

Don't go off all willy nilly without thinking through your production.

Design your content

Some things to consider as you move from idea to deliverable

Before you





Think!



First... Questions

What are my objectives?

educate?
entertain?
inform?
persuade?
sell?

Who is my audience?

CEO? Parent? Child? Designer?

- What do they need?
- What information am I making available to them?



What is my "Call to Action"?

What do I want to have
happen at the end?

End of what?

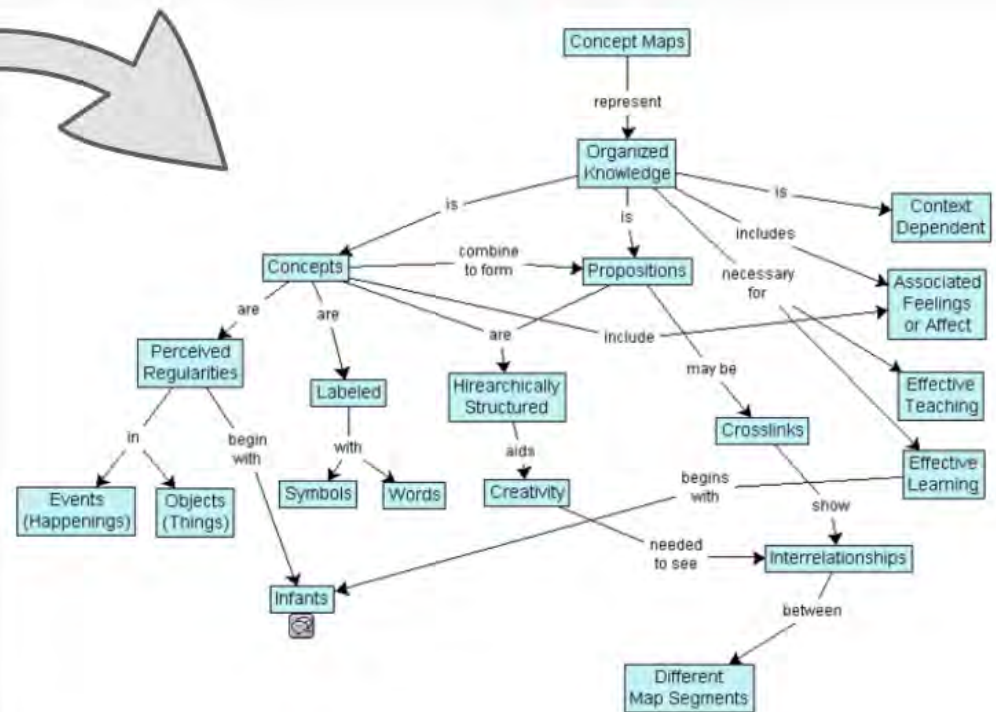
Your content.

