

SELECT SLIDES

CLASS 1:
THE STORY OF STORY

A STORY IS ABOUT:

A SYMPATHETIC CHARACTER, WHO IS...

...TRYING TO ACCOMPLISH A COMPELLING GOAL
WHILE BEING OPPOSED BY...

... A POWERFUL AND COMMITTED OPPONENT, LEADING
TO...

AN IMPORTANT LESSON LEARNED.

THE STORY BEGINS ONLY WHEN THE AUDIENCE IDENTIFIES:

1. The Hero
2. The Goal
3. The Obstacle

- MORE SYMPATHETIC THE HERO = THE GREATER EMOTIONAL ENGAGEMENT
- THE GREATER THE GOAL = THE MORE INTERESTING THE STORY
- THE TOUGHER THE OBSTACLE = THE GREATER THE AUDIENCE ATTENTION

WHERE DO IDEAS COME FROM?

- YOUR LIFE
 - DREAMS
 - TWISTS ON EXISTING STORIES
 - JOKES, URBAN LEGENDS
 - FROM CURRENT EVENTS
 - INTERESTING CHARACTERS
 - “WHAT IF” SCENARIOS

LOGLINES

- Describes the story in one or two sentences.
- Reveals character, goal, conflict, and theme.
- Has an obvious “hook.”
- Doesn’t reveal the ending!

LOGLINE

One or two sentence description of a film that encapsulates the spirit and feel of the film. It's primary goal is to make you want to know or see more. **The Elevator Pitch.** Reduces the story to a "hook."

TAGLINE

Marketing tool that encapsulates the feel of the film but in a *slogan*. Its primary goal is to make you want to see more! **The Movie Poster.**

A (LOOSE) LOG LINE FORMULA

Inciting Incident + **Protagonist** + **Action** + **Antagonist** + **Stakes**



After rescue by a German bounty hunter,
a freed slave sets out to rescue his wife
from a brutal plantation owner.

CHASE YOUR DREAM LIKE IT'S THE LAST BUS OF THE NIGHT

- TERRI GUILLEMETS