

Vocational Digital Media Summer B Booklet

Unit summary

Learning aim	Key teaching areas	Summary of suggested assessment evidence
A Explore the components of storyboards and how they are used	<ul style="list-style-type: none"> Types of storyboards and their uses Storyboard components Creating a storyboard 	<ul style="list-style-type: none"> Presentation giving examples of the different storyboards and how they are used to create meaning. Annotated storyboard for a specified media product.
B Produce a storyboard for a specified media product		

Assessment criteria

Pass	Merit	Distinction
Learning aim A: Explore the components of storyboards and how they are used		
A.P1 Identify some of the components used in storyboards.	A.M1 Identify most of the components used in storyboards, describing how they are used to create meaning.	A.D1 Identify a range of different components used in storyboards, explaining how they are used to create meaning.
Learning aim B: Produce a storyboard for a specified media product		
B.P2 Create a basic storyboard with outline annotations for a specified media product.	B.M2 Create a detailed storyboard, using the appropriate components and clear annotations, for a specified media product.	B.D2 Create a detailed storyboard, effectively using the appropriate components to create meaning for a specified media product.

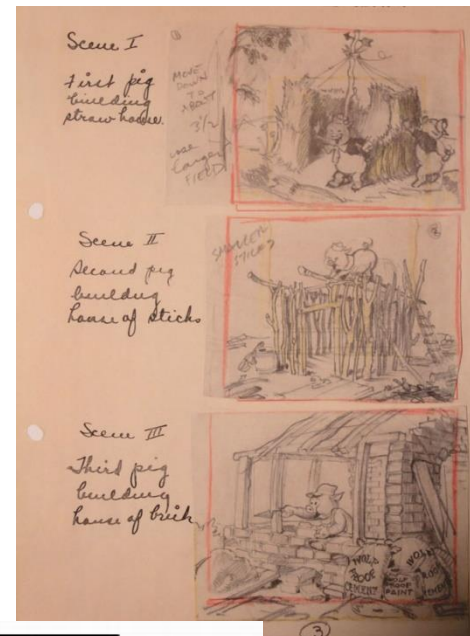
Lesson 1: LI: To understand the purpose of a story board

What is a storyboard? Definition

A storyboard is a graphic organiser that consists of illustrations or images displayed in sequence for the purpose of pre-visualising a motion picture, animation, motion graphic or interactive media sequence. First complete storyboards were created for the 1933 Disney short 'Three Little Pigs'

How are storyboards used to create meaning?

- Storyboards are used in a variety of types of media as they can simply show the 'Plan' for what the story is.
- The storyboard shows the 'Meaning' of the creation. How is it put together what camera angles are used.
- The meaning of the creation can be as simple as what happens in the story.



Here is an example of a storyboard for 'The Lion King'



1. Simba is born to Mufasa and Sarabi.



2. There is a stampede where lots of animals run in a big crowd.



3. Simba's dad dies.



4. Simba runs away. Nala finds him years later living with Timon and Pumba.



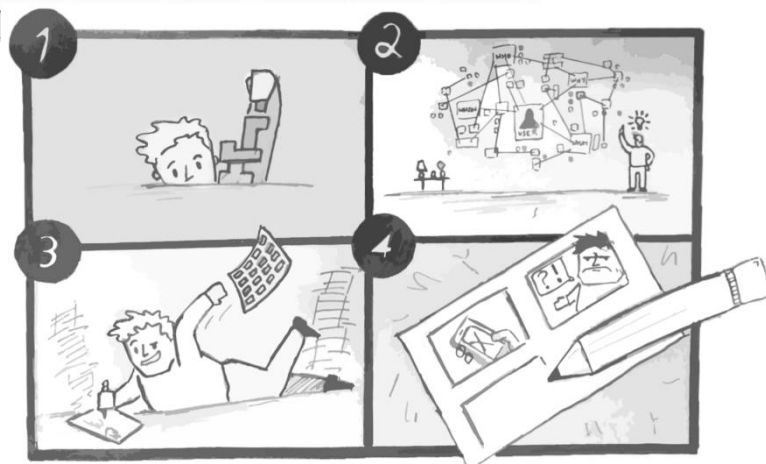
5. Simba goes home and fights Scar.



