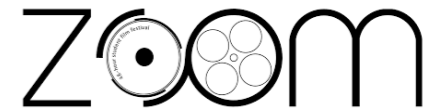
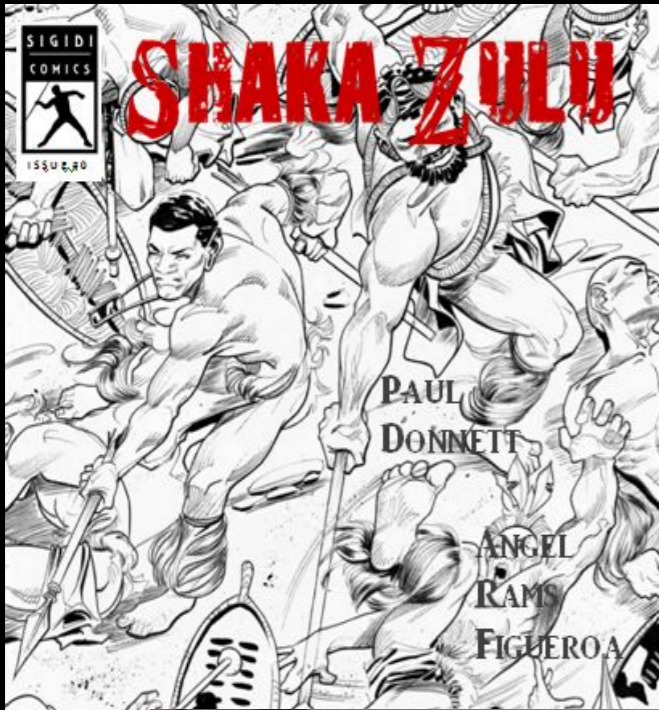




# What's Your *Story*?

The secret to making a film that wins





INTEGRAL ARTISTS

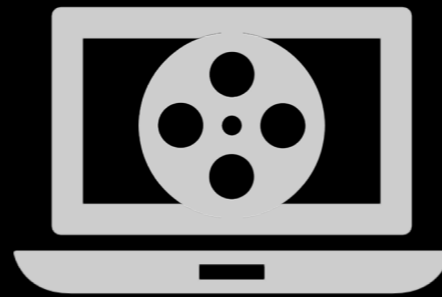




6-month *accredited diploma programs*



**ACTING**



**WRITING**

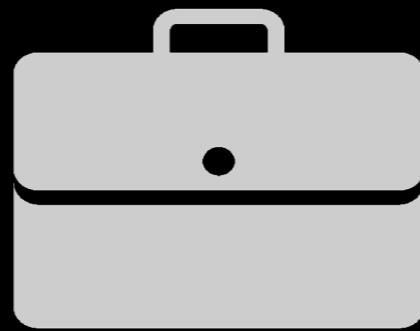


**MUSIC CREATION**

**FULL-TIME**



**PART-TIME**

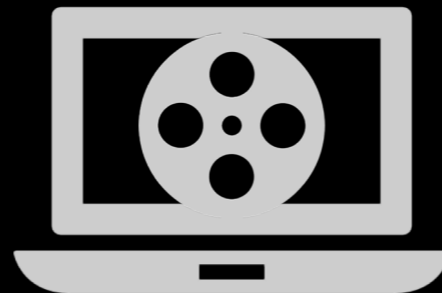




6-month *accredited diploma programs*



ACTING



WRITING



MUSIC CREATION



We're not *just* a film school.

We're a **story** school.

**Story is the most powerful force on earth.**

Every **director, content creator, and actor** should become a **master storyteller.**

The world is full of skilled technicians.

