Writing and Storyboarding Example

Purchasing Women's Shoes: A Guide for Men

11/19/2014

VERSION: 1

PURPOSE

This storyboard is provided for you to review and approve the course content. Along with the content viewed by the learner, you will also see written descriptions of the visuals, interactions, and any other activity that may appear. At this stage of the project, we are asking you to review the script and approve the accuracy of course content before we proceed with the visual development.

OVERVIEW	
Interactions	1
VO Word Count	279
Learning Checks	0

DIRECTION

Please distribute this storyboard to reviewers. You can make corrections and edits, including rewrites for accuracy or style, directly in the storyboard, and either mark changes in red or use the Track Changes feature. For best practice communication, we request that one client contact consolidates all edits and provides them in a single copy of the storyboard for revisions.

APPROVAL

Approving a storyboard means that all script content is considered final. Subsequent script revisions or change in scope from the approved storyboard may impact timeline and increase cost.
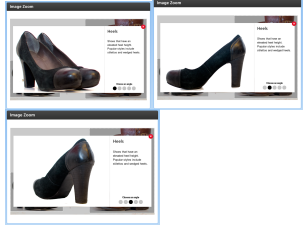
- To approve a storyboard, simply provide a New Comment on the opening page of the storyboard with your name, date and the word APPROVED.
- If you have any questions, please contact your Project Manager.

1: Introduction		
#	AUDIO VOICEOVER	SCREEN TEXT	PRODUCTION / MEDIA NOTES

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1	*Shopping for women's shoes can be confusing. The sheer number of styles, materials, colors, and fits results in an almost infinite (IN-fuh-nit) amount of alternatives. Men who only have experience shopping for black dress shoes or white tennis shoes may feel lost with such a large range of options.* *Throughout this course, we will investigate the basics of women's shoes by distinguishing the elements of shoes that are important when shopping. We will also identify valuable techniques to help find the perfect pair for the perfect occasion.*	**Too Many Options** Shopping for women's shoes can be confusing and intimidating for many men due to the wide variety of shoe types and options. An understanding of shoe basics and shopping techniques can help find the right pair of shoes.	1. Audio Voiceover: conversational tone, first person plural 2. Shoe rack image (shoeRack.png on basecamp) showing overwhelming selection above screen text. Shoe rack thumbnail with caption: "This isn't intimidating at all, right guys?"
2	*In the following sections we'll establish a shopping blueprint (BLOO-print) you can follow to understand style, fit, and cost.* *Style consists of the different types of shoes available. This includes everything from knee-high boots to stiletto (sti-let-oh) heels to flats.* *Fit involves the different sizing options including foot length, foot width, and the overall comfort of the shoe.* *Cost influences everything in shopping and we will pay special attention to it.*	**It's in the Blueprint** The shoe shopping process can be simplified by focusing on style, fit, and cost. These aspects can be thought of as a blueprint to finding the right pair of shoes for the right situation. Understanding shoe style, fit, and cost can quickly reduce potential shoe options.	1. Blueprint image (blueprint.jpg uploaded to basecamp should appear above 2nd paragraph in screen text. 2. Blueprint thumbnail:

	Minimizing cost while maximizing value is the goal. The perfect shoe isn't perfect if you go broke buying it.		
	Now (rhymes with cow), let's get started!		

2: Shoe Styles			
#	**AUDIO VOICEOVER**	**SCREEN TEXT**	**PRODUCTION / MEDIA NOTES**
1	*Our shopping blueprint begins with a look at shoe styles.* *Understanding the different styles of shoes can be very powerful in both figuring out what you want before you arrive at a store and where to go once you enter a store.* *This section will give you a basic understanding of the different types of shoe styles available today and expose you to the questions you need to ask to determine what style is best for your purchase* *Ready? Let's begin.*	**Strong on Style(s)** Arriving at a store knowing the style of shoe that you are going to purchase will save time and energy during the shopping experience. How do you know what style to buy? A solid understanding of the types of styles will give you a foundation; however, foundational knowledge is not enough. The ability to identify styles and ask the right questions will make you a successful shoe shopper and buyer.	1. Blueprint-style image (blueprint-style.jpg uploaded to basecamp should appear at top of first paragraph floated to the right 2. Blueprint-style thumbnail:

2	*This display shows an example from three different types of shoe styles. Click the items onscreen for more information.*	**Image Zoom Interaction**
		
		  1. Hot spot one - Heels
		  2. Hot spot two - Flats
		  3. Hot spot three - Boots
		
		Click each shoe style above for more information. When you have finished, click Forward to continue.
			Image Zoom Interaction
			
			1. Image shows shoes on display. Each shoe type is a hot spot. Once clicked shoe appears as a zoomed overlay. Shoe can be rotated 360°. shoeZoom.png on basecamp

2A		**Hot spot one - Heels** Shoes that have an elevated heel height. Popular styles include stilettos and wedged heels.	1. Overlay is a lightbox as highlighted. Lightbox can display shoe from multiple angles. Images on basecamp: shoeZoom-001.png shoeZoom-002.png shoeZoom-003.png
2B		**Hot spot two - Flats** Shoes that do not have any heel height. Popular styles include ballet shoes and sandals.	1. shoeZoom-004.png
2C		**Hot spot three - Boots** Shoes that cover the entire foot and extend anywhere from the anklebone to the thigh. Popular styles include motorcycle and riding boots.	1. shoeZoom-005.png

ASSESSMENT		
#	**AUDIO VOICEOVER**	**SCREEN TEXT**	**PRODUCTION / MEDIA NOTES**

#	AUDIO VOICEOVER	SCREEN TEXT	PRODUCTION / MEDIA NOTES
3		Welcome to the final assessment for Purchasing Women's Shoes: A Guide for Men. This assessment will consist of two multiple-choice questions. You must answer both questions correctly to earn credit for completing this course. Please read all instructions, questions and answer choices carefully before making your selections. Click forward to begin.	

		Question 1
		
		Stilettos are an example of which type of shoes?
		
		  1. Flats
		  2. Sandals
		  3. Ballet shoes
		  4. Heels
		
		Select the best answer, then press Submit.
			Correct answer: 4 (Heels)

		Question 2
		
		Shoe style, fit, and _____ are factors that can quickly narrow shoe options when shopping.
		
		  1. cost
		  2. location
		  3. finish
		
		Select the best answer, then press Submit.
			Correct answer: 1 (cost)