Alicja Głowicka & Sophie Keren

Picture Perfect

Getting started with AI storyboarding

Agenda

14:00	Housekeeping
14:05	Introductions
14:15	**Choosing the right tool**
14:35	**Writing effective prompts**
15:10	**Avoiding common pitfalls**
15:20	Questions & close

In this session, you can...



Ask questions
as we go



Work alone or work in a group

About us





Alicja & Sophie

Who are Create/Change?

A specialist digital transformation consultancy, focused on:

- Working with public organisations
- Wrangling complex problems
- Working with diverse, vulnerable, or hard-to-reach user groups.



In 2022 and 2024 Tussell and TechUK ranked us as one of the UK's fastest-growing GovTech companies.

Our services

create change

- Transformed services
- Digital strategy
- Capability and culture change
- User-centred design
- Accelerated delivery
- AI and data science
- Discovery to Live
- Agile

Clients

create change

Department for Education

Department of Health & Social Care

NHS England

Ministry of Justice

ual: university of the arts london

Home Office

Department for Culture Media & Sport

University of Cambridge

HM Prison & Probation Service

Pearson

Central Digital & Data Office

Amnesty International

Department for Environment Food & Rural Affairs

Department for Science, Innovation, & Technology

Cabinet Office Digital

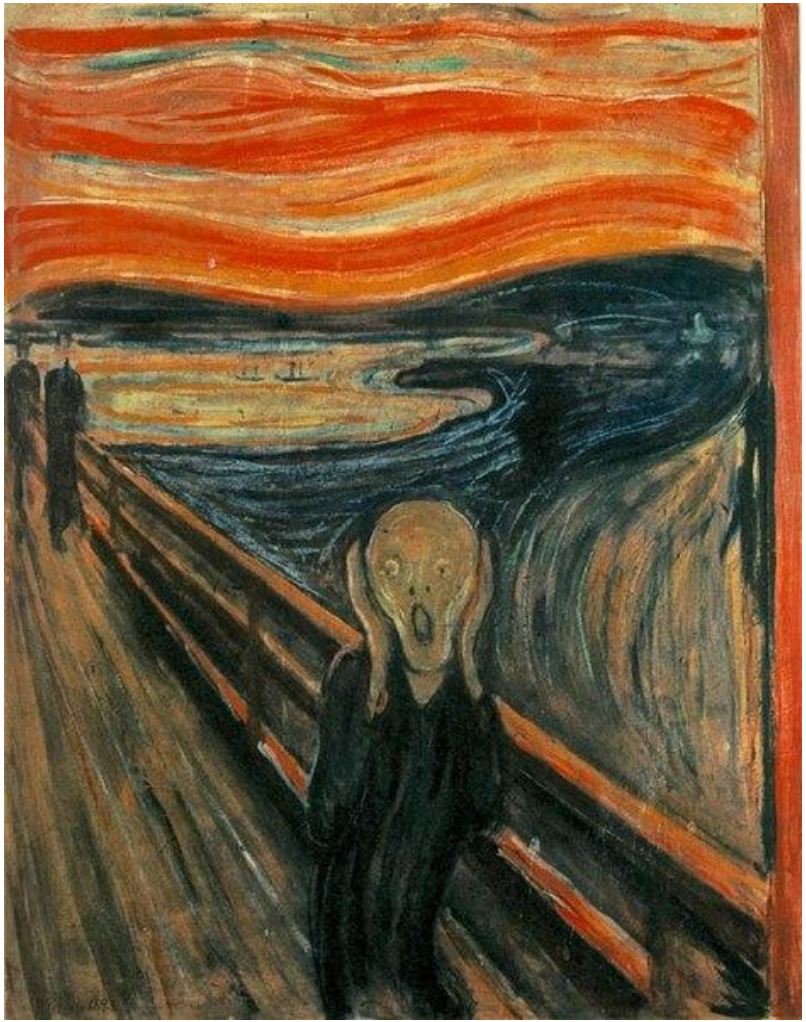
nesta

> The new Consider a Recall service is seen as a major achievement for HMPPS. Create Change are an exemplar for engaging HMPPS stakeholders/SMEs
>
> **Ministry of Justice**

> This is exactly the type of thing I wanted from this user research. It's so gratifying to see.
>
> **Central Digital and Data Office**

> The best application of AI I've seen in government.
>
> **Cabinet Office Digital**

Starter for 10



slido.com
#3211970

How would you describe this image?

You can submit more than one answer


Distressed person!
Psychedelic
Wobbly
Swooshy
Use of perspective
screaming
holding
painting
Warm
Sunset
Colourful
Munch
Emotive
walking
Wonky
Waves
Scream
hands
Dull
dark
head
figure
pier
face
Scary
Eerie
person
Expressionist
facial
Shocking
Orange
Sea
expression
Rich
Deep colours
Madness
Intriguing

Health warning!

Caveats for working with AI

- AI is not thinking, just doing
- No tool is a one-stop shop
- AI can inherit biases from the training data
- You still need a human in the loop
- Can you afford to be environmentally unfriendly?

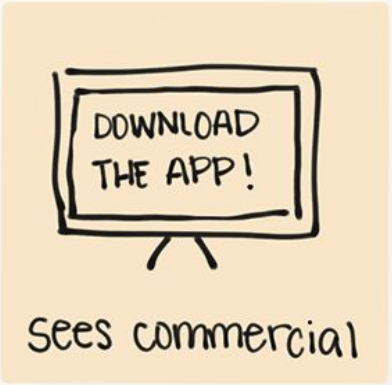
Read the T&Cs!

“Use of Your Content.

As part of providing the AI services, **Microsoft will process and store your inputs to the service as well as output from the service**, for purposes of monitoring for and preventing abusive or harmful uses or outputs of the service.”

If you’re inputting anything obviously related to government, it may get flagged for monitoring regarding misinformation, so be wary around data security.