6. Simba wins and takes over the kingdom.

Demonstrate: Create a six-slide storyboard_about your average morning at school. Think about the story. What happens? How are you going to use the storyboard to create a meaning to this story?

1. Where does it start?
2. What happens?
3. How does it begin?
4. How does it end?
5. How does the story change?



1. What is a storyboard?

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

2. What is a storyboard used for

An illustrated list of pictures to show the basic story and sequence of a film/advert/music video.

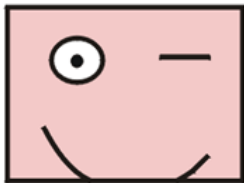
3. When was the first storyboard created?

- A. 1933
- B. 1944
- C. 1932

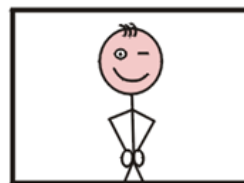
To understand the purpose of storyboard – The purpose of a storyboard is that it's an essential part of the pre-production process as it clearly conveys how the story will flow, as you can see how your shots work together. problems would

Lesson 2: LI: To recognise how a Storyboard can be used to promote a product.

Different Camera angles



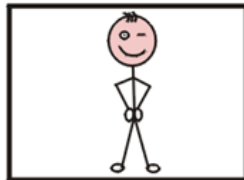
Extreme close up:
Used to film very small details closely.
Example: extreme close up on someone's mouth when they scream



Medium shot:
When you can see most of a person's body



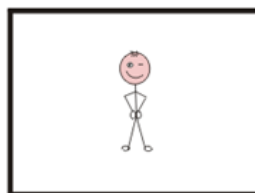
Close up:
Used to film just the head or face.
Example: when you look at someone's expression on their face



Long shot:
When you can see the whole person moving around.
Example: when you film someone walking somewhere



Head and shoulders:
Used to film the face and the upper part of the body.
Example: someone who reads the news on TV



Extreme long shot:
When the person begins to seem quite far away.
Example: when you film a crowd of people

Where would camera angles be helpful?

1. Why would a close-up shot be used? Give an example of good use of a close-up shot
2. What is the purpose of an over the shoulder shot? How is supposed to make the viewer feel?

Camera Angles

Camera angles are important to consider when creating any form of media. The use of different camera angles has a great impact on the overall look of the film/advert.

Long Shot

Shows all or most of a large scene. Often used to set the scene or show a huge expanse that is meaningful to the plot.



Close up

The camera zooms in on the subject, which allows for detail to be seen and can provide insight into characters emotions or point of view.



Low angle shot (Worms Eye View)

The camera is looking up which makes the subject appear more significant or important. (Used a lot in adverts)



High angle shot (Birds Eye View)

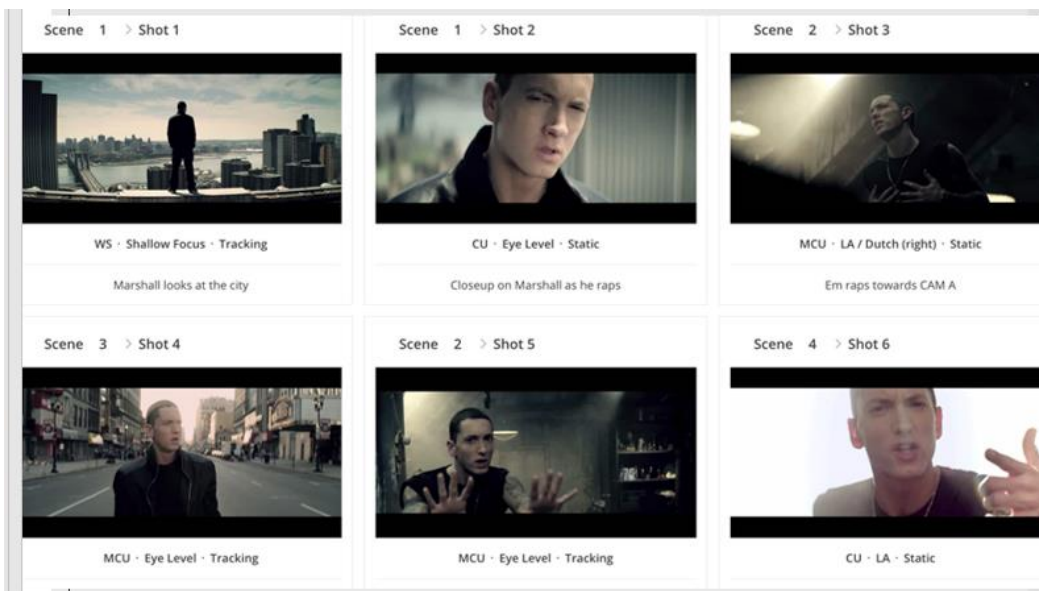
looks down on the subject making them appear small or insignificant.



