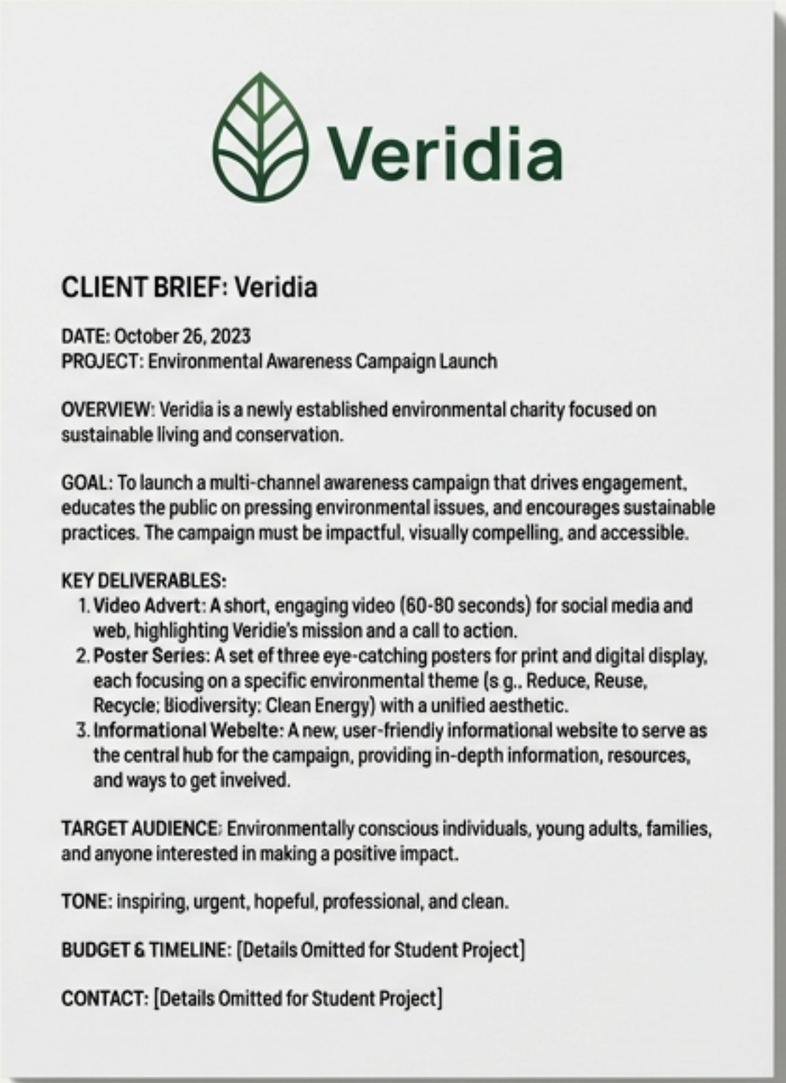
From Brief to Blueprint: Architecting an Integrated Campaign

A Strategic Guide to Storyboards, Visualisation Diagrams, and Wireframes for R093.

The Client: Veridia, a new environmental charity.
The Goal: Launch a new awareness campaign.
The Deliverables:
1. A short, impactful video advert.
2. A series of eye-catching posters.
3. A new, user-friendly informational website.

The Challenge: How do we plan these three different products to ensure they are consistent, effective, and professional *before* production begins?



Veridia

CLIENT BRIEF: Veridia

DATE: October 26, 2023
PROJECT: Environmental Awareness Campaign Launch

OVERVIEW: Veridia is a newly established environmental charity focused on sustainable living and conservation.

GOAL: To launch a multi-channel awareness campaign that drives engagement, educates the public on pressing environmental issues, and encourages sustainable practices. The campaign must be impactful, visually compelling, and accessible.

KEY DELIVERABLES:
1. **Video Advert:** A short, engaging video (60-80 seconds) for social media and web, highlighting Veridie's mission and a call to action.
2. **Poster Series:** A set of three eye-catching posters for print and digital display, each focusing on a specific environmental theme (s g., Reduce, Reuse, Recycle; Biodiversity: Clean Energy) with a unified aesthetic.
3. **Informational Webelte:** A new, user-friendly informational website to serve as the central hub for the campaign, providing in-depth information, resources, and ways to get inveived.

