

A storyboard for an advert poster

A storyboard shows the images, script and instructions for a video. With a strong storyboard, you can make a brilliant video.

How to write a storyboard

Remember to think about the following ideas

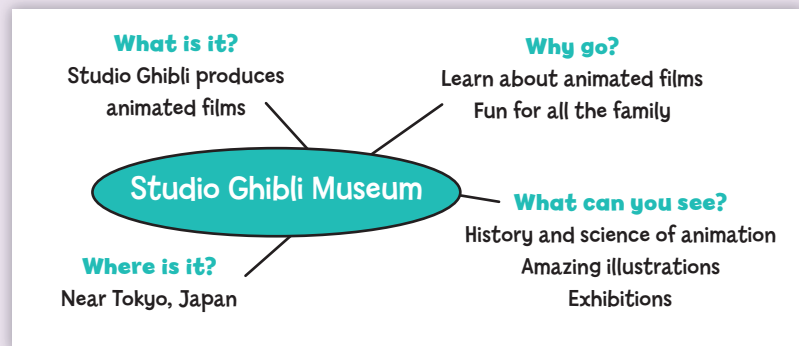
- Think about the target audience for your advert and what would appeal to them.
- Select images that best illustrate the important information and ideas.
- Make a grid for your storyboard. Divide it into sections to show what your advert will include, scene by scene.
- Make sure your script matches the images.
- Think about what you can add to make your advert interesting: music, special effects, text.

PLAN

- 1 Work in groups. Choose a place that you would like to advertise for visitors. Use an idea from the box or your own idea.

a castle a cinema a hotel a museum
a zoo an amusement park

Research information about your place and organise the information using a spidergram. Then complete the steps.



- Work alone or in pairs to research images for your advert.
- Look at the images in your group. Choose the best images for your advert and decide the order.
- Write the script. You can work as a group, or different people can write the script for different images.
- Think of some music for your advert. Also, think of any interesting special effects or text that you can add to the images to make it more interesting.
- In your group, put all the sections of your storyboard together.

PRESENT

- 2 Present your storyboard to the class. Remember to include images that will attract visitors and a script to go with the images.

CHECK

- 3 Listen to your classmates' presentations. Vote on your favourite storyboard. If possible, film the winning entry!

Scene 1



Script

Welcome to the Studio Ghibli Museum,

Music, special effects, text, etc.

Music: traditional Japanese music that lasts through the whole advert

Scene 2



Tokyo.

Special effects: make this an animation. Zoom in on the location of the museum

Scene 3



Studio Ghibli produces animated fantasy films,

Scene 4



Script

as well as series about ordinary people

Music, special effects, text, etc.

Scene 5



You can find out about the history

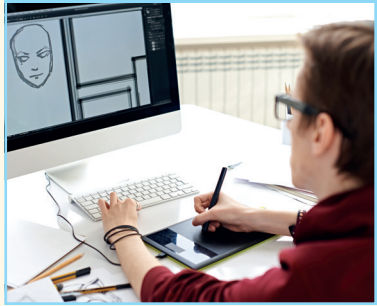
Music: change to music that sounds like it is from a cartoon

Scene 6



and science of animation,

Scene 7



Script

see amazing illustrations and learn how films are animated.

Music, special effects, text, etc.

Scene 8



Every year there's a new exhibition.

Music: Change back to traditional Japanese music

Scene 9



It's fun for all the family! What are you waiting for?

Text: Set information about opening times and prices on the screen
Music: the music fades out
Special effect: the image fades out