

<b>COURSE TITLE</b>	<b>CONCEPT DEVELOPMENT &amp; STORY BOARDING</b>
<b>COURSE CODE</b>	<b>05MA0102</b>
<b>COURSE CREDITS</b>	<b>6</b>

**Objective:**

- 1 Understand the fundamental principles of visual storytelling and concept development
- 2 Learn techniques for generating and refining creative ideas
- 3 Master the art of storyboarding for various media (film, animation, games, etc.)
- 4 Develop strong visual communication skills
- 5 Learn to effectively present and pitch concepts

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Students can demonstrate a strong understanding of concept development principles and techniques for generating creative ideas
- 2 Students can effectively utilize visual storytelling principles to create compelling narratives
- 3 Students can create professional-quality storyboards that effectively communicate visual ideas
- 4 Students can confidently present and pitch their concepts to clients and stakeholders
- 5 Students can analyze and critique existing concepts and storyboards, demonstrating a critical understanding of the field

**Pre-requisite of course:NA**

**Teaching and Examination Scheme**

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
6	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to Concept Development</b> Definition and importance of concept development, Sources of inspiration and idea generation techniques brainstorming, mind mapping, etc, Understanding target audiences and their needs, Developing a unique selling proposition (USP), Analyzing successful concepts in various media	15
2	<b>Visual Storytelling Principles</b> Understanding visual language (composition, color, perspective, etc.), Creating compelling characters and environments	15
3	<b>Storyboarding Techniques</b> Introduction to storyboarding: definition, purpose, and history, Storyboard formats and conventions, Shot composition and camera angles. - Pacing and timing in storyboards	15

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
4	<b>Developing narrative structure (plot, conflict, resolution)</b> Using visual cues to convey emotions and ideas, Analyzing story structure and narrative techniques in different media	15
5	<b>Creating effective action sequences</b> Using storyboards for different media (film, animation, games, advertising)	15
6	<b>Concept Presentation and Pitching</b> Developing a strong visual presentation, Creating a compelling pitch deck, Presenting concepts effectively to clients and stakeholders , Receiving and incorporating feedback, Legal and ethical considerations in concept development, Emerging trends in concept development and storyboarding (VR/AR storyboarding, interactive narratives)	15
<b>Total Hours</b>		<b>90</b>

#### **Textbook :**

- 1 Preparing for the Pitch: Visual Storytelling in Animation and Film, John Hart, Routledge, 2004
- 2 Storyboarding Essentials: SCAD Creative Essentials, David Harland Rousseau, Benjamin Reid Phillips, Watson-Guptill, 2013

#### **References:**

- 1 Preparing for the Pitch: Visual Storytelling in Animation and Film, Preparing for the Pitch: Visual Storytelling in Animation and Film, John Hart, Routledge, 2004
- 2 Storyboarding Essentials: SCAD Creative Essentials, Storyboarding Essentials: SCAD Creative Essentials, David H. Rousseau, Benjamin R. Phillips, Watson-Guptill, 2013

#### **Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking / Creative</b>
10.00	20.00	25.00	25.00	10.00	10.00

#### **Instructional Method:**

- 1 Practical
- 2 Boardwork
- 3 PPT

### **Supplementary Resources:**

- 1 <https://www.routledge.com/Preparing-for-the-Pitch-Visual-Storytelling-in-Animation-and-Film/Hart/p/book/9780240805490>
- 2 <https://www.penguinrandomhouse.com/books/227078/storyboarding-essentials-by-david-harland-rousseau-and-benjamin-reid-phillips/>
- 3 <https://www.studiobinder.com/blog/storyboard-examples-film/>
- 4 <https://boords.com/how-to-storyboard>
- 5 <https://miro.com/storyboard/storyboard-examples/>