Getting started

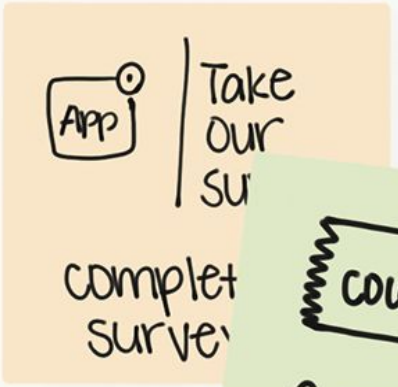
















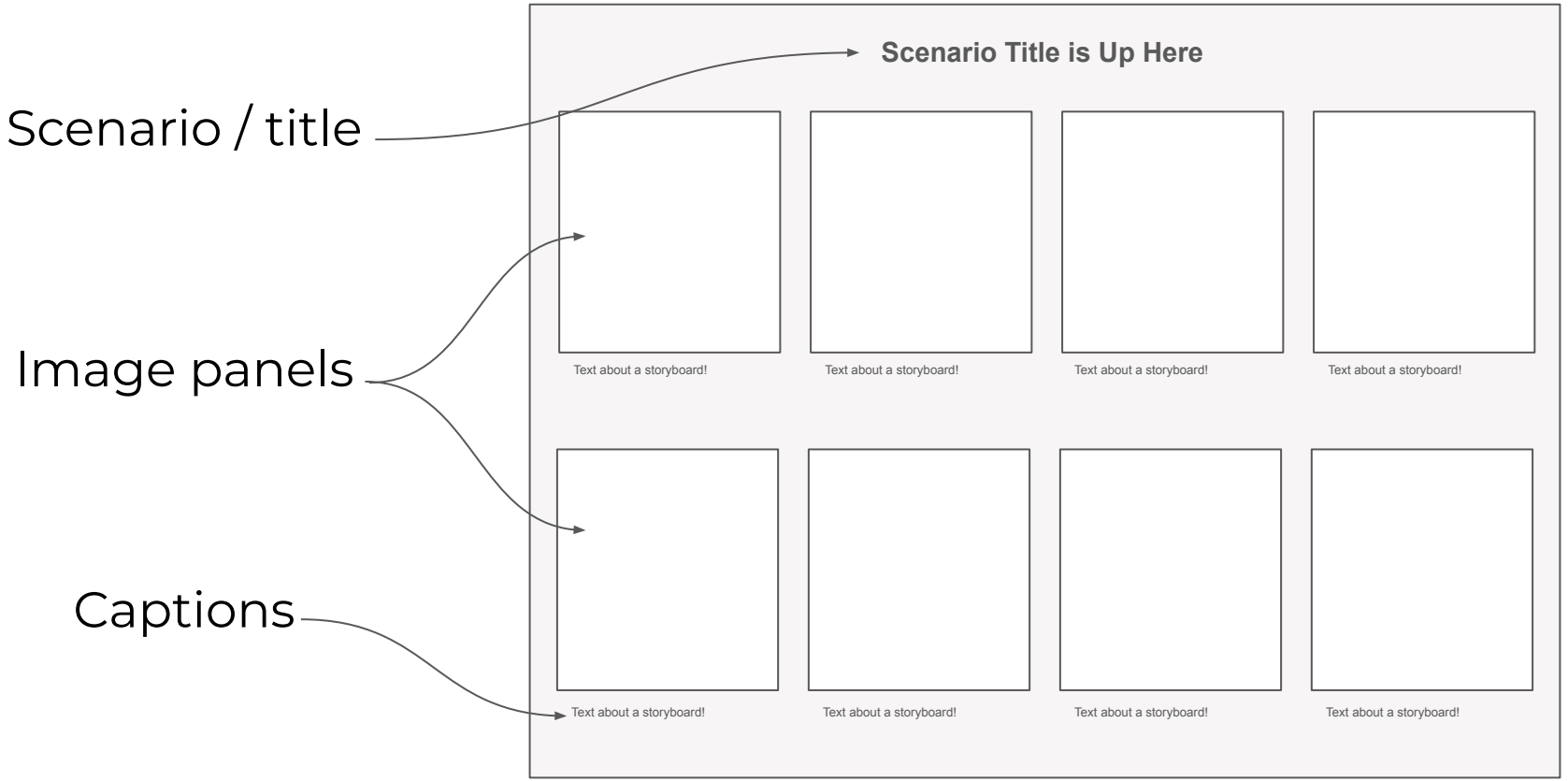
Source: Nielsen and Norman

Pictures speak louder

- Turns complex user journeys into clear visual narratives
- Helps teams visualise user experiences
- Encourages collaboration by providing a shared visual reference
- Makes it easier to present user research findings
- Keep ideas visible