TARGET AUDIENCE: Environmentally conscious individuals, young adults, families, and anyone interested in making a positive impact.

TONE: inspiring, urgent, hopeful, professional, and clean.

BUDGET & TIMELINE: [Details Omitted for Student Project]

CONTACT: [Details Omitted for Student Project]

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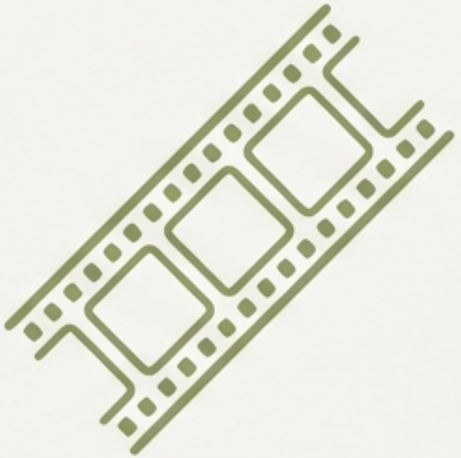
The Pre-Production Toolkit: Turning Ideas into Clear Visuals

To succeed, we need a powerful pre-production toolkit. Storyboards, visualisation diagrams, and wireframes turn our campaign ideas into clear visuals. They show what the audience will see and how they will interact with our products before any final assets are created.



Storyboard

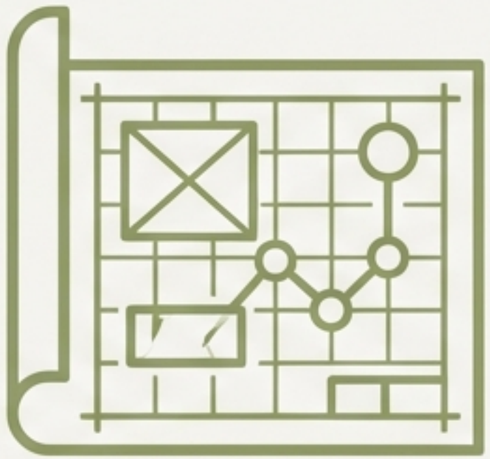
Shows the **sequence of shots** for moving image products.

Our Use: To plan the Veridia video advert.

Visualisation Diagram

Shows the **layout and style** of a single page or screen.

Our Use: To design the Veridia campaign posters.



Wireframe

Shows the **structure** and **navigation** of interactive products.

Our Use: To architect the new Veridia website.

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Part 1: Planning the Video Advert

The Vision: Using a Storyboard

A storyboard is a sequence of frames, like a comic strip, that shows how a video, animation, or advert will unfold shot by shot. It is our plan to bring the Veridia story to life on screen.

Scene #

Shot Type

Camera Move

Timing

Sound/Dialogue

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Anatomy of a Storyboard

1. Images / Sketches
Rough drawings of each shot to visualise the scene.

Scene #
1

Shot Type
Mid shot, Low angle

2. Shot Type & Angle
e.g., Close-up, Mid shot, High angle. Dictates the camera's perspective.

CUT TO:

6. Transitions
How one shot moves to the next, e.g., Cut, Fade, Dissolve.

Camera Move
Slow Tilt Up

3. Camera Movement
Instructions like Pan, Tilt, Zoom, or Track.

Timing
4s

4. Timing
Estimated duration of each shot in seconds.

Sound/Dialogue
SFX: Gentle birdsong.
Music: Uplifting piano score begins.

5. Sound Details
Notes for music, sound effects (SFX), and dialogue.

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Why the Storyboard is Indispensable

Using a storyboard isn't just a suggestion; it's a professional necessity that prevents costly errors.

A Clear Plan for the Crew

Gives directors and camera operators a precise plan for filming or animating, ensuring no shots are missed.

Synchronise Audio and Visuals

Helps to perfectly match sound effects, music, and dialogue to the on-screen action.

Finalise with the Client

Allows the client to suggest changes before expensive production work begins, reducing mistakes and reshoots.

