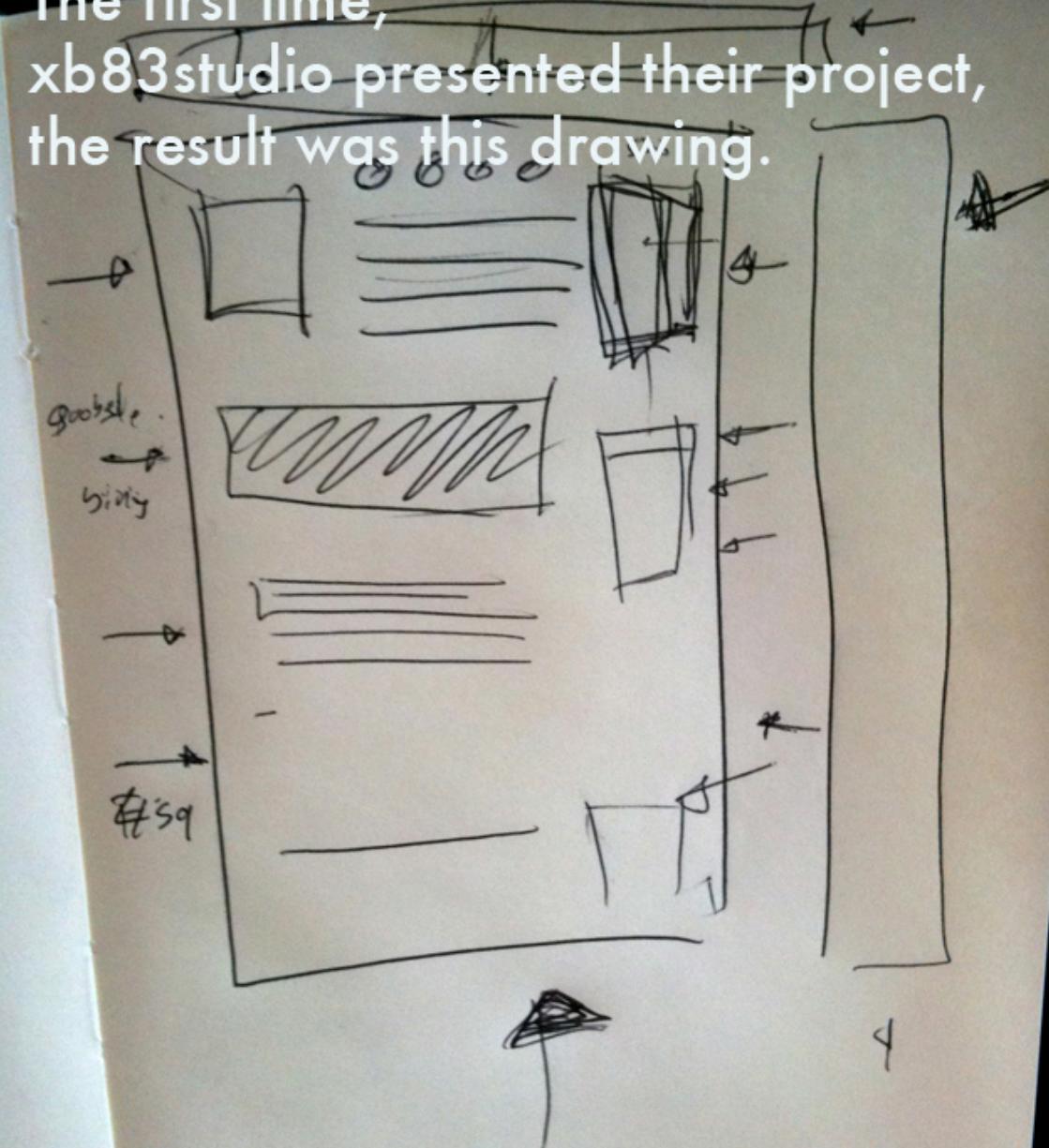


The first time,  
xb83studio presented their project,  
the result was this drawing.