Source: Nielsen and Norman

Anatomy of a storyboard



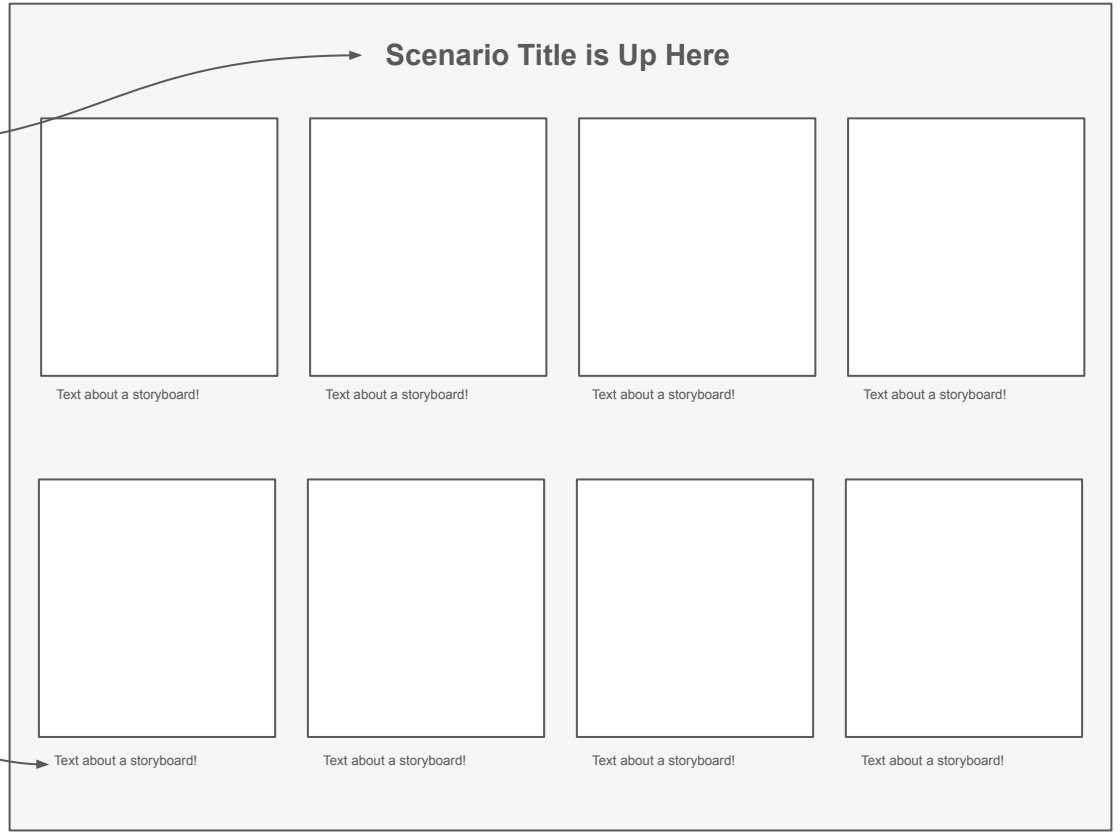
Anatomy of a storyboard

Scenario / title

Types of AI to use:

- Text to text
- Image to text

Captions

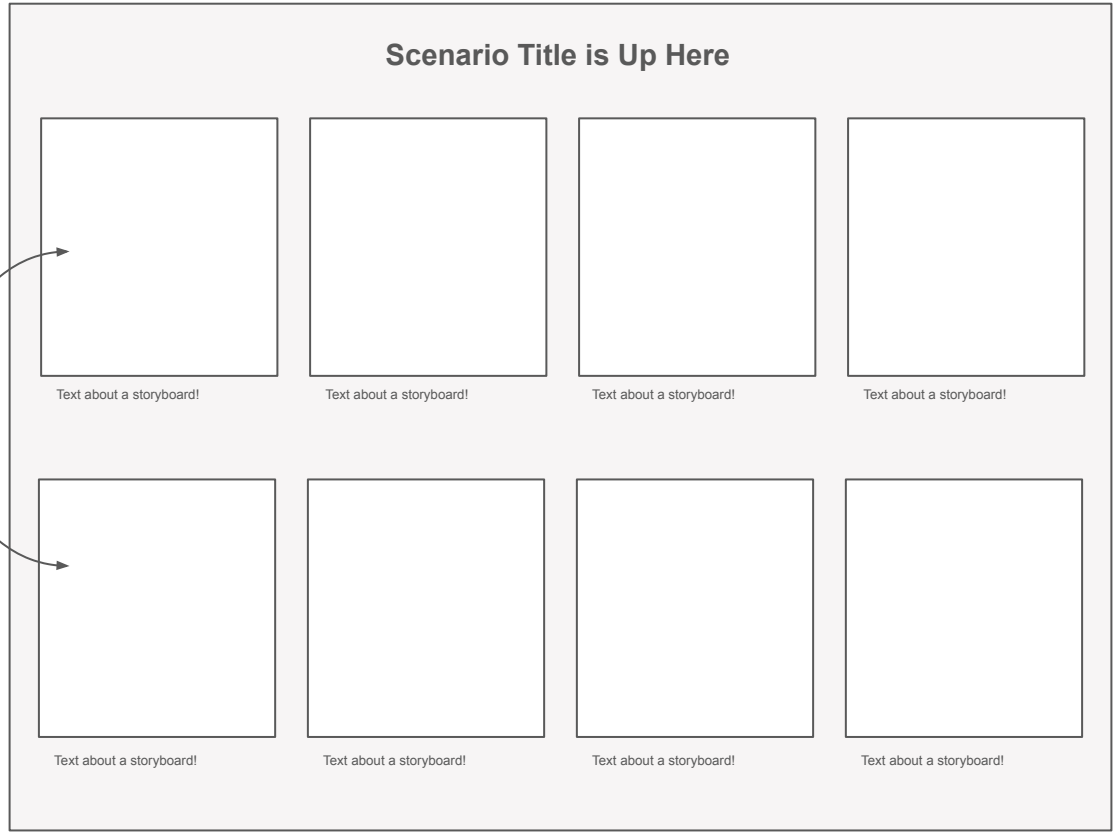


Anatomy of a storyboard

Image panels

Types of AI to use:

- Text to image
- Image to image



What’s out there: Text generation

	Pros	Cons
Anyword	Real time analytics and SEO capabilities	Relatively expensive for a high word count
BrandWell	Brand-specific content generation	Lack of emotional engagement in content
ChatGPT	Tone of voice adjustment	Inaccuracy in technical topics
Claude	Consent based data input training	Only available in the UK and US
CoPilot (Microsoft)	Integration with Microsoft products	Subscription-based pricing model
Copy.ai	Range of content templates	Output quality can be inconsistent
Descript	Possible to combine text and audio editing	Relatively expensive
Frase	Good content optimisation	Relatively expensive
Jasper	Templates and campaign management	Inaccuracy in technical topics
WriteSonic	Multilingual content generation	Output quality can be inconsistent

What’s out there: Image generation

	Pros	Cons
Boords	Consistent characters	Storyboards not UR specific
Canva Magic Studio	User-friendly interface for non-designers	Subscription needed, quality varies
Craiyon	Free to use	Lower image quality
DeepAI	API access for developers	Less control over style
Dream	Easy to use	Dreamlike images might not be suitable
DreamStudio	Users can tweak the models	Subscription needed
Firefly	Integrated with Adobe Creative suite	Requires Adobe subscription
Gemini	Handling text, image, and code	Might not be suitable for beginners
Katalyst	Tailored for e-commerce and marketing	Less versatile for general image creation
Leonardo	Good quality images	Subscription needed
MS Designer	Free to use	Lacks advanced features
Storyboarder.ai	Technical storyboarding, script development	Subscription needed, inconsistent art styles

MS Designer walks into a coffee shop...

