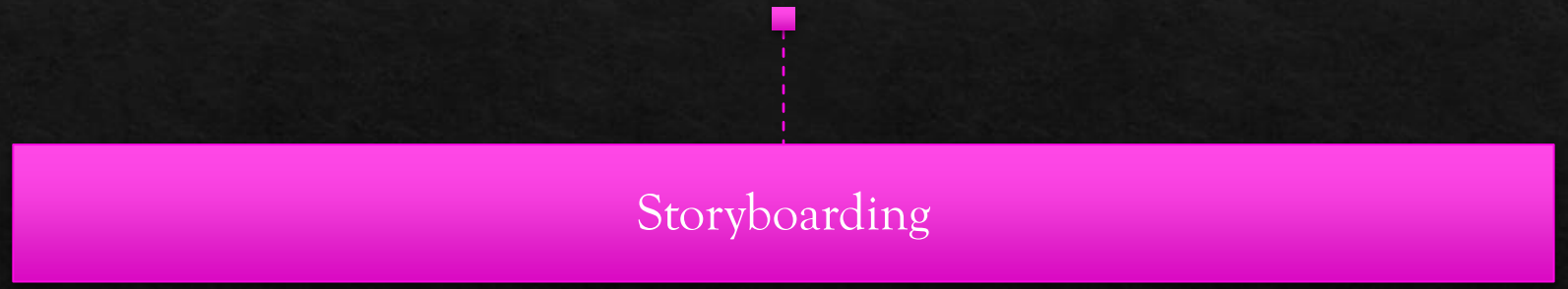
Video Art Design

Jelena Rubil

4 session

DahTeatar

Storyboarding



Skill in creating storyboards or visual sketches to plan and communicate video ideas and sequences.

2.3 Storyboarding: Skill in creating storyboards or visual sketches to plan and communicate video ideas and sequences.

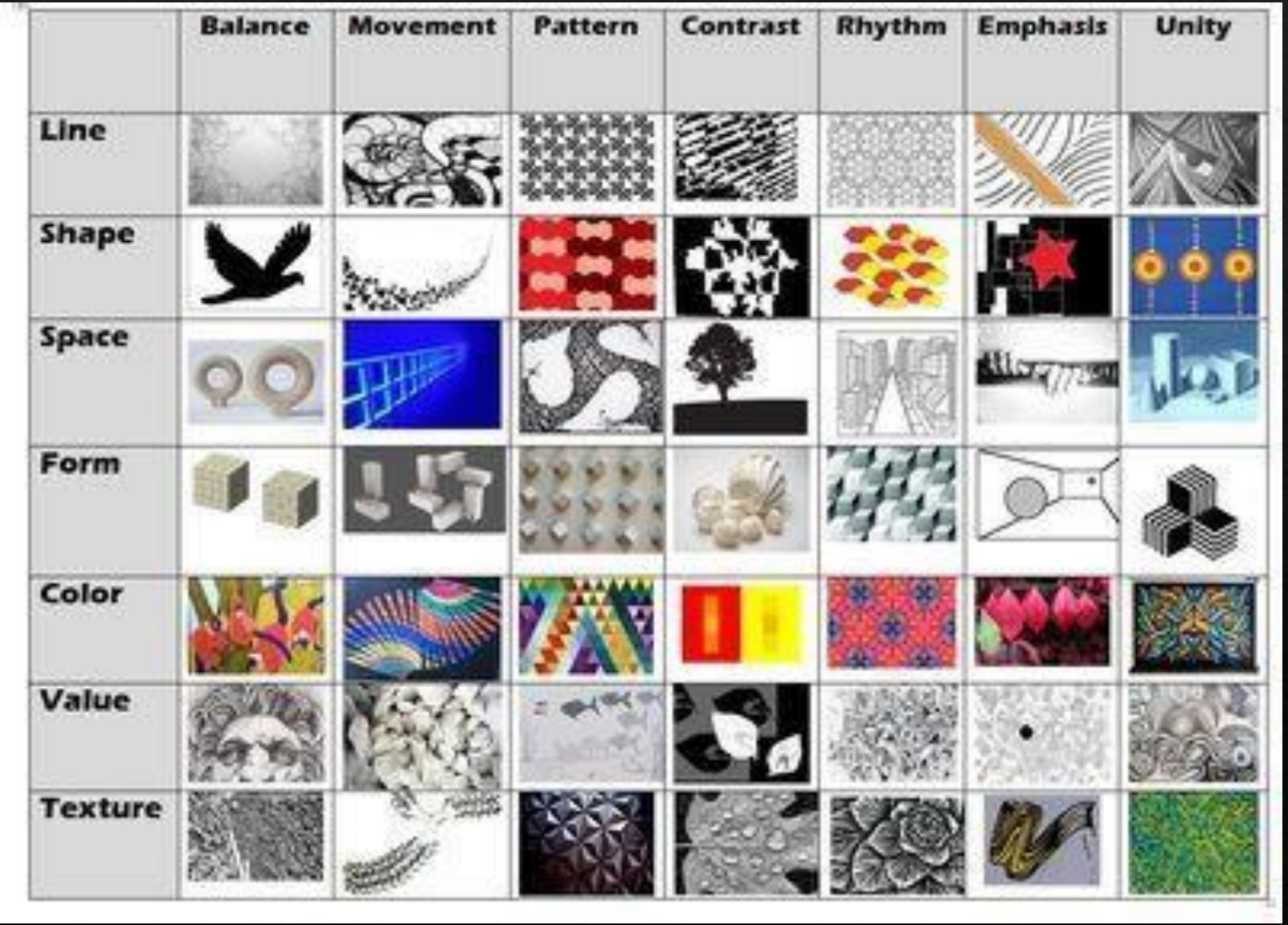
Storyboarding

2.3.1 Acquire proficiency in creating storyboards or visual sketches to plan and visualize key scenes, camera angles, and shot compositions for video sequences, demonstrating clarity, organization, and effective communication of ideas.

2.3.2 Learn storyboard techniques such as shot framing, camera movement, and sequence pacing to convey narrative flow, emotion, and visual dynamics effectively.

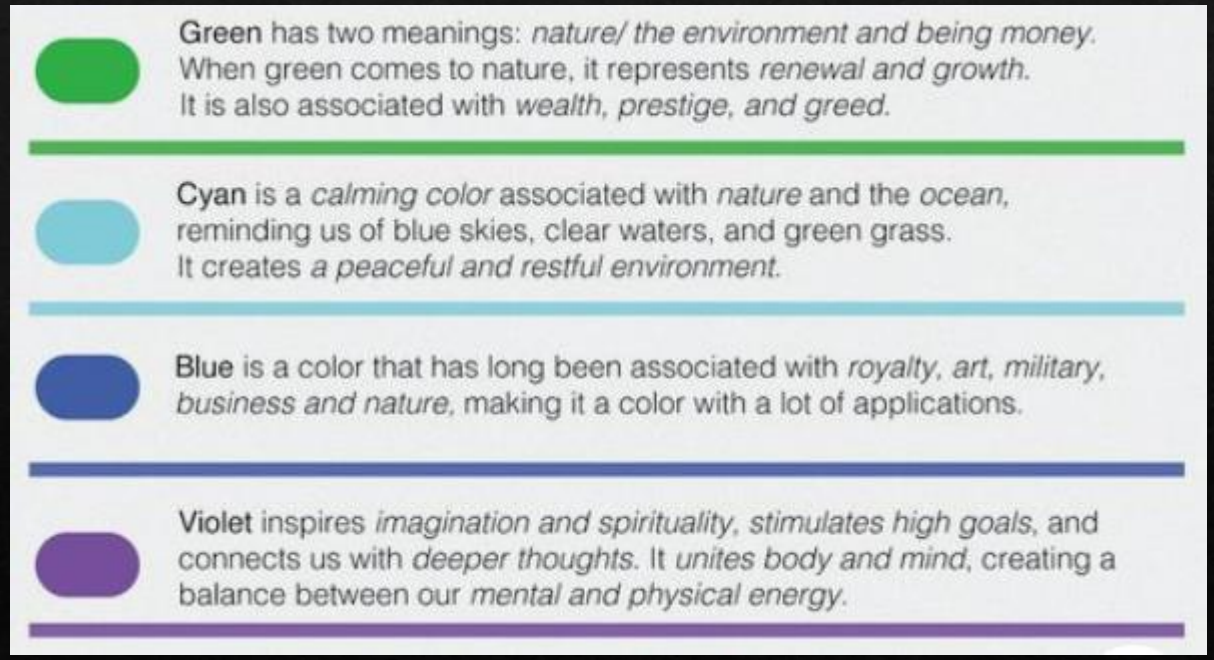
2.3.3 Practice translating script elements, character actions, and thematic motifs into visual storytelling elements through storyboarding, refining compositions and visual details to enhance the overall impact and coherence of the video production.

