

OCR Creative iMedia

R081: Storyboard

Name: Class:

Mark / 51 x 60 =

Grade

PROJECT BRIEF

Now Look have asked you to create a TV advert for their new high end fashion store. The fashion they sell is smart casual and they cater for both men and women. The shops target audience are 25 to 35 year old professionals .

The TV advert needs to advertise Now Look's new winter collection. The advert should last for 30 seconds. They also require a version to show o their website.

KNOWLEDGE

1) Describe the **purpose** of a storyboard.

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.....

[2]

2) State **four** items that need to be included on a storyboard.

1.
2.
3.
4.

[3]

3) Describe how you would change a physical storyboard into a digital version.

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[2]

4) Identify the target audience for the story board.

.....

[1]

5) Explain how the storyboard would be used for the Now Look magazine advert.

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[2]

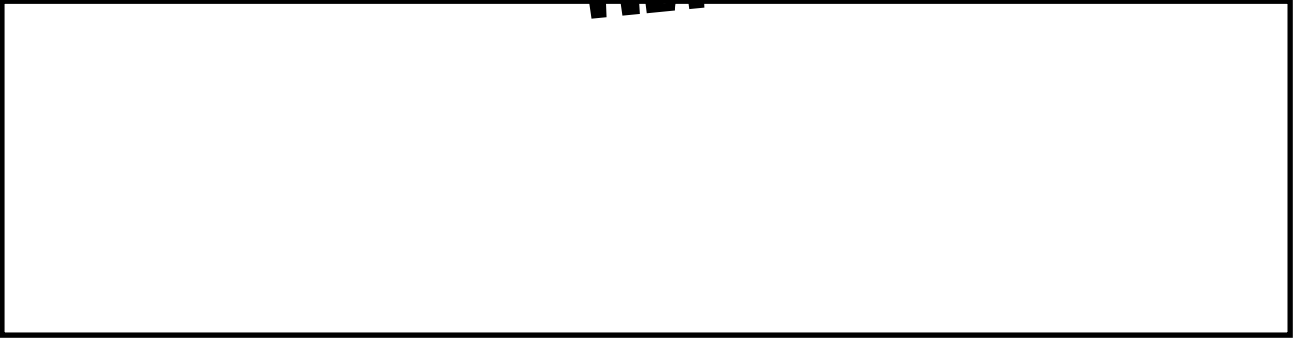
SECONDARY RESEARCH

You are going to research the different **camera movements** and what they are used for.