What do you want to design?

storyboard

No results for **storyboard**

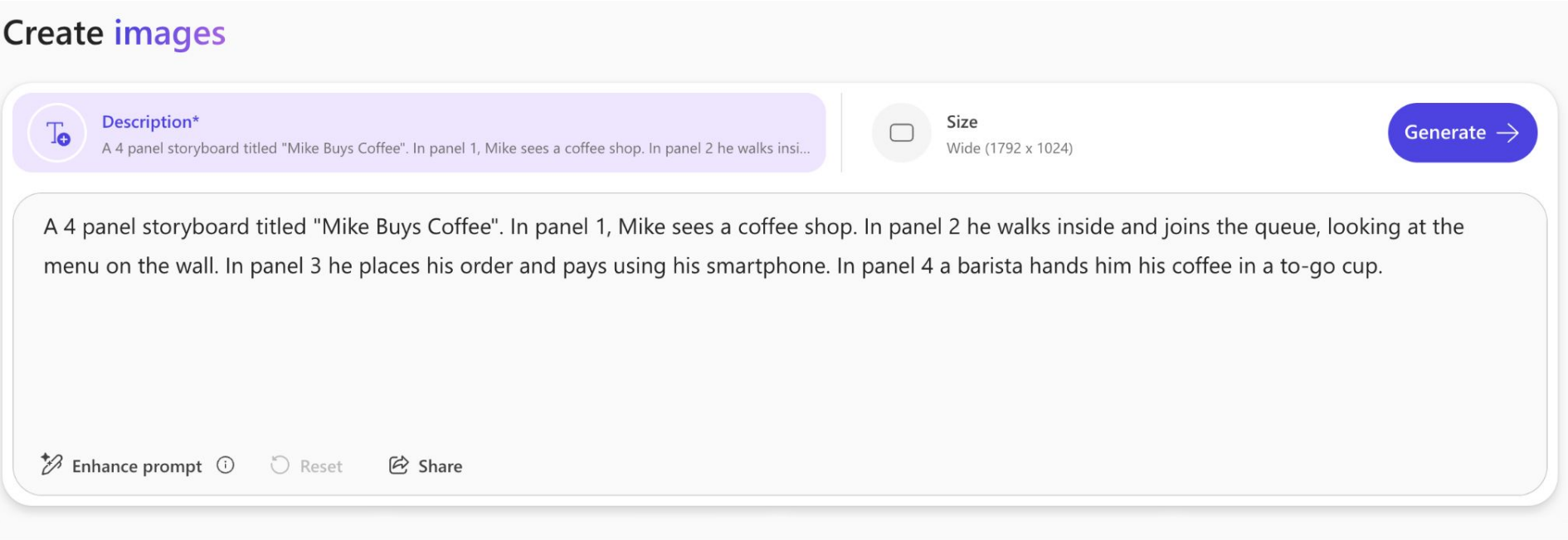
Suggestions

- Images
- Edit image
- Remove background
- Invitations
- Facebook ad

No results - what to do?

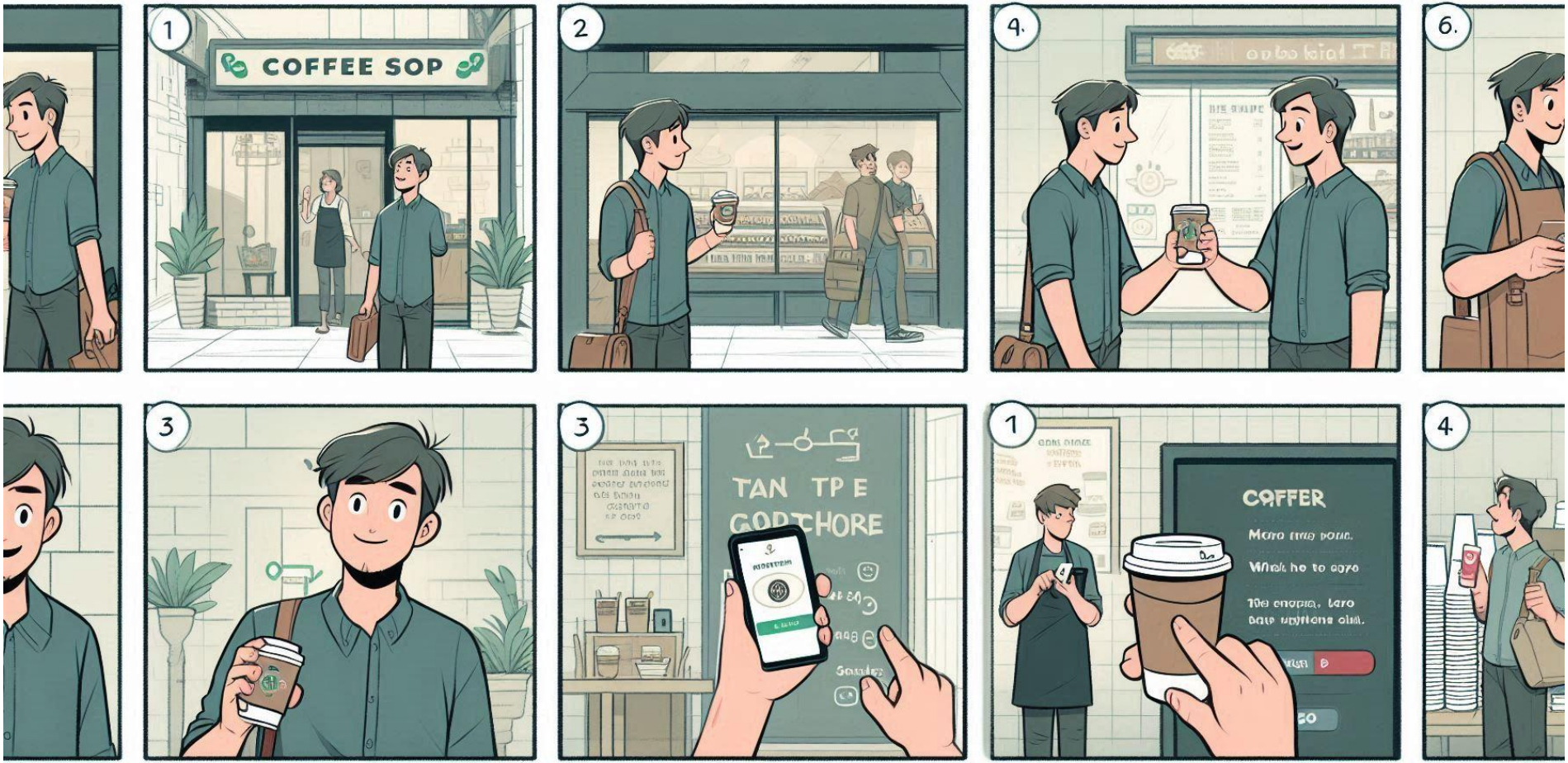
Let’s find out what happens if we try to create an image of a storyboard...