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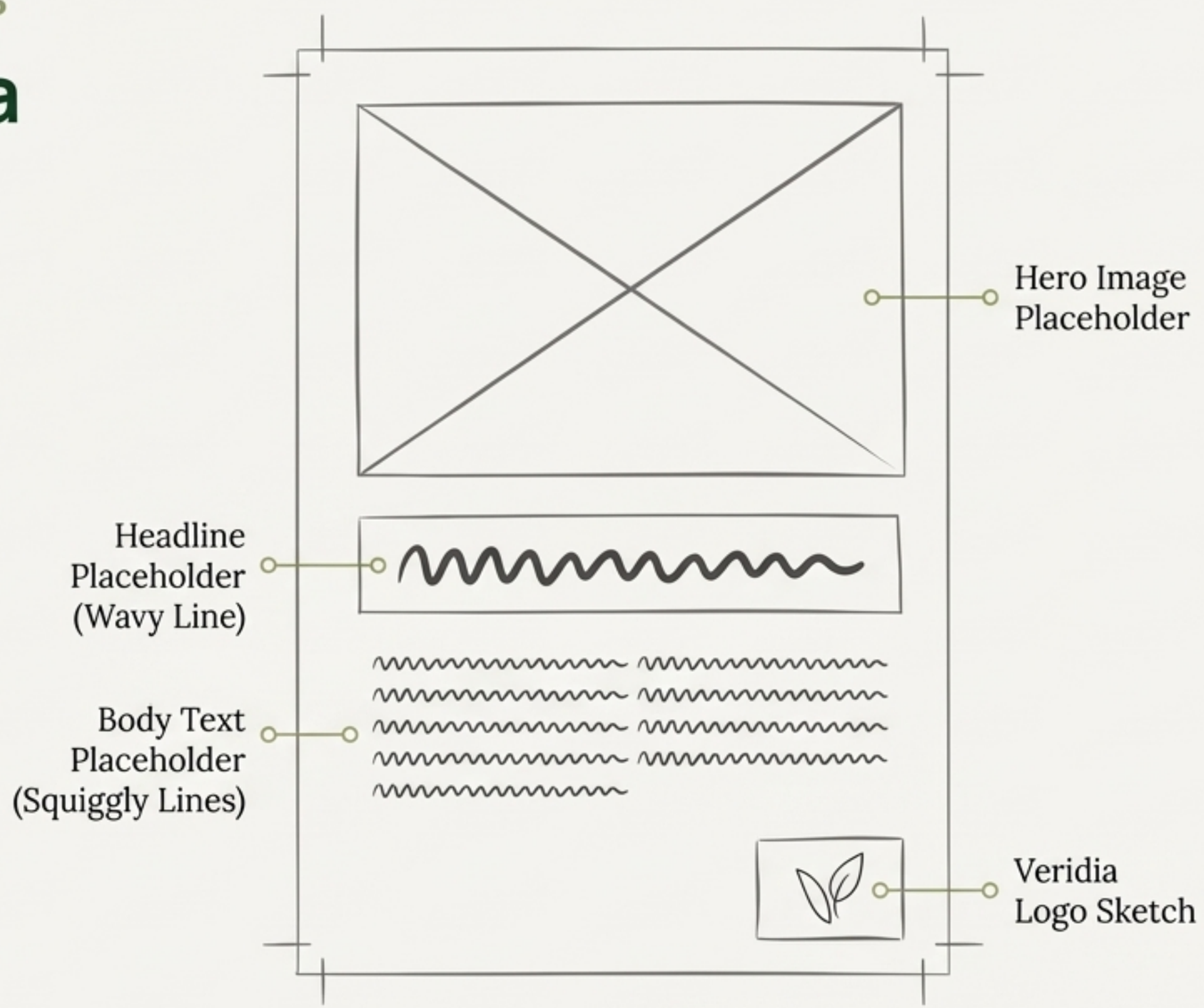
Part 2: Designing the Campaign Posters

The Impression: Using a Visualisation Diagram

A visualisation diagram (or concept sketch) shows the design of a single product page, such as a poster, magazine cover, or web banner. It's about capturing the **final look and feel** of the Veridia posters in one go.