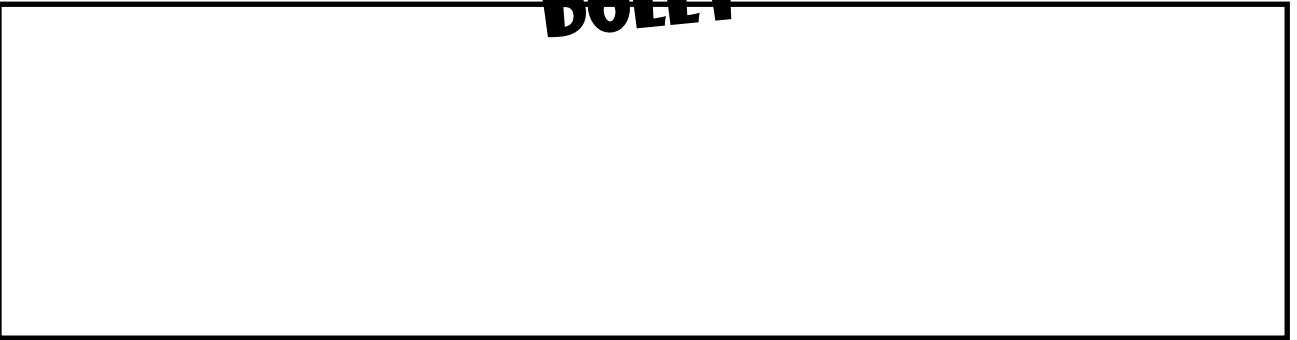
ZOOM

PAN

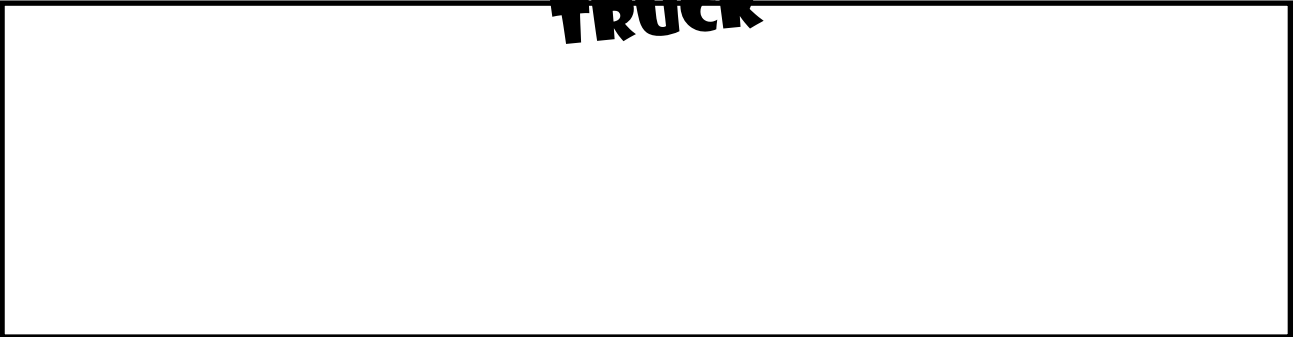
TILT



DOLLY



TRUCK



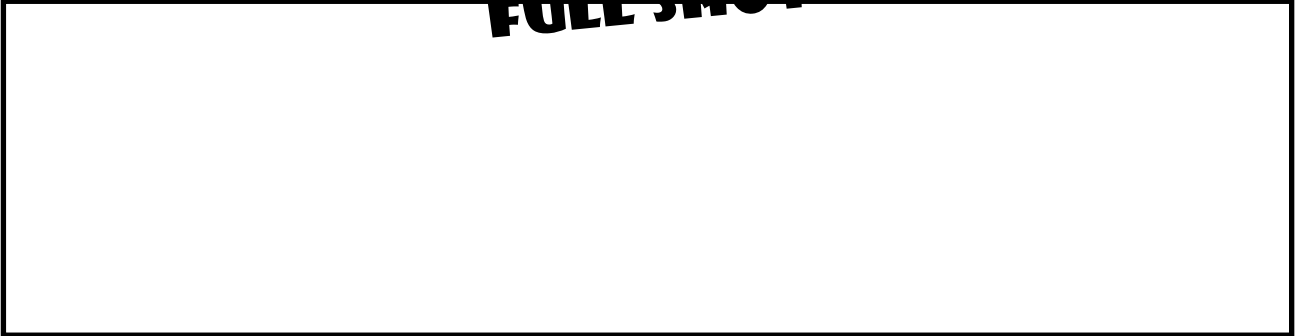
PEDESTAL



SECONDARY RESEARCH

You are going to research the different **camera shot types** and what they are used for.

