

## What Is *Storyboarding* and How Can It Help Me FLIP My Class?

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# 20 Minute Mentor Handout

## Storyboarding for Flipped Classes

### Structure of Storyboards

- What will your students **SEE, HEAR, and DO**?
- Focus on the DO. How will the video support what you do in class?

### Three Strategies for Storyboarding Videos for Flipped Classes

#### Strategy #1

Organize your story by focusing on:  
Introduction, Body, Conclusion

- Introduction—Get your audience’s attention, provide a reason to focus, State outcomes
- Body—Organize logically, provide details
- Conclusion—Call to action, what to do next

#### Strategy #2

Just start writing

- Brain dump and then organize

#### Strategy #3

Follow your storyboard but be open to change

- Use your storyboard as a guide

Storyboarding and Flipping

Slide	Text on Screen	Image(s) on Screen	Narration
1.	It's not the technology. It's not the way something looks. It's the story. - John Lasseter, PIXAR		It's not the technology. It's not the way something looks. It's the story. - John Lasseter, Chief Creative Officer at PIXAR Focusing on your story can help you organize and execute better videos for your flipped environment.
2.	Magna Publishing Presents Storyboarding What is storyboarding and how can it help you FLIP your class?	Magna logo and colors	Storyboarding. What is storyboarding and how can it help you flip your class? This 20 minute mentor video will introduce storyboarding and give you strategies to begin storyboarding for your flipped class or flippable moment.
3.	About: Sarah Egan Warren Associate, Flip It Consulting Education & Training Director, Reify Media Assistant Director of the Professional Writing, NC State Univ.	Picture of SEW Include logos for Flip It, Reify, and NC State	Hello, my name is Sarah Egan Warren. I am an associate with Flip It Consulting, the Education & Training Director of Reify Media, and the Assistant Director of the Professional Writing Program at NC State University. I wear many hats: teaching, training, and creating learning resources. But, no matter what hat I am wearing, I am always focusing on the needs of the learners.
4.	Storyboarding and Flipped Classes	Storyboard image	This 20 minute mentor introduces the idea of using storyboards to develop video for flipped environments.
5.	Agenda Storyboarding Structure and Strategies Example		In our short time together, we can only cover a little bit about storyboarding. I am going to give the big picture overview of storyboarding, explain the basic structure of storyboards, provide three strategies, and walk through an example. I am not going to discuss different software, applications, or equipment needed to create video. Instead, I will discuss the overall framework and strategies.
6.		Video/student watching video/teacher creating	So, you have identified a flippable moment in your classroom... now what do you do?

### Planning your video for a flipped class

1. Identify a flippable moment in your class  
(look for boredom, confusion, and fundamentals)
2. Brainstorm video ideas to support your learning outcomes
3. Create a storyboard to plan, organize, and execute your video

## Storyboarding and Flipping

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3.	Our Presenter: Sarah Egan Warren	Picture of SEW	Hello, my name is Sarah Egan Warren.
4.	About: Sarah Egan Warren Associate, Flip It Consulting Education & Training Director, Reify Media Assistant Director of the Professional Writing, NC State Univ.	Repeat picture of SEW from slide 2.	I am an associate with Flip It Consulting, the Education & Training Director of Reify Media, and the Assistant Director of the Professional Writing Program at NC State University. I wear many hats: teaching, training, and creating learning resources. But, no matter what hat I am wearing, I am always focusing on the needs of the learners.
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7.		Video/student watching video/teacher creating video	So, you have identified a flippable moment in your classroom... now what do you do? When thinking about a flipped environment, video is typically what people think first. Although flipping a class

		<i>Each image appears separately and then remains on screen</i>	is much more than just making videos, video can be an important aspect of a flipped class. If you decide to create a video to support your learning objectives, you need a plan to create and execute your idea. Creating videos does not have to be a huge production. However, if you have never made a video before, it is overwhelming if you don't know where to start. And where you should start is at the beginning with the story.
8.	Every video is a story. <i>The following checklist appears as each word is said:</i> interesting, clear, provocative, engaging, logical	Images of Books	Garr Reynolds talks and blogs about the importance of stories in good presentations. And a video is, after all, a presentation. Reynolds says: "Good stories have interesting, clear beginnings, provocative, engaging content in the middle, and a clear, logical conclusion." That is exactly what you want your video to be—interesting, clear, provocative, engaging, and logical. So, make your videos tell a story—with a clear beginning, middle, and end.
9.	Storyboard	Image of storyboard	Use a storyboard to help you organize your video.
10.		Image of Disney logo <b>(*Is this ok? If I were teaching a class, I feel comfortable including this kind of image because of fair use. Would this be considered fair use here?)</b>	Storyboarding has its roots in the film industry. A little trivia for you: Storyboarding was developed by Walt Disney Studios in the 1930s to organize and sketch out animated films.
11.		Another image of storyboard	A storyboard is a visual or graphic representation of a video that shows the order of the shots. Each shot of a film is carefully planned out—from the angle of the camera, to the location of the actors and actresses, to the lighting, to