Microsoft Designer



This is so simple - surely it will work!

Mike buys coffee




Wis sbee she coffeoy....
21:56
COFFEE
Kody is lopr mio wets on yourt to...
Pays I tant hoy's coffee.


MIKE BYEP 1..
COFFEE
BAYS HIS COFFEE


BUYS A
COFFEE
1
2.:
WAIT
2.:
COFFEE

Create images

Description*
A 4 panel storyboard titled "Mike Buys Coffee". In panel 1, Mike sees a coffee shop. In panel 2 he walks insi...

Size
Wide (1792 x 1024)

Generate

A 4 panel storyboard titled "Mike Buys Coffee". In panel 1, Mike sees a coffee shop. In panel 2 he walks inside and joins the queue, looking at the menu on the wall. In panel 3 he places his order and pays using his smartphone. In panel 4 a barista hands him his coffee in a to-go cup.

Enhance prompt Reset Share

What went wrong?









We asked the wrong tool to do too much, and didn't give it the info it wants!

It knows what a storyboard should look like, but it can't populate each section of a storyboard, or even number the panels correctly. Remember, AI doesn't think.

It's clearly been trained to expect a 6-panel structure for a storyboard, so it tried filling some narrative gaps with what it expects would fit in there, based on the patterns it generated.

Main pain points were:

- Number of panels - and numbering of panels
- Titling: only one output had an accurate, separate title - one was there but hidden, two had no title
- A couple of nonsense captions, in standard AI scrambled language
- Order of actions - sometimes Mike starts with a coffee in hand

There isn’t a unicorn - yet

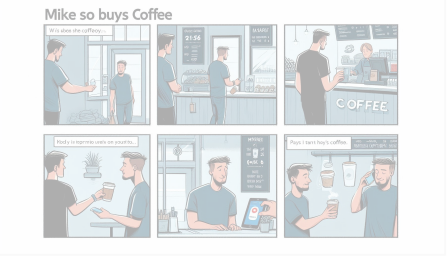


Prompt: A unicorn made of different artificial intelligences rears up triumphantly

We need to use AI with:

- Good language processing
- Ability to process multi-stage prompts
- Character consistency
- Clear visual language

In the absence of that, we can proceed by combining the outputs of different tools.









You

Write captions for a 4 panel storyboard titled "Mike Buys Coffee". In panel 1, Mike sees a coffee shop. In panel 2 he walks inside and joins the queue, looking at the menu on the wall. In panel 3 he places his order and pays using his smartphone. In panel 4 a barista hands him his coffee in a to-go cup.

Copilot

Sure, here are the captions for your storyboard:

Panel 1:

Mike spots a cozy coffee shop on his way to work.

Panel 2:

He steps inside and joins the queue, eyeing the tempting menu on the wall.

Panel 3:

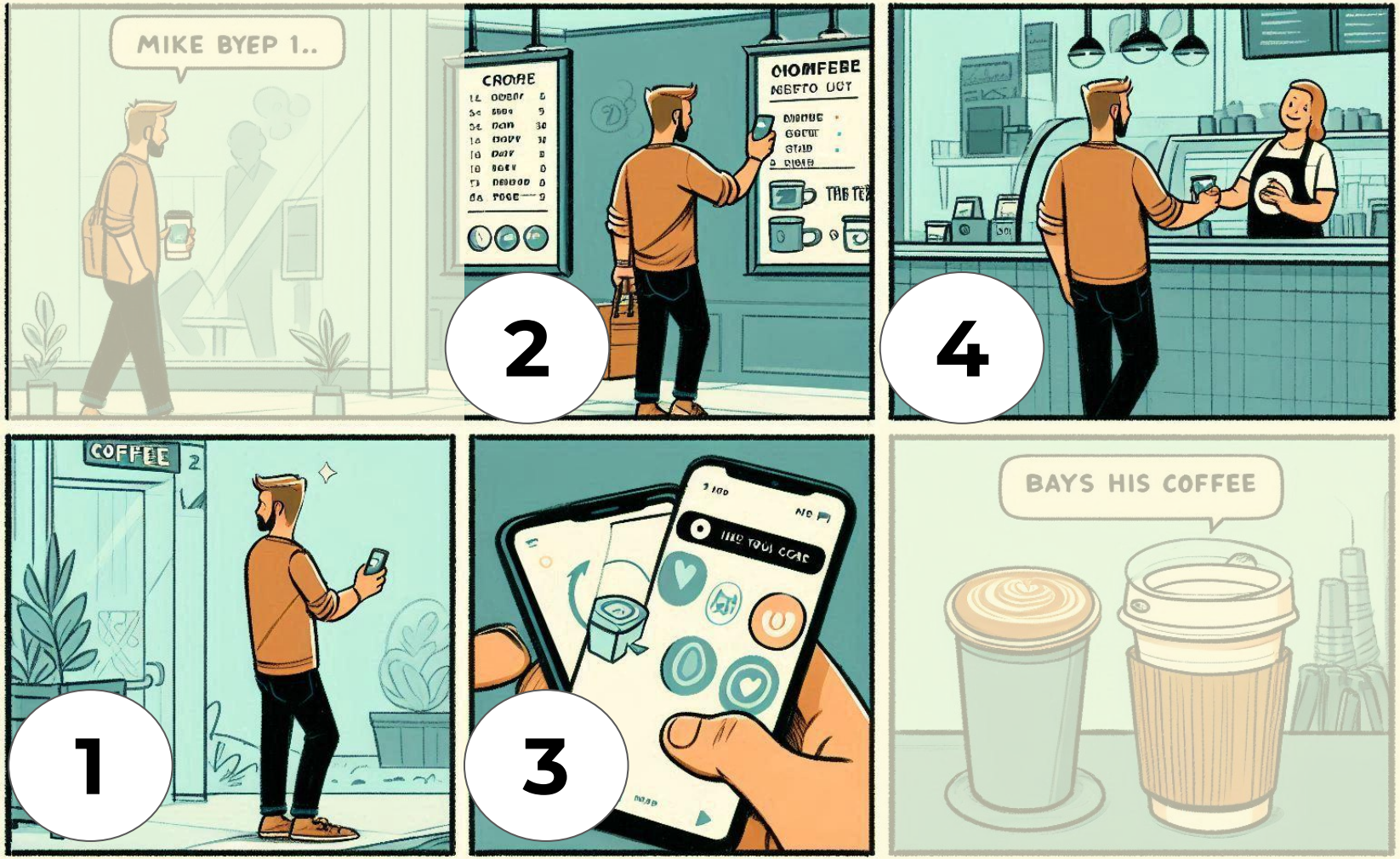
Mike places his order and effortlessly pays with his smartphone.