## Structuring the process

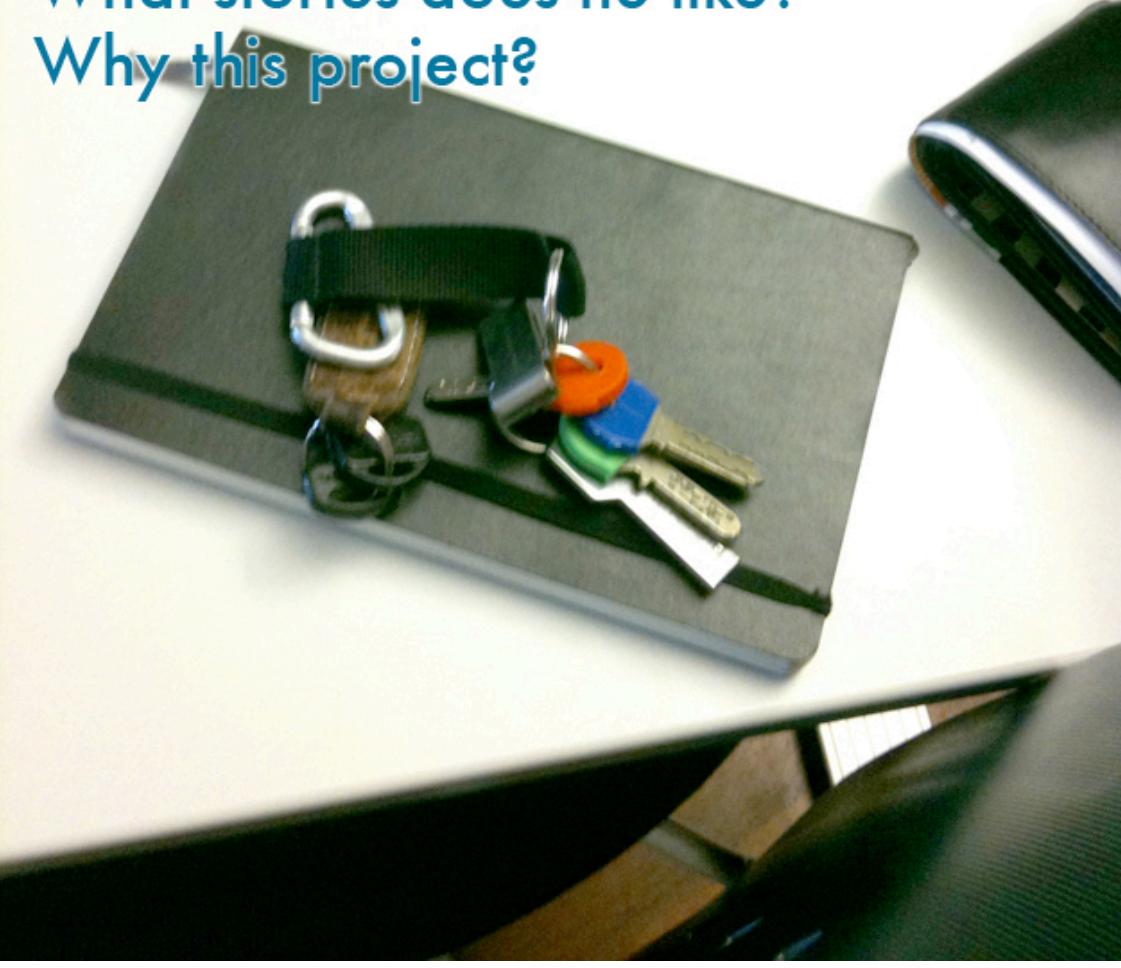
First step: Asking many questions

1. Who is xb83studio?
2. How is it out there?
3. What is the project, exactly?
4. Storytelling?

Second step: Making the story

5. Developping ideas
6. The draft
7. Presentation
8. Making the storyboard
9. The result

1.  
Who is xb83studio?  
Who is the person XB?  
What are his tools?  
How does he work?  
**His experiences?**  
**What stories does he like?**  
**Why this project?**



## 2.

How is it out there?

What does already exist?

What are the key words?

