



## **STORYBOARDING : TIPS AND TRICKS**

# SCRIPT

1. Introduce yourself
2. Why this film ?
3. Spoken language
4. Short and powerfull
5. Involve your audience = facts and affects  
(stories, personal examples, humor...)
6. Ending with call to actions or reflections

## SCRIPT : SITUATIONS “TALKING HEAD”

- Selfvideo
- Procedures (show and tell)
- Interviews : experts or witnesses
- 2 hosts presentation
- Front camera testimony
- Webcasting of events/trainings

# SERIES VS SOAP

Series :

- Each episode ends a story (even if some of them takes more than one to be closed).

Le feuilleton :

- Each episode goes further on the same story
- There are links between episodes on top of the same characters

## AUTHENTIC VS “PRO”

### Authentic

#### Advantages :

- Closer to the experience of participants
- Brings good will
- Emphazises the message and not the medium

#### - **Disadvantages :**

- Sometimes confusing
- Be carefull not to be too repetitive.



## AUTHENTIC VS “PRO”

### Authentic

- Write only the main ideas down
- Use Keywords
- Don't worry to hesitate
- Memorise only the structure
- Use repetition if you have to insist



# AUTHENTIC VS “PRO”

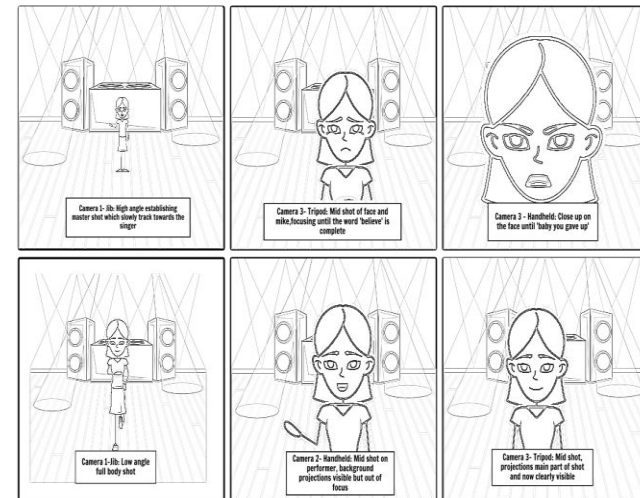
« Pro »

## Advantages

- Well written text
- Get the attention not only with the message
- Use Tricks to maintain the attention (storytelling, suspens, rythm...)

## Disadvantages

- Viewers can stay passiv
- If the form of the message get over the content, you can loose the purpose
- Set-up more sophisticated

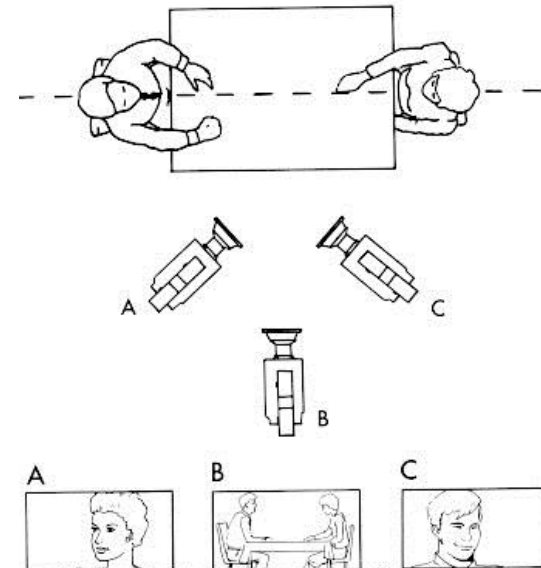


Create your own at Storyboard That

## AUTHENTIQUE VS “PRO”

### « Pro »

- Text written and memorized
- Text written with chapters, sections ...
- Mooves and actions are written
- Speech with intonation
- Scale of plans
- Be carefull not to read your text
- Diction is important
- If you're confident, you can use an autocue





***UP TO YOU!!!***

