



Scripting and Storyboarding

Chapter 2 – Introduction to Scriptwriting (Continue)

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Learning Outcome

- At the end of this lesson, student will be able to:
 - Demonstrate the relationship between scriptwriting and storyboarding
 - Demonstrate understanding of the components, design documents, process, terminology, and proper formatting of professional scripts for creating multimedia presentations
 - Successfully create a professionally formatted script, given an initial concept or storyline
 - Successfully create a functional multimedia storyboard from an initial concept or script

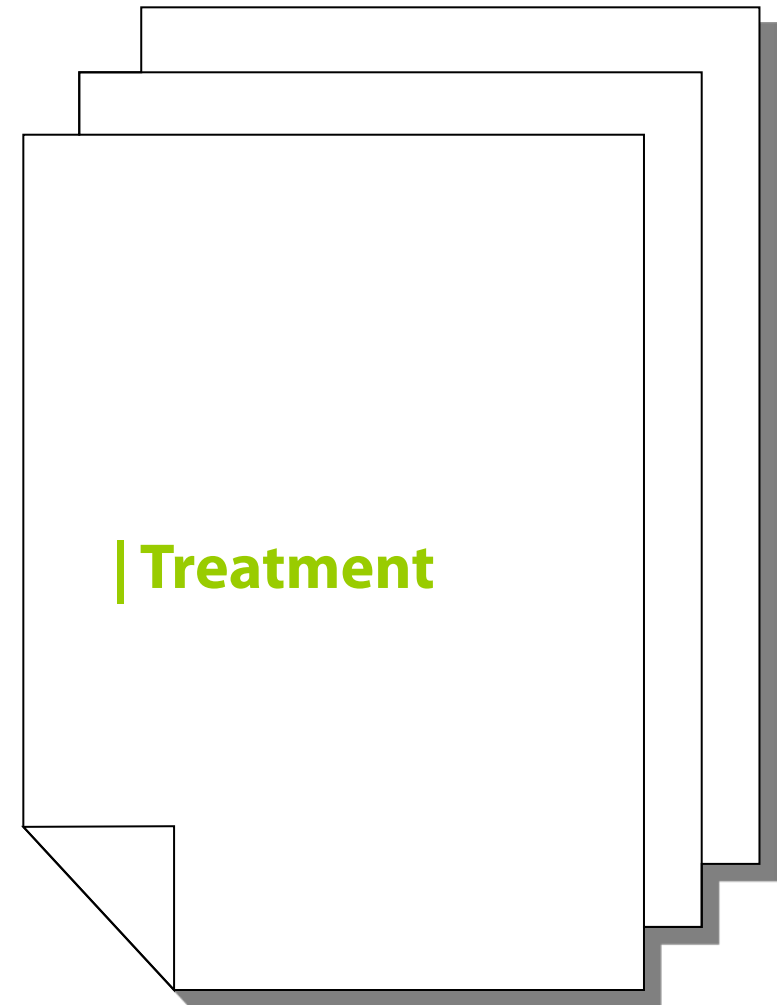
2.1 Treatment



- Treatment is a written synopsis and outline of a plot of a script
- It explains the complete story by showing:
 - The personalities of the main and secondary characters
 - Relationship between characters
 - Changes and developments undergone by the character throughout the story

2.1 Treatment

- Treatment tells us about the story but not the story
- The normal length of a treatment is between 6 to 12 pages



2.1 Treatment

**Treatment does
not includes....**

Dialogue



Camera directions



Slug lines

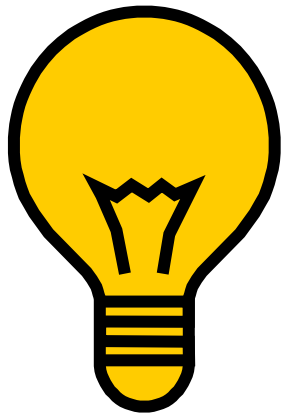


2.2 Function of treatment



- There are two basic function of a treatment:
 - A device for the writer to organize their thoughts and develop the texture of a script
 - A document used to sell the writers' story to a producer or agent, which is also the major function of a treatment

2.3 Standard format of treatment



Fonts

Common used fonts are
courier 12-point or times
new roman 12-point

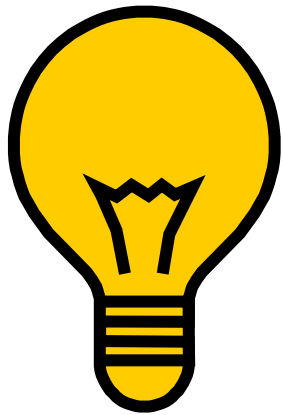
Title

Title must be centered and
emboldened

Tense

Always use a present tense
when writing the treatment

2.3 Standard format of treatment



Dialogue

It is not necessary to include the dialogue except when there is a need to highlight the philosophy of the characters

