

LEARNING MATERIALS
N. 6

MARHER PROJECT



Funded by the Erasmus+
Programme
of the European Union



www.marher.eu

A large, textured yellow circle is centered on a white background. The circle has a brushstroke-like texture with some darker and lighter yellow areas, giving it a hand-drawn appearance. The text is centered within this circle.

LEARNING MATERIAL N. 6

**"STORYBOARD: A USEFUL TOOL FOR
EFFECTIVE HERITAGE STORYTELLING"**

SUMMARY

The Learning Material n. 6 of the project MARHER is a practical exercise to write a basic Heritage Story using a storyboard.

In the first part of the slides presentation, a basic Storyboard Structure is introduced with explanation of each element.

The storyboard structure is divided into eight parts, each part represents a basic element of a story arc. Each section has an empty template to be filled following the description of that specific story arc element.

Under the mentorship of the Trainer, the trainees should fill in each template following the instructions provided in the descriptions. At the end of the process, the basic framework of Heritage Story will emerge from the coordinated set of elements.

In the last part of the slides presentation, additional external resources and a final questionnaire to test the skills acquired are provided.

CHAPTER CONTENTS

- Storyboard definition
- Heritage Storyboard Structure
- Let's Tell Your Heritage Story
- Title of the Story
- Teller and Listener
- Time and Space
- Characters/Hero
- Problem/Change
- Vicissitudes
- Turning Point and Resolution
- Moral
- External Resources
- Skills Assessment Module



What is a storyboard?



Definitions and uses

A storyboard is a graphic tool used to organize elements of a storytelling process, useful for planning a narrative. A storyboard is composed of elements enclosed in boxes linked by logical cause-effect links that explain the processes within the story, the evolution of facts and characters and the passage of time.

The linear structure is very effective in designing a useful framework for storytelling

At their core, storyboards are a set of sequential drawings or texts to tell a story. By breaking a story into linear, bite-sized chunks, it allows the author to focus on each cell separately, without distraction.

Why storyboarding?

- **Efficacy:** A picture speaks a hundred and one words; a storyboard represents a quick and dynamic approach to visualize an entire story
- **Productivity:** Visualizing things with a small amount of information saves up time
- **A Storyboard makes the bottom message very clear**
- **Low cost:** it is a low cost strategy to visualize, present and pitch a story draft before it got fully developed
- **Ability to capture critical emotions at each sequence**
- **Helps in identifying the areas where more information is needed.**
- **Easy to communicate the understanding to clients**
- **Helps in organizing the work.**

Storyboards for different sectors

Entertainment Industry	Business World	Education
Plan for shots in a live-action video (commercial, vlog, TV show, film, etc.)	Pitch a product idea	Keep track of characters in a text
Plan a narrative for animation	Make "How-To" instructions	Summarize a text
Plan scenery for a stage production	Illustrate potential outcomes	Show steps in an experiment
Plan or create a graphic novel or comic	Present ideas to peers and colleagues	Create an illustrated story

Source: <https://www.storyboardthat.com/articles/e/what-is-a-storyboard>

Common Storyboards Uses for Business

- **Planning for negotiations**
- **Personas: studying potential customers and how a product fits their needs**
- **Customer journey mapping: they are narrative stories of your users that allow you to see how a customer may have a need for your product, how they would come across your product, and how your product can benefit them. Creating these maps lets us realize where we may have flaws or gaps in our marketing strategy or use-case scenarios.**
- **User stories**
- **Mentoring/training for difficult conversation**
- **Demonstrating a process**

Business goals to consider in storyboards

- **CONSIDER THE BUSINESS CONTEXT:** What is the goal trying to address?
- **SPECIFIC:** What exactly will I accomplish?
- **MEASURABLE:** How will I know I have achieved it?
- **ACHIEVABLE:** Can it be achieved?
- **RELEVANT:** How does it relate to the business problem?
- **TIME DELIMITED:** When will I achieve it?

