

Storyboarding

Definition.

A storyboard is a graphic organiser in the form of illustrations or images displayed in sequence for the purpose of pre-visualising a motion picture, animation, motion graphic or interactive media sequence.

Wikipedia

Why create one?

What you need to get started

DRAW IT OUT

- ✓ paper
- ✓ pens
- ✓ markers
- ✓ post-its
- ✓ chalkboard
- ✓ whiteboard

Here are a few good reasons

- Makes you gather a bunch of stormy ideas into one coherent vision.
- It's a blueprint of your project.
- It let's you work sequentially through the steps of your development process.
- It offers you a firm handle on setting up the goals, materials and duration of the project.
- Changes are easier to make in a storyboard, when offered feedback early in the process.
- It's the first in a series of checkpoints to ensure everyone involved is on the same page.
- Your storyboard is a contextual map and a useful guide in the PM of your project.
- Get client approval before you move on to developing by sharing a storyboard.

The POWER of Word and PowerPoint

Word docs and PowerPoint presentations are a great way to chunk your content, create visual storyboards and establish a point of communication between you and all the decision-makers in the project when it comes to a feedback loop and sign-offs. Visual storyboards are a great aid in stakeholder communication.



SKETCH IT OUT!

PLAN before you DESIGN

DESIGN before you DEVELOP

REVISE revise and REVISE

DOs and DON'Ts

Any advice?

Sure, here are a few tips:

- Spend time deciding on your headlines.
- Always have in mind a target duration.
- Know who your audience is going to be.
- Have your goals set up at the very beginning.
- When sketching a visual storyboard, make sure to identify the desired path, set up branches, add iconography and include a Legend to ease navigation through your blueprint (e.g. i=HELP/FAQs).
- Pair your narration with good visuals, relevant visuals.
- If you include narration mention the benefits your audience will get.
- Avoid adding to much content.
- Share your vision with the team, set up a notes section and include feedback in your storyboard.



Creating a prototype of your project based on a storyboard saves you time in the long run!

