



Introduction: The promise

What is your promise to the audience? We enjoy films that are snappy and concise. KISS

What is your film about?

Intro to film/ set the scene: Who, What , Where, When,

Who is your audience? This will help you set the genre and style.

The hook

What's at stake? Why will I keep watching? [Who is your audience?]

Turning Point: Why

The journey

What happens? Overcoming obstacles/ challenges: How

What will I feel? What will keep me watching?

The transformation

What changes? How does it end?

How do I feel?

The message

What will I tell my friends?

Why do you want to make this film?

Why are you best suited for this?