2.2.2 Explore the use of color theoryand visual effects to evoke mood, atmosphere, and emotion in video compositions, experimenting with different aesthetic choices and stylistic approaches.



2.2.2 Explore the use of color theory, experimenting with different aesthetic choices and stylistic approaches.

Color Theory



2.2.2 Explore the use of color theory, lighting techniques, and visual effects to evoke mood, atmosphere, and emotion in video compositions, experimenting with different aesthetic choices and stylistic approaches.

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Storyboarding

What is a storyboard?

A storyboard is a roadmap of your script in sequential, visual form. It includes key elements like shot type, camera movements, character blocking, special effects, and dialogue snippets. The goal is to give your team a rough idea of how every scene or shot will look.

Better brainstorming

Considering that videos are visual storytelling, storyboarding serves as a part of the brainstorming process because it gives you an idea of how the storyline will play out. Mapping out the live action of a scene can also give you ideas as to which visual effects you want to use to tell the story.

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Storyboarding

Improves storytelling

Storyboarding can strengthen your storytelling, too. It forces you to crystalize your idea so you can see what's working, what's not, and what you may have missed. You can share storyboard examples with collaborators, stakeholders, investors, friends, and anybody whose feedback you value. They'll point out any remaining gaps in your narrative, unconvincing parts of your argument, or potentially boring parts—stuff that's far easier to fix before you do a video.

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Storyboarding

Creating an effective storyboard is a fundamental step in bringing your creative visions to life, whether in film, theatre, animation, explainer video production or any visual storytelling medium.

A well-crafted storyboard serves as a roadmap, helping you plan, visualize and communicate your narrative with precision.

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Storyboarding

Storyboards break down the different scenes of the target explainer video or video.

They provide directions and previews of what the explainer video would look like once finished.

And so, they help the production team know exactly what to illustrate on the scene.

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Storyboarding

Storyboarding helps you detail your video before it's produced.

Think of the storyboard as the visual script for your explainer video or video.

It brings everybody involved in the production process much more clarity and helps keep the visuals focused on your message, particularly if your time is limited.

2.3.2 Learn storyboard techniques such as shot framing, camera movement, and sequence pacing to convey narrative flow, emotion, and visual dynamics effectively.

Storyboarding

In theater, video as an element of the whole performans and represents an independent part, or a piece of the scenography - set design or marketing material, is specific form.

Good planning at the very beginning is best done through a storyboard.

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Storyboarding

Be imaginative

Storyboarding happens at the beginning of the creative process. That means you're free to go for broke. Play around, see what works, and don't feel like you have to deliver something perfect and polished in draft one. Edits will be made, so might as well let your imagination run wild so there'll be something to edit.

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Storyboarding

Don’t be afraid to get advice and feedback

Getting outside advice and feedback is the best way to see if your storyboard makes sense and that others understand what’s going on.
Revisions are part of the storyboarding process.
Good feedback will only make you better—you won't get it perfect the first time around.

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Storyboarding

Keep your video's aspect ratio in mind at all times

One of the main things a storyboard helps to solidify is the framing of a shot. If you use the wrong aspect ratio, or your storyboard changes aspect ratios halfway through, the composition of the shot won't be accurate. Make sure you know the aspect ratio your video will be shot in advance.

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Storyboarding

Matches visuals with narration

Storyboards are designed like comic-driven square-like boxes where each box illustrates a frame of the actual video. Each box features what should be seen and heard in the specific frame and adds a note describing how the frames should come together to form scenes.
In other words, storyboarding helps you paint all the scenarios of the video you're aiming for, frame by frame.
You get to decide who or what should be featured in the video, what the characters should be doing, and the words they should be saying.

