

Creating a Storyboard

What is a storyboard anyway?

A storyboard is a visual display of information that you want to convey to a specific web audience. It is the easiest way to determine what you want to put on your website - the homepage and the connecting pages. Storyboards are enormously helpful in determining how the “final product” (the website) will look.

The following key areas need to be considered when creating a website. Please “draw out” your ideas on paper first before putting them on the computer.

1. Who is your audience?

4. How do you want to convey this information? Text? Color? Graphics? Animation?

2. What do you want to tell (show) them?

5. How much information is too much? Too little?

3. What is the main information you want to convey? What should be on the homepage and the “linking” pages?

6. How do you want to organize this information?

Areas of a Storyboard

Identifying your audience makes it easier to determine what kind of information needs to be on the website and where.

This also determines how much text, graphics, or links you will have.

1. Who is your audience?

Check out other websites on the internet to get determine what you like and don't like. This is a great way to get ideas.

2. What do you want on the website to tell (show) your audience?

Research has shown that a homepage is viewed for 3-5 seconds. If the user does not find what they are looking for they move on.

The information on the homepage will determine if your audience clicks further into your website.

3. What is the main information you want to convey? What should be on the homepage and the "linking" pages?

Areas of a Storyboard

The amount of text, and visual images you use determines how your website will be laid out.

Determine where you want your audience to focus on first, second, etc. on your pages. Use this as a guideline as to your final page layout.

4. How do you want to convey this information? Text? Color? Graphics? Animation?

Look at website that have too much text, graphics, etc. and too little. Decide what you like and don't about them and then do the opposite on your WebPages.

Remember, you are not writing a textbook, just pages with specific information.

5. How much information it too much? Too little?

How you organize web information determines how "user-friendly" your website will be.

Ask yourself: "Is this clickable?"

6. How do you want to organize this information?