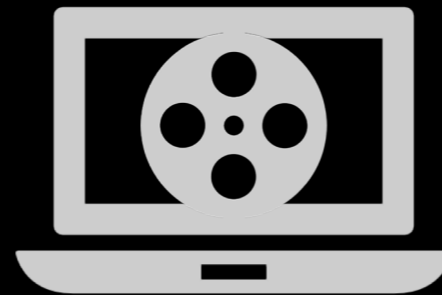
We need **good storytellers.**



6-month *accredited diploma programs*



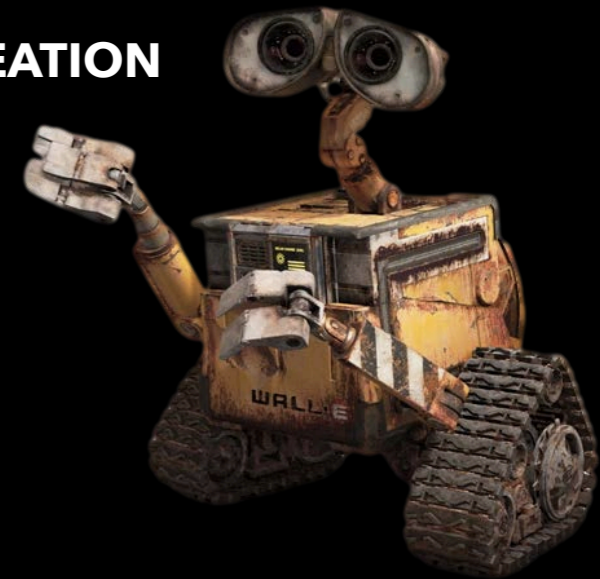
**ACTING**



**WRITING**



**MUSIC CREATION**



We train  
**entrepreneurs.**

We train  
**storytellers who will change the world.**



amazon

CRACKLE



**The Golden Age of storytelling.**

N

- ✓ **Movies**
- ✓ **TV**
- ✓ **Animation**
- ✓ **Video games**
- ✓ **Comics**
- ✓ **Fiction & Non-Fiction**
- ✓ **Podcast**
- ✓ **YouTube**
- ✓ **Marketing/Advertising**

**FUNNY  
OR  
DIE**



HBO



CRaVe



hulu

Disney

STORYHIVE™



RIVERDALE

SUPERGIRL

SUPERNATURAL

STAR WARS

THE FLASH

CHILLING ADVENTURES OF SABRINA

ARROW

LETTER KENNY

DEADPOOL

THE 100

DRAGONBALL Z

THE HANDMAID'S TALE

DC's LEGENDS OF TOMORROW

STAR TREK

LEMONY SNICKET'S - A SERIES OF - UNFORTUNATE EVENTS

my LITTLE PONY

INU YASHA

iZOMBIE

ONCE UPON A TIME

BATWOMAN

LUCIFER



# **BONUSES**

**Small class sizes**

**Teachers work in the industry**

**Career planning starts Week 1**

**Collaborate with students in other programs**

**Film production company onsite (Rebel West)**

**Students get iMDB credits**

**Lifetime mentorship and access to SI Resource Database**

**Most affordable programs in Vancouver**



# MARCH & SEPT 2020

## What To Do Now



### March 2020

Applications open: **November 1**

Seats: 10

### Sept 2020

Applications open: **November**

Seats: 30

# MARCH & SEPT 2020



## What To Do Now

**1** Like and follow us   @story\_institute

**2** Fill out **CONTACT FORM**

*Weekly emails > start your training now.*

**3** Apply (audition) online at **storyinstitute.ca**



**778-222-8677**

**[Admissions@storyinstitute.ca](mailto:Admissions@storyinstitute.ca)**

**[pauldonnett@storyinstitute.ca](mailto:pauldonnett@storyinstitute.ca)**

**[storyinstitute.ca](http://storyinstitute.ca)**

# The Professional Actor

Intensive 6-month, full-time accredited diploma training focused on the **core disciplines of film, television, and voice acting.**

- On- and off-camera experience
- Roles and etiquette on set
- Full business training and career planning
- *We bring Hollywood to you:* bridging you with agents, directors, producers
- Mentors for life

## Core learning areas:

- Auditioning & casting
- Voice-over
- Improvisation
- Text analysis
- Scene study
- Career Planning
  - ✓ Industry terminology and protocol
  - ✓ Personal business strategy
  - ✓ Self-management
  - ✓ Finance & budget
  - ✓ Self-marketing
  - ✓ Social media management
  - ✓ Portfolio & resume
  - ✓ Headshots
  - ✓ Business communications
  - ✓ Agent relations
  - ✓ Work visas
  - ✓ Public speaking

# Writing for Film, TV & Media

Intensive 6-month, full-time accredited diploma training focused on the core skills of **storytelling and script development for all major media formats and platforms.**

- Writing stories that sell
- Expanding diversity, voice, and choice for *all* storytellers
- Full business training and career planning
- Connect with actors, directors, producers
- Develop CAPSTONE project for production
- Mentors for life