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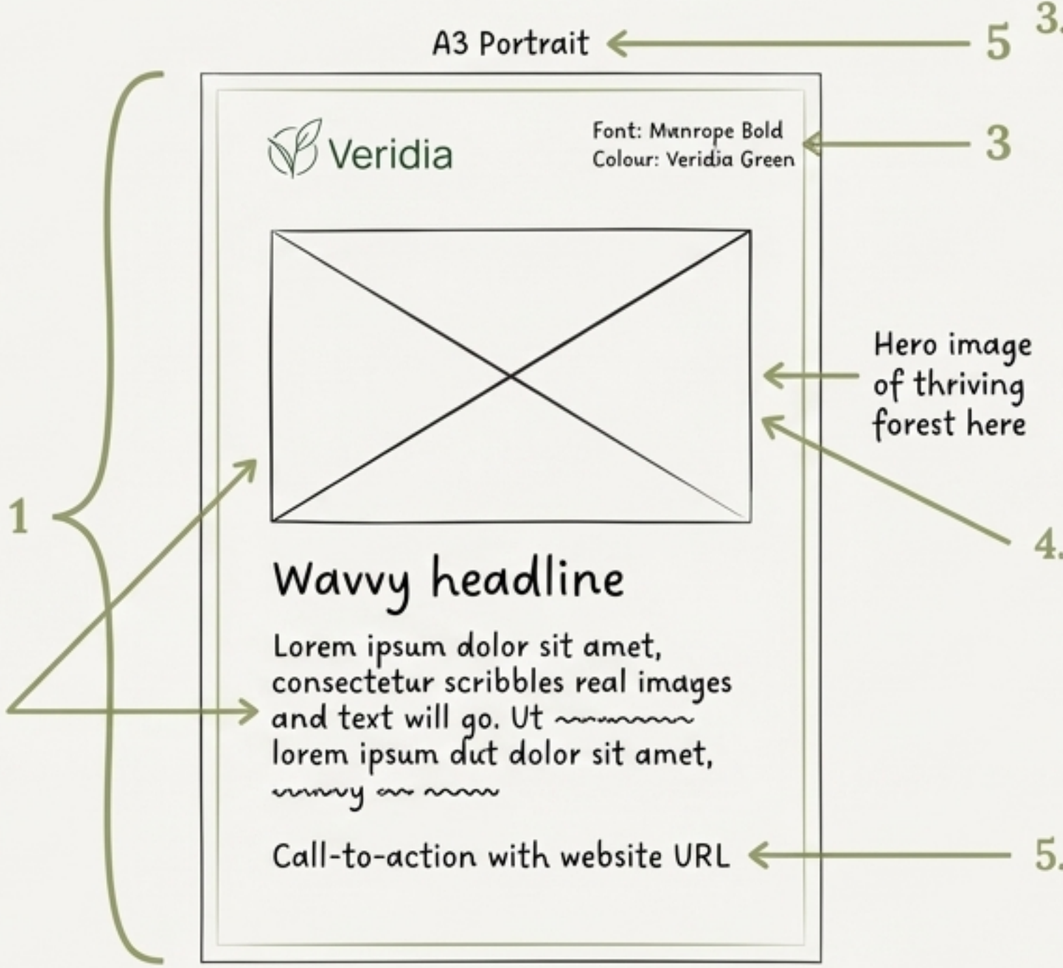
Anatomy of a Visualisation Diagram

1. **Rough Layout:** Placement of images, titles, logos, and body text to establish visual hierarchy.

2. **Placeholder Content:** Simple boxes and scribbles where real images and text will go.



3. **Colour & Style Notes:** Brief labels for colour schemes (e.g., 'Veridia Green'), fonts, and design elements.

4. **Annotations:** Explanatory notes, e.g., ‘Hero image of thriving forest here’ or ‘Call-to-action with website URL’.

5. **Dimensions / Orientation:** Indicates page size (e.g., A3), orientation (Portrait), and any bleed or safe areas.