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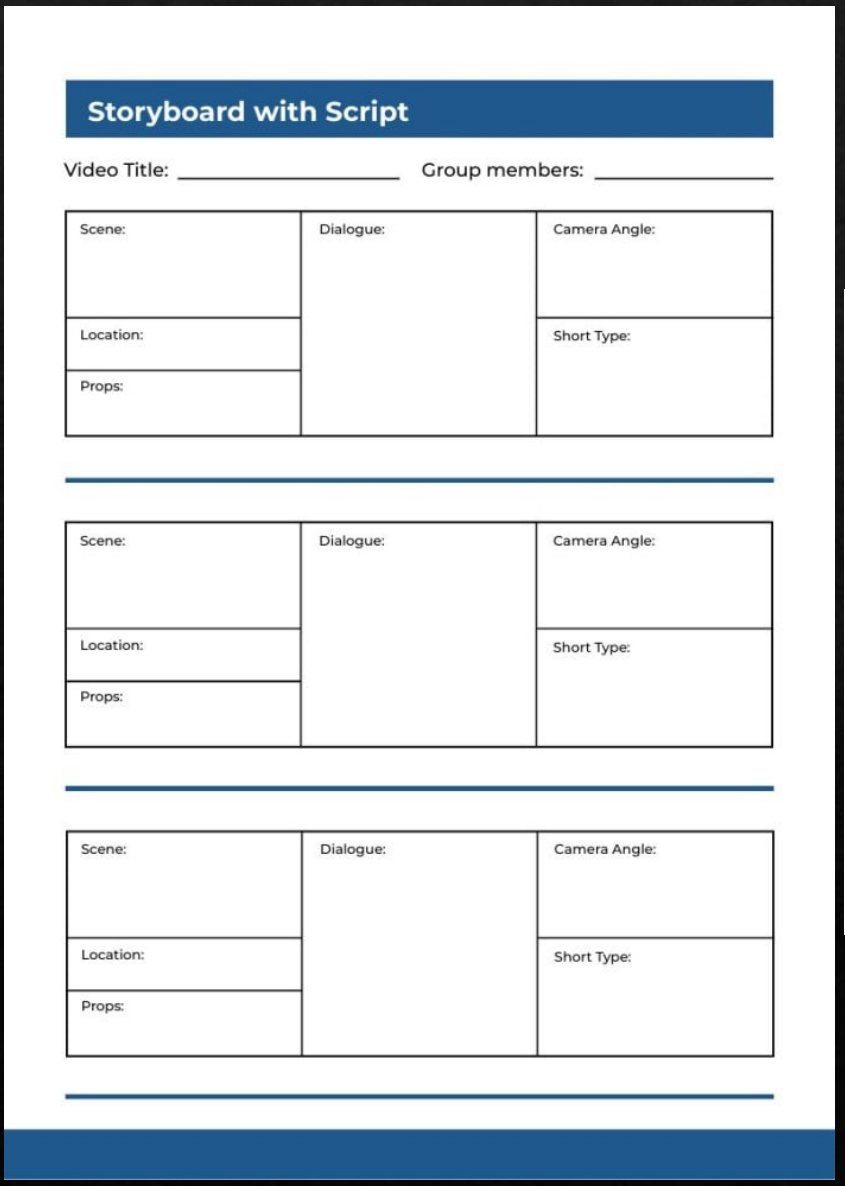
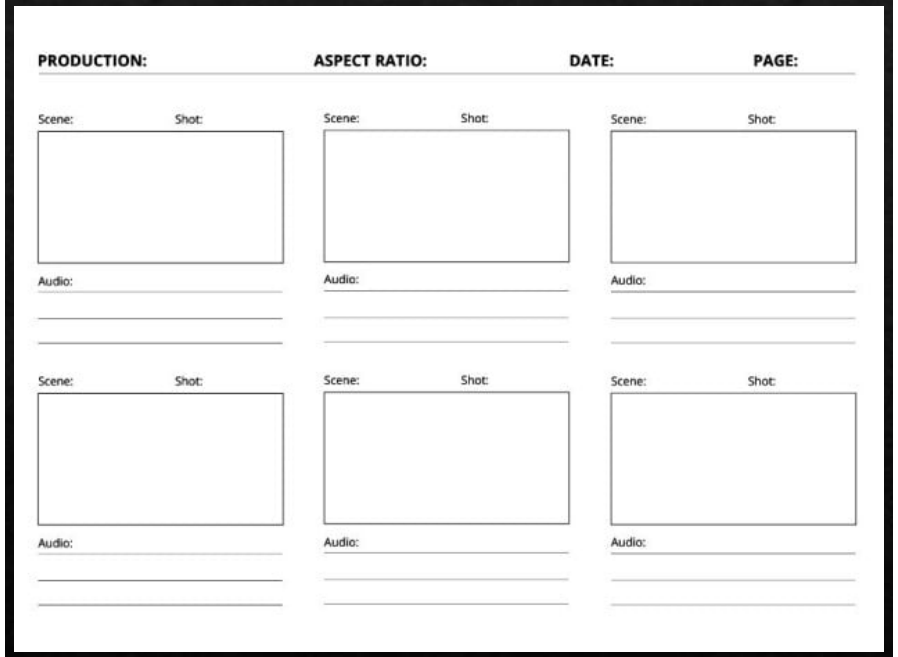
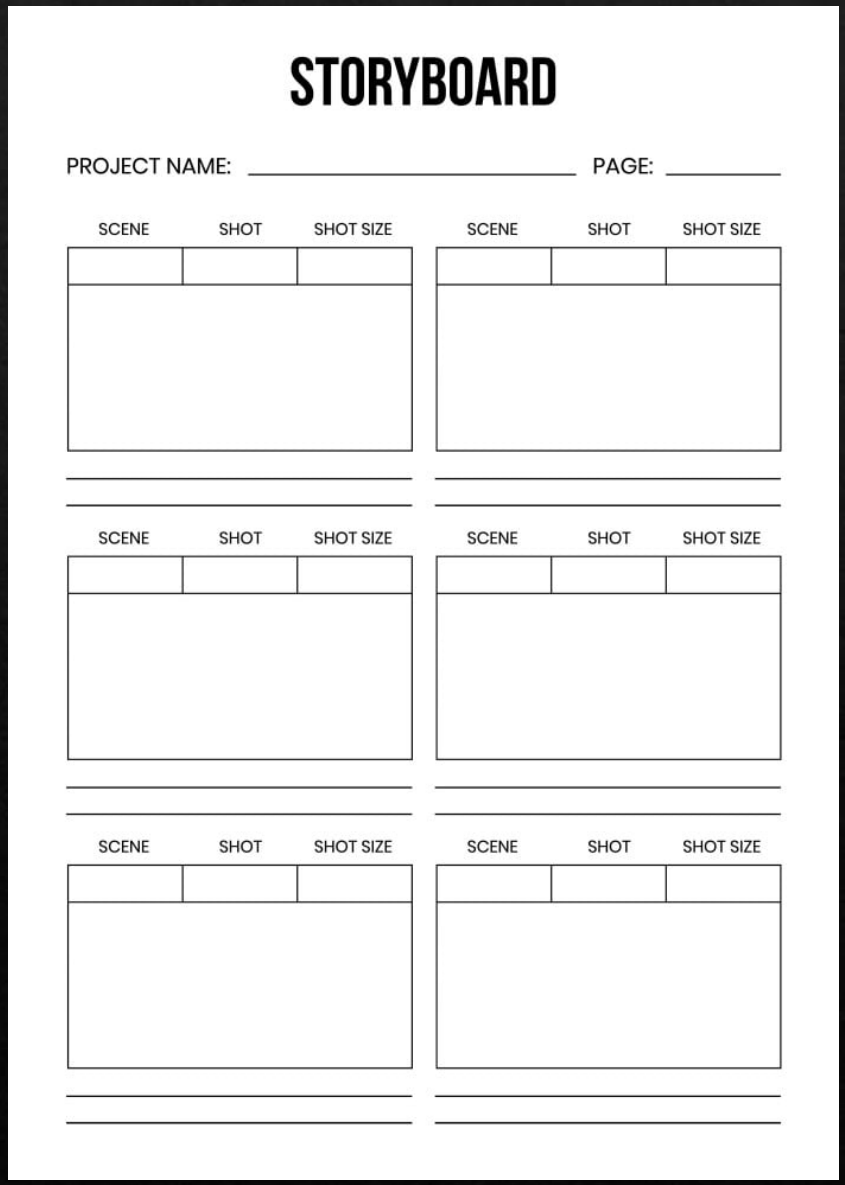
Storyboarding







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Storyboarding

Minimizes guesswork and mid-production problems

Creating a storyboard allows you and the video production team to visualize and validate your ideas and avoid rushing into production. You can even use it to get feedback from your teammates.

In addition, storyboarding an video or explainer video requires you to imagine the flow of the video, the details of each frame, background objects, the characters' dialogues, movements, transitions, character designs, video sequences, etc.

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Storyboarding

How to make a storyboard: 5 steps

Here are the key steps for making a storyboard, regardless of your subject matter.

