

Storyboard Considerations

You have several elements to consider when preparing your storyboards. You first need to evaluate your script and break it down into shots. Then, as you plan each shot panel, ask yourself the following questions:

- What is the location setting?
 - How many actors are needed in the shot?
 - Do you need any important props or vehicles in the shot?
 - What type of shot (close-up, wide-shot, establishing shot, and so on) do you need?
 - What is the shot's *angle* (where the camera is shooting from)? Is it a high angle? A low angle?
 - Do any actors or vehicles need to move within a frame, and what is the direction of that action?
 - Do you need any camera movement to add motion to this shot? In other words, does the camera follow the actor or vehicles in the shot, and in what direction?
 - Do you need any special lighting? The lighting depends on what type of mood you're trying to convey (for example, you may need candlelight, moonlight, a dark alley, or a bright sunny day).
 - Do you need any special effects? Illustrating special effects is important to deciding whether you have to hire a special-effects person. Special effects can include gunfire, explosions, and computer-generated effects.
1. Create your storyboard so that it directly relates to your radio commercial – remember... we want to take advantage of imagery transfer!!!
 2. Your storyboard should consist of 8-20 screens.
 3. Screens should be full color and include all text, sound effects, and camera angles.
 4. Mount each image on poster board in chronological order.

WHEN YOU RETURN FROM CHRISTMAS BREAK, THE REVISED COPIES OF YOUR PRINT AD, POSTCARD, BILLBOARD, RADIO COMMERCIAL, & TV COMMERCIAL WILL BE DUE. YOU WILL NEED TO WORK OVER CHRISTMAS BREAK TO MAKE SURE EVERYTHING READY TO BE TURNED IN BY FRIDAY, JANUARY 6!