## Core learning areas:

- Ideation
- Characters
- Worlds
- Plot & Scenes
- Dialogue
- Writing for Film
- Writing for TV
- Writing for Web Series
- Writing for Podcasts
- Writing for Fiction & Non-Fiction
- Career Planning
  - ✓ Personal business strategy
  - ✓ Finance & budget
  - ✓ Self-marketing
  - ✓ Social media management
  - ✓ Portfolio & resume
  - ✓ Business communications



# Song Creation & Distribution

Intensive 6-month, full-time accredited diploma training focused on **popular and indie music creation, production, performance** and **distribution**.

- Studio and live experience
- Industry protocols and etiquette
- Full business training and career planning
- *CAPSTONE project*
- Mentorship and industry resource supports for life

## Core learning areas:

- Music composition
- Lyric writing
- Arranging
- Production & mixing
- Electronic design
- Entertainment law
- Performance
- Home studio setup
- Career Planning
  - ✓ Industry terminology and protocol
  - ✓ Personal business strategy
  - ✓ Finance & budget
  - ✓ Self-marketing
  - ✓ Portfolio & resume
  - ✓ Business communications
  - ✓ Agent relations
  - ✓ Distribution



# WORKSHOP:



- 1. What are you working on?**
- 2. The incredible power of story**
- 3. What judges (and studios) look for**
- 4. Ingredients of a great film**
- 5. Come up with story ideas**
- 6. Map out your story**
- 7. Write your script**

# Stories: The Most Powerful Force on Earth





# **Stories: The Most Powerful Force on Earth**

**Stories** are our **primary way** of...

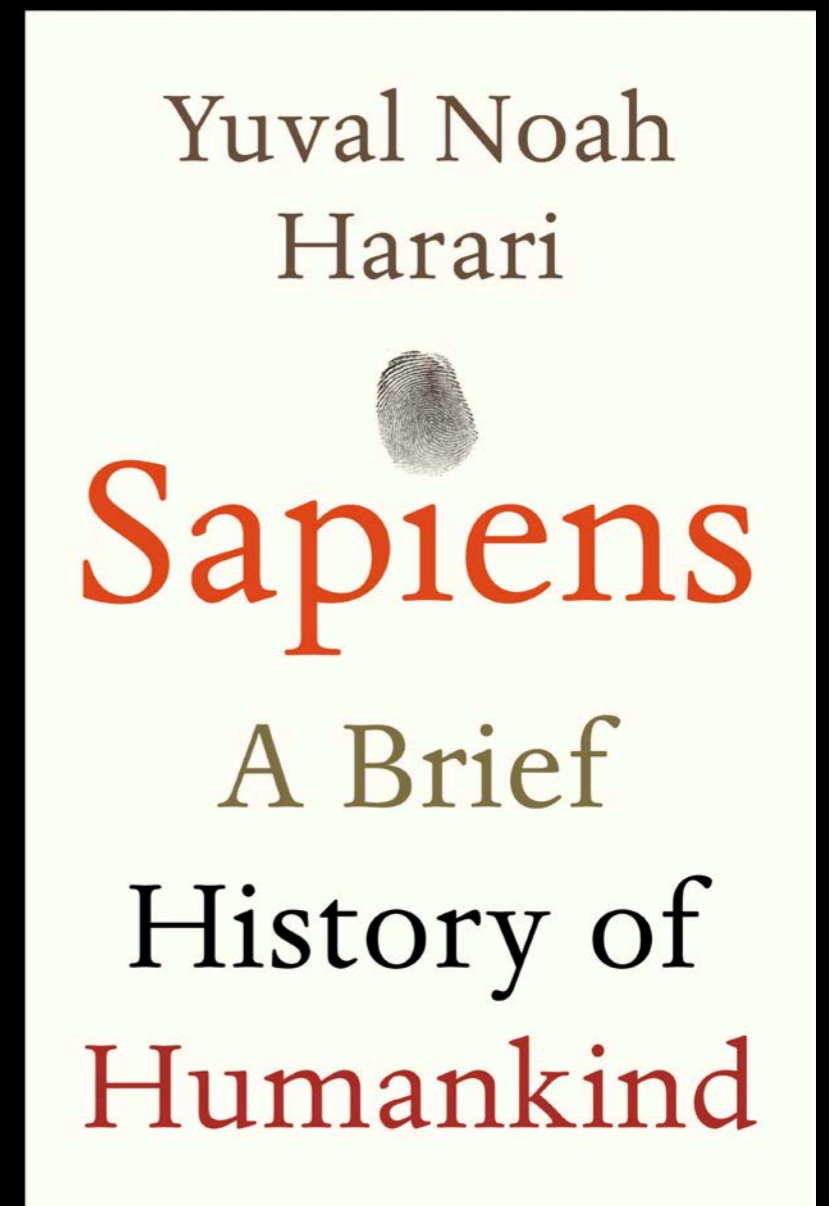
- ✓ Understanding **ourselves**
- ✓ Understanding **how the world works** (*or could work*)
- ✓ **Expressing** our views and ideas
- ✓ **Living and communicating** with people
- ✓ Unpacking our **history**
- ✓ **Planning** our future
- ✓ **Building (or destroying)** our world