1. Analyze or make the text or script carefully and in details
2. Create blank slides for each scene or frame
3. Sketch your storyboard
4. Add your script and filming directions
5. Review and share with others

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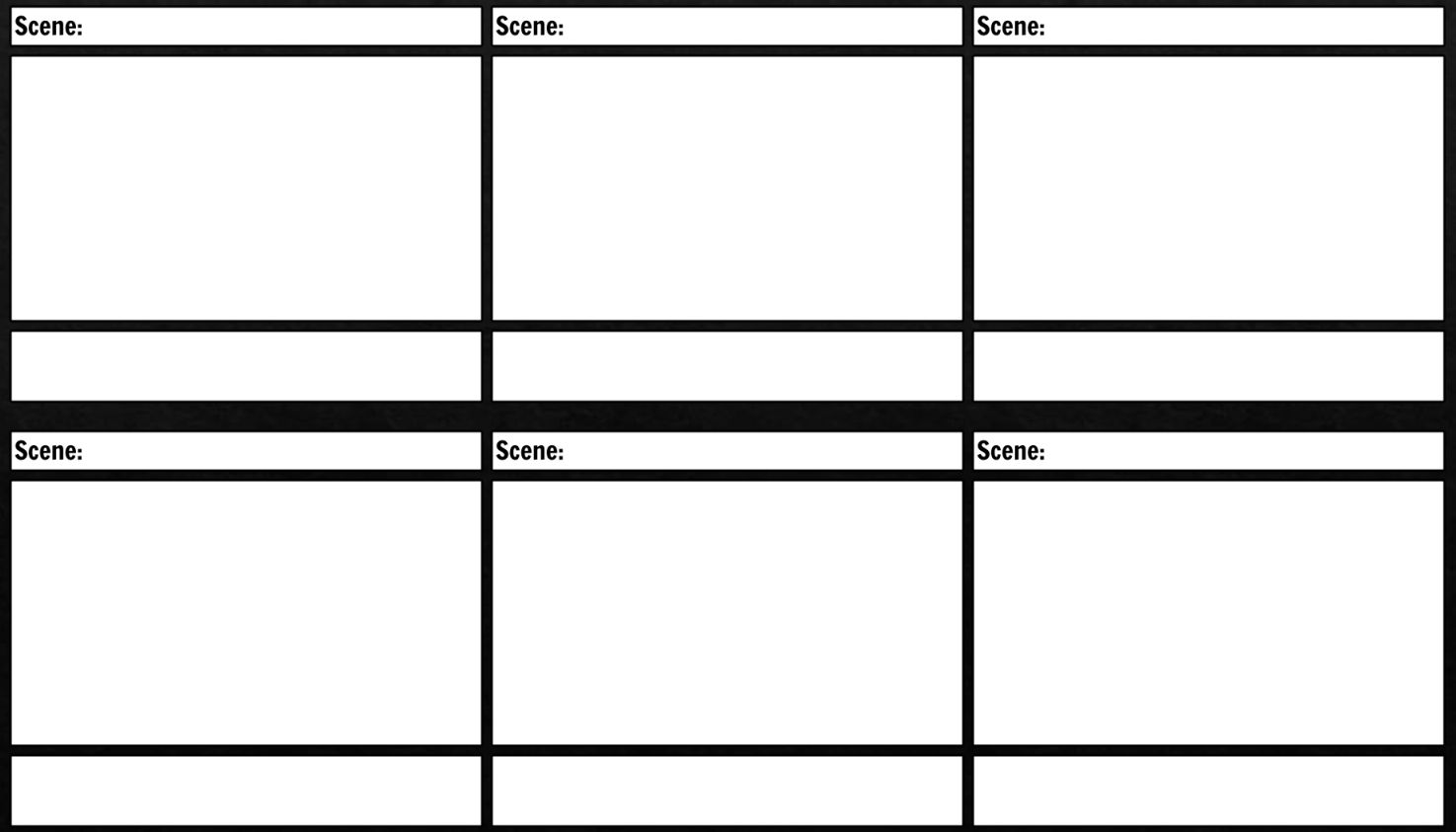
Storyboarding



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Storyboarding

Make a list of supporting elements and graphics.

A lot of elements and graphics contribute to creating videos;
you need to specify them all with as much detail as you can include.
Detail the props, the supporting graphics you need, objects, backgrounds, colors and more.

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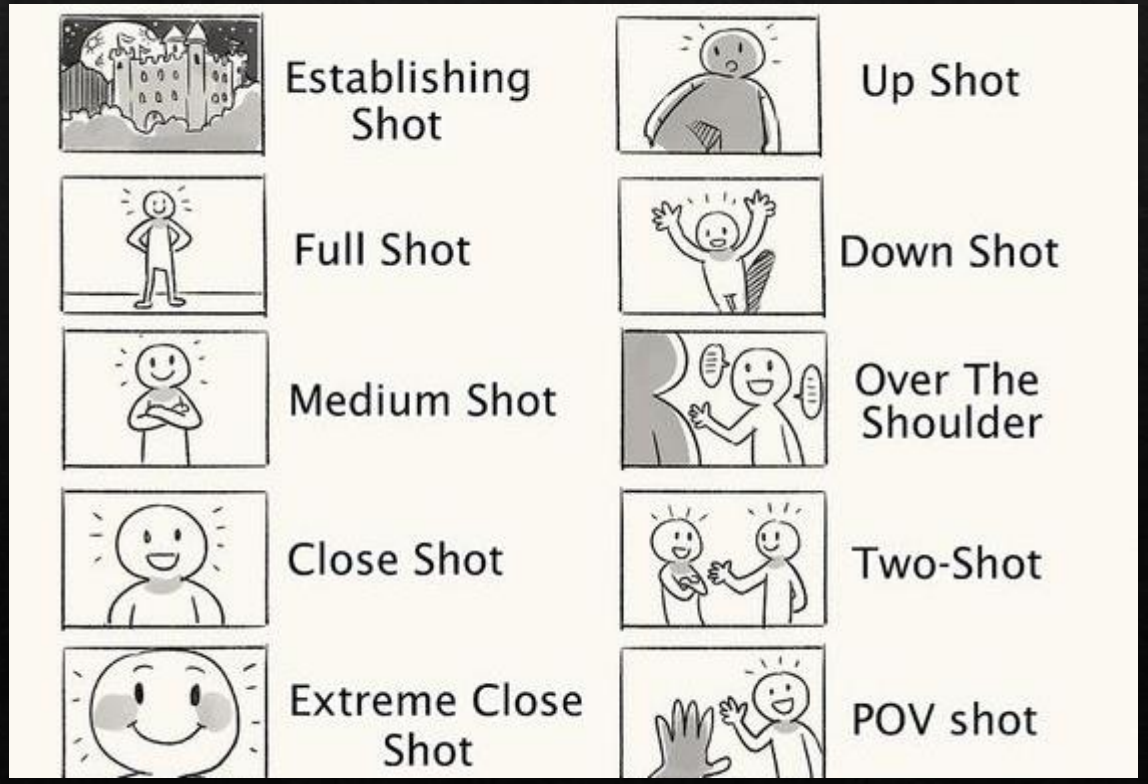
Storyboarding

What are the parts of a storyboard?

1.The subject of the video
2.What background you want to show
3.The camera angle
4.How the camera is going to move



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Storyboarding

Hand-drawing storyboards

This is the traditional approach to drawing storyboards. It involves using ink or pencil on paper to create visual representations of each frame of the video, taking inspiration from the script. You can think of it as creating several thumbnails—representing each frame of your video—and adding notes to describe the scenes to get producers to envision what you have in mind.

