Module 3.2 - Storyboarding

So in this video, I am going from a plane, to a train, to my house, and that's because I messed up the storyboard. This video is all about storyboarding.

I'm going to sound really old school now, but it doesn't matter whether you're publishing on YouTube, Facebook, Instagram, the basics remain the same. And these haven't actually changed since the day, you know, making Mickey Mouse cartoons. I'm talking about storyboarding.

Storyboarding is the singular most important thing you can do to prepare, and plan, and really create good quality video. So to give you an example of exactly what we mean by storyboarding, let's go back to the scenario that we set up in module 2 when Andy was walking through the streets of East London, he sees a nice coat shop that he likes, he walks in, and he tries on a jacket. There's an entire sequence that plays out there, and that requires an entire storyboard.

Shot number 1: Andy, wide shot, in this landscape, making his way through the streets of London.

Shot 2: Andy entering the shop, this is a mid shot. We got the mannequin in the foreground. We got Andy answering in the background.

Shot 3: We are now inside the store. We have Andy making his way into the store.

Shot 4: Andy finds the jacket.

Now we're in a much tighter shot, Andy tries on the jacket.

And of course, the next shot, Andy looking at himself in the mirror. He's loving it. And that's a creative storyboard guys, you create a sequence of events, and you go out and shoot. It's that easy.

Of course storyboarding doesn't mean making up a reality. It means forecasting how you think the scenarios might play out, so you can plan and prepare to the best of your abilities.

Ok so in module 1 we learned what good storytelling looks like. In module 2, we worked out how to shoot with our phones. In module 3 we learned video editing.

I'm excited for the next module because that is social engagement. How do we get these videos to travel really far online? I'll see you next week.