Style

The style of writing must be concise, vivid, and evocative

Always use active verbs

Avoid using adverbs, abstract languages, flowery metaphors, reported speeches and camera directions

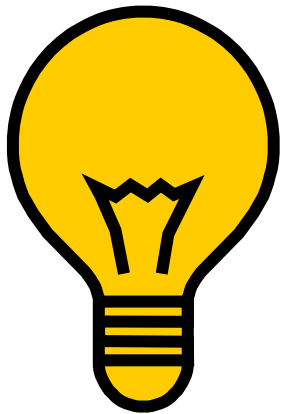
2.3 Standard format of treatment

Length

The normal length of a treatment is 6 to 12 pages

Some writers may compose treatment up to 40 to 50 pages depending on their preferences

A good rule of thumb is 'the shorter the better', considering that most producers are incredibly busy and might be more receptive to a concise treatment



2.3 Standard format of treatment

Ratio

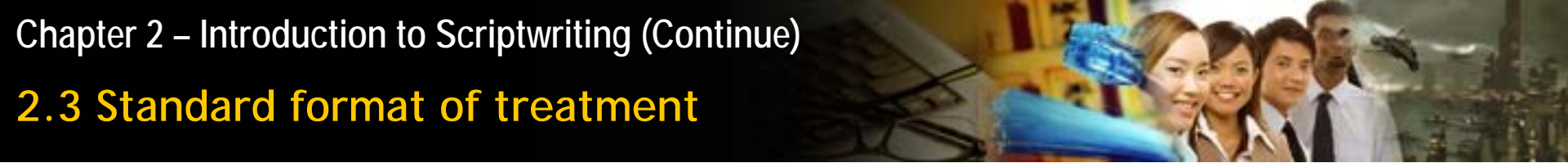
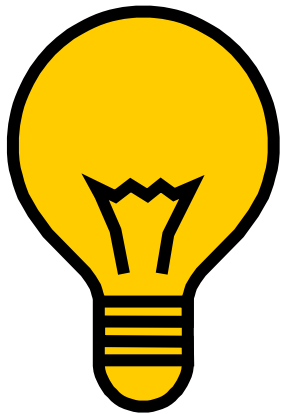
Ratio is a relative magnitude of two quantities

