Videotape recordings should be well planned if its message is to be effective. In order to take advantage of this compelling form of communication, designers need to remember to appeal to both the aural and visual senses of your audience. Your design process can be aided through the use of a tool known as a storyboard.

What is a storyboard?

A storyboard is a series of diagrams that are used to depict the composition of a video segment and is used throughout production. Each diagram consists of: a sketch of the video image; a brief description of the visual; notes for the camera operator; the details of the desired audio that will accompany the visual; and an estimate of how long the segment will be. The storyboard segments are placed in order to provide the foundation for capturing the proper footage and for making the correct editing decisions.

Why is a storyboard necessary?

When sequenced, the storyboard diagrams should act as a guide for the production and post production stages of producing a video. Without a well-defined storyboard collection, the director’s job becomes unmanageable.

The storyboard becomes a valuable tool for everyone involved with the production. When the director, camera operator, talent, and editing team all have the same understanding of the goals of the video, a quality production becomes obtainable.

Creating a storyboard also allows the production team to experiment with different ideas and sequences before taping any segments. The production and editing teams do not need to guess as to what type of footage might be needed and how it might all fit together. If the proper segments are recorded, as called for by the storyboard, the editing process should flow smoothly.

How do I create a storyboard?

You will see examples of storyboard layouts. Variations can be made to suit your needs. Cue cards for each segment are often used to allow the reordering of sequences. The storyboard must include the basic sections: sketch, video information, audio information, camera operation instructions, the time of the segment, and the segment number.

Five steps to follow:
1. Sketch a quick visual of who or what will appear in the shot on cards
2. Put shots in order
3. Number your shots
4. Add the beginning and end dialogue
5. Make a master storyboard.