Types of storyboards

- **Traditional**

A traditional storyboard uses a series of pencil drawings to help a marketer or content creator visualize their pitch before they start filming a video. These drawings can be also very detailed, and you can decide to sketch every scene or a few shots from your script on a piece of paper.

Traditional storyboards are easy to edit which makes them popular among marketers.

Written notes describing what the viewer will see in the scene can be added.

A traditional storyboard cuts costs, but it's not necessarily the most efficient option, since it's time-consuming.

Types of storyboards

- **Thumbnail**

A thumbnail storyboard consists of small sketches of the scenes in your video. This type is used when the team members already know how they should make an idea come to life. Unlike a traditional storyboard, this one involves less details. For instance, there is no text and you don't need to add more information to your sketches.

- **Animated**

The significant developments in technology have made it possible for marketers to use storyboard software to graphically present their video ideas. These storyboards are animated and usually contain some dialogue and music. This allows those involved in the production process to see what the end-product will look like.

Heritage Storyboard Structure

1

1 Title of the story

2

2 Storyteller and Listener

3

3 Time and Space

4

4 Charachters/Hero

5

5 Problem/Change

6

6 Vicissitudes and Dream

7

7 Turning point and resolution

8

8 Moral



**LET'S TELL YOUR
HERITAGE STORY!**

1. Title of the Story

In this section, the author should provide the title of the story

Suggestions:

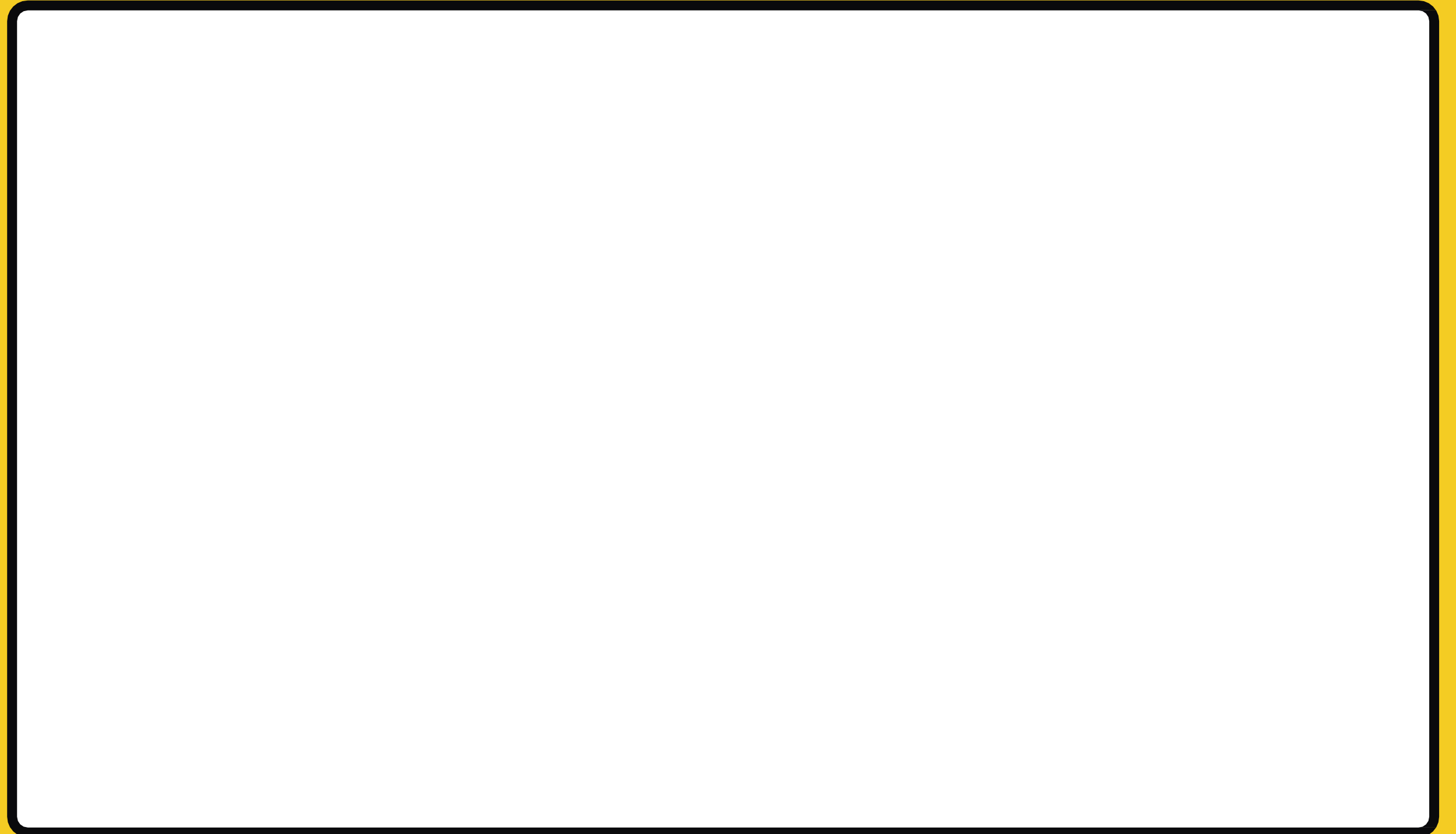
It is not necessary to find the right title at the beginning.