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Storyboarding

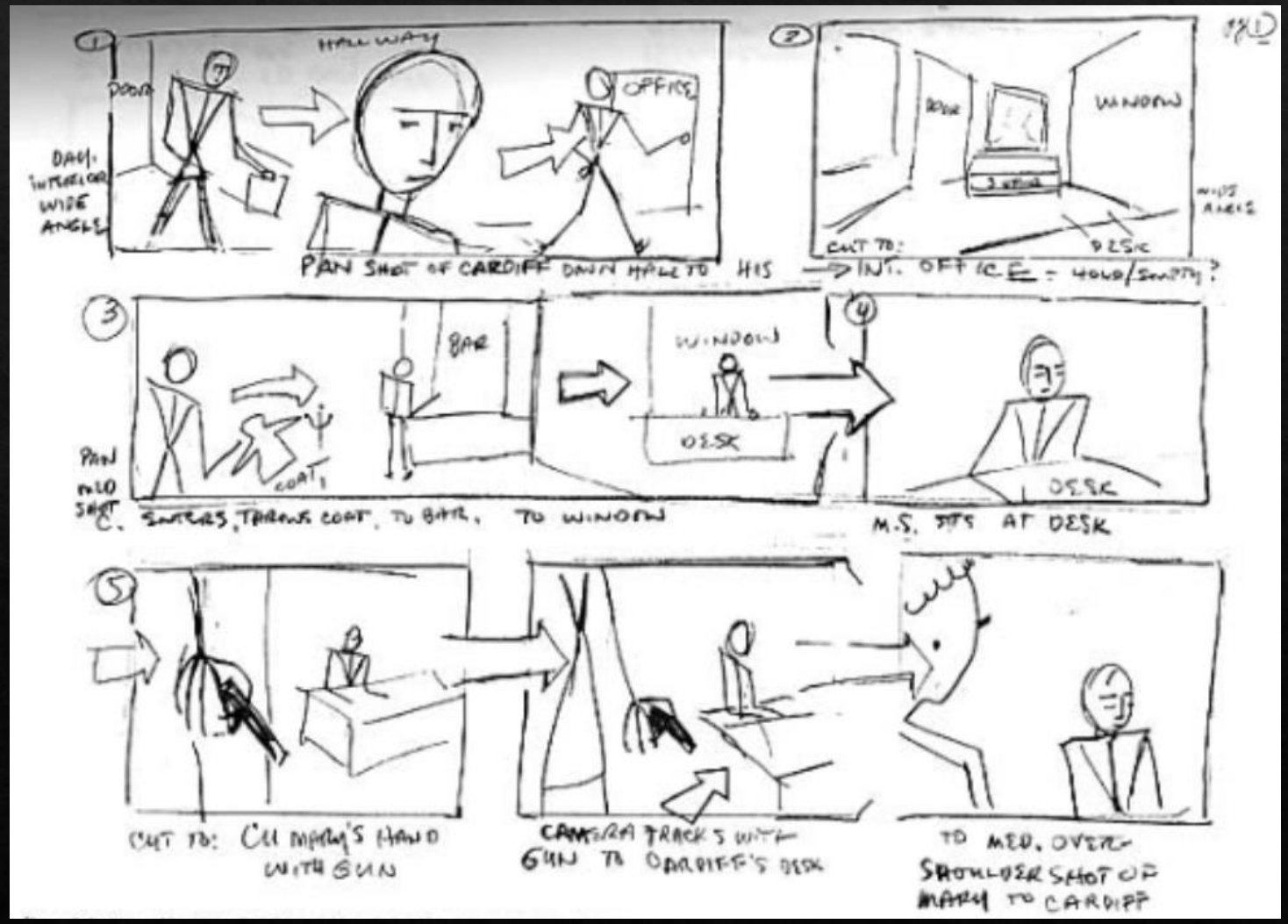
Draw your storyboard

This is the most exciting part. It's literally where you start creating the actual storyboard. It doesn't matter how good or bad your drawing skills are; you just need to come up with very creative illustrations of how you want to show your story on screen.

When you're finished drawing your storyboard, you can easily look at it from start to finish and see if it flows well. That said, here are the specific elements you must include and the steps you need to follow.

2.3.3 Practice translating script elements, character actions, and thematic motifs into visual storytelling elements through storyboarding, refining compositions and visual details to enhance the overall impact and coherence of the video production.

Storyboarding



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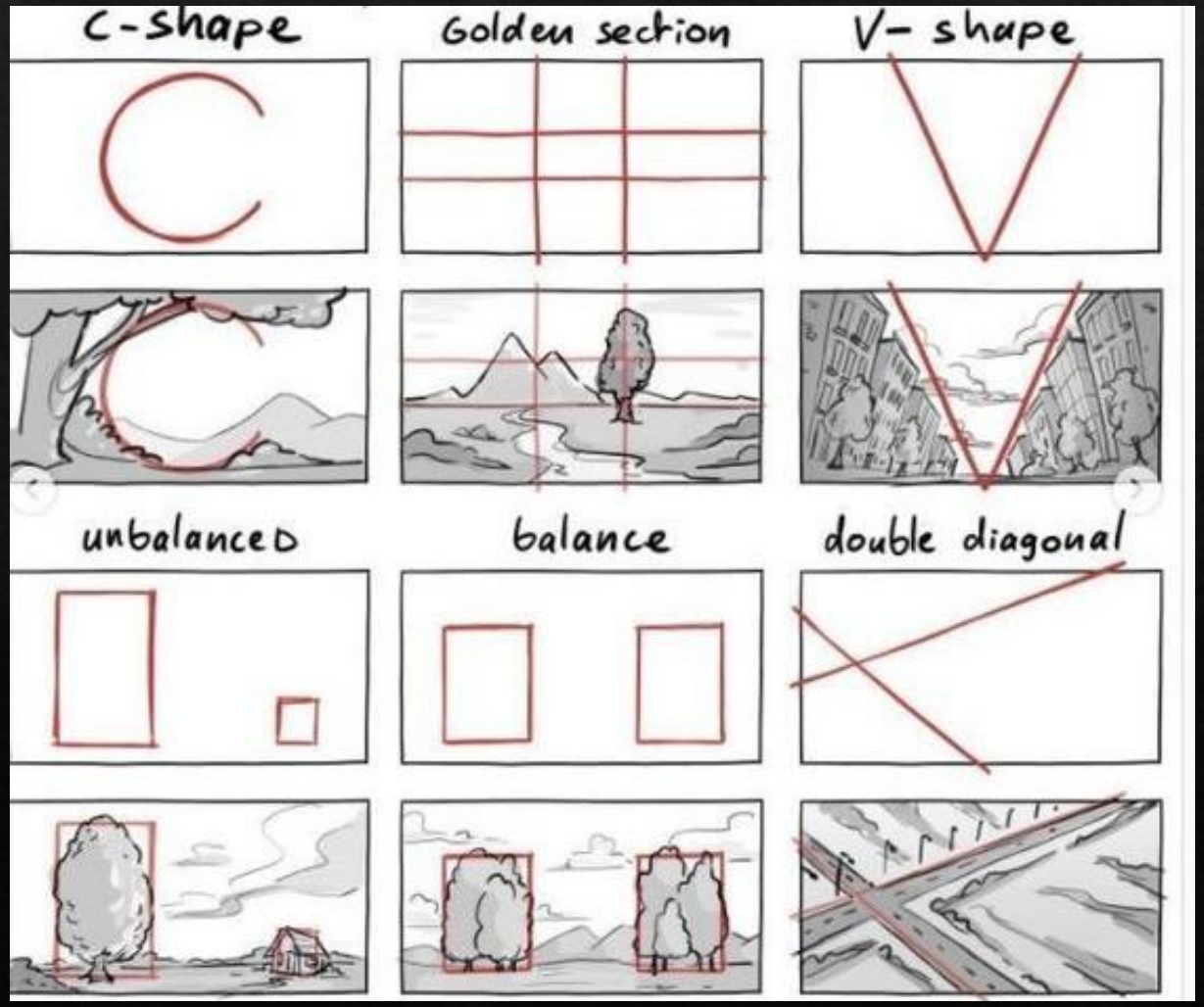