FULL SHOT



MEDIUM SHOT



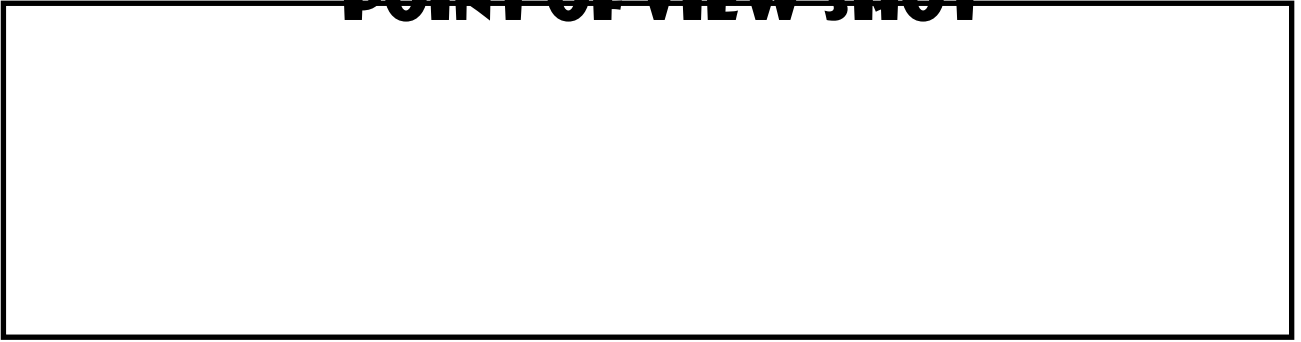
CLOSE SHOT



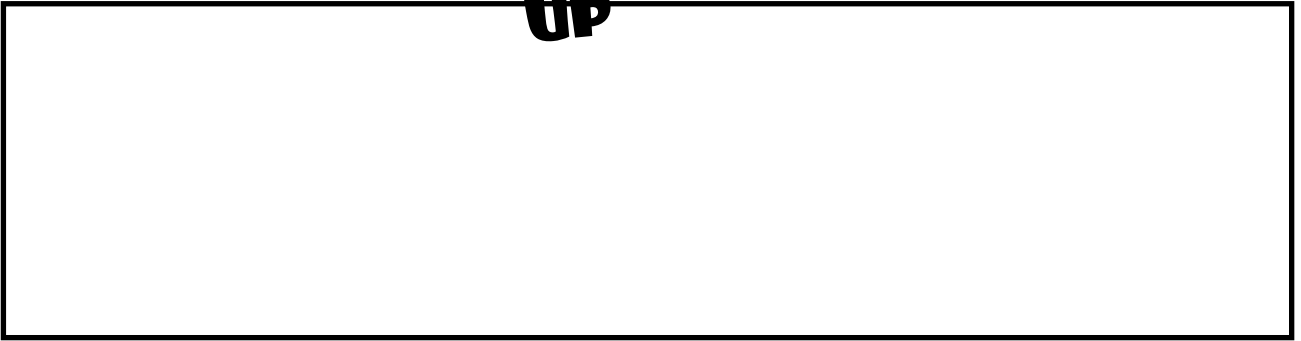
EXTREME CLOSE SHOT



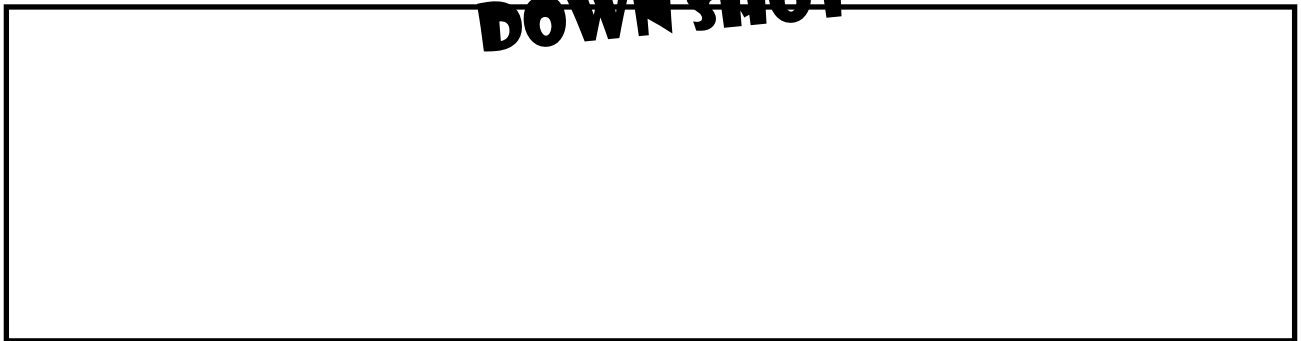
POINT OF VIEW SHOT



UP



DOWN SHOT



OVER THE SHOULDER SHOT



TWO SHOT



CREATE

Using the project brief create a storyboard for the Now Look magazine TV advert.