You can also write it at the end when the story will be already structured and its moral and value proposition clearly described.

The title should be short and evocative, not descriptive.

A good title is not there to describe or explain but to arouse curiosity.

A good title reflects the core message of the story.



2. Storyteller and Listener

Who will tell your Heritage story?

Who is the narrator?

In the case of an autobiography, the story will be told in the first person as the life history of the narrator while in the case of a biography, the story will be told in the third person.

To better involve your audience, our suggestion is to write it in the first person.

Who will listen to it? What is your main audience (clients? general public? etc.)

Please, describe it.

Storyteller

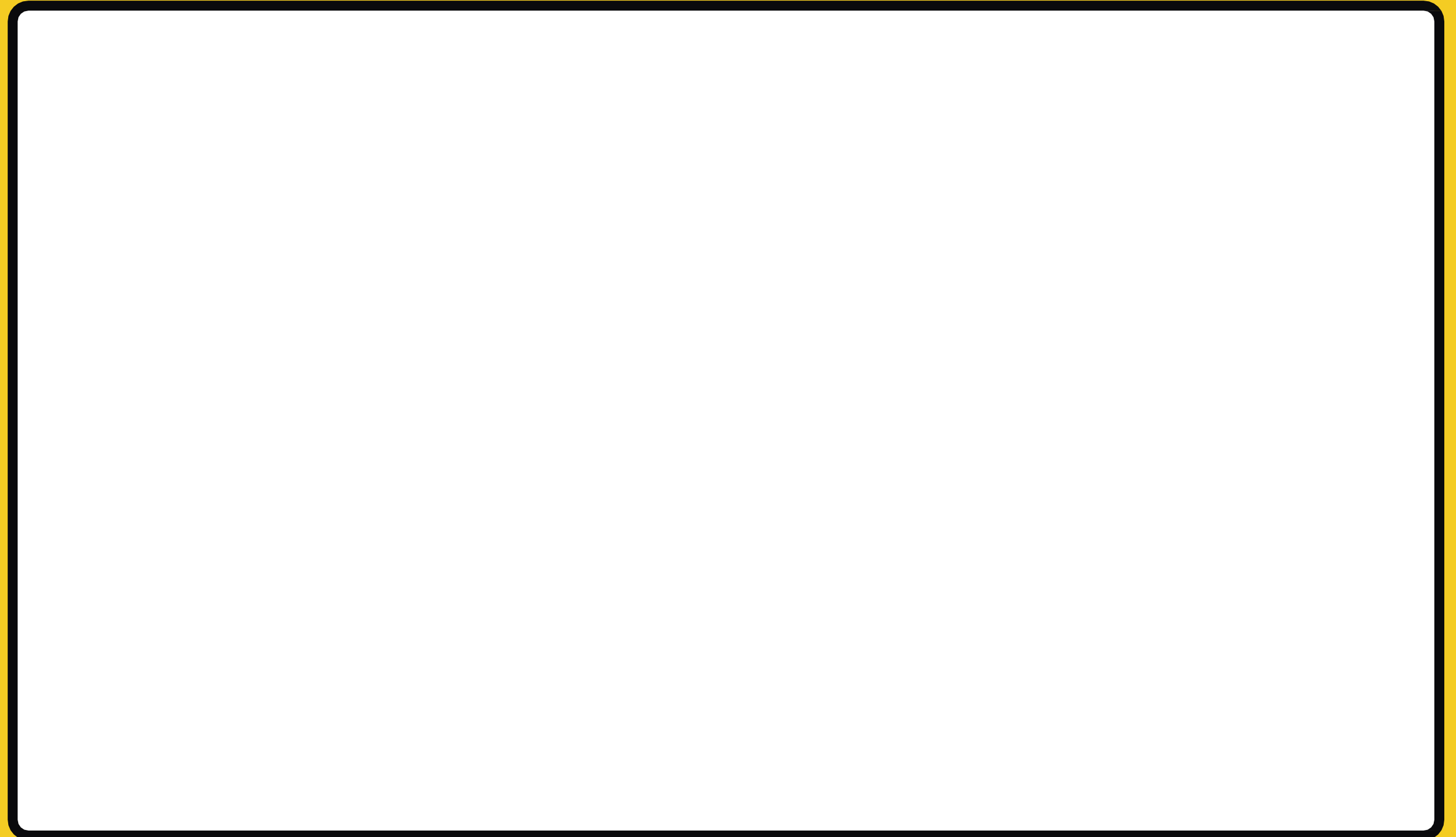
Listener

3. Time and Space

In the "Time and Space" section you should describe the context in which the story is based.

If possible, it is advisable to describe an initial situation of quietness and stability, which is challenged by an intervening event/change.

This change/problem has the function to trigger the Heritage story.



4. Characters/Hero

In this section, you should describe who is the protagonist of your Heritage Story.

Is it a single protagonist or a collective protagonist? (An organization or a founder, a group of employee or a single collaborator?)

Please describe the characteristics that you will better specify during the story.