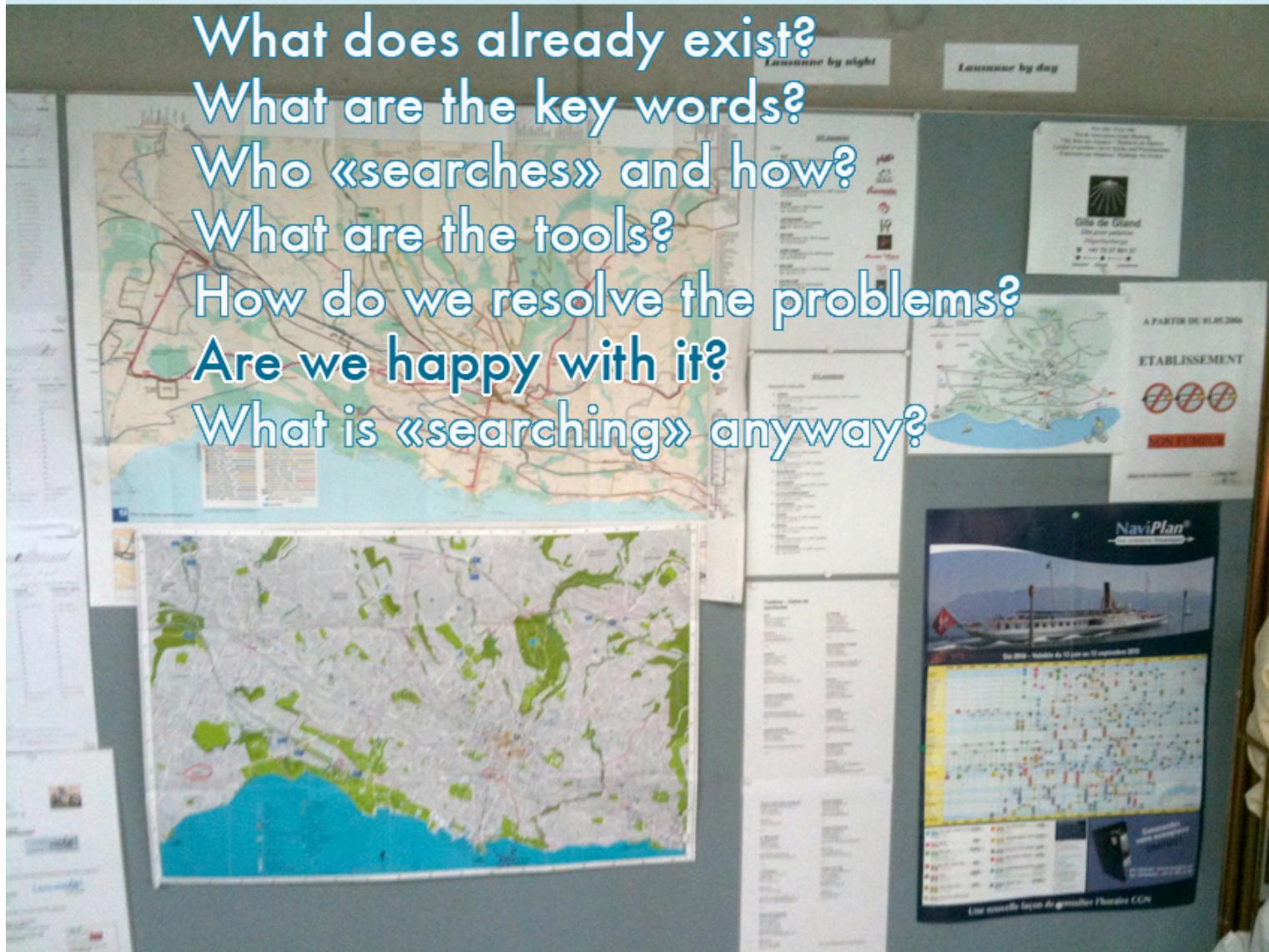
Who «searches» and how?

What are the tools?

How do we resolve the problems?

Are we happy with it?

What is «searching» anyway?



3.

What is the project, exactly?

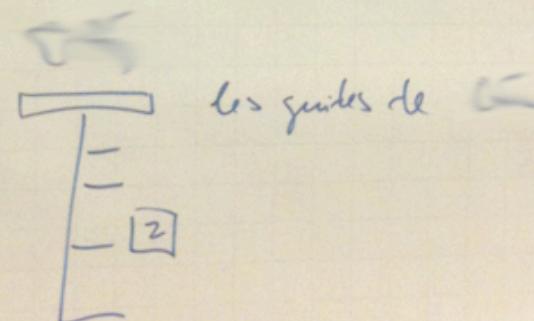
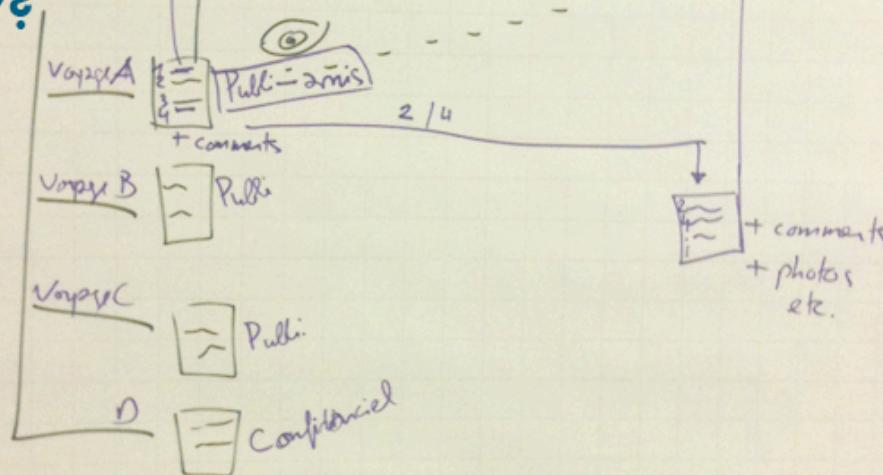
How does it work?

