

Rapid Ideation and Creative Problem Solving

Storyboarding, Sequence, and Narrative

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The image features large, stylized lowercase letters 'ac4d' at the bottom. The 'a' is red, the 'c' is purple, the '4' is black, and the 'd' is green. The letters are bold and have a slightly rounded, modern font style.

We've conducted research, and through synthesis learned a thing or two.

We've created scenarios - a story - that paints a picture of a future state.

What are the elements of a scenario?

We're going to use your scenarios to create storyboards

Storyboards illustrate your product, or service, over time - the sequential visualization of your scenario. You control every element of the narrative:

- the readers point of view - perspective
- time, speed, and pacing

What are other story elements that can be manipulated?

Telling the Story: Storyboards

For Example...



The community discusses possible new SMS CHWs.



Possible new SMS CHWs are held against important criteria.

The SMS CHW criteria requires that all SMS CHWs own phones, be able to read and know how to send messages. Furthermore, the SMS CHW criteria strongly prioritize female CHWs, preferably TBAs and/or PMTCT lay counselors.

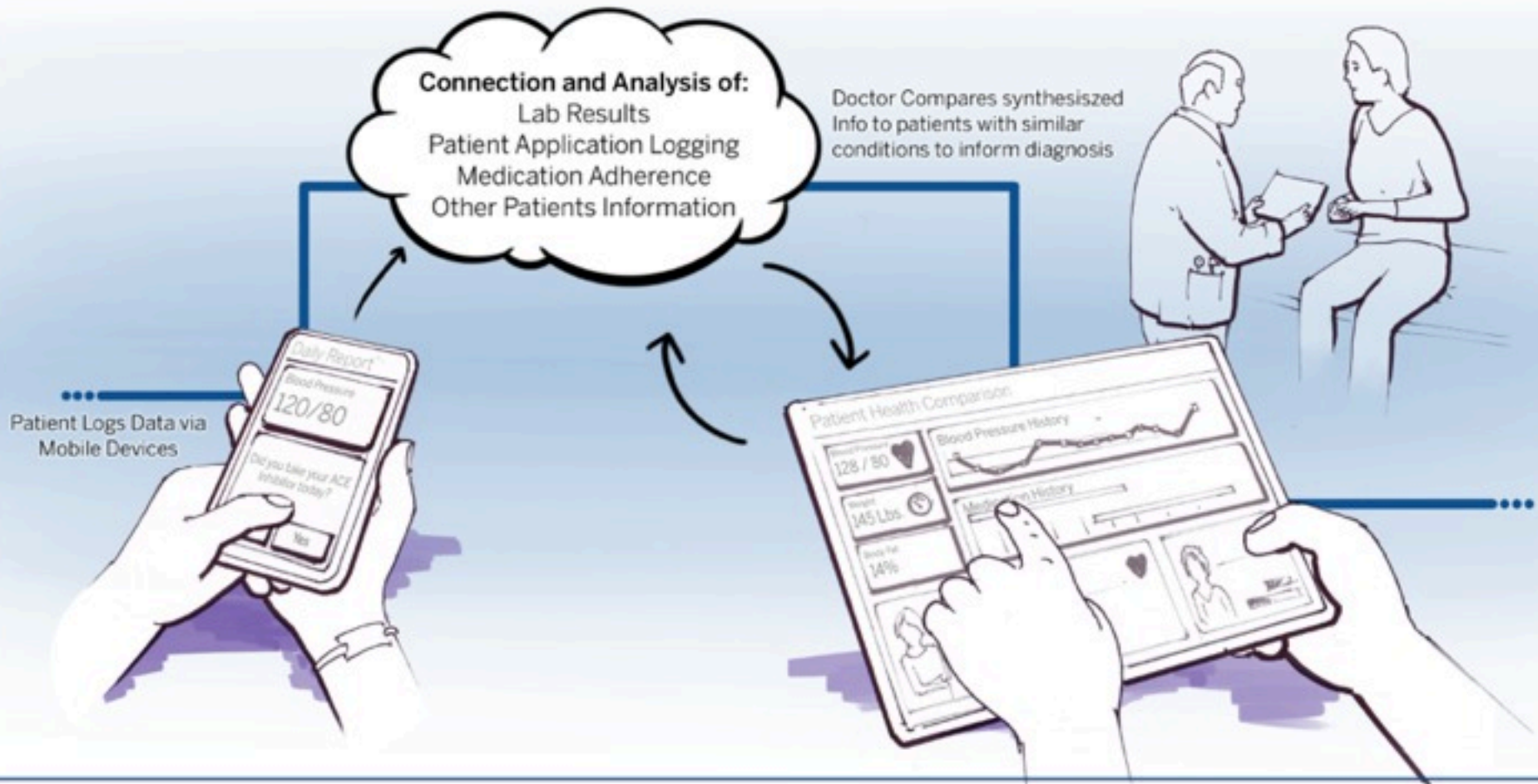


New CHW publicly awarded their position.

A public announcement on the clinic wall or at the local church establishes recognition, respect and accountability as foundations for the program.

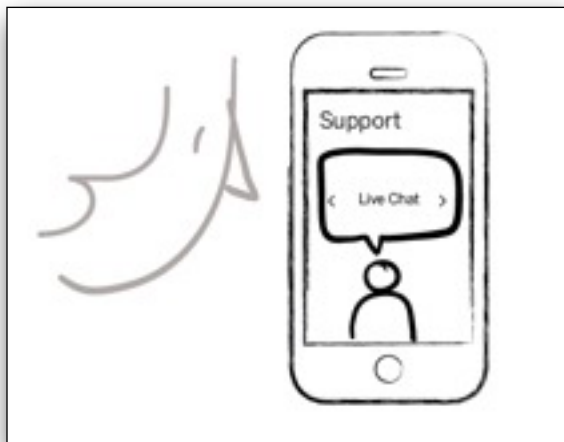
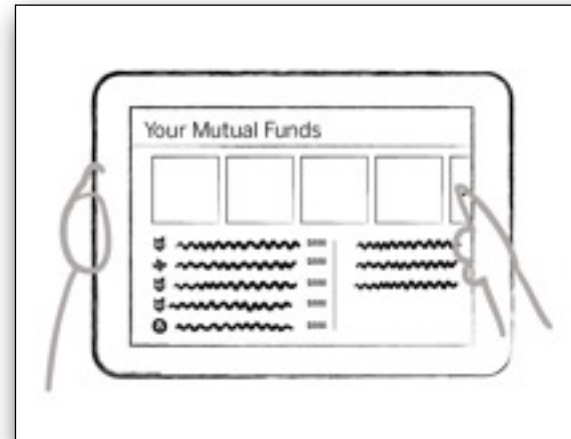
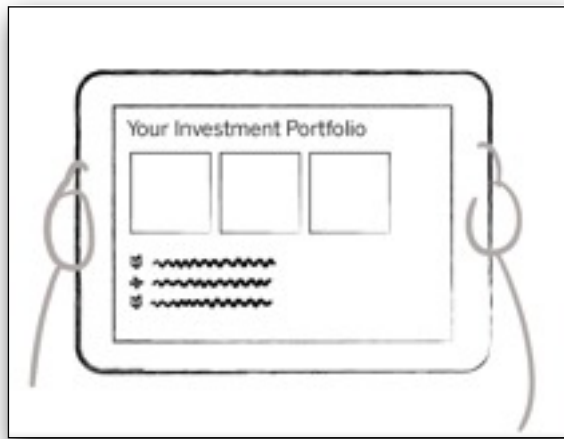
Telling the Story: Storyboards

For Example...



Telling the Story: Storyboards

For Example...



Telling the Story: Storyboard Activity

Using our scenario from last class, let's create a storyboard.

ac4d