Panel 4:

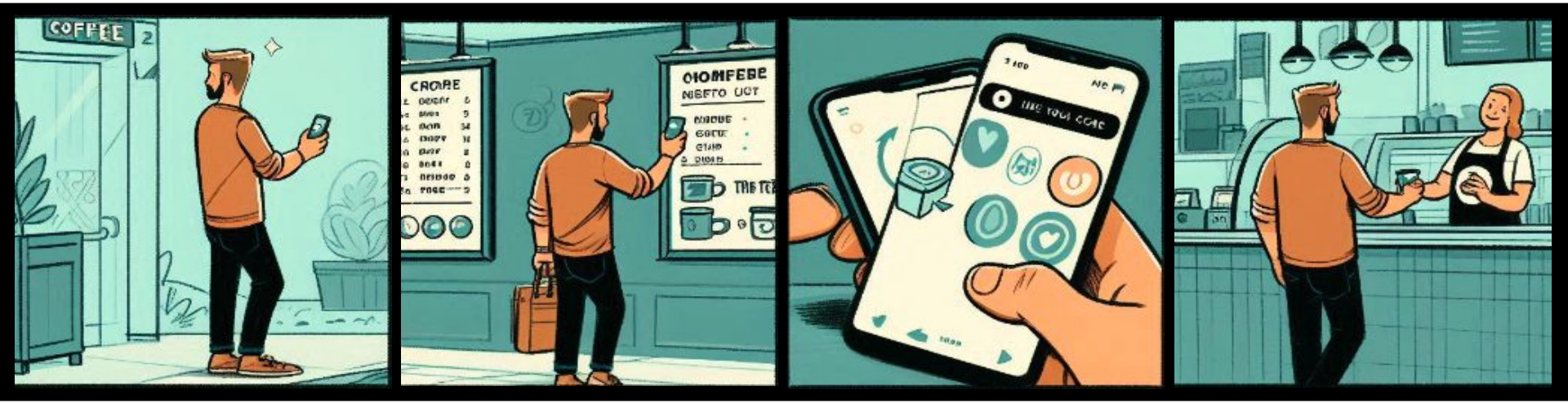
A friendly barista hands Mike his freshly brewed coffee in a to-go cup.

Hope these work for your storyboard! Is there anything else you'd like to add or change?

1 of 4


MIKE BYEP 1..
2
4
COFFEE
1
3
BAYS HIS COFFEE

Mike buys a coffee



Mike spots a cosy coffee shop on his way to work

He steps inside and joins the queue, eyeing the tempting menu on the wall.

Mike places his order and effortlessly pays with his smartphone.

A friendly barista hands Mike his freshly brewed coffee in a to-go cup.

Writing effective prompts



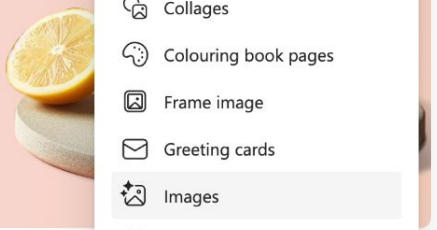
Microsoft Designer | Create with AI | My projects

Create



What do you want to design?

Try "Images" or "Invitations"



Create with AI

Avatars

Backgrounds

Collages

Colouring book pages

Frame image

Greeting cards

Images

Invitations

Monograms

Create with AI | Edit with AI | Design from scratch



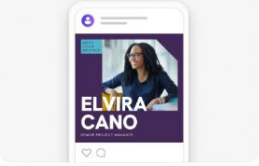
Images



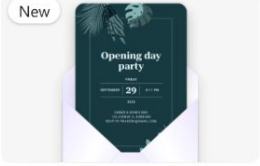
Greeting cards



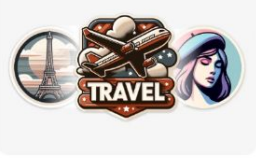
Icons



Social posts



Invitations



Stickers



Microsoft Designer Create with AI My projects + Create

Create images

Description*
Describe what you want to create

Size
Square (1024 x 1024)

Generate

Explore ideas My creations

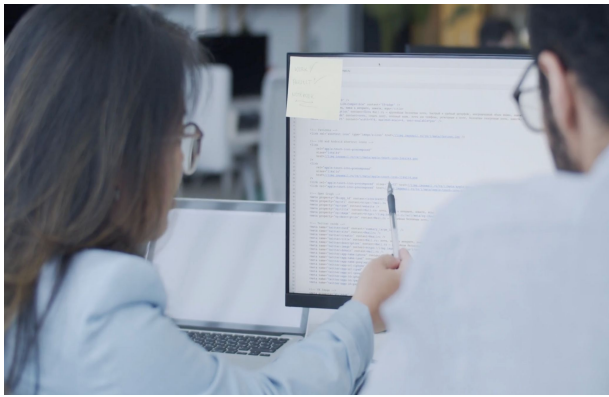
About






Take 1: Just do it





Task: Write out prompts to summarise the video in a 3 panel storyboard

How was it?

Prompt-writing 101

What do you want?

- Distill your prompt into succinct key points
- Identify & clarify ambiguities
- Where is there room for interpretation?
- What are your **anchor points**?

What do you know?

- Think about the tool you're using
- What was it designed to do?
- What data was it trained on?