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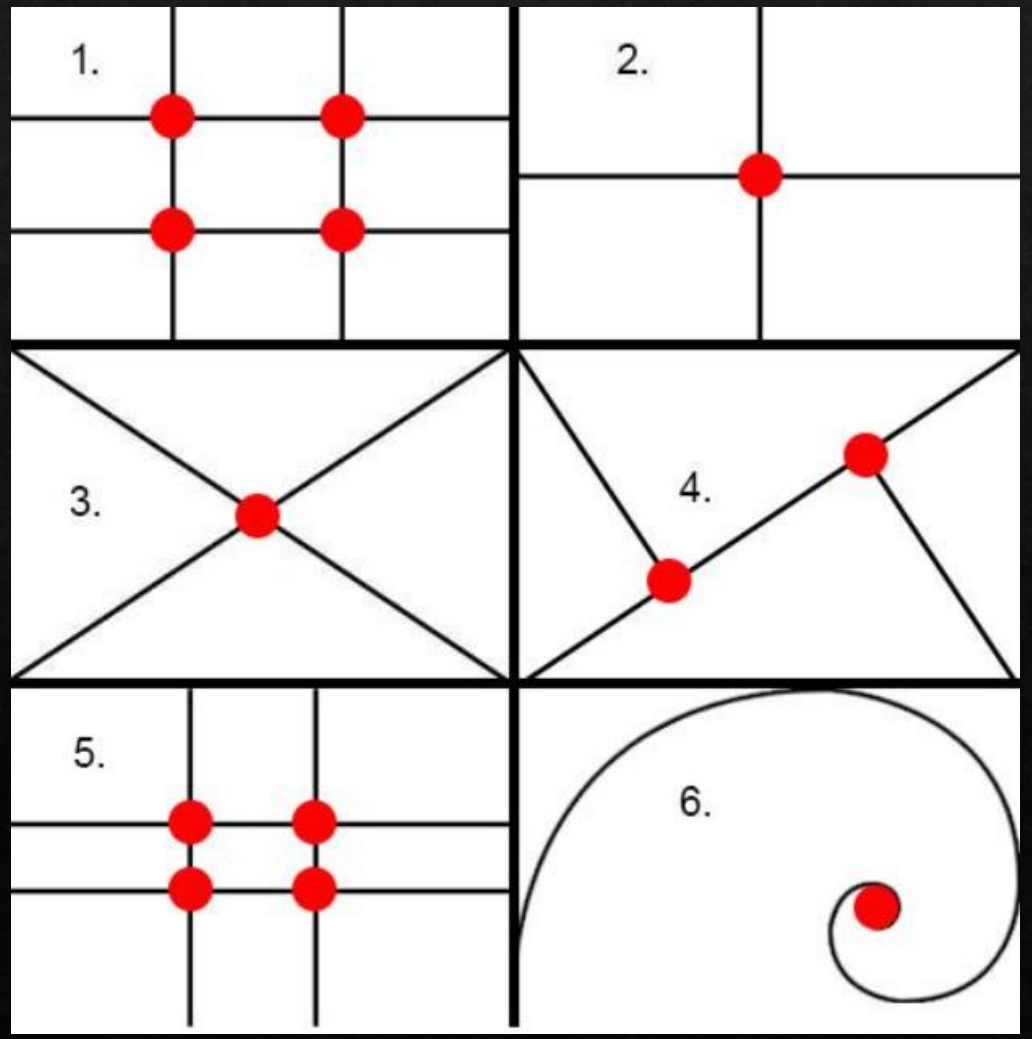
Storyboarding

Focal point

Red point



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Storyboarding

Focal point

A **focal point** in video refers to the main area of interest or emphasis within a shot or sequence that draws the viewer's attention.

It's the element that stands out and guides the viewer's focus, helping to convey the narrative or emotional tone of the scene.

Here are a few factors that influence the focal point in video:

1.Framing and Composition: The placement of subjects or objects within the frame can direct attention to the focal point. For example, using the "rule of thirds" often places the focal point at the intersection of gridlines, making it visually prominent.

2.Focus and Depth of Field: By controlling what is in sharp focus versus what is blurred, filmmakers can isolate the focal point. Shallow depth of field, where only a small portion of the image is in focus, is often used to emphasize a subject.

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Storyboarding

Focal point

3.Lighting: Brightness or contrast can highlight the focal point. A well-lit subject against a darker background, for example, will naturally attract the viewer's eye.
4.Movement: If one part of the frame contains motion while the rest remains still, the moving element typically becomes the focal point.
5.Color: Contrasting or vibrant colors can make certain elements stand out and become the focal point in a scene.
6.Action or Emotion: The focal point may also be determined by where the action or emotional intensity is in the scene, guiding viewers to key elements of the story.

Effective use of focal points ensures that the audience's attention is directed in ways that enhance storytelling and visual engagement.

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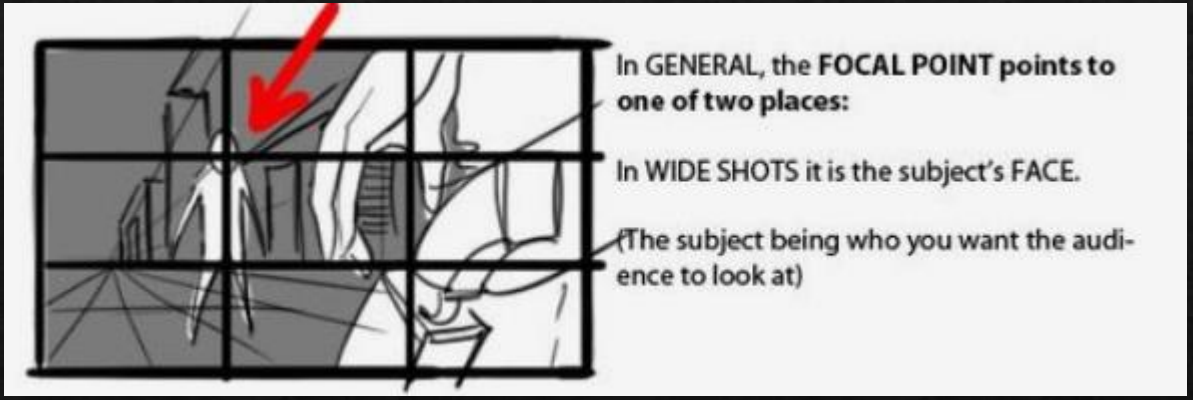

