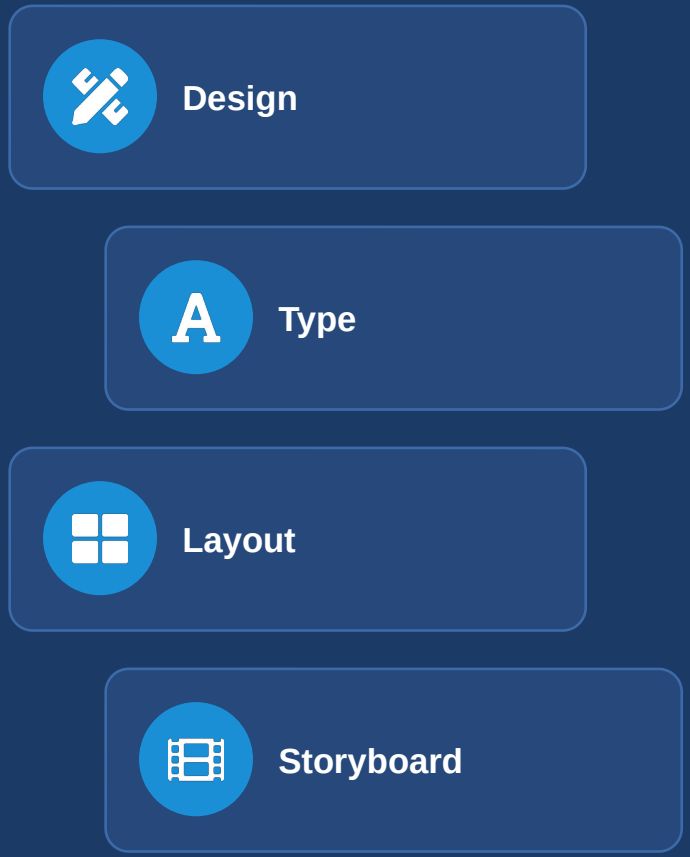
NBE3U Signal and Story, Lesson 10

Design and Conventions

Storyboards, scripts and layouts



Today's goals

We are learning…

- To choose conventions and design features on purpose.
- To draft a media text with a storyboard, script or layout.

I can…

- Identify conventions of my form and explain how they will help communicate my meaning.
- Use fonts, graphics and layout to improve clarity and appeal.
- Organize my content in a storyboard, script outline or layout.
- Give specific feedback using the rubric.

Today's plan

Time	What we're doing	You will…
0–8 min	**Hook**	Discuss
8–25 min	**Conventions**	Choose
25–38 min	**Presentation features**	Note
38–65 min	**Draft**	Draft
65–75 min	**Feedback**	Peer review

Warm-up



Think of a poster, video or podcast that was easy to follow. What made it easy, even if you didn't notice?

Sentence starters

“The first thing I saw…”

“It only had…”

“I always knew where…”

How it works

- Pairs: 3 minutes.



Big idea

Every media form has conventions that audiences recognize. Choosing them on purpose, and designing presentation features such as fonts, graphics and layout, is how a creator turns a plan into a text that communicates clearly and respectfully.

Conventions by form

Form	Key conventions
Podcast segment	Cold open, host narration, cited clips, sound bed, sign-off
Short video	Five-second hook, captions, B-roll, title cards with sources
Infographic	Headline, three to five facts, icons, hierarchy, sources
Web feature	Headline, subheads, exact cited pull quote, links

Choose your conventions

On page 1:

1. Choose three or four conventions for your form.
2. How will you use each?
3. What will each help you communicate?
4. Which one serves your purpose most?

Presentation features

Fonts

Two at most: one for headings, one for text.

Contrast

Dark on light or light on dark; check it on a phone.

Layout

Most important thing biggest and first; leave white space.

Accessibility

Captions, transcripts and alt text.

Respectful design

Avoid

- Stock “feathers and tipis” graphics.
- Sacred images, regalia or ceremonies.
- Images you don't have rights to.

Use

- Your own icons or photos.
- Images the organization allows, credited.
- The creator's own words, cited.

Design choices are representation choices: think back to Unit 2.

Draft your text

On page 2:

1. Hook.
2. Who the creator or initiative is.
3. What they do.
4. Their own words, exact and cited.
5. Why it matters, and where to find more.

Model: an infographic layout

Task: FirstVoices infographic (top to bottom).

Headline: “Keyboards for Over 100 Languages.” Subhead: FirstVoices, First Peoples' Cultural Council (B.C.), since 2003. Three icons with one fact each: communities build their own language sites; some sites are private because communities decide; free keyboards and dictionary apps. Bottom band: a short cited quotation from the organization's own website, then “Find out more: firstvoices.com” and sources in MLA.

Why it works

- Headline first.
- Three facts, not ten.
- Their words, cited.
- Sources visible.

Peer feedback

Swap drafts:

1. Find the hook: does it work in five seconds?
2. Check the respect checklist from Lesson 9.
3. Name one convention that works.
4. Suggest one change, using the rubric's words.

Check yourself

Be honest. This helps you choose what to work on next.

Success criteria	Not yet	Almost	Got it
I can choose conventions and explain how they communicate meaning.			
I can use fonts, graphics and layout for clarity and appeal.			
I can organize my content in a draft.			
I can give specific feedback using the rubric.			

Exit ticket

1. Your most important convention.
2. One presentation feature you chose and why.
3. One change you'll make after feedback.

Next class: Production Studio.

Teacher reveal

Conventions by form

Podcast segment: Cold open, host narration, clips of the creator's own words (cited), sound bed, clear sign-off.

Short video: Hook in the first five seconds, captions, B-roll, title cards with sources.

Infographic: Clear headline, three to five key facts, icons, visual hierarchy, sources at the bottom.

Web feature: Headline, deck, short sections with subheads, pull quote (exact, cited), links.

Presentation features: Two fonts at most, strong contrast, consistent colours, white space, credits.

Organization: Order main ideas for the audience: hook, who, what, why it matters, where to find more.