

Unit 1

Name:


Date:

1-4 Reader's Notebook: Storyboard

Section 1: Camera Angles and Shots

Instruction

1. Locate two images (online, your own photo, or from a magazine). Provide the images and complete the following chart.

Camera Angles and Shots		
Image	Camera Angle	Why That Camera Angle is Used
 Publicdomainarchive.com	The artist used a close up on the person's hand and face. The buildings in the billboard are a long shot (establishing shot). The photographer used a medium shot to take a picture of the billboard.	To show the person's excitement at painting a beautiful scene.

/6 marks

Section 2: Storyboard

1. You will make a 6 to 10 frame storyboard. Included will be the script which will have a beginning, middle, and end.

View the sample storyboard in the image on p. 95. (The example does not include a script.) You will include directions for filming as in the example. **Include your script underneath each image.**

Choose **one** of the following topics on which to base your storyboard and script.

- A. Write a story about a time when you bought something advertised to be amazing, and were disappointed with what you bought.
- B. Write a story about young people using social media in a positive way.
- C. Write a story about using social media and advertising effectively to plan an event or make a difference in the community.
- D. Write a story about how an advertised contest motivates a person to win a unique prize.

As you write, consider:

Script

- What will the title be?
- Who are the key people involved?
- What problem does the key person or people face?
- Because one event happens, so another event happens. How will you show what causes the next event to happen?
- In what order will events happen?
- How will the problem be solved at the end of the script?

Images

- Identify six to ten images that will be effective in telling your story.
- What six camera angles will be important? Why?
- What colours, lines, and composition techniques will you use? Why?

Explanation

- What key words will convey the techniques you will use when making the video?
- How will images and words work together?

- You may complete the storyboard below, by hand, or use Storyboardthat, ACMI Generator, or your word processor.

Explanation

1	
2	
3	
4	
5	
6	
7	
8	

Storyboard and Script Rubric

Criteria	Excellent 5	Proficient 4	Satisfactory 3	Limited 2
Content /5	<ul style="list-style-type: none"> I developed a <i>compelling</i> script. I provided <i>precise</i> details. I used visuals <i>engagingly</i> to enhance the script. I used <i>various</i> camera angles <i>effectively</i>. 	<ul style="list-style-type: none"> I developed a <i>thoughtful</i> script. I provided <i>apt</i> details. I used visuals <i>logically</i> to enhance the script. I used <i>various</i> camera angles <i>logically</i>. 	<ul style="list-style-type: none"> I developed a <i>simple</i> script. I provided <i>general</i> details. I used visuals <i>clearly</i> to enhance the script. I used <i>various</i> camera angles <i>basically</i>. 	<ul style="list-style-type: none"> I developed a <i>confusing</i> script. I provided <i>vague</i> details. I used visuals <i>ineffectively</i> to enhance the script. I used camera angle(s) <i>ineffectively</i>.
Organization	• I arranged events	• I arranged events in	• I arranged events in	• I arranged events of

/5	in a <i>deliberate</i> sequence of beginning, middle, and end.	a <i>logical</i> sequence of beginning, middle, and end.	an <i>acceptable</i> sequence of beginning, middle, and end.	a story in a <i>confusing</i> sequence of beginning, middle, and end.
Presentation /5	•I used <i>compelling</i> sentences <i>convincingly</i> with <i>no</i> convention errors.	•I used <i>thoughtful</i> sentences <i>effectively</i> with <i>few</i> convention errors.	•I used <i>ordinary</i> sentences <i>clearly</i> with <i>some</i> convention errors.	•I used <i>few basic</i> sentences <i>imprecisely</i> with <i>many</i> convention errors.
Insufficient	Your attempt to respond is <i>insufficient</i> . Contact your teacher to discuss suggestions for improvement.			
Total: /15				
Assessment	Areas of Strength:			
	Target for Improvement:			

Total of Section 2: /15 marks

Overall Total: /21 marks



Save Your File

Name your file in this format: jsmithLA6_1-4_ storyboard and save your file to your Documents folder.