Consider the context - AI trained on non-UK data is not likely to generate an image of the beetle Coccinellidae if you ask it for a ladybird, because it knows that as a ladyBUG. Instead, you get a ladybug-bird, which is cute

"A watercolour painting of a ladybird on a leaf"



Outputs: art style

- A photograph of...
- An oil painting of...
- A 3D rendering of...
- A lino print of...
- A cross-stitch of...
- A woodcut engraving of...







Outputs: subject

- Gender
- Age
- Height
- Weight / body shape
- Racial profile
- Distinguishing features (inc. celebrity lookalikes)
- Clothing and accessories
- Consider naming your character

Stacking prompts

- Contain your prompts within quotes
- Order your prompts in priority, with the most important first - e.g.

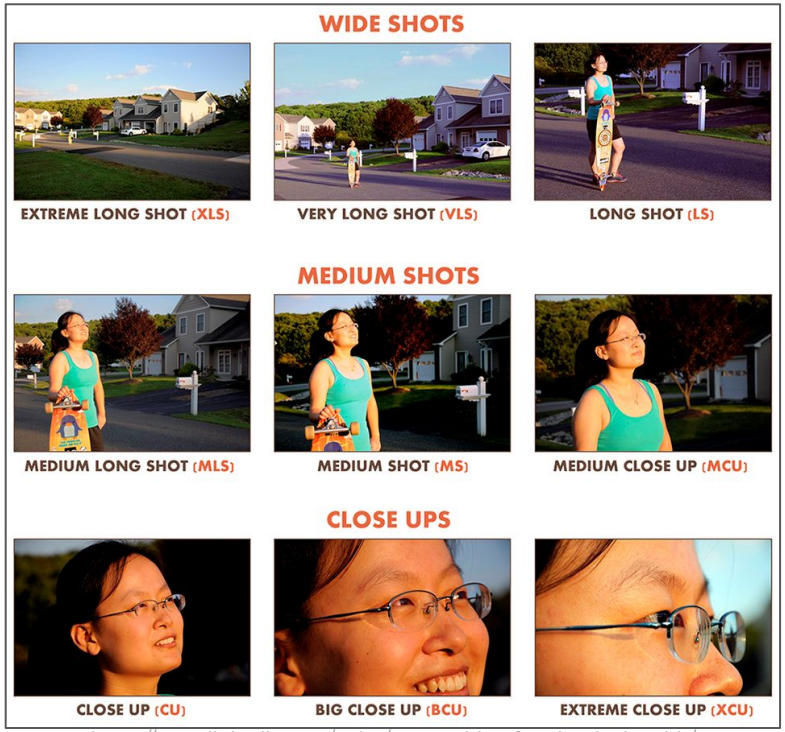
"A golden retriever sits on a paved path next to a garden pond"
"three dragonflies hover over the pond"
"sunny day"
"medium shot"





Outputs: composition

- Shot description
  - Location
  - Perspective
  - Aspect ratio
- Tone / context
- Using well-documented reference points



https://www.linkedin.com/pulse/composition-framing-joel-smith/

Negative prompting

- Not all AI recognises exclusions
- If you want to remove an element, try:
  - No
  - Without
  - Exclude
  - -[element]
  - –no {{element to remove}} (for Midjourney)

Take 2: iterate your prompt

Don’t forget to...

- Specify your art style
- Specify key subjects/objects
- Set out your shot description (if needed)
- Review your language
- Consider your prompt order

Example structure

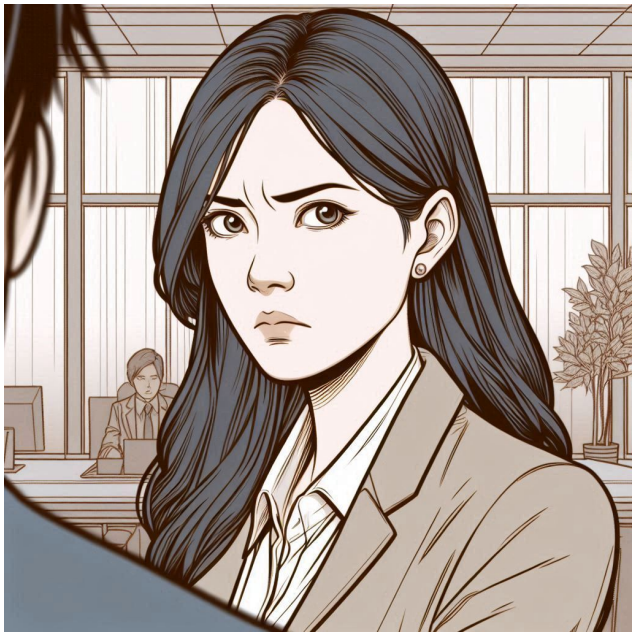
[perspective] [art style] [character]

[context] [action] [expression]

[perspective] [art style] [character] [context] [action] [expression]

Example

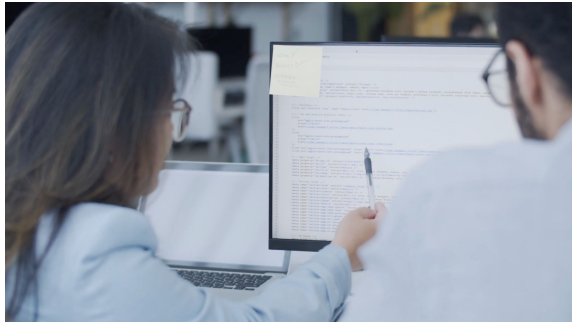
Close up, line art. Marina, a Chinese woman in her 30s, stands in her boss's office, receiving negative feedback on her work, looking frustrated.



Did you...

- Specify your art style
- Specify key subjects/objects
- Set out your shot description (if needed)
- Review your language
- Consider your prompt order





Task: Iterate your prompts to summarise the video in a 3 panel storyboard

Remember:

[perspective] [art style] [character]

[context] [action] [expression]

How was it?


