

Treatment Worksheet

Working Title:

Proposed Length:

*Logline:

* A logline is a 1 sentence overview, think “TV Guide”.
The logline must clearly and simply express the **big idea** that’s central to your story. It should hold your attention.

Example from American Idol: "Aspiring singers will compete in a nationwide talent search on live television where they will face the often unfair scrutiny and sarcasm of a panel of judges before one is finally branded the 'American Idol,' receiving a recording contract."

I. Overview Paragraph/Brief Description: (2- 3 sentences about what your story is about, why it’s important and what visual style will be used to tell it).

II. Story Development

- Your editorial approach. What is your point of view?
- What key moments do you anticipate in the story (moments of change)?
- What is the story and how do you plan to tell it? How will it be structured?
(Chronological, interview-based, follow a character, guiding concept, non-linear)
- Who are the characters and what do the viewers see them doing?
- Your visual approach: Help the reader visualize your video. What kind of style or tone will help you tell your story?
(fast paced, observational, special effects, special color palette, use of archival footage)

III. Write a brief summary of your background, and your own reasons for choosing the story. Make the reader understand why the story is important to you – and what you want your audience to take away from their experience viewing your film.

A treatment includes a step by step outline of what the viewer will see.
Use the guiding prompts above to begin your treatment below:

Sample treatments:

<http://booki.flossmanuals.net/video-production/sample-video-treatment/>

<http://facstaff.elon.edu/gibson/jcm352/handouts/documents/SampleTreatment.doc.pdf>

<http://www.scribd.com/doc/21053229/Music-Video-Treatment>