



Almost every TV commercial, TV show, or video began as a storyboard. The storyboard is a sheet of paper that breaks down the elements of a video production into what you see and what you hear. Think of the storyboard as a comic strip. Each block has a picture with an action and a line or two of dialogue.

### **Steps to create a storyboard:**

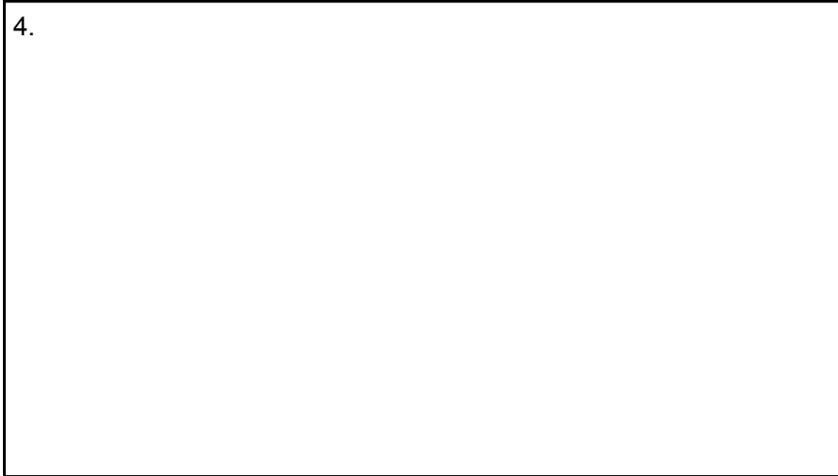
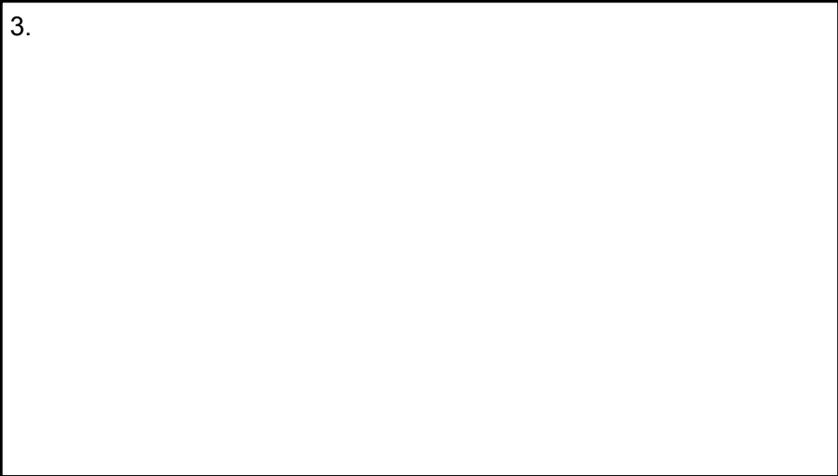
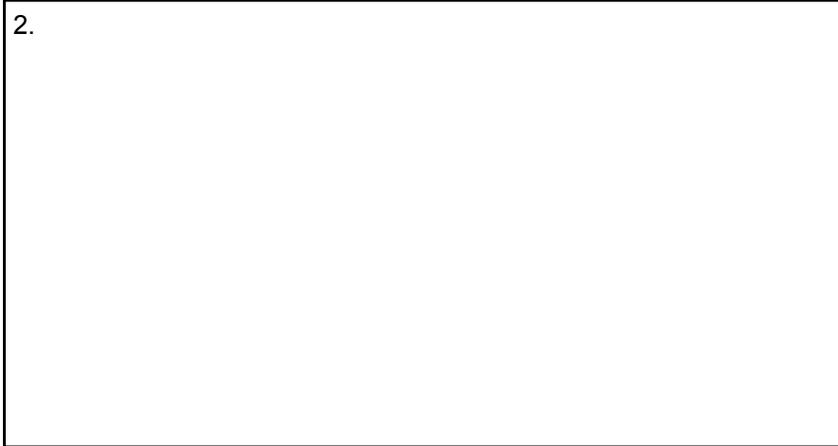
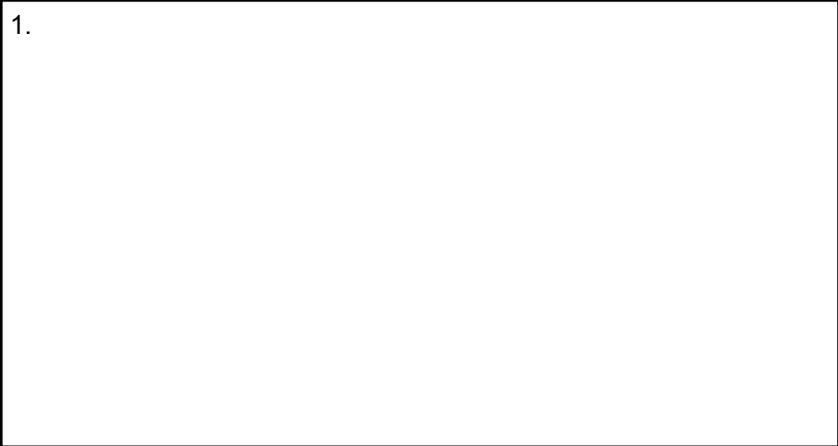
1. Choose a health leader, health service, or a health center from Leading Healthy Change. Your assignment is to create a 30-second commercial for this person, service, or center, starting with a storyboard that maps out the commercial.
2. Your storyboard is divided into eight frames. Draw pictures in the box to show what will be on the screen in your video.
3. Then write in the words or sound effects heard for that screen below that box. This is the Audio. Audio can be the spoken words of people on camera, the words of an announcer who is not on camera, or words that appear on the screen. Sometimes it's a combination of all three.
4. Choose music that will play during your commercial. The music you choose must be appropriate and must also communicate something about your chosen health leader, health service, or a health center.

### **Remember:**

- Use action.
- Keep it simple.
- Have a clear message.
- Make sure your pictures and words tell what your chosen Health Leader does in his/her work, and show why it matters!
- What you show on screen changes every few seconds.
- Your commercial will be only 30 seconds.
- Make sure your boxes flow in a logical order.

**Storyboard name(s) of authors:** \_\_\_\_\_

- 1. In each panel, draw or describe the action.
- 2. You may use the line below each image to write a caption.
- 3. Optional background song or music \_\_\_\_\_



Use the lines below to provide additional information for your commercial.

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