Demonstrate: Your task is to make your own story board for a music video.

BREIF: It's a pop music video starring a female singer. IT must:

1. Include a car
2. Be set somewhere in nice weather
3. End with the singer on top of a building
4. Use at least ONE closeup shot



Review this storyboard from a real music video. What is the effect of each shot? For example, shot one uses a wide shot to help portray the height of the building he is standing on.

Can explain and or demonstrate how a storyboard can be used reflect a product?

To recognise how a Storyboard can be used to promote a product – Storyboards can be used to promote a product as they are a cheap and easy way to design the best advert. What is the advert and most importantly, what are the camera angles? So, creating a storyboard can be a great tool!

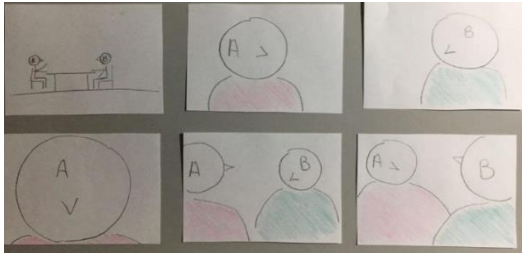
Lesson 3: LI: To understand the different types of story boards that are used.

There are two types of storyboarding: Storyboard for the Edit and Storyboard for the Shot.

One is used to portray the story and simply explain what happens. The other is to note the different camera angles used to improve the film. Both sides are from the same story but the effects of the different perspective of how the story LOOKS. The storyboard for the shot is especially important when creating a storyboard for a movie

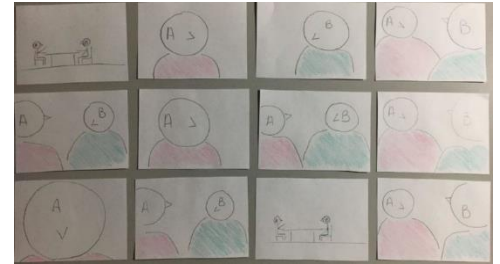
STORYBOARD FOR THE EDIT

In other words, for Scene 1 you'll have several storyboards showing the medium shot of character A and several medium shots of character B, cutting between them during their conversation.



STORYBOARD FOR THE SHOT

This type of storyboarding is a great way to keep it simple. You only need to draw the storyboard for every set up you're going to get. Unlike storyboard for the edit, it's only one drawing of each shot. So, for Scene 1 you'll only have one storyboard for the medium shot of character A and one medium for character B.



Different types of storyboards – What's the difference?