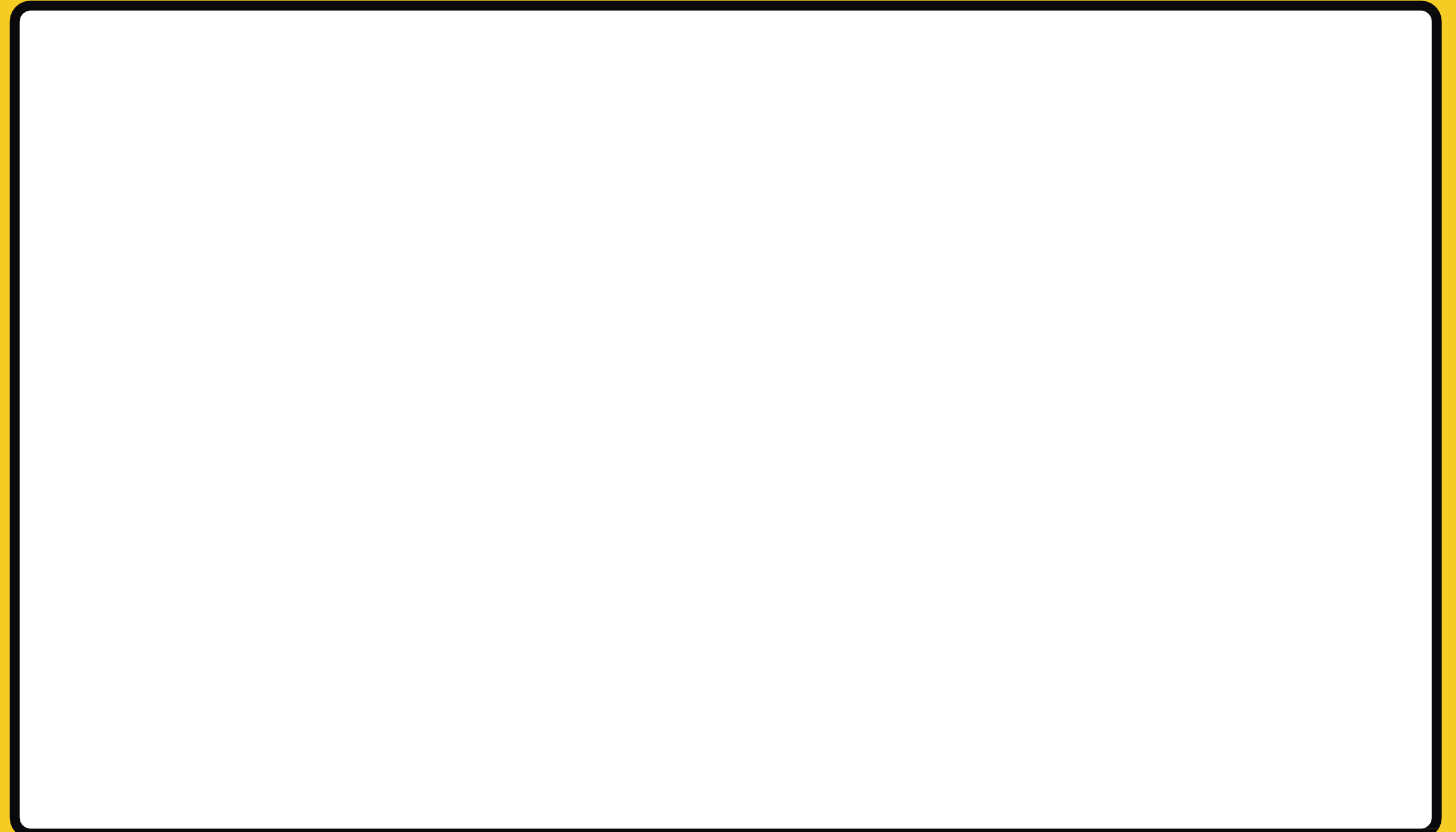


5. Problem/Change

"Problem and Change" section is linked to the "Time and Space" because the problem/change is the fact/event/idea that intervenes to upset the quiet and routinary life of the protagonist.

The protagonist decides (or is forced) to leave the job, the country or a quiet life for a new adventure.

