STORYBOARDS

Short Description

Storyboarding can help visually capture the social, environmental, and technical factors that shape the context of how, where, and why people engage with services or policies.

When to use this method?

Storyboards can be used to build empathy for people who are the target audience of a specific policy and consider design alternatives in the early phases of the design process. This can be achieved by illustrating contextually rich narratives (Hanington and Martin, 2012).

How to use this method?

A: Brief explanation

Five design practices common to visual storytelling can be harnessed to facilitate storyboards will be presented below:

B: Detailed Step-by-step guide

- Simple, abstract drawings of stick figures drawn by anyone are often more effective than artist's outputs at garnering the attention of the storyboard audience on a specific detail or message.
- Draw with enough context, but not so much that details distract from the purpose of the storyboard.
- Use text to supplement the visuals in a storyboard when it would otherwise take too much effort to illustrate a concept or idea. Add words or thought balloons, captions, or background signs.
- Emphasise people, products, or both: To elicit an emotional impact illustrate characters in emotionally charged situations. If on the other hand the goal is to elicit technical or evaluative feedback regarding the concept, leaving characters out of the panels can focus attention on the details of the design.
- Use between 3 to 6 panels to communicate an idea. Each storyboard should be focused on one salient concept or idea. If more than one concept needs to be communicated, consider creating multiple storyboards that each focus on a different factor.
- Time as a design element should be used to show large time lapses in a scene. Clocks, calendars, zoom-ins of wristwatches, or the movement of the sun in the background can be added to explicitly show the passage of time.
- Construct the story and the storyboard panels depending on what information will resonate with the target audience. For instance, when designing for stakeholders, illustrate the range of potential design opportunities.[1]

Additional ideas / information

The storyboard outputs can be distributed in face-to-face meetings and presentations, as well as online and on websites.

ADAPTABLE ONLINE

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[1] Adapted from Hanington and Martin (2012: 170).

REFERENCES

Hanington, Bruce, and Bella Martin. 2012. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions*. Beverly: Rockport Publishers.