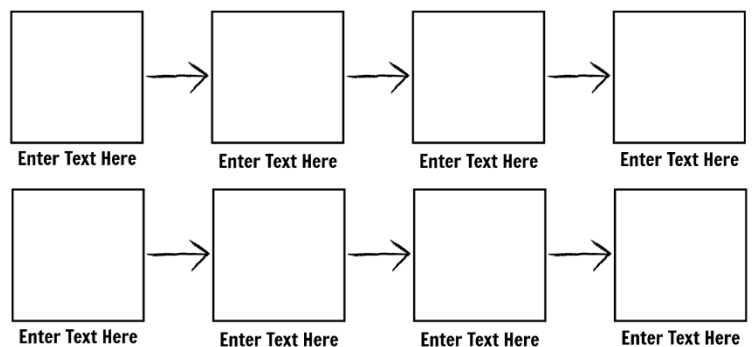
Flowchart

Animation

Visual Interaction

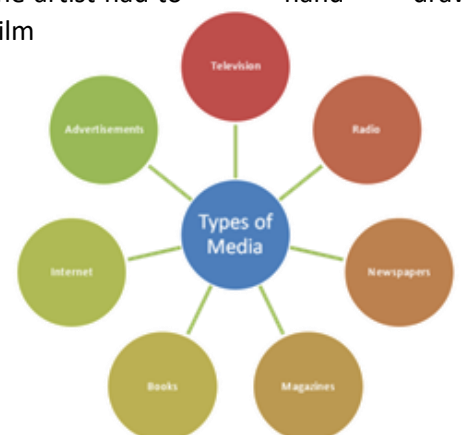
Flow chart: This is the most common form of Storyboard and the type that you have been using to create your own storyboards.

It looks like a comic book. Each box would be a different shot or part to progress the story



Animation: **Animation** storyboards are very similar to **Flow Chart** but usually have detail in the drawings. They are mostly used for cartoons and animated media. They come from early Disney days where the artist had to hand draw EVERY frame of the film

Visual Interaction: Visual interaction storyboards are a mix of flowchart and animation. They tell the story with detailed drawings but also include the various camera shot detail. It looks very similar to a comic, and you really can see how the film unfolds.





Demonstration: Explain the differences between the different types of storyboards in your own words

Understand the different types of story boards that are used – There are three main different types of storyboards all with varying pros/cons

Lesson 4: LI: To display knowledge of camera angles by reviewing footage

1. What do ALL film trailers contain? (Think about when you go cinema)
2. Watch the trailer for 'She's the Man'
3. Watch the trailer once in full.
4. Watch again and pause the video at the times listed below
5. What shot is it?

1. (0.15) When she is eating is a...
2. (0.45) When they are playing football is a...
3. (1.49) The spider on the floor is a...

Demonstrate: Identify an advert on Google or YouTube write down the advert and a very brief write up to show an understanding of the effect of the camera shot? For example, car adverts using Ariel shots to show distance etc.



Lesson 5: Researching information

This part of the unit is designed for you to questions to understand a target audience

Target audience: A target audience is the intended audience or readership of a publication, advertisement, or other message.

Activate: It is time to figure out your target audience?

When you create your storyboard who is your target audience? Is it an advert or a movie?



Sector skills	Knowledge
<ul style="list-style-type: none"> Generating ideas for a media production Identifying audiences for chosen productions Using research skills to assist in ideas generation and production planning Storyboarding techniques 	<ul style="list-style-type: none"> Identifying audiences for media products Shot types and movements Edits and transitions The use of sound in media products Storyboard types and uses

How to work out your target audience

Have you decided what your storyboard is for yet?

No: You have some options.

1. Movie
2. Advert
3. Music Video
4. Cartoon

Yes: Do you know your target audience?

No: Create a [SurveyMonkey.com](https://www.surveymonkey.com) to figure out your target audience. For example How many 25-50-year olds prefer coffee over tea

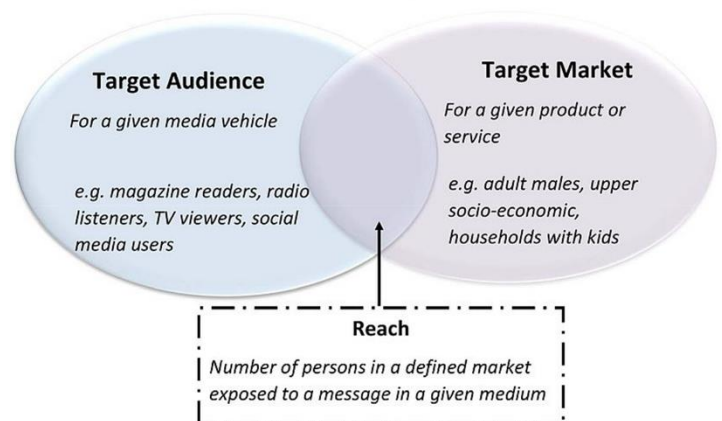
Yes: Start creating!