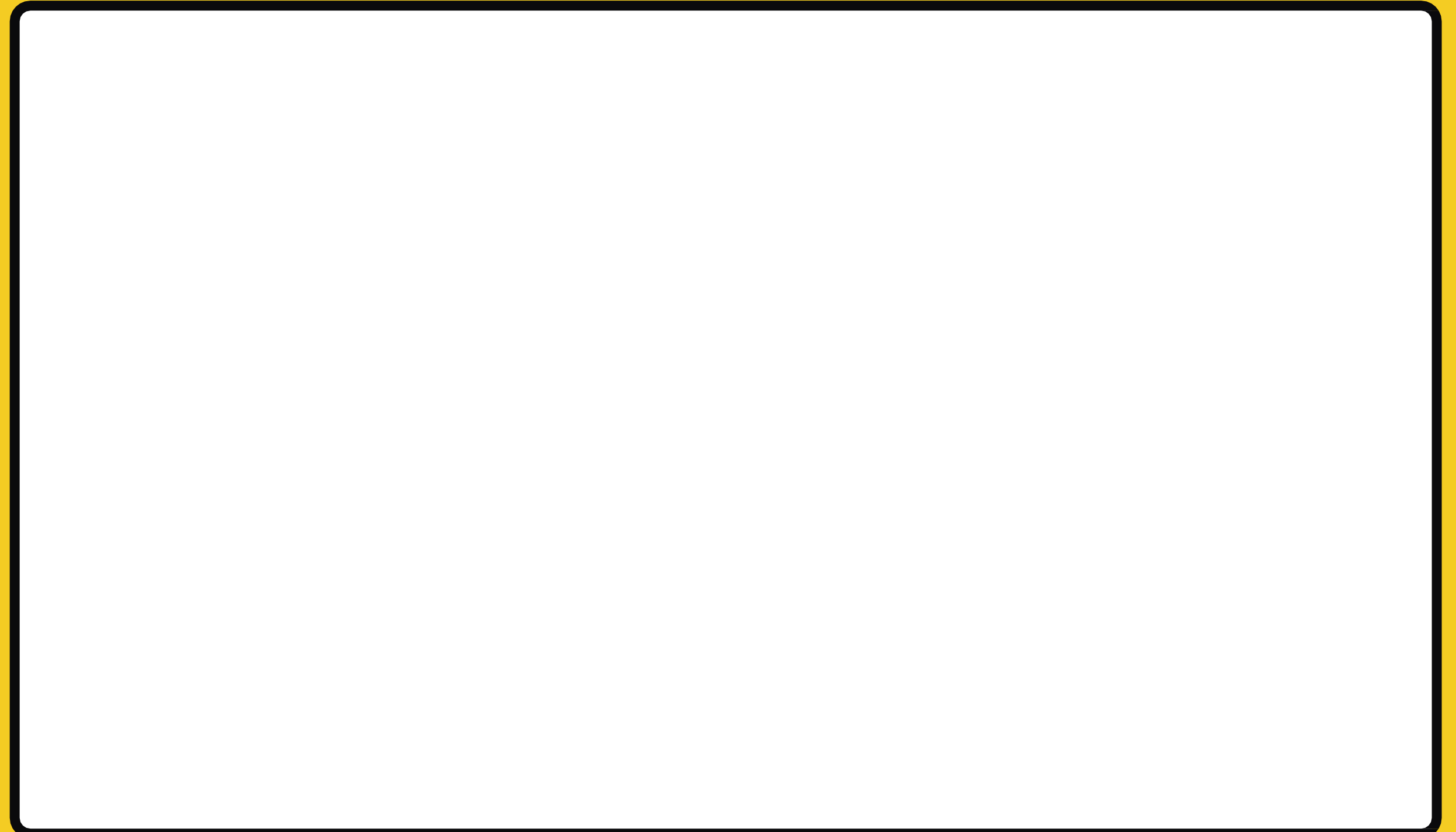
His/her life changes completely than before. An uncertain time starts.



6. Vicissitudes and Dream

The protagonist of the Heritage Story has a dream (long term objective) and he/she has to overcome some challenges to achieve it.

In this section, the obstacles, fights, falls and failures of the protagonist are described. These trials are necessary to realize, in the end, the dream.

