Storyboarding Project

Purpose:

Before a designer begins work on a digital media project, it is a common best practice to first create "mock-ups", often referred to as storyboards and/or wireframes. Both are important tools because they help illustrate a project's design, organization, layout, and appearance. They can also be used to provide a conceptual understanding of a project to respective clients, thus providing a visual reference point for designer and client. At this point in the design process, a client can request changes before any actual work is started.

In this assignment, you will create a storyboard or wireframe for a fictitious digital media project using one of the three DMWT specializations (web technology, digital design, or motion graphics).

Course Outcome Met By This Assignment:

Effectively apply relevant theories, practices, and principles when designing and developing works of digital media.

Prerequisite Reading:

Review the Project Planning Tutorial: Unit 2, Project Planning Tutorial: Unit 3, and Chapter 12 of "White Space is Not Your Enemy".

Assignment Requirements:

Select one of the three specializations covered within the Digital Media and Web Technology major: Web Technology, Digital Design or Motion Graphics.

Based on your selection, you will create storyboards (and wireframes, if applicable) suitable for customer review following the assignment instructions below for the chosen specialization:

If you selected Web Technology:

Web Technology Storyboarding Project:

Design a storyboard (refer to Unit 2 Project Planning Tutorial Module) for a six (6) page Web site selling either a product or service of your choice.

First, determine the following:

Web Site Title

Web Site Goal(s) (refer to SMART Goals in Unit 2 Project Planning Tutorial Module)

Web Site Concept (a brief description consisting of 25-50 words)

Create a storyboard showing the structure of the pages of the Web site.

Make note of the type of storyboard structure used as well as the justification for the selection of that type of storyboard.

Create wireframes (refer to Unit 3 Project Planning Tutorial Module) for the home page and two additional templates.

Identify which Web pages will use which template and include reasoning for selecting a specific template for each Web page.

The wireframes must account for the following information:

Title/Logo

Colors

Images

Typography

Copy (Content/Text)

Continuity

Layout

Copyright

Write a short essay consisting of 500-750 words (approximately 2-3 pages) describing how each of the above elements contributes to the goal(s) of the Web site.

Be specific on the details of the attributes of the elements you selected and justify those decisions.

Use terminology and concepts learned as it relates to creating digital media, storyboarding, and wireframing.

If you selected Digital Design:

Digital Design Storyboarding Project:

Design a storyboard (refer to Unit 2 Project Planning Tutorial Module) for a six (6) page issue of a digital magazine based on a topic of your choice.

First, determine the following:

Magazine Title

Issue Title

Issue Goal(s) (refer to SMART Goals in Unit 2 Project Planning Tutorial Module)

Issue Concept (a brief description consisting of 25-50 words)

Identify the issue's purpose (title, goal(s), and concept)

Create a storyboard showing the structure of the pages of the issue.

Make note of the type of storyboard structure used as well as the justification for the selection of that type of storyboard.

Create wireframes (refer to Unit 3 Project Planning Tutorial Module) for the cover page and two additional templates.

Identify which pages will use which template and include reason for selecting a specific template for each page.

The wireframes must account for the following information

Title/Logo

Colors

Images

Typography

Copy (Content/Text)

Continuity

Layout

Copyright

Write a short essay consisting of 500-750 words (approximately 2-3 pages) describing how each of the above elements contributes to the goal(s) of the issue.

Be specific on the details of the attributes of the elements you selected and justify those decisions.

Use terminology and concepts learned as it relates to creating digital media, storyboarding, and wireframing.

If you selected Motion Graphics:

Motion Graphics Storyboarding Project:

Design a storyboard (refer to Unit 2 Project Planning Tutorial Module) for a 30 second YouTube video selling either a product or service of your choice.

First, determine the following:

Production Title

Production Goal(s) (refer to SMART Goals in Unit 2 Project Planning Tutorial Module)

Production Concept (a brief description consisting of 25-50 words)

Production's purpose (title, goals, and concept),

The storyboard must account for the following additional information:

Equipment Needs

Framing

Perspective

Point of View

Camera Angle

Movement

Continuity

Transitions

Lighting

Type

Audio

Scene Timings

Scene Sketches

Write a short essay consisting of 500-750 words (approximately 2-3 pages) describing how each of the above elements contributes to the goal(s) of the video.

Be specific on the details of the attributes of the elements you selected and justify those decisions.

Use terminology and concepts learned as it relates to creating digital media and storyboarding.

Presentation

Prepare a Word document that meets the following requirements:

Create a cover page including:

Your name

Course/Section

DMWT specialization selected

Production's title

Date of submission.

The body of the document should include the following:

The storyboard completed above inserted into the document (and not included as a separate file with your submission).

The short essay described above.

Create a References page, in APA format, citing any references you used in creation of the storyboard, wireframe(s) (if applicable), and short essay.

The font must be 12pt Times New Roman, double spaced.

Storyboard paper must be submitted as a Word document, and must be named as: YourLastName\_Storyboard.doc (or YourLastName\_Storyboard.docx for Office 2007)