Help: SurveyMonkey, is an online survey development cloud-based software. It's a site where you create surveys.

1. **How old are they?** It doesn't need to be a specific number. An age range is best (35 to 45 years old).
2. **Are they primarily male or female?**
3. **What type of job roles or titles do they typically have?**
4. **How much do they make per year?**
5. **Are they married or single?**
6. **What level of education do they have (High School Diploma, Bachelor's Degree, etc.)?**
7. **Where are they located** knowing where your target audience lives can help you determine whether localized advertising in the region will make sense for you.
8. **Do they have children? How many?**

Demonstrate: Create an online survey and have member of your household fill out the survey!

Target Audience & Target Market

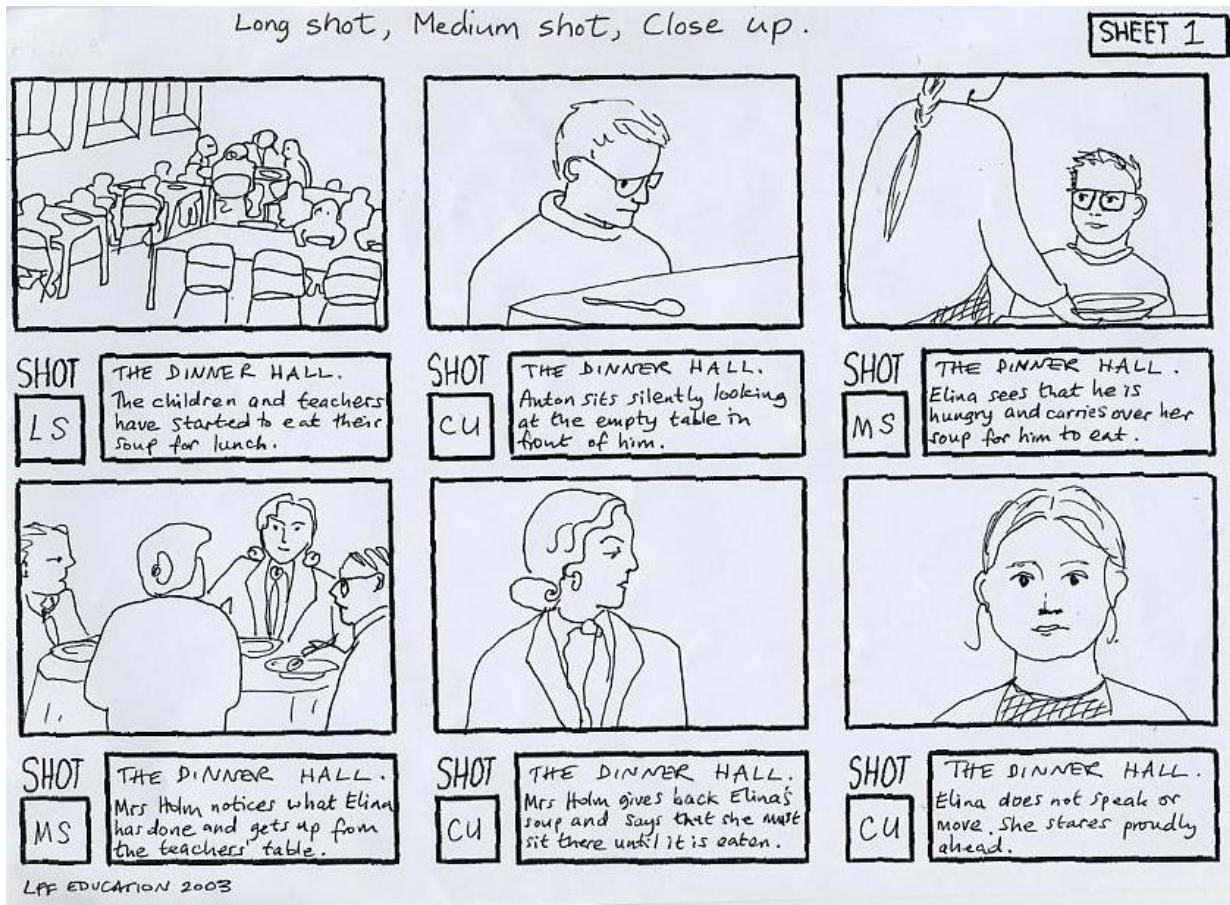


Lesson 6: LI: To understand how to annotate a storyboard as well as review an advert