For example, if your script is 100 pages, and your treatment are 10 pages

The ratio is 10 pages script : 1 page of treatment

Rewrite

It may take several rewrite before the writer is satisfied with the treatment

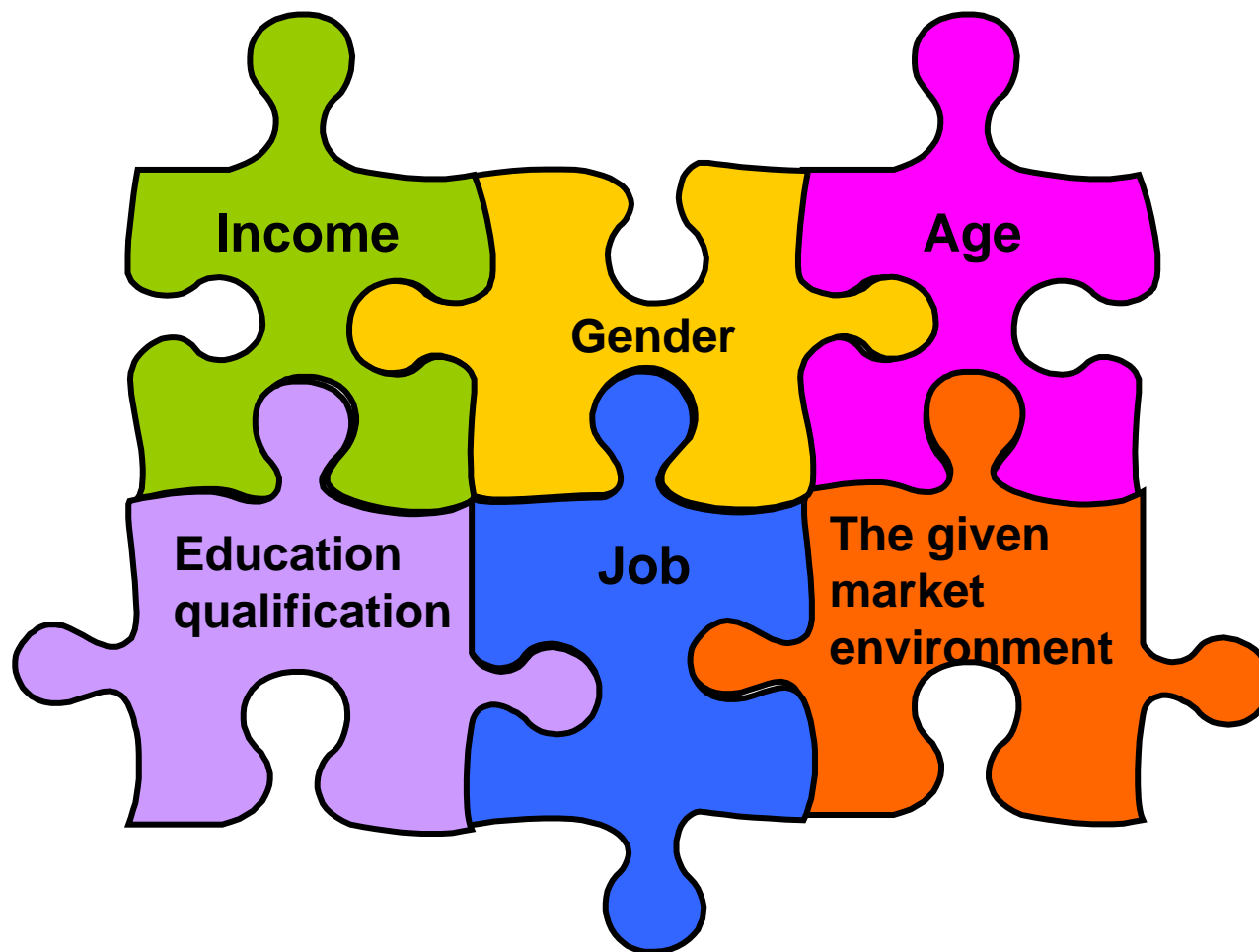


2.4 Demographics



- Refer to the composition of the potential audience for a given program
- We specify and identify audience according to their interest

2.4 Demographics



Principle of Demographics

2.5 Subject Matter



- Writer are also responsible of choosing the proper material needed in a script
- This will include material for:
 - **Movies**
 - **Plays**
 - **Drama**
 - **Theater**

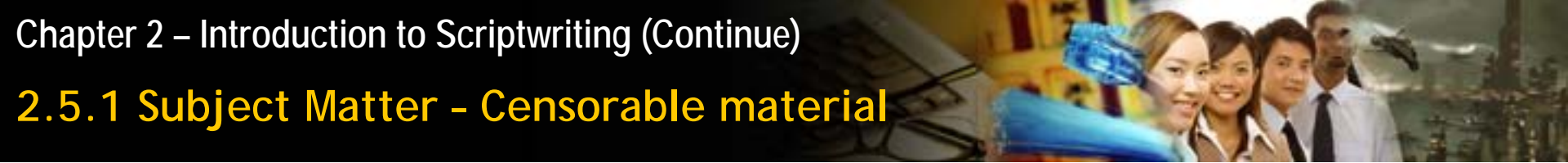
2.5 Subject Matter



- when writing a script, the biggest fear is the censorship by the government
- Two types of material:
 - **Censorable material**
 - **Controversial material**

2.5.1 Subject Matter – Censorable material

- **Censorable material** – refer to shot/scene in a production which contain immoral/ unacceptable issues by the government
 - **Moral censorship**
 - **Military censorship**
 - **Political censorship**
 - **Religious censorship**
 - **Corporate censorship**



2.5.1.1 Censorable material



- **Moral censorship**

- Moral censorship refers to any material that contains questionable morality
- The values behind the material are disapproved by moral limits
- Example: pornography

2.5.1.2 Censorable material



- **Military censorship**

- Military censorship refer to any material that contains
 - government actual tactics
 - Military information
 - Government agenda in war

2.5.1.3 Censorable material



- **Political censorship**

- Political censorship occurs when government conceal secrets from their citizens
- If government shows or tell people her problems, people will get worried and insecure

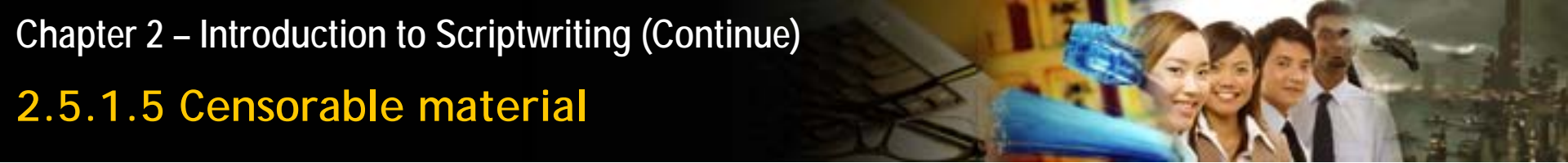
2.5.1.4 Censorable material



- **Religious censorship**
 - Religious censorship is the means by which any material objectionable to a certain faith is removed