## Stories: Humans vs. Other Animals

“The truly unique feature of our language is ...**the ability to transmit information about things that do not exist at all.**”

As far as we know, **only Sapiens can talk about entire kinds of entities that they have never seen, touched or smelled.** Legends, myths, gods and religions appeared for the first time with the Cognitive Revolution.

**The ability to speak about fiction is the most unique feature of Sapien language....”**



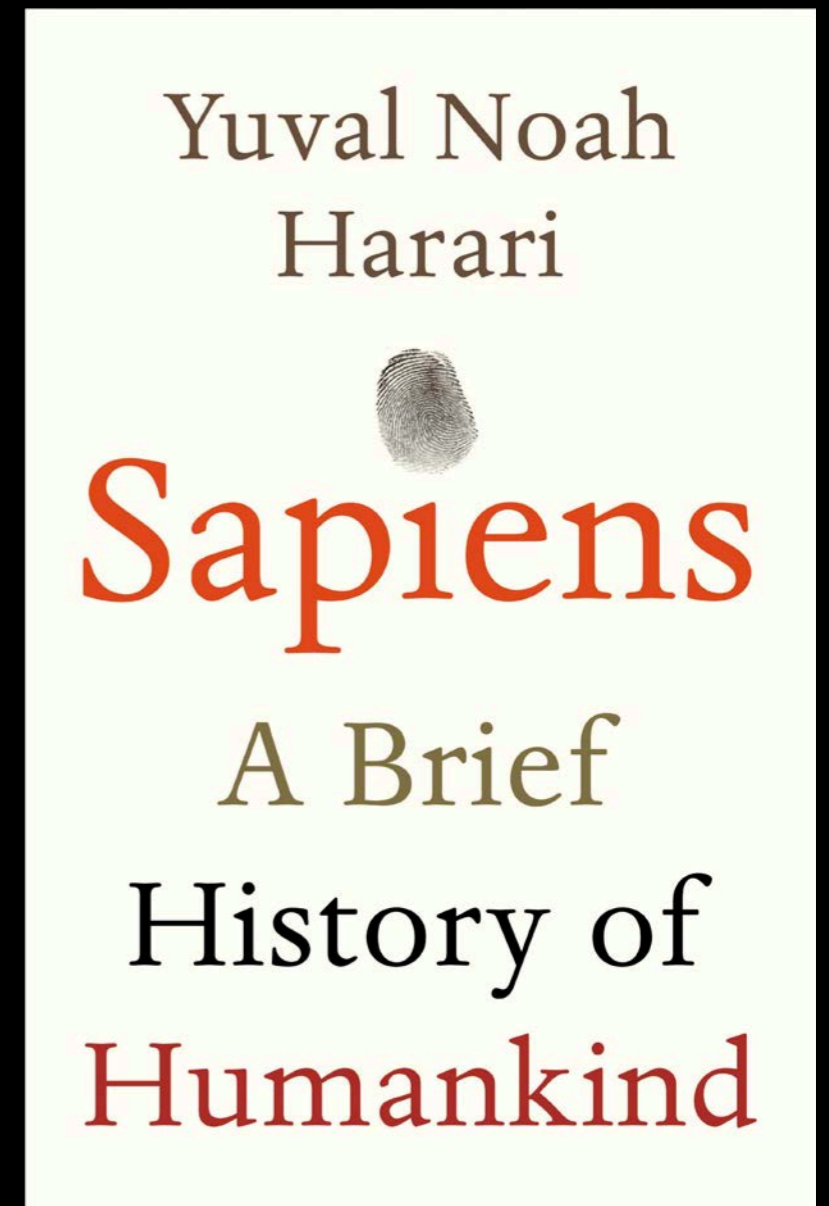
## **Stories: Humans vs. Other Animals**

