indoor	Indoor	Indoor

Content of a storyboard

Number of scenes, scene content & timings



Lighting

Backlight: The light hits an actor or object from behind

Soft light: There will be soft shadows

Low key: predominantly dark and the image is filled with more shadows than light.

High Key: predominantly light and the image is filled with more light than shadows

Camera Angle

Over the shoulder: angled behind one character who is looking at the other character.

Low angle and high angle: To make the character appear smaller/weaker (high-angle) or larger/stronger (low-angle)

Aerial: From directly overhead

Eye level: Camera at same level as subjects face

Point of view: As if you are the character and seeing what they see.

Camera movement

- Pan
- Tilt
- Zoom
- Track and dolly)

Camera type

- Still
- Moving
- Virtual

Locations

- Indoor studio
- Other room
- Outdoor

Sound

Dialogue: actors talking

Sound effects: Make the scene more dramatic (eg smashing plates)

Ambient: Background noise to make it more realistic (eg car sounds on a road scene)

Music: Can help enhance the storytelling

Camera Shots

Close up: Usually a close up of the characters face.

Mid: Can see most of the character – audience feels like they can see the whole character (even if maybe from waist up)

Long: Character may be in the distance. The audience can see a lot of the background

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What is a Mood Board?

The starting point of a creative project (once you have interpreted the client brief).

A mood board is a collection of sample materials, products, images, video and sounds.

Content of a mood board

Images

From anything relevant, similar products, photos, logos, screenshots, films, posters

Colours

Especially any colours in the client brief or house style

Text

Keywords, fonts and styles

A digital mood board could include:

Sounds, music and video

Purpose of a Mood Board:

- Stimulate creativity
- Generate ideas
- Set the tone and feel for a project

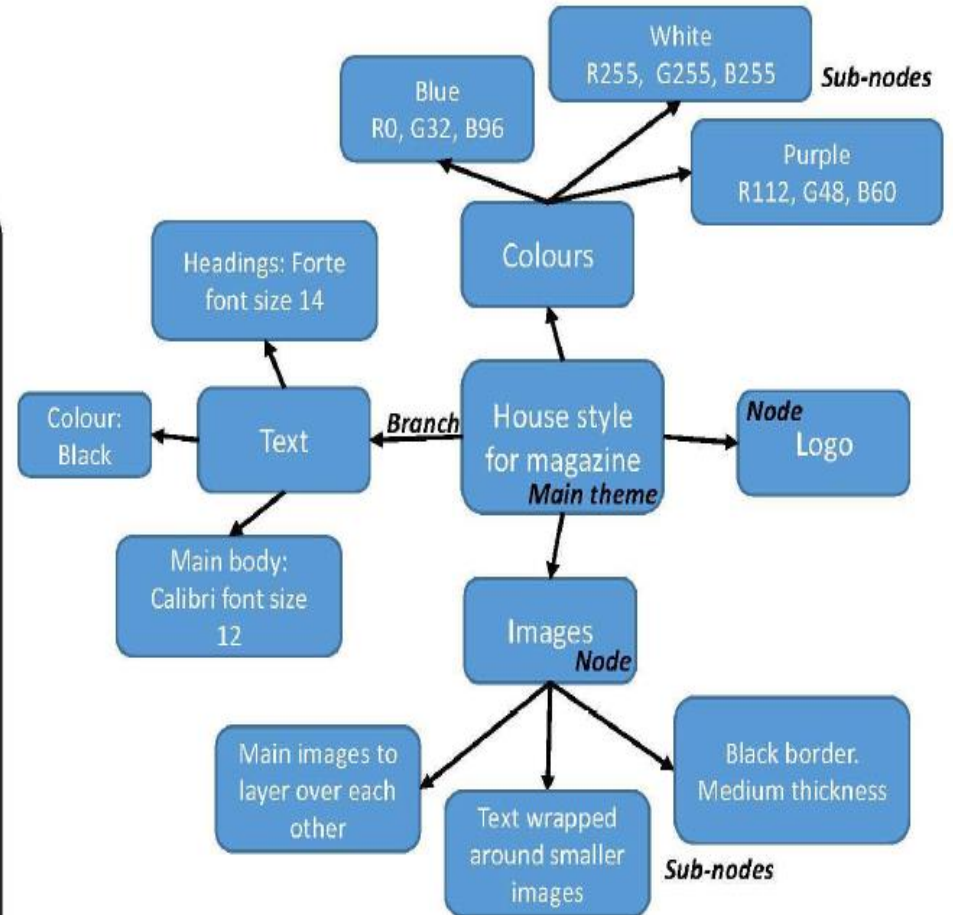
Mood board:

- There is **no set structure**
- **No legislation problems** - a mood board is not placed in the 'public domain' or is for 'in house' use only.
- The content should have some **relevance or connection to your own project**, brief or scenario.
- The **Target Audience** of a mood board is the **designer** (to help create ideas for the storyboard or visualisation diagram)



Purpose of a mind map?

- Quick way to **organise ideas and thoughts**
- Show **links and connections** between thoughts, processes or aspects of a project



Mind Map:

There is **no set structure**
must be a **logical flow** to the map

Nodes and sub nodes must be connected

Annotations can help to make it
more detailed