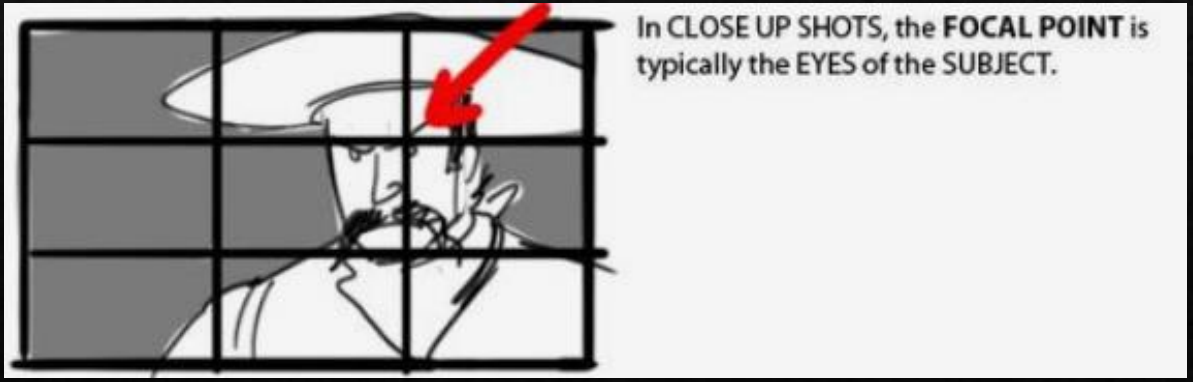

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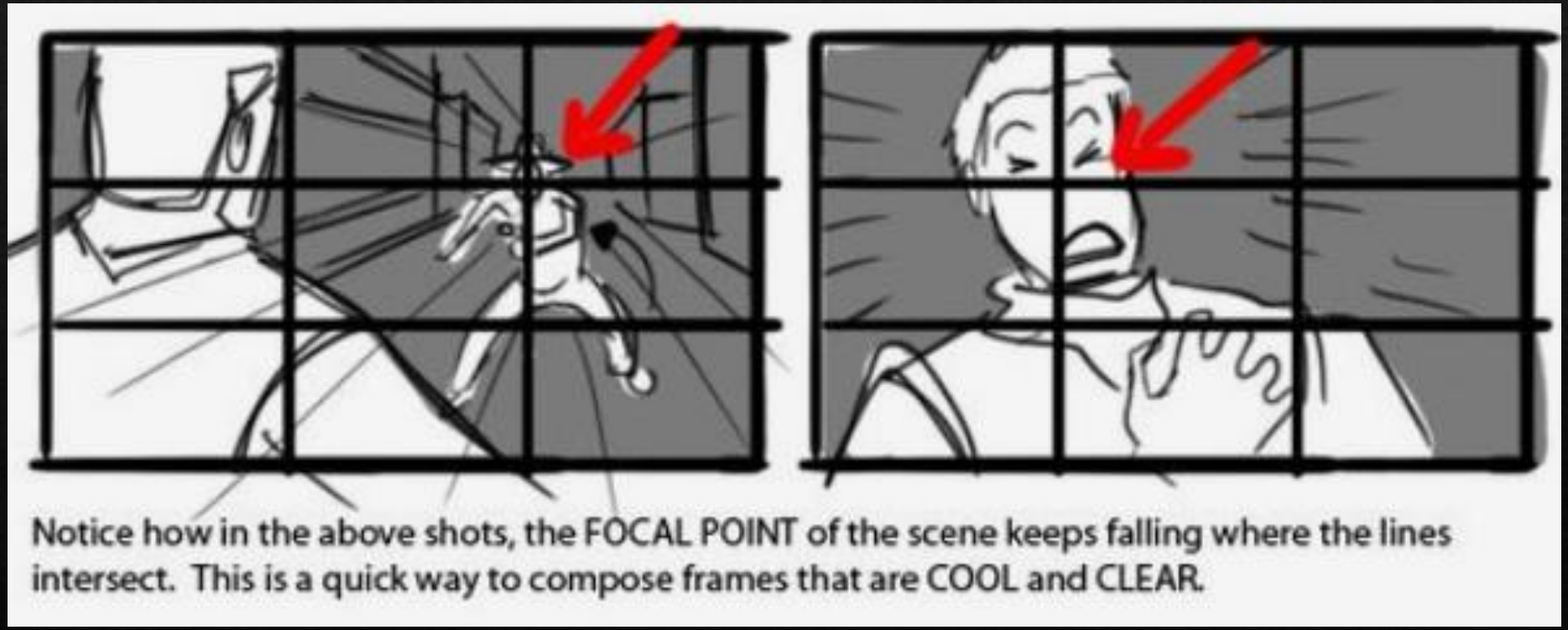

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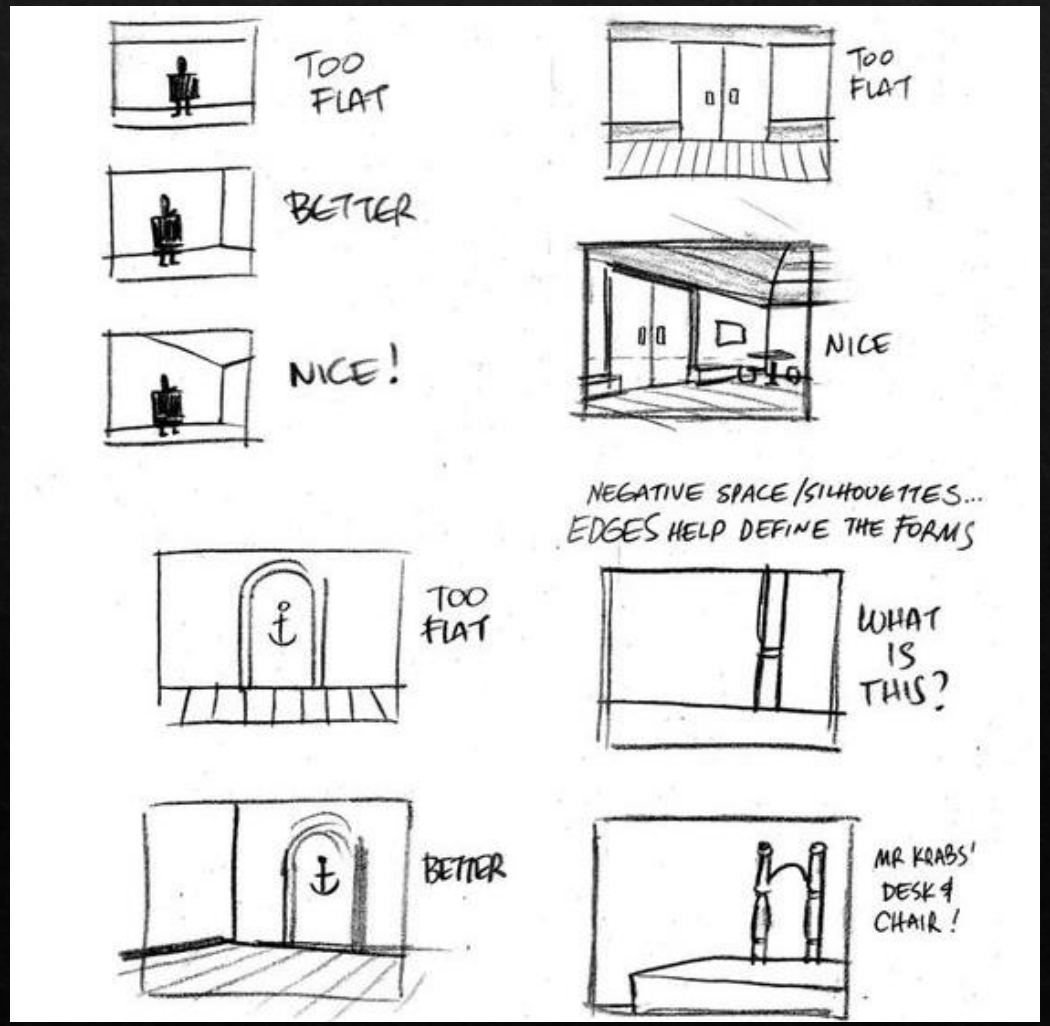