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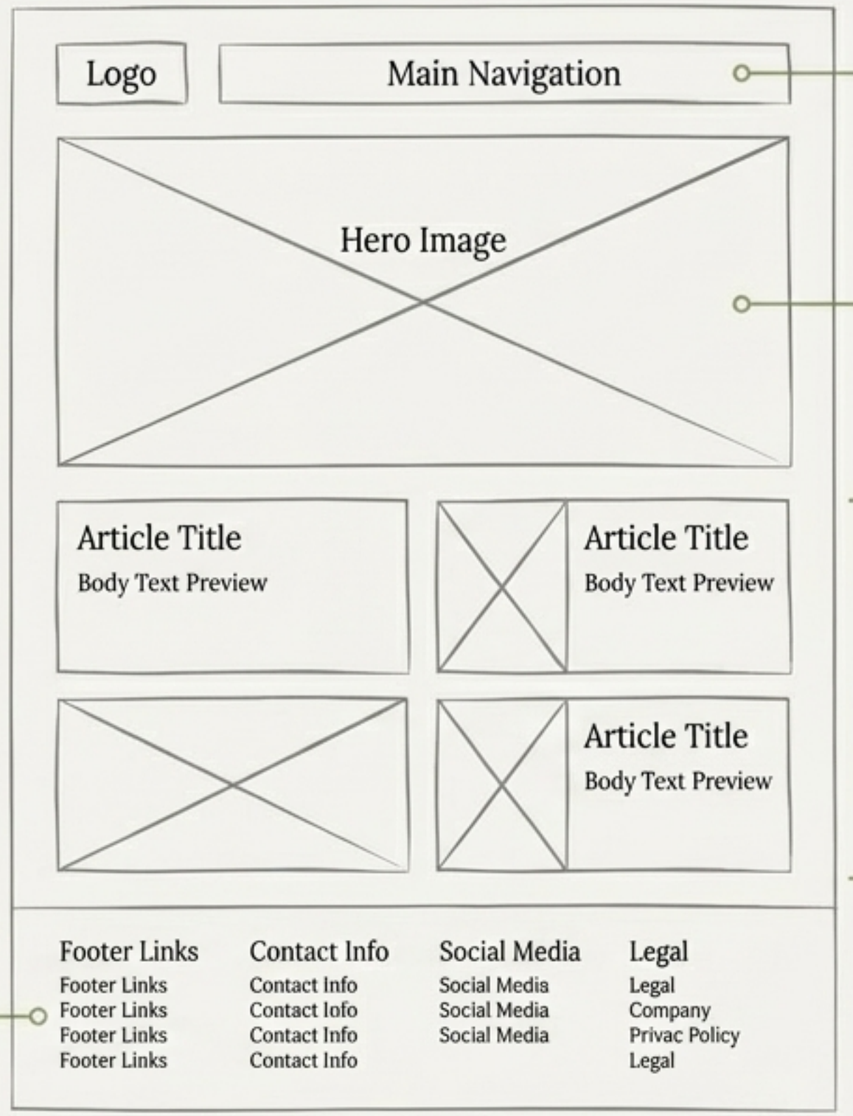
Part 3: Architecting the Information Website

The Blueprint: Using a Wireframe

A wireframe is a simple line-drawing layout for a website or app. It deliberately ignores final colours and images to focus purely on **structure**, **navigation**, and **functionality**. It is the architectural blueprint for the Veridia website.



Logo & Navigation: Placeholder for brand identity and primary navigation links.

Hero Image Area: Large visual placeholder to capture user attention.

Content Grid: Structured layout for articles and information previews.

Footer Links: Secondary navigation and essential information.