“Large numbers of strangers can cooperate successfully by believing in common myths. Any **large scale human cooperation...is rooted in common myths that exist only in people’s collective imagination.**

**States** are rooted in common *national* myths.

**Churches** are rooted in common *religious* myths.

**Judicial systems** are rooted in common *legal* myths.

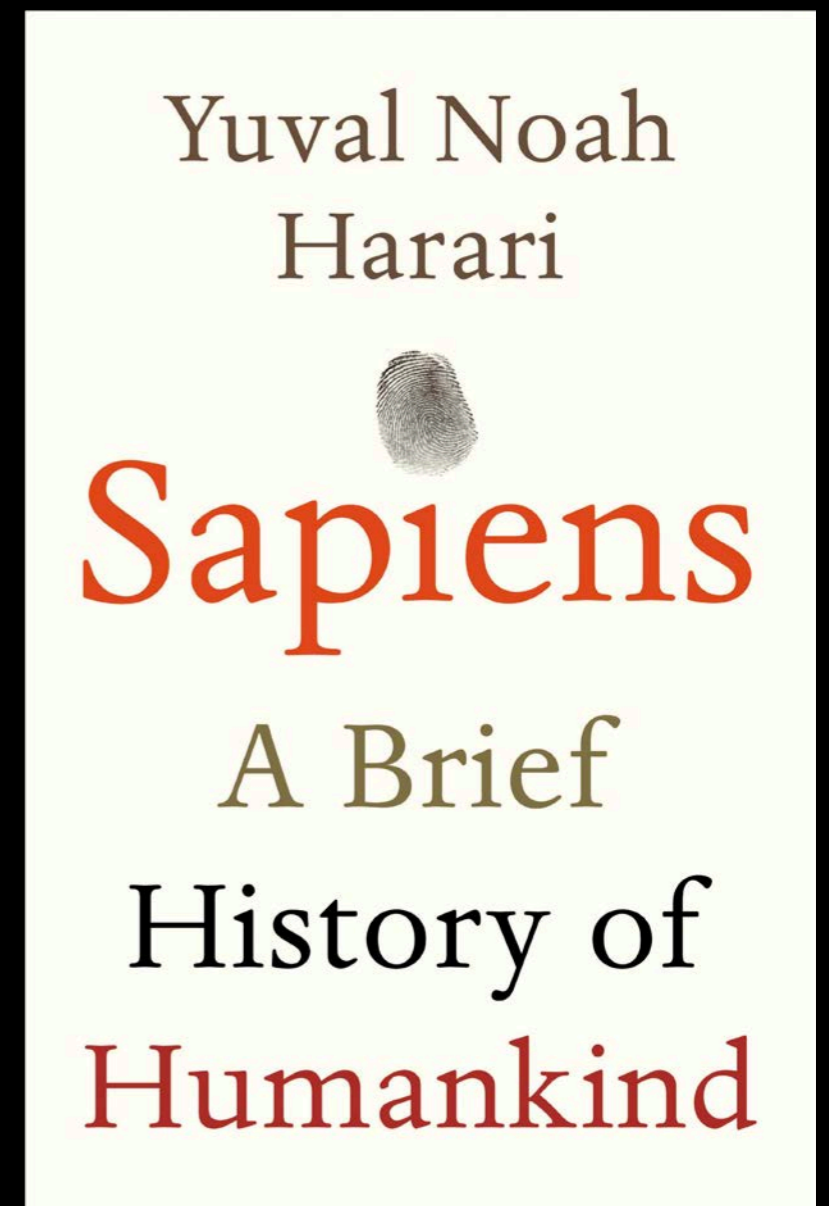


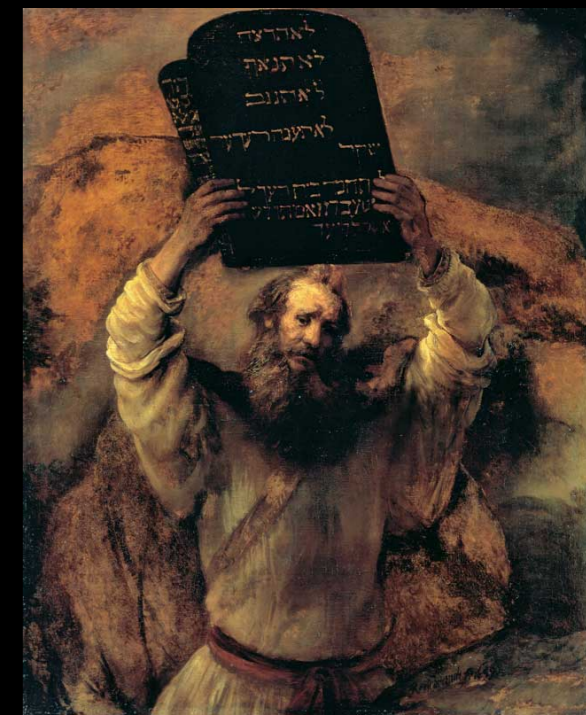
## Stories: Humans vs. Other Animals

“Two lawyers who have never met can never the less combine efforts to defend a complete stranger because they both believe in the existence of **laws, justice, human rights.**”

Yet **none of these things exist outside the stories that people invent and tell one another.** There are no gods in the universe, no nations, no money, no human rights, no laws, and no justice **outside the common imagination of human beings.**”

Yuval Noah Harari, *Sapiens*,  
pp.(24-28)







**1. What are you working on?**

## **2. What do judges and studios look for?**





**Judges spend hours watching dozens of movies.**

**25%**

**Below standard**

**65%**

**Okay → Good**

**10%**

**Stand out**



Think of a movie you liked.