Marks will be awarded for:

- Layout
- Content
- Fitness for purpose
- Annotations to justify your decisions.

[10]

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EXAM QUESTIONS

- 1) A new teenage fashion magazine, called BGStyle, is being published in March.

The magazine will be promoted in a number of audio-visual adverts on the internet.

- a) Identify the **most** appropriate pre-production document, other than a script, for planning the audio-visual adverts.

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[1]

- b) State **three** items that could be included on this document.

1.
2.
3.

[3]

- 2) EmVeTion is releasing a new comic and internet-based animation series which will focus on a character called Velocity Girl who is aged 14 and has the ability to move fast in water and on land. The comic and the animation series will be released at the same time.

The animation series of Velocity Girl requires the creation of a number of storyboards. The series will be shown on the internet and it will consist of a number of episodes called webisodes.

Explain **one** reason why a storyboard is a suitable pre-production document for a Velocity Girl webisode.

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[2]

3) ZetaLevel is launching a new construction toy based on building blocks of various sizes. The product is to be on sale in the lead up to the festive season in December in the UK. You have been asked to create pre-production documents for a promotional campaign which will use TV, radio and the internet.

ZetaLevel is going to use a TV advert to promote the toy. You have been asked to produce a storyboard for the TV advert.

a) State **one** purpose of a storyboard for this TV advert.

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[1]

b) State **two** reasons why a storyboard is a suitable choice for a pre-production document for this TV advert.

1.
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2.
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[2]

c) Identify **four** items that could be included on the storyboard for this TV advert.

1.
2.
3.
4.

[4]

4) 'Words from the Planet' is a new conservation campaign with the purpose of increasing the awareness of the environmental issues that are faced by our planet. The campaign is targeted at a wide target audience between the ages of 12 and 50. 'Words from the Planet' will use a variety of media to raise awareness of the issues faced.

Several short 30 second films will be made to explain each of the environmental issues facing the Planet.

A storyboard will be created for each of these films.

a) Explain **one** reason why this is the most suitable document for planning these films

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[2]

b) Explain how the following aspects of the storyboard help the production team.

Camera angles

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Scene numbers

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Camera movements

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[6]

- 5) ZetaLevel is launching a new construction toy based on building blocks of various sizes. The product is to be on sale in the lead up to the festive season in December in the UK. You have been asked to create pre-production documents for a promotional campaign which will use TV, radio and the internet.

Fig. 1 is the script for part of the TV advert.

INT. (INTERIOR) OF HOUSE – LOUNGE WITH DOOR LEADING TO ANOTHER ROOM

Young boy on knees next to low table, playing with bricks and cuddly toy.

Music coming from another part of the house.

Young child smiling, picks up cuddly toy and says to cuddly toy.

YOUNG CHILD

Alfie. Look at your new home.

Young child looks up and points at bricks on table.

YOUNG CHILD

Look at Alfie's new home.

Parent smiling.

PARENT

That's a brilliant house!

Young child frowns.

YOUNG CHILD

It's not a house it's a castle. Alfie is the king.

Parent smiling, moves towards the child by the table.

PARENT

Oh yes, sorry. I can see the turrets now.

Young child looks and smiles at parent.

YOUNG CHILD

Alfie it's time for bed now.

Young child lays Alfie down in the brick castle and makes snoring noise.

Using the script in **Fig. 1** construct a storyboard that can be given to the production team to help them film the TV advert.

Marks will be awarded for:

- Content
- Layout
- Fitness for purpose

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