			the setting. No one wants to waste money on shooting something that is not going to work. So, storyboarding helps plan and organize before filming begins.
12.		Clock image with frustrated person	You too don't want to waste time when you are creating your video for your flipped class. A storyboard forces you to plan out the entire video. As a result, you save time and effort.
13.	Learning Outcomes	Magnifying glass over Learning Outcomes text.	Another benefit of storyboarding is that it keeps you focused on your learning outcomes. It is easy to get lost in the excitement and work of filming. If you storyboard, you can ensure that your learning outcomes are clear and that the video you create supports those outcomes.
14.	Big picture Attention to detail		If you prefer to focus on the big picture, storyboards are perfect for you. And if you prefer to focus on the details, guess what, storyboards are perfect for you too!
15.		Big picture image	Big picture workers are going to enjoy seeing the entire video come together on the storyboard. The storyboard can show how the entire video flows.
16.		Detail oriented image	Detail oriented workers are going to enjoy breaking down each shot/slide/frame into its smaller pieces. The storyboard becomes one big to do list.
17.		Simple storyboard example. Elaborate storyboard example.  <i>(Again, I wonder about fair use in using images from the internet? Clearly, I would site the author... or use Creative</i>	Keep in mind that there is not one right way to do a storyboard. Animated and action film storyboards can look like works of art! Or a storyboard can be rough notes and sketches written on post-it notes. Find whatever works for you. Here are a few examples. See how simple this first example is—just sketched on a white board. This next example is more complicated and clearly done by someone with great artistic talent. Lastly, I want to show you my storyboard for this video—I am a word person. And while visuals are certainly an important part of my planning, storyboard, and presentation, I think in words. So, my

		<i>Commons license?..)</i> My storyboard example.	storyboard is all words.
18.		Internet search page	There are so many resources available to you online. Simply search for Storyboarding and you will find resources, templates, and examples to inspire you. Find what works best for your style.
19.		Storyboard image	So, what should your storyboard include? I'm going to cover the basic structure of the storyboard and strategies for organization.
20.	Structure		First up: structure
21.	See, Hear, Do	Eye, Ear, Hand on check box	Your storyboard should include details about what your learners will SEE, HEAR, DO.
22.	SEE	Computer screen with images	Consider and select carefully the images and text that your learners will see in the video.
23.	Word (with X over it)	Image of learners watching video image.	Remember how I said I was a word person? Well, not for slides! Have you noticed that most of my slides have only images or very little text? Keep that idea in mind as you plan what your learners will SEE in your video. Text can be important—depending on your topic. You may NEED words on the screen. Just remember that pictures really do say a 1000 words and using appropriate images is more engaging than long bulleted lists or a paragraph of text.
24.	HEAR	Image of microphone	Next think about what your learners will hear. Carefully plan your narration to flow and match the images on the screen. The beauty of creating a video is that you can delete/edit or even just rerecord if you make a mistake. Practice sounding friendly and conversational. This can be a challenge. Because it is easy to just read of the words without much expression or variety in your voice. Unfortunately, that makes listening to the video painful and you could lose your learners just because of the pace and tone of your voice. So, pretend you are speaking to an

			intimate audience. Allow your voice to be animated and engaged.
25.		Image of learners with headphones	Other than your own narration, consider including music, interviews of other people, or even appropriate sound effects.
26.	DO		Now, let's discuss what learners will DO
27.	Watch the video and be prepared to share an example from your own experience that supports the main idea.	Clipboard with text on it	DO may not have its own column or box on a storyboard. But, it is important to keep DO in mind. In many cases, learners will watch a video in preparation for a flipped class. However, making sure that students know what they should get out of the video will help. Providing a prompt like: "watch this video and be prepared to share an example from your own experience that supports the main idea" is one way to focus on the DO. Or you could ask them to respond to a writing prompt that they will share in class.
28.	STRATEGY		Now, that I have gone over the basic structure of the storyboard: SEE, HEAR, DO, let's move on to 3 strategies for successful storyboarding
29.	Strategy #1 organize your story by focusing on your introduction, body, and conclusion.		Strategy #1 organize your story by focusing on your introduction, body, and conclusion.
30.		Slide sorter view of this PPT	Your introduction should be attention getting and let your audience know the context or the big picture. Remember back to the beginning of this video? I started with a quote to get you thinking about stories. My goal was to get you to not worry so much about the technology of making a video for your flipped class, but to really break down the story you need to tell. I wanted you not to worry too much about how you look on camera in your video, how you sound, or whether your video production is flawless. Instead, I wanted to plant the seed that it is all about the story—

