

Storyboarding

Storyboards are graphic organizers such as a series of illustrations or images displayed in sequence for the purpose of previsualizing a motion graphic or interactive media sequence, including website interactivity. The storyboarding process, in the form it is known today, was developed at the Walt Disney studio during the early 1930s, after several years of similar processes being in use at Walt Disney and other animation studios.

According to Christopher Finch in *The Art of Walt Disney* (Abrams, 1973), Disney credited animator Webb Smith with creating the idea of drawing scenes on separate sheets of paper and pinning them up on a bulletin board to tell a story in sequence, thus creating the first storyboard.

One of the first live action films to be completely storyboarded was *Gone with the Wind*. William Cameron Menzies, the film's production designer, was hired by David Selznik to design every shot of the film. Many large budget silent films were also storyboarded but most of this material has been lost during the reduction of the studio archives during the 1970's.

Storyboarding became popular in live-action film production during the early 1940s, and grew into a standard medium for previsualization of films: "We can see the last half century ... as the period in which production design was largely characterized by adoption of the storyboard," wrote curator Annette Michelson in a 1993 catalog for the Pace Gallery exhibit *Drawing into Film: Director's Drawings*, which featured storyboards of popular films.

Storyboarding's most recent use is outlining websites and other interactive media projects during the design phase.

Storyboards were adapted from the film industry to business. Today they are used by industry for planning ad campaigns, commercials, a proposal or other projects intended to convince or compel to action.

into an organisation.

Design comics are a type of storyboard used to include a customer or other characters into a narrative. Design comics are most often used in designing web sites or illustrating product usage scenarios during design.

More recently the term "storyboard" has been used in the fields of web development, software development and instructional design to present and describe interactive events as well as audio and motion, particularly on user interfaces, electronic pages and presentation screens. An interactive media storyboard may be used in the graphical user interface for the user experience design of a website or interactive project as well as a visual tool for planning the content.

