

Use this worksheet as a guide to help collect written and visual content we'll use to build your deck.

Before you begin, answer these questions:

What genre(s) does your project fit into?

Who are your characters?

What do they want?

Why do they want it?

How do they go about getting it?

What are the central conflicts?

What are the stakes?

What are the themes?

You may only want include some of these categories:

COVER PAGE and TITLE

The cover can also include:

Tagline
Production Company Info / Writer Info
Format (Feature / Series / Documentary etc.)

LOGLINE

A one sentence summary of your film or series.

Distill the important elements of your screenplay—main character, setup, central conflict, antagonist—into a clear, concise teaser.

SYNOPSIS

Describe in three or more paragraphs:

What is your genre?

Who is the hero and what do they want?

Why now and what happens if they don't achieve their goal? What is the central conflict?

A summary of the character's journey from beginning to end using the major emotional plot points to help tell the story.

MAIN CHARACTER(S)

(Recommended: 1-3)

A paragraph for each character which includes:

BACKSTORY Any info from their past that informs their desires, motivations and choices they make.

TRAITS Any values, physical and personality traits that helps bring them to life.

ARCS How they change emotionally? How do they grow?

SUPPORTING CHARACTERS

(Recommended: 1-4)

A paragraph for each character includes:

What is their relationship to the hero?

If an ensemble, tell us how do they compete against each other?

THE WORLD

A short verbal description may include:

Where is your world? When is your world?

Provide a mythology if in the future or fantasy.

Provide historical perspective if a period piece.

THE TONE

A short verbal description may include:

A brief description of the feeling or atmosphere that you want to convey to your audience. Potential camera and shooting styles.

WHY THIS FILM/SHOW?

Answer in one or two paragraphs:

What makes the story fresh?

Are there any relevant hotbed issues being explored?

COMPARABLES

What are 3-5 similar films/shows that match your project in terms of tone & budget?

TEAM

Introduce the creators and collaborators

BACK COVER/CONTACT

How do you want to be contacted?

FOR A TV SERIES YOU MAY ALSO INCLUDE:

SEASON SUMMARY

A summary of the character's journey from beginning to end using the major emotional plot points to help tell the story. May also contain a season summary for each of the main characters.

PILOT SUMMARY

With the pilot you establish:

Who is the hero.

What they want.

Their central conflict.

Key relationship dynamics.

The basic rules of the world.

The genre.

EPISODE SUMMARIES

Short paragraphs listing the beginning, middle and end of the story using only major plot points of the story. Use the emotional plot points from the story circle as your episodic map for the season.

These are useful categories for the collection of images for your project.

This is where the fun begins - I will do a deep dive into image research once I have a few 'starting off' examples.

- COVER** A striking image that conveys the heart of your story.
- LOGLINE** This page and the following visually introduce the main plot points.
- SYNOPSIS** This page and the following visually introduce the main plot points.
- CHARACTERS** These pages can include 1-4 images of casting choices/types.
- THE WORLD** Reference images for a collage or grid
- THE TONE** Reference images for a collage or grid
- COMPARABLES** Poster Images
- TEAM** Headshots and/or production shots
- BACK COVER** This often is a repeat of the cover image or a second cover concept.