

STORYTELLING WITH HISTORY & CULTURE

1

WHAT IS YOUR CULTURAL BACKGROUND?

2

**WHAT IS ONE INCIDENT OR STORY YOU REMEMBER
THAT BRINGS PRIDE TO YOUR CULTURE?**

3

**HOW HAS YOUR CULTURE EVOLVED WITH RECENT
EVENTS?**

OTHER NOTES

CHARACTER DRIVEN STORY

1

WRITE OUT YOUR MAIN CHARACTER

2

CHARACTER DEVELOPMENT OUTLINE

3

ANTAGONIST, SUPPORTING CHARACTERS

TURNING POINTS

DEVELOPING SCENES



1

ACT I - MAIN SCENE

2

ACT I - OPENING SCENE

3

ACT I - HOOK

NOTES

DEVELOPING SCENES



1

ACT II - MAIN SCENE

2

ACT II - CONFLICT SCENE

3

ACT II - SETUP SCENE

NOTES

DEVELOPING SCENES



1

ACT III - CLIMAX

2

ACT III - RESOLUTION

3

ACT III - TIE UP LOOSE ENDS

CALL TO ACTION

DEVELOPING OUTLINE



1

BEGINNING

2

MIDDLE

3

END

NOTES

BUILD STRONG CONFLICT

A NORTH
PRODUCTION

1

CONFLICT AND RESOLUTION 1

2

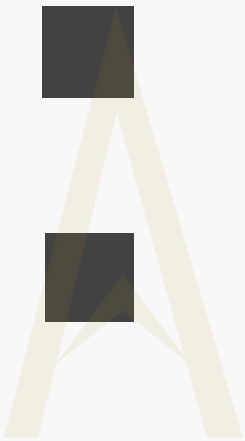
CONFLICT AND RESOLUTION 2

3

CONFLICT AND RESOLUTION 3

NOTES

THEMES AND MORALS



A NORTH
PRODUCTION



IDEA JOURNAL

1

IDEA 1

2

IDEA 2

3

IDEA 3

4

IDEA 4

5

IDEA 5

6

IDEA 6

7

IDEA 7

A NORTH
PRODUCTION

THEMES AND MORALS

1 WHAT IS A THEME?

2 UNIVERSAL MORALS AND THEMES?

3 IDENTIFY AUDIENCE

4 BEST MEDIUM, PLATFORM

5 TONE AND PACING



BRANDING AND MARKETING

1 MISSION

2 BRAND VOICE

3 PRODUCTS OR SERVICES

4 WHY SHOULD PEOPLE CARE?

5 EMOTIONAL ENGAGEMENT