			<p>which then leads to the storyboard. In the beginning of the video, I also covered all those necessary (but maybe not the most exciting) introduction pieces and the agenda. These are important, but they are not the best openers. Think about how you can engage your learners right from the start. How can you set up the context for the topic? What can you do to get their attention?</p>
31.		Image of triangles showing Big picture to details and Details to big picture	<p>In the body of the video, be sure to organize logically and in a way that is easy to follow. Use images over text whenever possible and break down the information in easily to digest chunks. You can arrange your video to move from specifics to general or from general to specific. Select which organizational pattern will best serve your students.</p>
32.			<p>To finish your video, be sure to have a call to action or a so what? now what? ending. Let your learners know what they should do next. You can try a few ways to end a presentation: inspirational quote that can frame the topic, a question or prompt to respond to before or during class, a challenge to locate similar or contrasting resources, a simple wrap up of the main points with an emphasis on what to do with the information in the future.</p>
33.	Strategy #2 Just start writing		Strategy #2 Just start writing
34.		Notes, outline, mind map	<p>Once you have selected a template or created your own format for a storyboard, start your storyboard with a brain dump. Get everything out of your head and on paper or screen. It does not have to be pretty or organized or make sense to anyone else. Sort through your notes and find connections and determine where each piece of information belongs. Then start organizing and rearranging information so that it will make the most sense to your audience.</p> <p>Once again, here is where storyboarding will help. If you just started with the camera, you will face frustration, lack</p>




			of focus and direction, and lots of wasted time.
35.	Strategy #3 Follow your storyboard but be open to change		Strategy #3 Follow your storyboard but be open to change
36.		Storyboard image	Even the very best plans may not anticipate every problem or challenge. No matter how much you work on your storyboard, you may have to change something during the filming process. This can be discouraging—because your storyboard is supposed to be your road map, your guide, your plan. But, it may be helpful to remain a little flexible.
37.		Resume Storyboard	So, I've talked you through some basics about storyboarding and now I want to provide an example for you. I picked the topic of writing a resume because everyone is familiar with this task. People in every type of workplace use resumes.
38.			Walk through storyboard example. Multiple slides talking about the process using the strategies above and SEE HEAR DO.
39.	It's all about the story!		I hope that this 20 minute mentor has helped you think about the story you might want to tell in a video for your flippable moment.

# 20 Minute Mentor Handout

*Storyboarding example and template*

**SEE**

**HEAR**

Screen	Text on Screen	Images on Screen	Narration
<b>1</b>	11-30 seconds is all you get!	Stock photo of: Overwhelmed man with stacks of resumes. 	Resumes: Hiring managers report spending about 11-30 seconds reviewing a resume. Be sure to follow the guidelines in this video to make those first few seconds count.
<b>2</b>			

Resume example from the video.

Number your screens to keep organized.

Limit the amount of text on the screen. Use stock photos, images, graphs, and videos instead.

What images or videos demonstrate your main idea? Look for high impact images to get your point across.

Include your entire script here—even transitions. Focus on your introduction, body, and conclusion.

# 20 Minute Mentor Resources

## *Storyboarding for Flipped Classes*

### Storyboarding Background

- Comments by Walt Disney and example storyboards  
<http://johnkstuff.blogspot.com/2007/01/great-quotes-from-uncle-walt-cartoons.html>
- Martin Scorsese discusses how he uses storyboards in Phaidon web article  
<http://www.phaidon.com/agenda/art/events/2011/august/11/storyboards-are-the-point-where-i-begin-says-martin-scorsese/>
- Overview of storyboarding from Open Colleges  
<http://www.opencolleges.edu.au/informed/teacher-resources/using-storyboards-in-education/>

### Storyboarding Tools

- Storyboard That is a free online storyboard creator  
<http://www.storyboardthat.com>
- Word or even PPT can be used to create simple storyboards

### Storytelling

- ***Engage through Storytelling*** by Nancy Duarte (video)  
<http://www.duarte.com/blog/engage-through-storytelling/>
- The Technology of Storytelling by Joe Sabia (TED talk about storytelling)  
<http://on.ted.com/Sabia>