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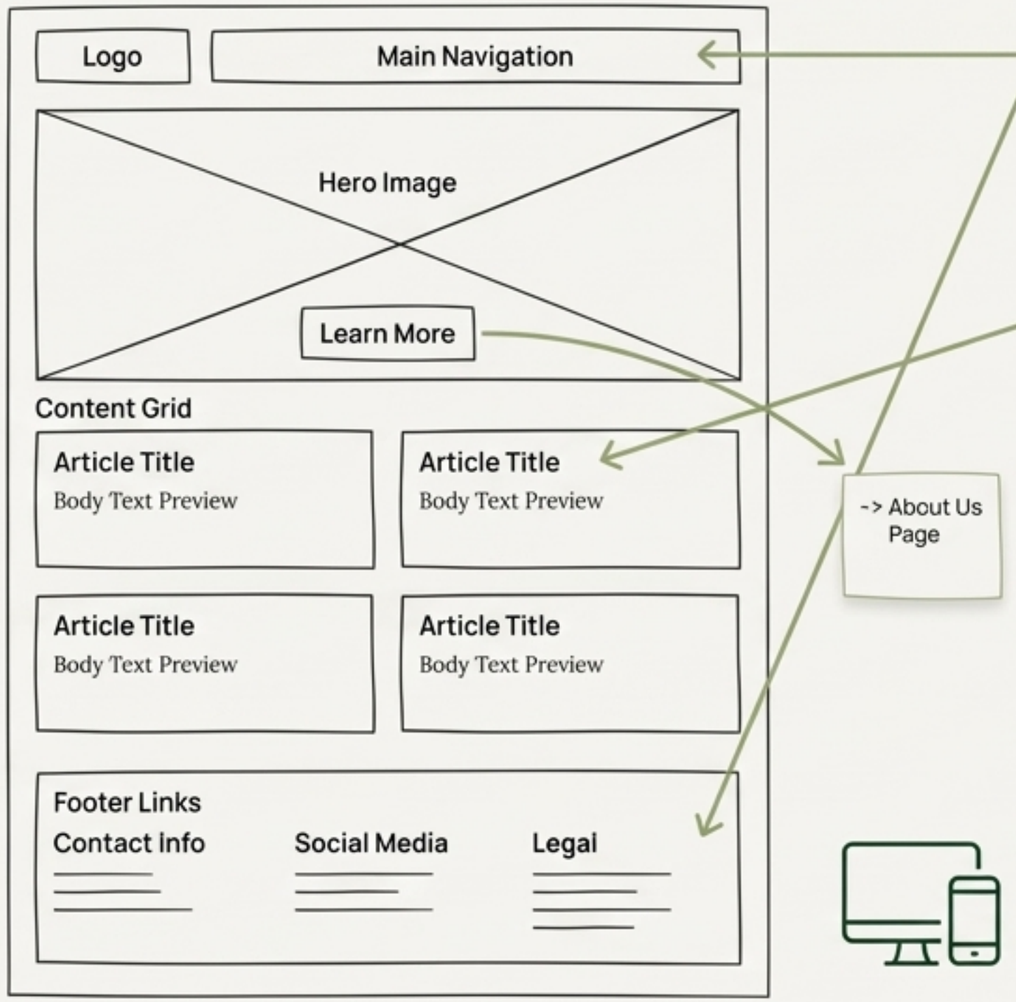
Anatomy of a Wireframe

Page Layouts:
Boxes showing where content areas, menus, and sidebars will be placed.



Navigation Menus: Shows the placement of main navigation, footer links, and buttons.

Labels: Simple text labels instead of full copy, e.g., “Campaign Video” or “Call to Action”.

Links Between Pages:
Arrows or notes explaining how users move from page to page, planning the user journey.

Responsiveness Notes:
(Optional) Notes on how the layout adapts on mobile vs. desktop.

