Creating a Storyboard Instructions

Things to consider when choosing a story:

Impact

- Use stories that affect the most viewers/listeners.
- Don’t forget about the rest of the show, because you have one big story.
- Emotional stories also have an impact on audience.
- Stories of good Samaritans or children beating a deadly form of cancer.
- Other stories like no more income tax affect people.

Prominence

- People like to know what “important” people or people who are largely popular are doing.
- This explains why when the President gets a new dog, it makes the news.

Conflict

- Conflict makes good stories.
- Make sure there is a point to the conflict though; otherwise, it would just be like the Jerry Springer show all the time.
  - Ex. of good conflict: PETA vs. farmers over an animal rights bill that will end up costing the farmers thousands of dollars to meet new standards.

Unusual or Human Interest stories

- An example is a tiger that becomes a mother to piglets, this story doesn’t really impact anyone, but it’s interesting and it ends your show on a happy note.

Simplicity

- Pick stories that are simple to tell.
- Complex stories get confusing for audiences.
  - Try relating difficult things to common things
  - Bring the information to your audiences’ level.
- Use graphics to help you tell complex stories.
  - Use graphs and charts

Other tips

- It is best to have sound bites or video clips to use to help you tell a story.
- Consider what is important to the people in your area.
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- If you’re doing a farm broadcast and the weather forecast is calling for a lot of rain in the middle of harvest season, the audience wants to know that so they can prepare.
- Remember your stations values or philosophy.

Let’s get started!

1. Get into your groups.
2. Select one group member to draw a topic slip from the jar.
3. On one side of a sheet of paper, identify the demographics of your target audience for the topic you selected.
   a. Identify the group’s demographic information on the paper.
      i. Age range
      ii. Gender (if dominant)
      iii. Ethnicity
      iv. Interests
      v. Any other demographics that are important about this group.

What is a storyboard?

A storyboard is a graphic organizer, such as a series of illustrations or images, displayed in sequence for the purpose of pre-visualizing a motion picture, animation, motion graphic or interactive media sequence.

Creating a storyboard:

Step one – Flip your sheet of paper over

Step two - Choose the angle of your story.

For example:

- If you are going to do a video on a pick-your-own peach orchard, is the story going to be about the customers?
- Is it going to be about the owners?
- Or is it going to focus on the actual fruit or the overall production process?

Step three - Think of people you can talk to.
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Step four - Write down several ideas of footage you want to include in your video.

- Think about video and photo scenes that will help you tell your story.
- Include both the video and photo shots as individual scenes in the storyboard.
- If the footage can tell the story without words, or very few words, you are doing a good job!

Step five - Using the story board example, transfer your brainstorming ideas to the storyboard worksheet.

What is a shot list?

The shot list is the sequence of camera shots that tells the story.

Shot list abbreviation key:

WS = Wide Shot

MS = Moving Shot

CU = Close Up

Step six - Once you have your storyboard complete, go back and add shot list abbreviations to each scene!

Step seven - Staple your brainstorming paper and your storyboard together and turn them in.