



BOLDFACE

PRODUCTIONS

PRE-PRODUCTION

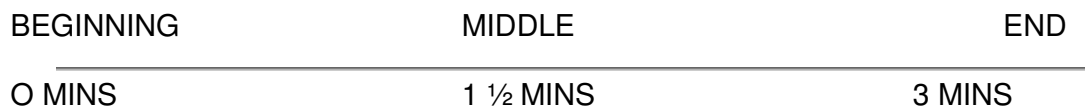
Make sure that you have a good idea for your film. What story will you be telling? Try and keep the idea simple. A short film should have one clear message.

Be creative and don't be scared to have fun with different genre's and styles.

Before you begin developing the script you should be able to answer the following questions;

- **What is the Key message of your film? (what story are you telling?)**
- **Who is your primary audience? (who are you making the film for?)**
- **How does your audience influence the style of your film?**
- **How will you tell your story? (what genre / style is it?)**
- **How long will your film be?**
- **What happens at the beginning, middle and end of your film?**
- **How do you want your audience to feel after they have watched your film? How will you make this happen?**

It is often useful to map out your film on a simple timeline;



Once a clear idea has been developed it is time to write the script, make a storyboard and plan for the shoot.