Here's One
I Made Earlier

MS Designer



Panel 1:

Sketch style: Marina (a Chinese woman with loose shoulder-length hair, wearing a shirt and grey cardigan) stands up in her boss's office, looking frustrated at her boss as they deliver bad news



Panel 2:

Sketch style: Marina (a Chinese woman with loose shoulder-length hair, wearing a shirt and grey cardigan) takes a moment to collect herself at her desk, with her head in her hands



Panel 3:

Sketch style: Marina (a Chinese woman with loose shoulder-length hair, wearing a shirt and grey cardigan) and her colleague Jack are sitting together, facing the same computer monitor, reviewing lines of code

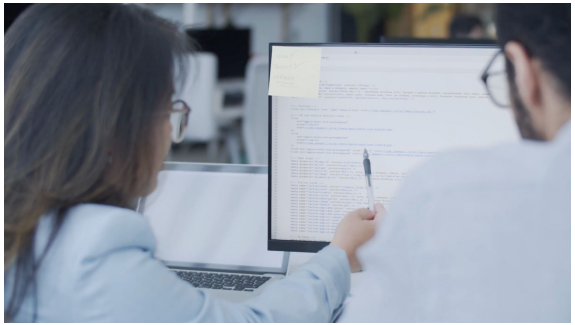
MS Designer



1) Marina is called to her boss's office: their client has changed the project brief and she has to redo her work.



2) Marina sits at her desk, despondent. She feels overwhelmed.



3) Marina begins work with her colleague to implement changes.







Storyboarder.ai

Storyboarder.ai

SCENE 1: INT. OPEN-PLAN OFFICE - DAY

Scene	Shot	Shot Description	ERT	Shot Size	Perspective	Movement	Equipment	Focal Length	Aspect Ratio	Notes
1	1	Marina stands up in her Boss's office, looking down at her Boss as they deliver bad news.	3 sec	Close-up	Eye-level	Static	Tripod	85mm	16:9	Add
1	2	Marina taking a moment to collect herself at her desk, with her head in her hands	4 sec	Medium	Eye-level	Static	Tripod	50mm	16:9	Add

SCENE 2: INT. OFFICE - MORNING

Scene	Shot	Shot Description	ERT	Shot Size	Perspective	Movement	Equipment	Focal Length	Aspect Ratio	Notes
2	1	Marina and her colleague Jack are sitting together, facing the same computer monitor, reviewing lines of code	6 sec	Wide	Eye-level	Panning	Steady cam	24mm	16:9	Add

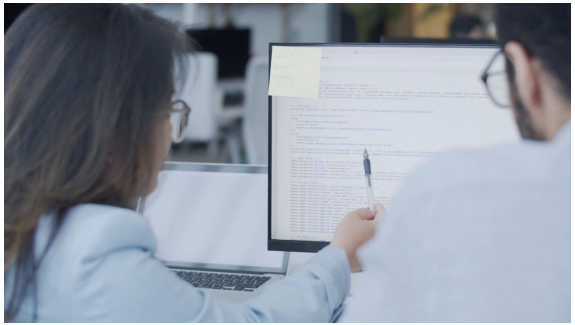
Storyboarder.ai



1) Marina is called to her boss's office: their client has changed the project brief and she has to redo her work.

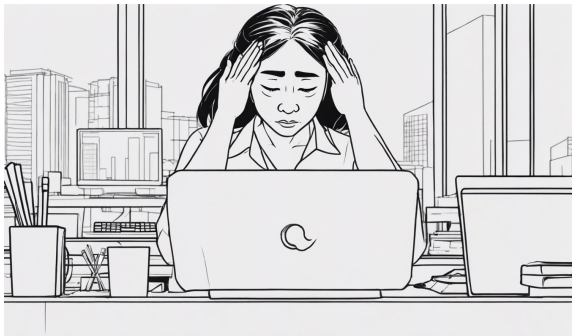


2) Marina sits at her desk, despondent. She feels overwhelmed.



3) Marina begins work with her colleague to implement changes.







Limitations & pitfalls

Vagueness vs over-specification

- Avoid being vague or too broad in your prompt
- Excessively detailed prompts can confuse the model
- AI will struggle to reflect concepts or unspecified/implied qualities

Mitigation

- Organise the prompt
- Avoid unnecessary details
- Avoid jargon / specialised language
- Describe what you want to see rather than concepts



The Person on Probation meets their Probation practitioner

VS



A black and white line drawing of two men in an office. One is a Black man wearing a shirt, the other one is older in his sixties, white and wearing a hoodie. They look at some paperwork.



VS

A tree



VS

A large oak tree with a long trunk and sprawling branches



A majestic, centuries-old oak tree with a gnarled, weather-beaten trunk measuring 15 feet in diameter, its bark deeply furrowed and covered in patches of emerald moss. The tree's sprawling branches are creating an intricate canopy spanning over 100 feet wide.Nestled within the branches are 17 different species of birds.The tree is adorned with various lichens and fungi creating a complex microecosystem.

Cultural insensitivity

- Poor training data or built-in limitations can product culturally insensitive imagery or reinforce cultural stereotypes and clichés
- It's very likely that generated images will consistently favour certain ethnicities or cultural representations over others.
- Many AI models are trained primarily on Western (🇺🇸) datasets

Mitigation

Have a human in the loop!

The prompt on the next slide features a tichel - for reference, this is what I expected from the prompt





A candid photograph of three people… woman wearing a navy long-sleeved turtleneck… her hair fully covered by a lilac tichel...

VS



A candid photograph of three people… woman wearing a navy long-sleeved turtleneck… her hair fully covered by a lilac hair wrap...

Representation issues

- AI models are trained on vast datasets, many of which include images from the internet that often feature attractive individuals, such as celebrities and models.

- As a result, images often reflect narrow beauty standards, such as thinness, light skin, and youthfulness.

- AI-generated faces often appear more attractive because they are constructed by averaging features from multiple faces. This process tends to create symmetrical and blemish-free faces, which are generally perceived as more attractive.

Mitigation

- Have a human in the loop!
- Specify what characteristics you'd like to see


VS
A woman with short brown hair, working on a laptop in an office
An average looking, woman in her mid 30s with short brown hair working on a laptop in an office

Exaggerated emotions

- Training data biases towards more expressive or cartoon-like imagery.
- AI tools can also be limited in the ability to render subtle facial expressions.

Mitigation

Use specific language in your prompts. Instead of "happy face," try "slightly smiling face with relaxed features".



A person who is happy

VS



A person who seems slightly happy




Stuff of nightmares :)




Closing thoughts

- Was anything new or surprising?
- What was challenging?
- Was there anything you could use in your practice next week?

Any questions?

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