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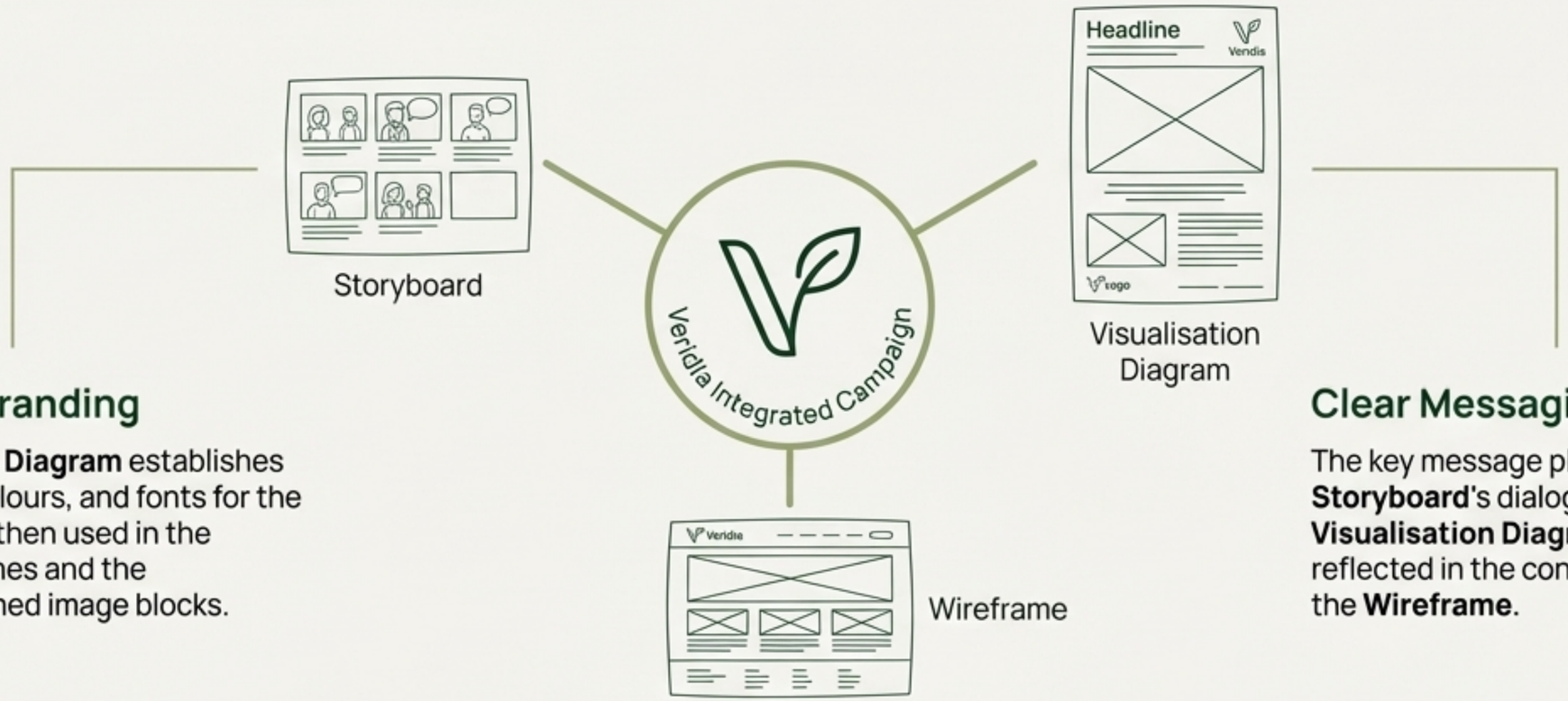
The Master Plan: How the Documents Create a Cohesive Campaign

These documents are not used in isolation. They are part of an integrated strategy to ensure the final campaign is consistent and effective.



Consistent Branding

The **Visualisation Diagram** establishes the key visuals, colours, and fonts for the poster. These are then used in the **Storyboard**'s scenes and the **Wireframe**'s planned image blocks.

Clear Messaging

The key message planned for the **Storyboard**'s dialogue and the **Visualisation Diagram**'s headline is reflected in the content structure of the **Wireframe**.

Smooth User Experience

The **Storyboard**'s video advert ends with a call-to-action. The **Visualisation Diagram**'s poster features a clear URL. The **Wireframe** ensures the website's navigation makes finding that information effortless.

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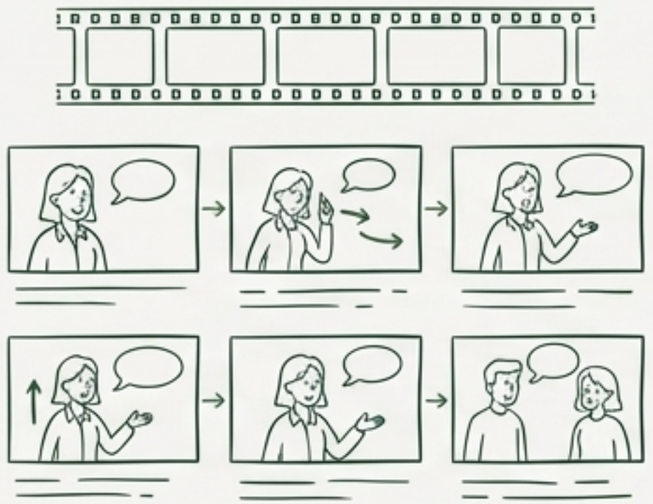
At a Glance: Choosing the Right Tool for the Job

