

WRD 111

Outline/Storyboard Assignment

Overview

One of the most important parts of being a writer or other producer is to plan and develop your ideas. This way you can understand how your project will come together, as well as providing a blueprint to communicate to others working with you. This assignment asks you to work with your group to provide an in-depth exploration of your project that will help you plan out your PSA and understand any challenges you may face, as well as searching for ways to overcome these obstacles.

For this assignment, you will create two documents:

- 1) A written narrative (1200-1500 words) that details exactly how your PSA is going to come together, focusing on five categories:
 - a. Overview of the issue that the PSA will address and the audience you will target
 - b. How the PSA will appeal to ethos (how will you prove that you have credibility and authority?)
 - c. How the PSA will appeal to pathos (how will you establish an emotional connection and appeal with your audience?)
 - d. How the PSA will appeal to logos (what kinds of facts, research and information will you use to support your argument? What kind of logic will you use?) ;
 - e. Overview of the constraints and limitations that you might face and how your group will deal with those

- 2) A visual storyboard (a minimum of 8-10 pictures, photographs, drawings, or two images per person) that you will create as a slideshow of how you currently see your workflow, what kinds of camera shots and locations you would like to use, and possibly your main resources (people, places, objects, architecture, events, etc.).

Much of this assignment is expanding on, adding to, and delving deeper into the issues you began researching in your scene depiction and have already been discussing with your group members. Together, these documents should give me a detailed account of what it is your group is doing, how you will do it, and what kinds of things you anticipate will be problems, as well as how you will fix them. Additionally, I will be able to see your vision and help you through the rest of the project.

Guidelines

As outlined above, the written document needs to address **at a minimum** issue and audience, ethos, pathos, logos, and constraints and limitations. In order to address these categories appropriately, you will need to do some outside research as well to show that you are not relying wholly on your own experience or the experience of the individual you are focusing your documentary on but instead that you are attempting to place this person and their unique situation in the framework of the community and/or the world at large.

The written document should be in essay form (introduction, four/five categories, conclusion), should follow MLA guidelines, should use 4-5 outside sources, one per person, that relate directly to your project (not just incidental quotations). The outline should be **at minimum 1200-1500 words**.

For the visual storyboard you will use either PowerPoint or Keynote (or another similar program) to create a slideshow of **original** images that will take the viewer through your project as you imagine it currently. This means you will need to go out and scout locations and decide on camera flow so that you can visual decisions now how you will actually go out and shoot the PSA. Filmmakers use storyboards to give visual life to the main parts of their films. You don't have to show what every shot will look like, but you do need a general idea of what main parts you will be showing. In addition, you must include a few notes for each slide that explain what is happening in each scene, what will happen, who or what is featured, and how it pertains to the purpose of the PSA. The storyboard needs a **minimum of 8-10 slides, or two per person**.

Remember: The Outline/Storyboard is worth 10 percent of your final grade.

Due Dates

Tuesday, March 4 – Thursday March 6 – in-class planning and drafting workshop

Thursday, March 13 – Outline/Storyboard assignment due by 11:59 p.m. on blog