People remember...

20%

20% of what they hear

30%

30% of what they see

70%

An amazing 70% of what they see & hear!

SAUCY HORSE SWIPE & DEPLOY GUIDES:

Storyboarding Essentials:

How to create a storyboard

Do you have a campaign strategy for online video? If it involves creating your own video content then our storyboarding essentials is a great starting place.

At its most fundamental level, storyboards simply serve as the bridge between the written word and the final video - they visually communicate to the production team the ideas of the creator.

The best storyboards are those that consider the camera and what it "sees."

Does the scene call for the camera to be perched on a crane high above the crowd? Or should it be nestled behind some bushes on the ground? Is the camera positioned some distance away from the action? Or is it barely centimetres from the actor's nose?

The answers to such questions are found in the script itself, and so this will need to have been created in the first place. Even for simple videos, it's key to have a treatment in mind so you can work towards a finished article that does the job you want it to.

From the treatment, you can get a scriptwriter to create the shooting script – or you can do it yourself assuming you understand how a camera can capture different scenes and moods, simply by changing an angle!

Does every frame of every scene need to be drawn? Not really.

Simple shots, such as a basic talking head and interviews rarely require storyboards. However, even seasoned cameramen and editors need to understand how a piece will connect and how the flow of the piece will be created, so it's even more important for beginners.

However simple your video, a "perfect" storyboard will always incorporate three key components:

1. Framing Height (e.g., WIDE, FULL, CLOSE-UP)

2. Camera Angle (e.g., EYE-LEVEL, BIRD'S EYE VIEW, HIGH HAT)

3. Movement (e.g., STATIC, PAN, TILT, CRANE, PUSH/PULL, ZOOM)

Planning each shot with this detail means you'll be clear on what equipment you'll need for the shoot. A producer will also spend time on your behalf with the editor, before you begin any filming, to see if he or she can add anything at the outset – or prevent any expensive mistakes!

Having to sort things out in the edit because you don't have the camera shots you need is expensive – and usually means you don't get the result you were hoping for, so we always recommend talking to a professional who has edited video sequences before.

A great storyboard doesn't need to be a work of art - functional drawings that are clear enough to be photocopied and distributed amongst your production team will do the job nicely.

If you have paper and a pencil, and most importantly, an understanding of aspect ratio so that you can translate framing height, camera angle and movement from the written words in your script, you, too, can create a working storyboard.

If you'd like to have a go at creating your own storyboard, you can try the following:

http://www.storyboardthat.com/   http://www.powerproduction.com/index.php

Or if you'd like some help from the professionals, you can book onto one of our video workshops over at saucyhorse.co.uk