

PHASE 2: CONCEPT DEVELOPMENT

Creating Storyboards

Effort ●●●●●

Objective

To create storyboards based on the selected Landed Ideas to be used for concept testing among the intended audience.



Time needed

Multiple days, depending on size and scope



Participants

Core design team; research team

How to use this tool

A storyboard is a tool that expands the Landed Idea into something the intended audience can look at and react to. A comic-strip format is used to demonstrate one execution of the creative concept, complete with illustrations and text.

- **Further refine the selected creative concepts.** Break into small groups, each group with an illustrator. Each group receives a copy of all final creative concepts, which they review and further refine if needed.
- **Develop 1-2 storyboards for each concept.** See the [folder of example storyboards](#). Using a comic-strip format, illustrate one spot for your campaign. Use as many boxes as needed to tell the story.
- **Select the best storyboards.** Each group presents their storyboards to the plenary. Passion voting is used to select the storyboards that best address campaign objectives and are most likely to capture the audience's attention.
- **Create a final draft of the storyboards.** Illustrators refine the selected storyboards so that they can be printed on A3 paper for concept testing.

Citations

Johns Hopkins Center for Communication Programs. (n.d.). *How to Conduct a Situation Analysis*. The Compass for SBC. <https://thecompassforsbc.org/how-to-guide/how-conduct-situation-analysis>