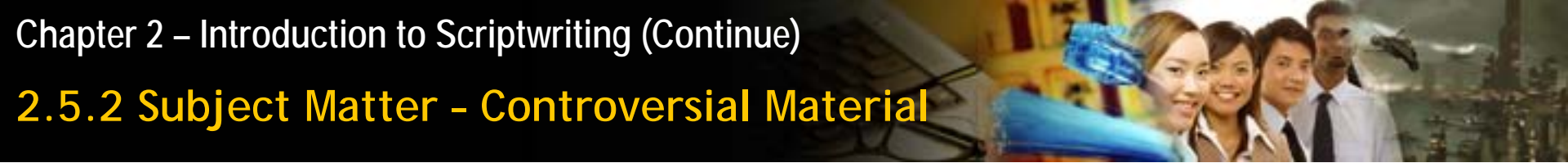
2.5.1.5 Censorable material

- **Corporate censorship**
 - Corporate censorship is the process by which editors in corporate media outlets censors the publishing of information that portrays their business or business partners in a negative light



2.5.2 Subject Matter – Controversial Material

- **Controversial material** – refer to material that can cause arguments or disapprovals over certain action shown in a production
- Used in product advertising
- Attracting the attention of the people – increase the level of curiosity
- People will pay to view the medium
- This method has been a successful method for promoting books and films



2.5.3 Activity

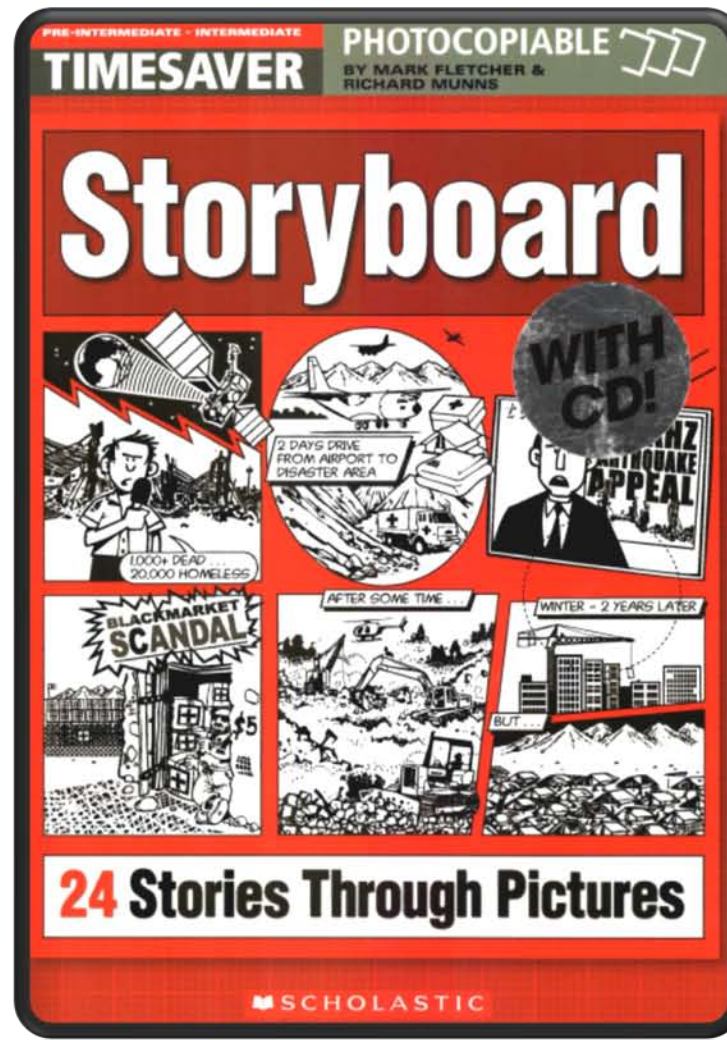
7 Dinner disaster

1 Mr. Smith invited his boss, Mr. Plummer to dinner – BUT they forgot about the cat ... Look at the pictures and tell the story.



Based on the storyboard sample,
write the summary and treatment
...and present in class.







END, THANK YOU

Next Chapter : Chapter 3 –
Interactivity and The Writer