

Directors Notes for Storyboarding or 2 Column Shooting Script

- Director:
- Talent:
- Production team:

-Title of Video – Commercial

What are you trying to sell?
How are you going to sell the product?
What is the point of your commercial?

What is the mood?
How are you going to capture the mood?
How does the visual style (the shot selection) capture the mood

- Be aware of:
 1. what the feel or emotion is in a shot/sequence and
 2. how you will accomplish communicating that emotion

You should have a clear vision of the whole piece and each section before you start to storyboard

For each frame:

SHOT TYPE: MS (waist shot), Full Shot (full length – body). EST; (setting up the scene); ECU (extreme close up), CU (face).

Imp't note – USE VISUAL VARIETY. Use different types of shot.

What is the payoff? What is the one shot that the commercial leads up to.

Briefly describe the action in each frame. (student taps pencil on desk)

NOTES:

CAMERA MOVEMENT:

-PAN (from right to left), TILT (up to down)

-AUDIO

In each frame – describe the audio. Might be specific – zipper, door slam, music
Use an adjective to clarify the tone of the audio.