Storyboard



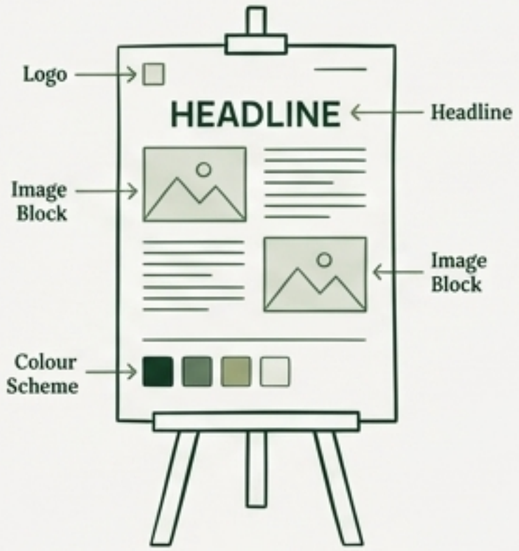
Metaphor: “The Vision”

Focus: Sequence, Timing, Action

Used For: Moving image products (videos, adverts, animations).

Key Features: Shot details, camera movement, sound, transitions.

Visualisation Diagram



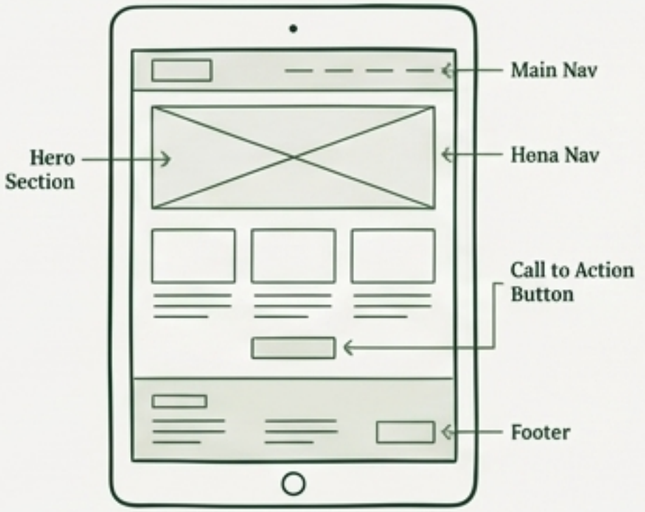
Metaphor: “The Impression”

Focus: Layout, Style, Look & Feel

Used For: Single, static pages or screens (posters, covers, banners).

Key Features: Placeholder content, colour notes, annotations.

Wireframe



Metaphor: “The Blueprint”

Focus: Structure, Navigation, Usability

Used For: Interactive products (websites, apps).

Key Features: Low-fidelity boxes, labels, navigation paths, user journeys.

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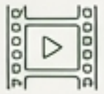
Mastering the 9-Mark Question

The Scenario

A charity is creating a new awareness campaign that includes a short video advert, posters and an information website. **Discuss how storyboards, visualisation diagrams and wireframes** should be used together at the planning stage to ensure a consistent, effective campaign.

Your Winning Structure



- **Paragraph 1: Storyboards for the Video.**
  Justify its use: To plan the sequence of shots, timings, and transitions, ensuring the video's narrative is clear. Link to the campaign goal.

- **Paragraph 2: Visualisation Diagrams for the Posters.**
  Justify its use: To plan the layout, visual style, and placement of key branding elements (logo, colours) for the posters. Link this to consistency.

- **Paragraph 3: Wireframes for the Website.**
  Justify its use: To plan the website's structure and navigation, ensuring users can easily find information promoted in the video and posters. Talk about usability.

- **Conclusion: Justify Using All Three.**
  Summarise why using them together leads to a stronger, more integrated campaign with consistent branding, clear messaging, and a smooth user experience. This reduces mistakes, saves money, and satisfies the client.

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You Are Now the Architect

By understanding this professional workflow, you are prepared to plan effectively and excel in your exam.

Can you now...?

- Describe the purpose and key features of storyboards, visualisation diagrams, and wireframes.
- Identify which document is most suitable for different types of media products.
- Explain how these planning documents help teams and clients before production starts.
- Use them confidently in exam answers with clear explanation and justification.

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