

Screenplay Treatment Template

Working title:	
An original screenplay by:	
Date:	
Film genre(s): <i>Name the genre and/or sub-genres and or mash-ups / hybrids etc.</i>	
Tagline: <i>Write the movie poster line – imagine the side of a bus. It is not a description of the film, rather it’s a brief phrase or slogan that tells the promise of the premise of your film – it has to resonate with your audience. Eg. Can love conquer all? Fight the dead. Fear the living. Hunt or be Hunted. An Epic of Epic Epicness. One Man’s Struggle to Take it Easy. In Space, No One Can Hear you Scream.</i>	
Concept/premise: <i>EITHER a logline – a description of your story that encapsulates the dilemma and goal of the central character. "A struggling boxer, who works part-time in a meat factory for extra cash, is given a once-in-a-lifetime opportunity when he is chosen to be the opponent for an exhibition match with the heavyweight champion. But he has to throw off his idea of being a loser if he is to grab this chance and change his life forever." OR a what-if premise – a description of the nature of your protagonist and the event that launches the story. Ex. "What if an aging secret service agent, who feels guilty for failing to save President Kennedy's life in Dallas, Texas, learns that an assassin plans to kill the current president and this aspirant assassin tells him he'll never be able to stop him?"</i>	
Story synopsis: <i>Briefly describe the consequences of the catalyst, stating the outcomes of the dilemma, identifying the emotional arc of the story and showing the key turning points in the 3-act structure. Concentrate on the central character’s emotional journey. So think about how you would tell the story of one of your favourite films to your friends. It will be short and to the point. All stories have a beginning, middle and end OR Set-Up, Conflict, and Resolution. Act 1, the Set-up, The situation and characters and conflict are introduced. Act 2, The Conflict, the conflict begins and expands until it reaches a crisis. Act 3, The Resolution, the conflict rises to one more crisis and then is resolved.</i>	

<p>Visual realization: <i>Describe the look and pace of the film. Let us know if any previous films have explored this territory? If so, how will yours differ? If you have films in mind that for some reason will indicate the kind of approach you might take to achieve a particular effect or look mention them and say why they are good examples. Discuss the cinematic and marketable possibilities of your idea.</i></p>	
<p>Statement of intent: <i>What is the theme or controlling idea for your story? Why do you want to tell this story? What does it mean to you and why will the audience care about it? Why is this the right time to tell this story? (Social Context)</i></p>	
<p>Length: <i>Choose between 10-20 minutes.</i></p>	
<p>Audience appeal: <i>State your target audience/demographic and explain the appealing elements of your idea / concept / genre that will work for them. Who might be the lead actors and why would your audience relate to them? What else would draw your target audience to the cinema?</i></p>	