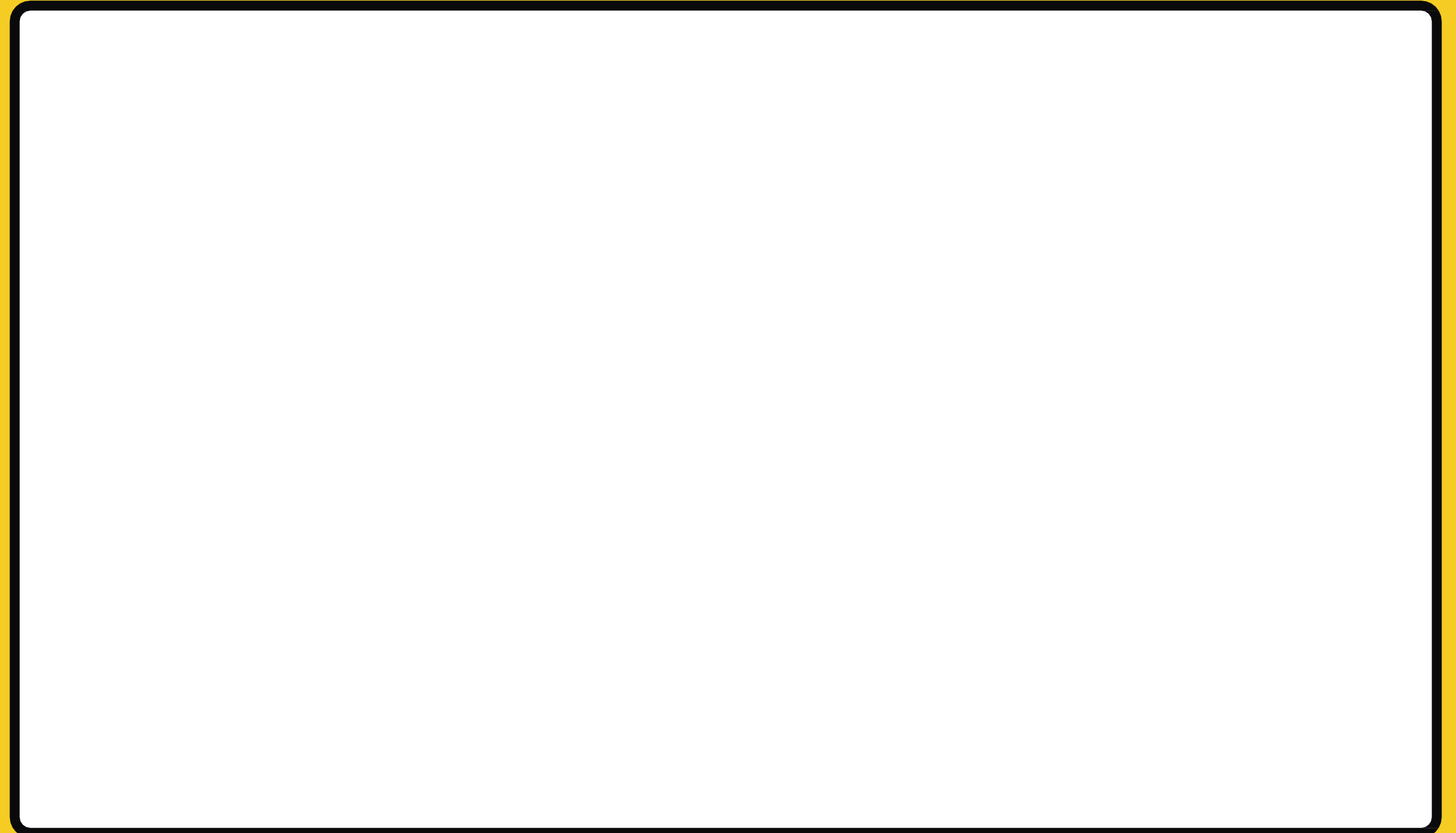


7. Turning Point and Resolution

The turning point is a decisive change that allows your hero to achieve its objective.

The turning point arrives at the end of a series of challenges that the hero/protagonist had to overcome.

The resolution, that follows the turning point, could be finally starting with a business activity after searching for a long time.

