Cambridge National in Creative iMedia
Storyboards Knowledge Organiser

What types of work would a storyboard be suitable for?
Storyboards aren't best suited to static (still) pieces of work such as poster, billboards and music covers. Instead, they're best for planning moving design work such as **animations** and **videos** and theatrical work such as plays.

Apart from the content listed in bold on this page, what else should/could a storyboard contain?
Storyboards should also contain the number of scenes, scene content, timings, lighting and details of the locations for each scene.

Storyboards can include directions for camera shots. Some common camera shots include…

Camera shots are used to focus an audience's attention when needed. This image shows the **full shot**, or **long shot**. Lots of the background setting is visible.

A **mid**, or **medium**, camera shot (below, left) is one of the most common. It focuses on more of the subject whilst still allowing the background to be visible. A **close up** camera shot (right) is very close to the subject of the scene; very little background is visible.

Storyboards can also include directions for camera angles.

Camera angles refer to where the camera is placed.

» Over the shoulder – this is when the camera is placed behind a person, pointing over their shoulder. This is commonly used when two people are having a conversation within a scene.

» Low angle – this is when the camera is placed low, sometimes used to emphasise a character's power. The camera will be pointing up, which is different to a **ground level angle** where the camera is low down but horizontal.

» Aerial – this is when footage is taken from above, usually from a helicopter or using a drone. It is commonly used to show a large expanse of scenery.

Storyboards can include directions for camera movement, basically how the director or writer of a scene would like the camera to move…

» Pan – This is when a still camera (so the camera itself doesn't move position) turns from side to side – if you stand in a fixed position and look from left to right and back again, this is the same action as panning!

» Tilt – This is when the camera stays in a fixed position but tilts/moves up and down. If you stand in a fixed position and look up and then down, this is the same movement a camera makes when it tilts.

» Zoom – This is when the camera stays in a fixed position, but the lens is used to get closer to the subject in the scene; the camera doesn't get closer. Imagine zooming in on a document on your computer, your screen doesn't get bigger, the document enlarges.

» Using a Track & Dolly – This is when the camera moves with the scene on a track, as if it was a train moving along a train track.
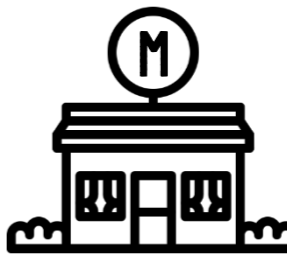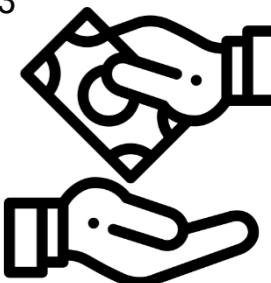
Storyboards might also state what type of camera is to be used for different scenes. Different camera types will be used for different purposes and different projects. An animation, for example, might use a virtual camera whilst a standard video project would use a video camera/camcorder.

» Still camera – this is a camera that just takes standard/static images, one picture at a time.

» Video camera – a video camera, sometimes referred to as a camcorder, is capable of filming video scenes.

» Virtual camera – a virtual camera is used to film animations, 3D models on a computer or computer game action.

If sound is going to be used in a piece of work, this may be included on a storyboard. Different sound types include...

» Dialogue – dialogue is when someone speaks within a scene.

» Sound effects – sound effects are short pieces of recorded or artificial sound used to enhance a scene.

» Ambient sound – ambient sounds are continuous background sounds that help set a scene. Examples include wind, crowds, traffic or office noises.

» Music – music is often played in the background of scenes to help set the mood for the audience. When you next watch a video/TV show, take note of how music is used in the background and imagine what the scene would be like if the music wasn't there.

Below is a storyboard for a 30-second video which will be shared using Social Media to advertise a small supermarket…

1	2	3
Camera zooms in to an outside view of Marley's Market. Backing music plays throughout the video.	Camera pans around the inside of the store to show well-stocked shelves and the large product range.	A customer is shown paying for goods whilst the voice over explains the discount range available at Marley's.

What are the strengths of this storyboard?
The scenes within the storyboard are numbers, this would be essential if there was another row of scenes so the production team would know which order they're to be filmed/edited. The storyboard uses clear scene content that someone could follow with ease and annotations help explain what is to happen in each scene. The annotations give directions for camera movements (zoom, pan).

What are the weaknesses of this storyboard?
The storyboard lacks timings, so the production team would not know that this clip needs to be 30-seconds overall and would not know how long each scene should last. Some camera directions, such as camera angles and camera shots, are not included. The use of sound is also not specific.

How could this storyboard be developed further?
The storyboard could be developed by adding further/clearer instruction for the production team such as scene and overall timings and further directions for camera angles/shots and what specific sounds to include.