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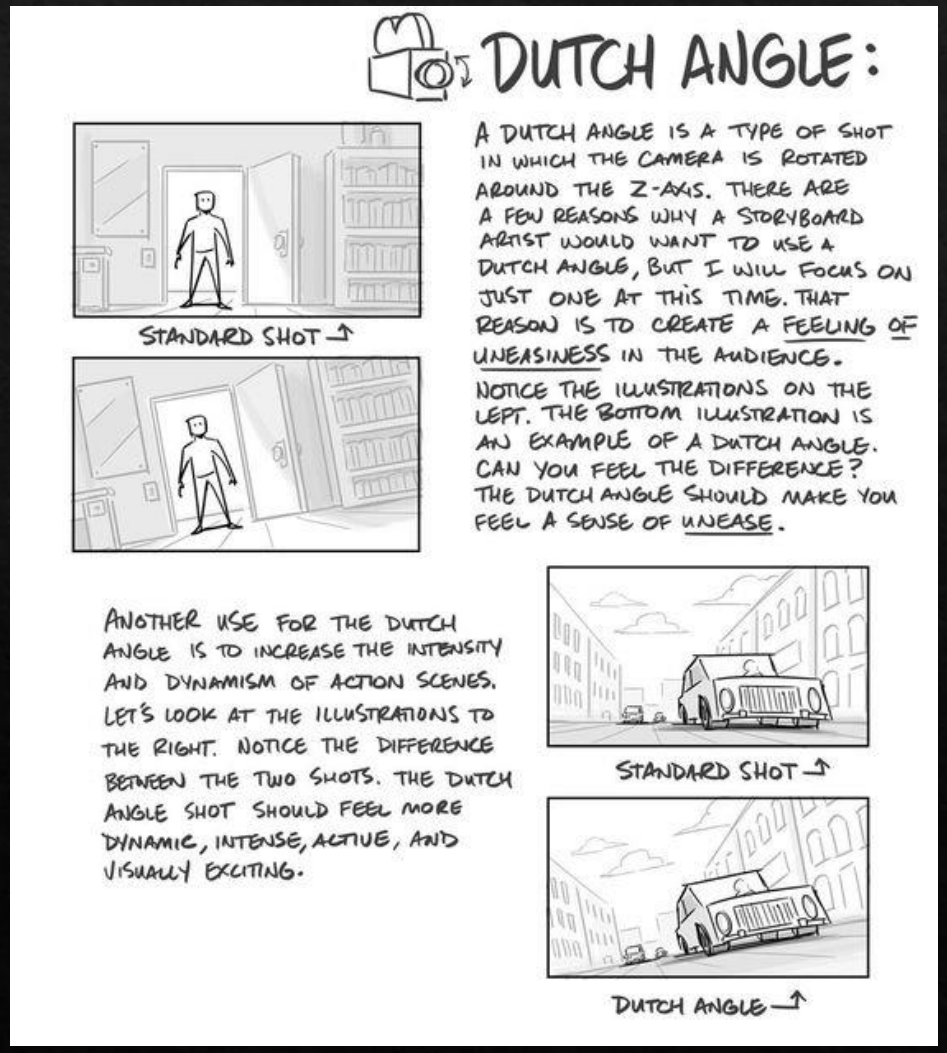

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Storyboarding

Thumbnails

Thumbnail storyboards are useful in scenarios where your team has developed a shorthand method to convey information quickly in a visual style. For example, an arrow within a thumbnail can simply mean “pan left.” Thumbnails can be less polished than traditional storyboards.

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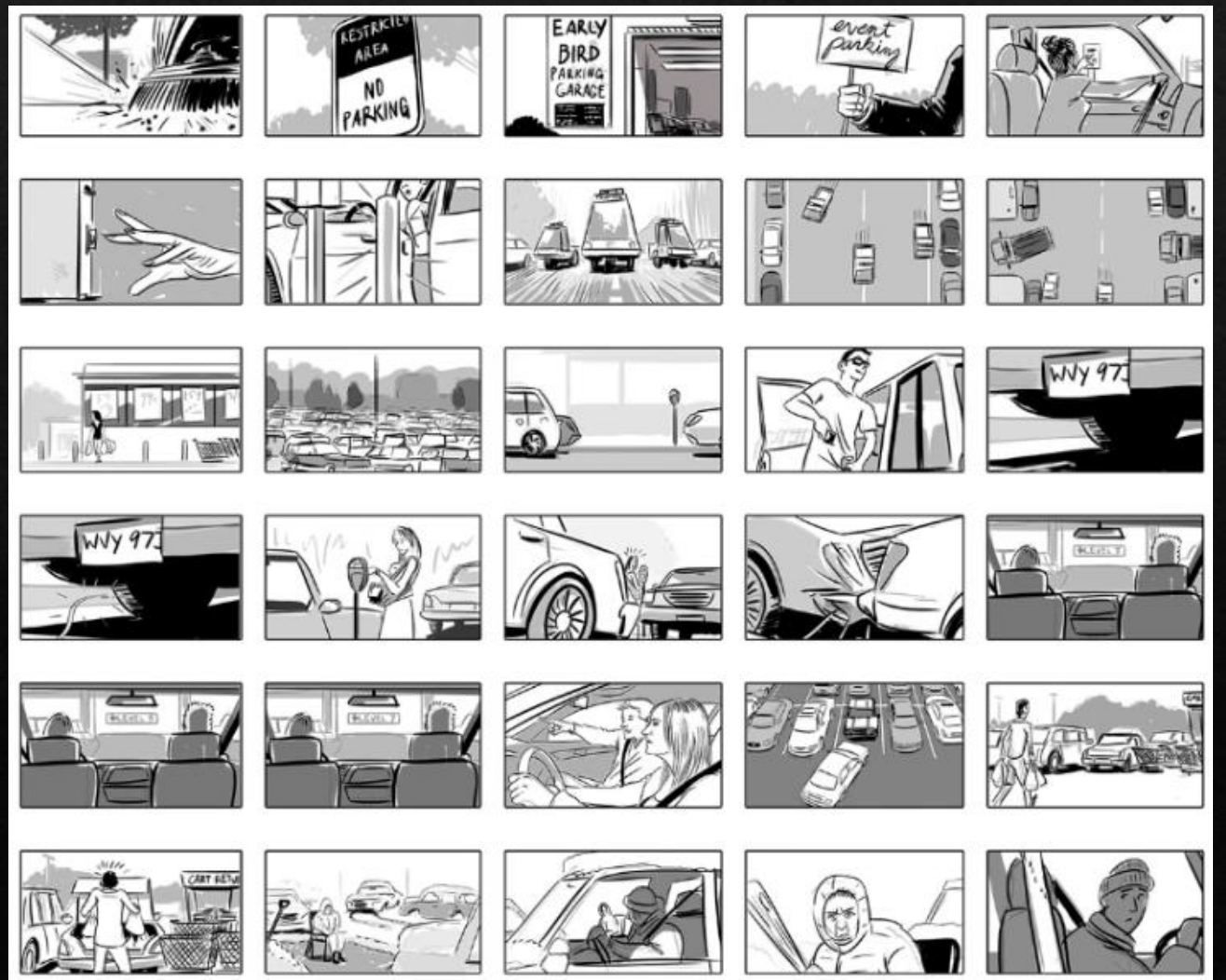

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Storyboarding

Digital storyboards

Like everything else these days, you can make storyboards on a computer. It's allows you to do more elaborate planning and show your ideas in greater detail.
You can design a storyboard that includes text, drawings, and graphics using various apps and programs.
Digital storyboards also work great for animated sequences or when you need to collaborate with other team members remotely.

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Storyboarding

2.3 Storyboarding: Skill in creating storyboards or visual sketches to plan and communicate video ideas and sequences.

Storyboarding

What's the best way to create storyboards?

There isn't a singular best way to create a storyboard—it depends on the project, who you're making the storyboard for, and your personal preference.

You can do it by hand with a piece of paper, or you can try using specialized software with storyboard templates.

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Storyboarding

Creating a Storyboard | Video Editing Tutorial

How to draw A-grade storyboards (even if you can't draw!) | Media studies tutorial

Create storyboards in 10 minutes with these magic AI prompts

Video Art Design

Jelena Rubil

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