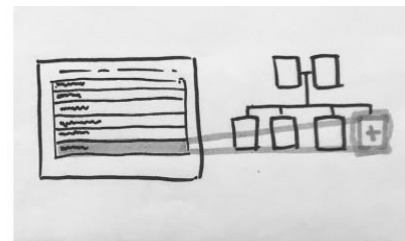
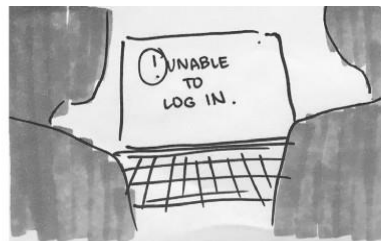
Annotating a storyboard

This is an example of an annotated story board. The annotations are used to give greater detail to the story board so that it is clear to see the plan for each shot.

1. What is the shot
2. What is happening in the story?
3. Would you have any music at this point



Annotate this storyboard. What is happening? /What are the shots? / The Second slide is done for you as an example



Write down FIVE questions to review an advert. If you can start thinking critically about an advert, then this will help you when you are creating your storyboard. By thinking about WHY an advert works you can get an idea how other people think

Examples:

What did you like about the advert? Would you buy this product? Etc

Demonstrate:

Use your five questions and get a family member to watch the adverts and then answer them.

Explain to them you are trying to gain a better understanding of how and why some adverts work

Collate and keep their answers so that you can refer to it later when you create your own advert next lesson!



Consolidate:

What did find out about the reviewed advert?

Why did they (Family) like it?

Was this review helpful?

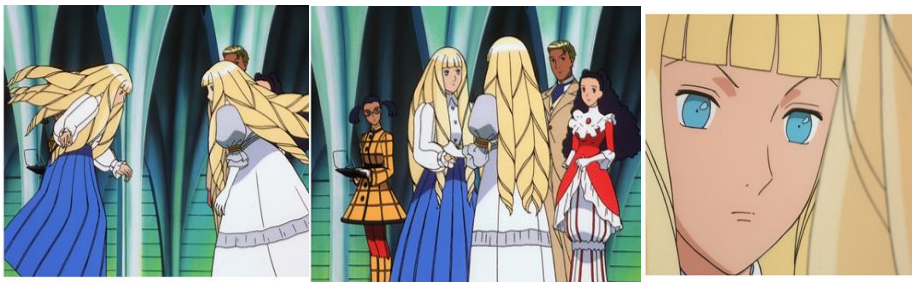
Lesson 7: LI: To understand the effect of differing types of images for a storyboard

What could be the different images for a storyboard?

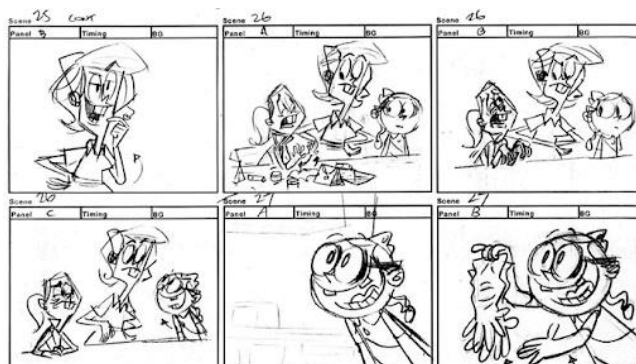
Part of your assessment for this unit involves you presenting your understanding of the different storyboards and how they are used.

So, understanding the effect of differing images for a storyboard will help give you a better understanding and your presentation.

Animated



Drawing



Photos



Which is more effective?

Different Images!

If you were going to pick an image to use for a car advert which one would you pick and why?

Think how a car is designed and the message your trying to get across with your advert



Lesson 8: LI: Begin to understand the importance of sequence in a storyboard

The next storyboard is out of sequence! You need to sort out the right order!

Number the slides and put them in the right sequence.