Develop your
Ideas



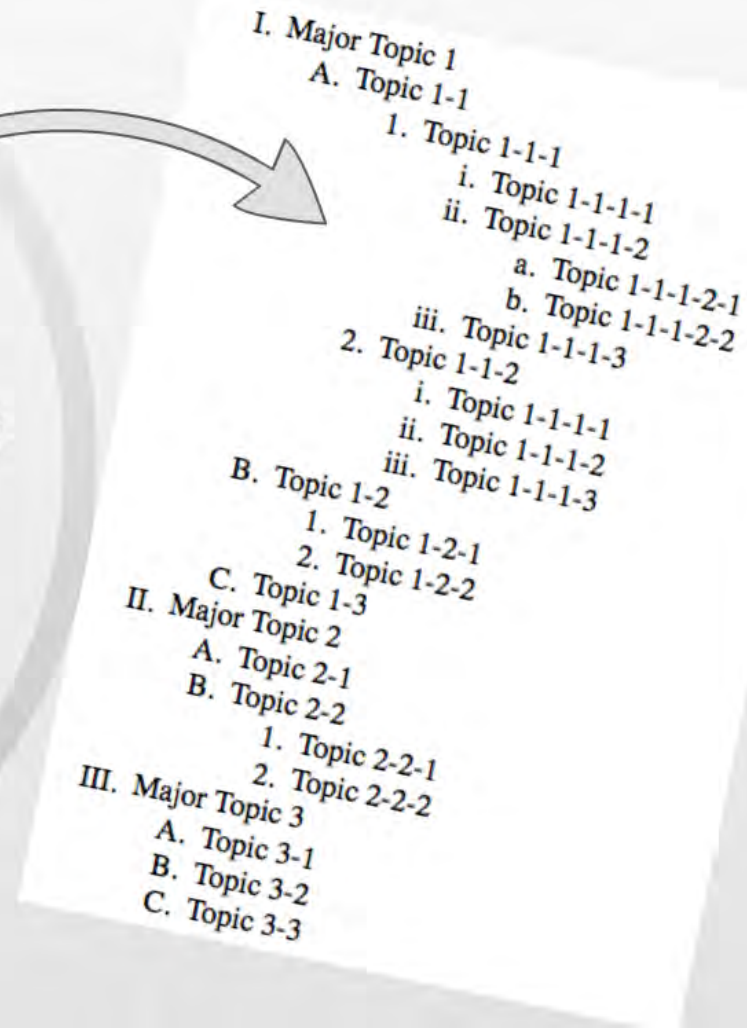
Mindmap

A good place to start
Helps you brainstorm



Outline

Structure and prioritize the mindmap



FADE IN

INT OFFICE

DAY

Eva, Social worker, sits at her desk hard at work. Misc pieces of mail and paperwork are stacked on top of her desk. A sign on the wall says "Social workers are super heroes". A name plate on her desk says, Eva Minor, Social Worker. A mail runner delivers the envelope.

EVA

(Groaning) Damn, it's not easy being me.

Eva looks at the clock. Clock shows noon. She grabs the envelope off the stack and opens it quickly as if in a hurry. Chess piece falls out. She looks at it turning it over in her hands. She looks at the bottom of the piece. The words E. Minor are there. She stares at it trying to understand the meaning.

She calls Wendy. Phone rings.

WENDY

Hello.

EVA

Is everything alright?

WENDY

Yes mam. Why do you ask?

EVA

Well I just this chess piece in the mail...

Eva's iPhone on her desk flashes a 5 minute meeting reminder. It catches her attention.



Script

Develop your content, dialog,
supporting media, timing



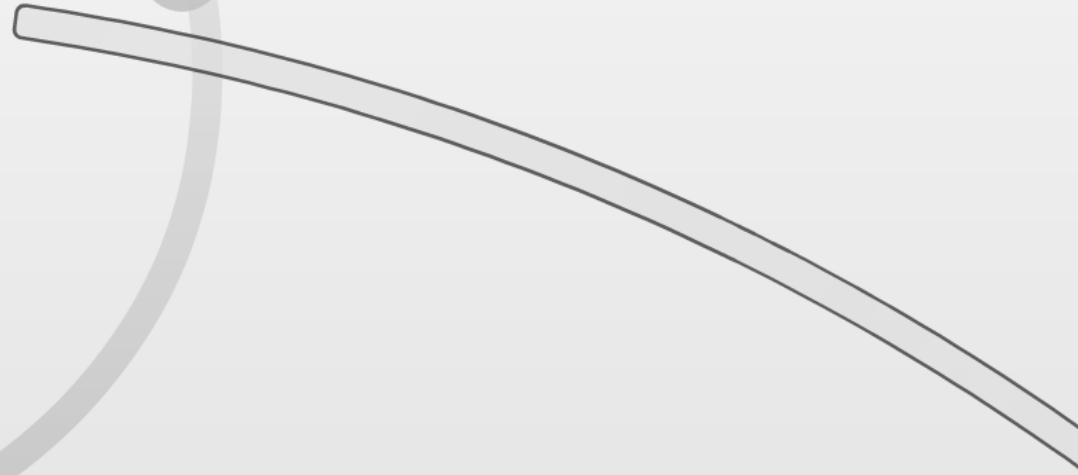
But wait

Stories Engage



Story Arc?

exposition
conflict
climax
resolution





Exposition

Who? What?
When? Where?
Why?



Conflict

What obstacles are preventing
the main character from achieving
their goals?

Tension creates interest



Climax

The point of greatest tension

Resolution

The release of the tension





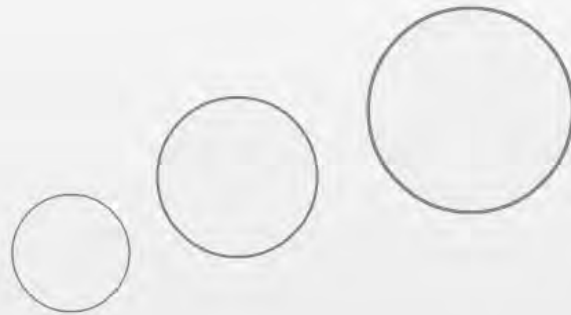
**With some
planning**

You can produce...

Ahhhhh!



hh!



Thanks
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