GE PAPER

MEDIA AND COMMUNICATION

SEM II

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TOPIC: ADVERTISING

STORYBOARD

What is a storyboard?

A storyboard is a visual representation of a film sequence. It breaks down the action into parts,

known as panels, as you may be familiar with from your reading of comic books. A series of

drawings is made whereby details such as camera action, dialogue, directions on how to shoot a

sequence etc are noted down. It gives a shot by shot account of how a shot is to be performed. It

may also give intricate details such as the lens to be used for a shot. A storyboard is a tool used for

the presentation of your idea for commercials, music or other videos, films and documentaries. It

performs a critical function in facilitating one to visualise your idea. It is also a collaborative effort

wherein the writer, visualiser, director, cinematographer get on the same page to execute an idea

as closely as possible to the intention.

What does a storyboard contain?

MARKING UP THE SCREENPLAY: This is a detailed illustration of every shot, every scene. The

process consists of highlighting all the key elements of a scene - the costumes, props, location etc.

ASPECT RATIO: this refers to the size and shape of the frame of your camera. Most television and

online videos use a 16: 9 aspect ratio. One also needs to then arrange the panels on a page to get

a feel of the project's visual feel. Storyboard images are designed keeping the aspect ratio in mind.

SKETCH OF THE SUBJECT: The sketch has to be clear and detailed. One could sketch the old-

fashioned way by using a paper and pencil or use a drawing app to do the same. Some

recommended apps include Paper, Penultimate, Astropad and Procreate.The focus while sketching

should be on the actors, one needs to make sure that they occupy centre stage. The other details could be somewhat "sketchy."

DRAWING A BACKGROUND: The background could be simple, complex or even layered. When the focus is primarily on the actor or actors, the background does recede somewhat to the background. But the background is important as it gives a sense of space, it helps in positioning the actor or object in relation to the space they are standing in.

ARROWS TO INDICATE MOTION: The arrows indicate the movement of the actors, whether they are still, moving towards or away from the camera etc. Arrows also indicate the direction of movement in general.

CAMERA MOVEMENT: Camera movement sets up how we see the action. A camera shot could be a close-up or a wide-angled one. It could be a static shot or one that captures movement.The angle of the shot also contributes to the final outcome. Some popular or commonly used camera movements include "panning," "pushing out," "pushing in," and so on.

NUMBERING THE SHOTS: The shots have to be labelled with numbers. If you use a software to create a storyboard, the numbering will be done automatically. But if the storyboard is being created manually, the numbering too has to be done manually. If you are using more than one storyboard, those have to be labelled and numbered too.

Below is a video to further help you to understand how to create a storyboard. Enjoy

https://youtu.be/eSGkeXsaXSY