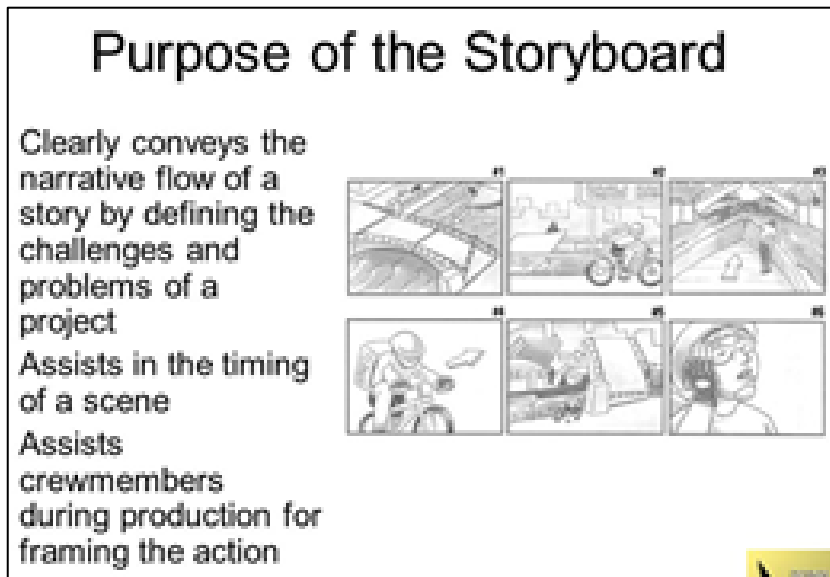
Does it make sense in this format?	If not, then what do you need to change?

Demonstrate: Create a storyboard to show how to make a cup of tea. Make sure that you get the sequence right so that it makes sense. You could ask people in your family how they make tea. Some people like the milk first!!

Begin to understand the importance of sequence in a storyboard – Sequence is very important in a storyboard as the story needs to be clear. If the storyboard is not in the right order, then the story does not make sense.

Lesson 9: LI: To recap the different types of storyboards, how they're used to create meaning as well as how to create and annotate a storyboard

What is the purpose of a story board?



How does a storyboard create meaning?

Storyboards are a powerful way to visually present information; the linear direction of the cells is perfect for storytelling, explaining a process, and showing the passage of time. At their core, storyboards are a set of sequential drawings to tell a story.

The storyboard is used to show that the MEANING of the media is. What is it you are creating?

Lesson 10: Final assessment task

The assessment task for this unit is broken into two parts. You must create the following:

Part 1: A Presentation giving examples of the different storyboards and how they are used to create meaning

Part 2: Annotated story board for a specified media product. This is going to be a Coca-Cola Advert

'A Presentation giving examples of the different storyboards and how they are used to create meaning':

Create a 5-10 slide presentation which explains all the different types of storyboards. Make sure you explain how some types of storyboards match better with different types of media. Animation story boards for a cartoon, for example. Include a couple of slides which explain how a storyboard creates meaning. Used as a simple way to portray a story and the ideas to create that story for a specific form of media

'Annotated story board for a specified media product':

Create a 10-15 slide annotate storyboard for the advert. Make sure you use a range of annotations.

When making your storyboard for the advert, make sure you think about:

- Camera shots used. Why are they there?
- What is the story?
- Who is the advert intended for? (Target Audience)
- What is the music adding?
- What is the sequence of the advert? How does it flow?

Coke Advert: https://www.youtube.com/watch?v=OOZV-D8Hplk&feature=emb_rel_end

Quiz:

1. What is a storyboard?
2. What is a storyboard used for?
3. How do camera angles promote a product?
4. What is a 'target audience'?
5. How would you annotate a storyboard?
6. When was the first ever storyboard created? A.1933 B.1944 C. 1932
7. What type of camera angle is this? A. Close Up B. Long Shot C. Birds Eye View
8. What type of camera angle is this? A. Medium Shot B. Worms Eye View C. Over The Shoulder
9. What are different the types of images used in a story board?
10. What is the 'Sequence' In a storyboard and how is it used?
11. How does a storyboard create meaning?
12. What is the purpose of annotating a storyboard?