What is important?

What is unique?

Who should be interested in?

Why?



FRAGEN

4.

• Storytelling?

• Who will be listening?

• Why should they listen to you?

• What do you want from them?

• Are you getting to the point?

• Is your story their story?

• What is the right medium?

• Is it really a story or just an example?

• Do we talk to the five senses?

examples

mittel

apart

Story

USP

mots

visual

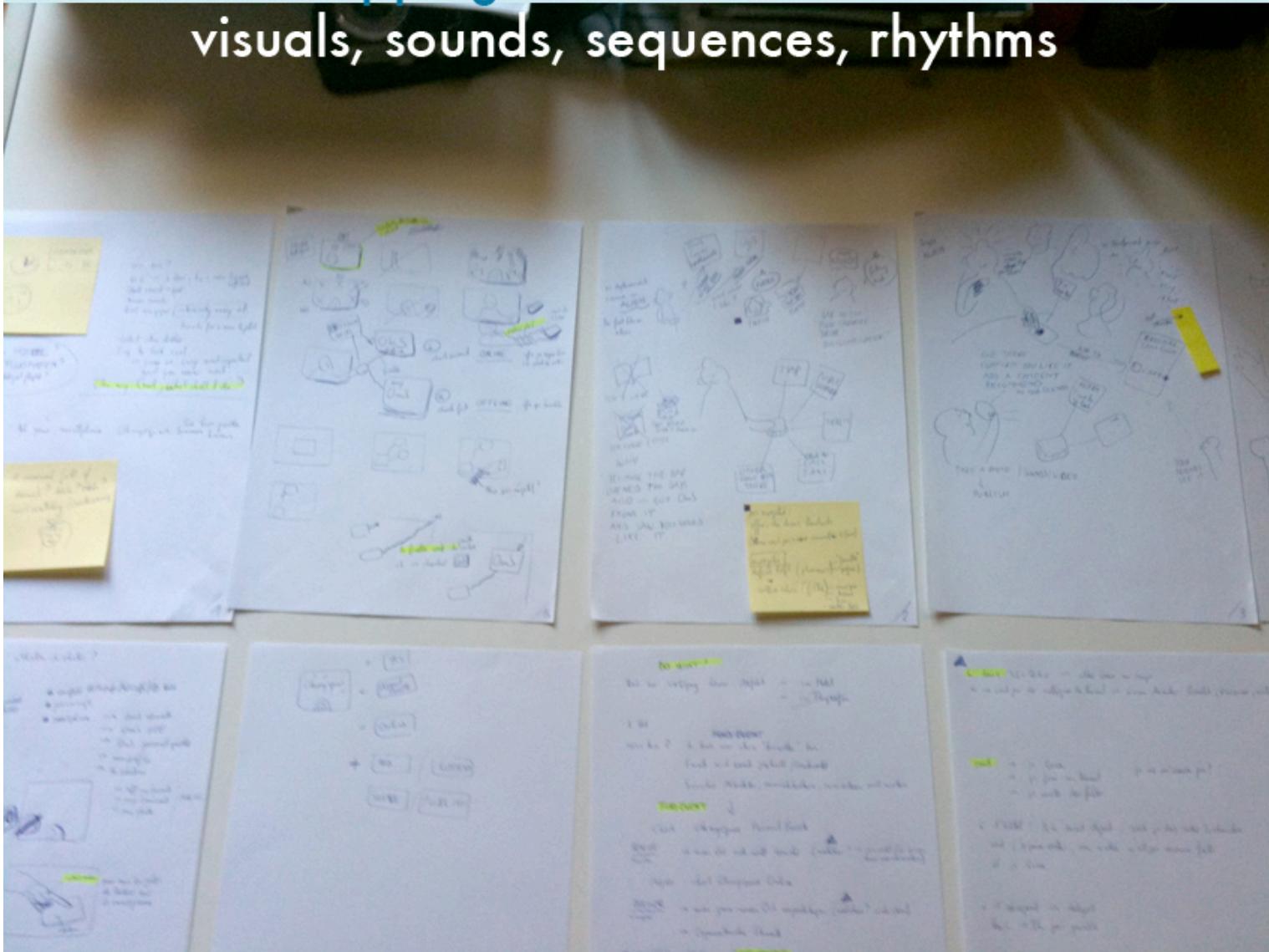
sounds

solution

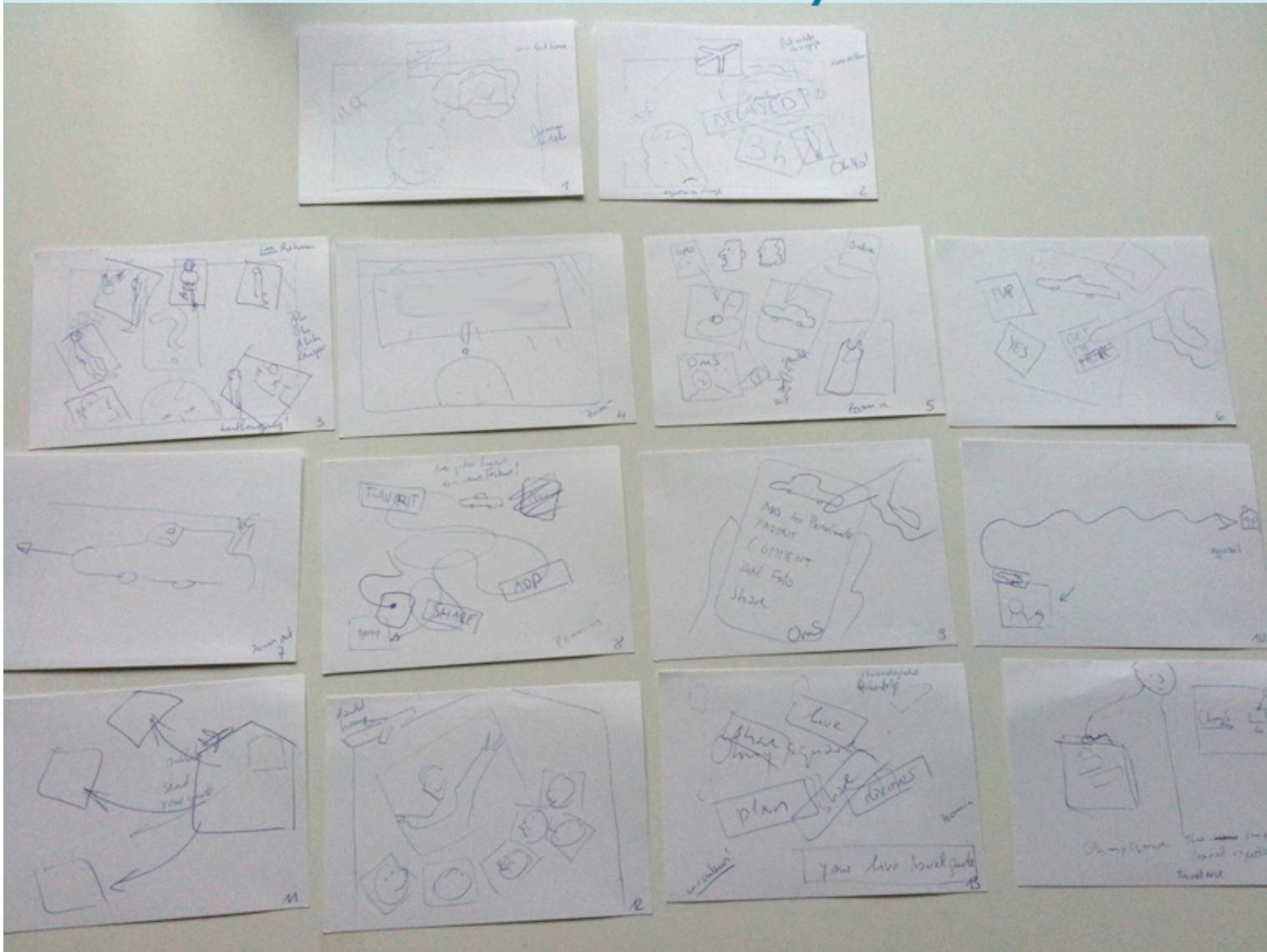
talk

## 5.

# Developping all kinds of ideas: visuals, sounds, sequences, rhythms



## 6. The first draft of XB's story



## 7. Presenting the draft to xb83studio



Presenting = Storytelling

## 8. Making the storyboard: drawing, cutting and shooting