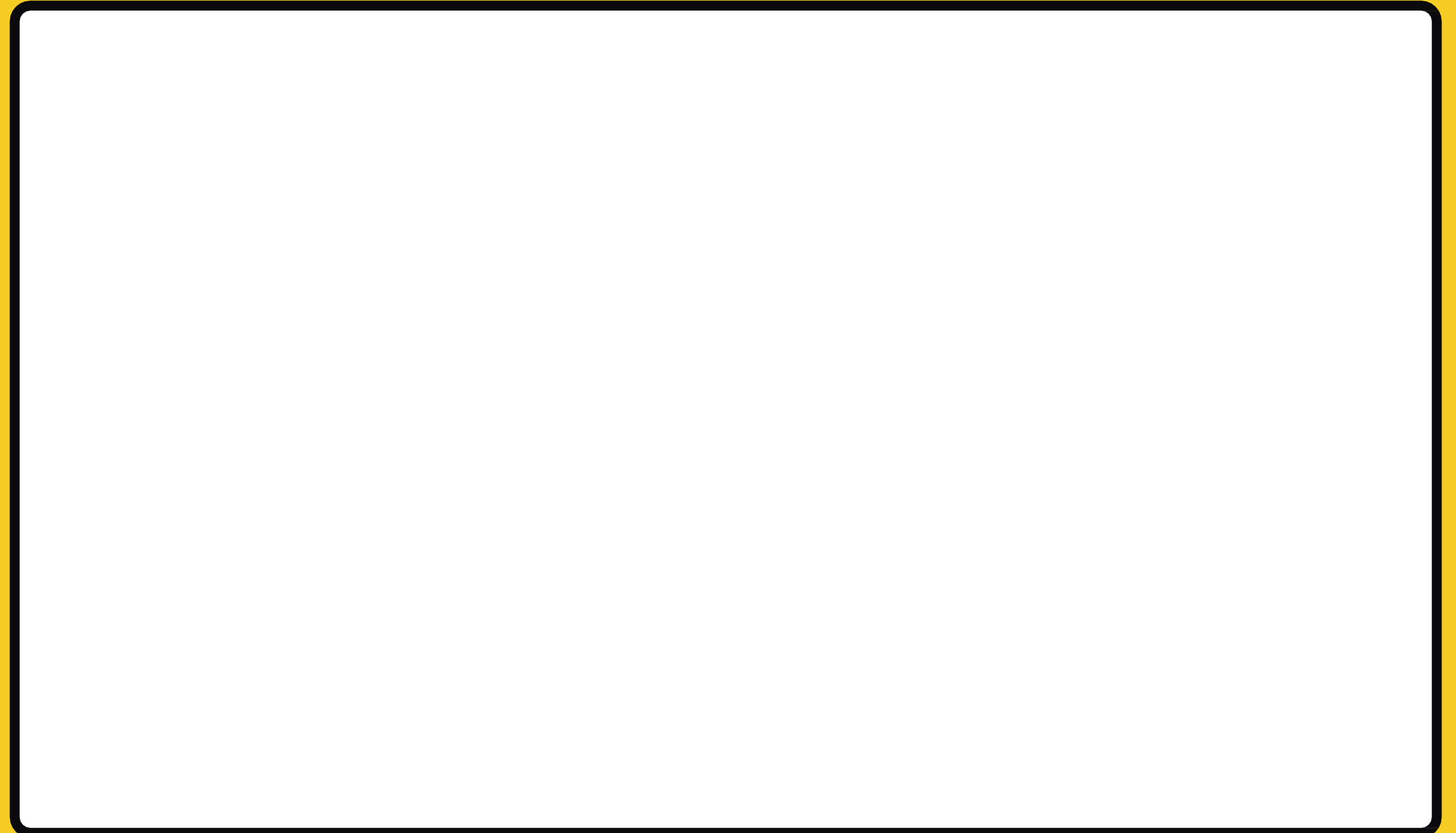


8. Moral

In this last section, you should describe the "moral" of your corporate story.

On the basis of the story you told, what is the lesson learned you can share with others?

How your corporate story can be useful and a source of inspirations for other entrepreneurs and, more generally, for the general public?



EXTERNAL RESOURCES:

- What Is Storyboarding And Why It Matters In Business
<https://fourweekmba.com/storyboarding-business>
- How Storyboards Help Entrepreneurs:
<https://isaacjefries.com/blog/2019/9/3/how-storyboards-help-entrepreneurs>
- What is a storyboard for entrepreneurship?
<https://www.icsid.org/loans/what-is-a-storyboard-for-entrepreneurship>
- Storyboard that
www.storyboardthat.com

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