**Why did you like it?**



## **2 levels of judgment:**

- 1. Technical level**
- 2. Emotional/Gut level**

## **What we look for:**

- 1. STORY (PLOT + THEME)**
- 2. PRODUCTION QUALITY & DIRECTION**
- 3. TONE**
- 4. ACTING**
- 5. DIALOGUE**
- 6. EDITING**
- 7. SOUND/MUSIC**
- 8. SUBJECTIVE FEELING**

**STORY = #1**

What **happens** (plot)

What **it's about** (theme)

## **2. PRODUCTION QUALITY & DIRECTION**

The look of the film: cinematography, framing and camera placement, art direction and set design.

## **3. TONE**

Mood based on the story and genre. Pacing, lighting, sound.

## **4. ACTING**

Quality and style of acting (with consideration given to genre and tone).

## **5. DIALOGUE**

Authentic and carefully chosen to tell story.  
Matches tone of film.

## **6. EDITING**

Visual and audio: Do the cuts match story, genre, tone, and pacing? Special effects, colour correction, audio-visual match, credits .

## **7. SOUND/MUSIC**

The sound of the film: sound quality, room tone, volume levels, sound effects, transitions and fades...and MUSIC!

## **8. SUBJECTIVE FEELING**

The combination of all of the above to create a specific feeling, a strong impression that resonates.

## **What we look for:**

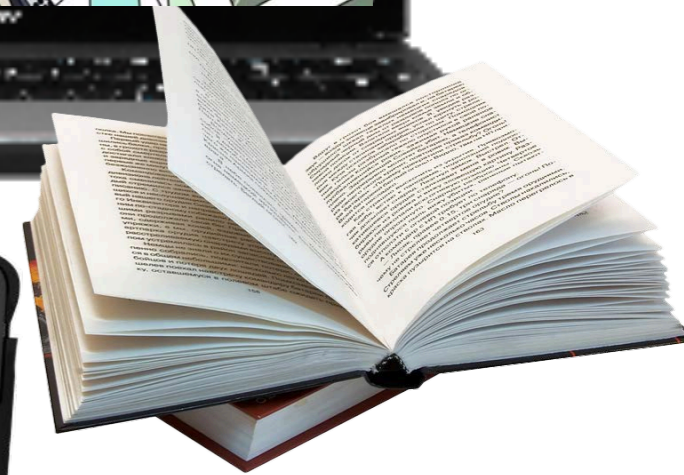
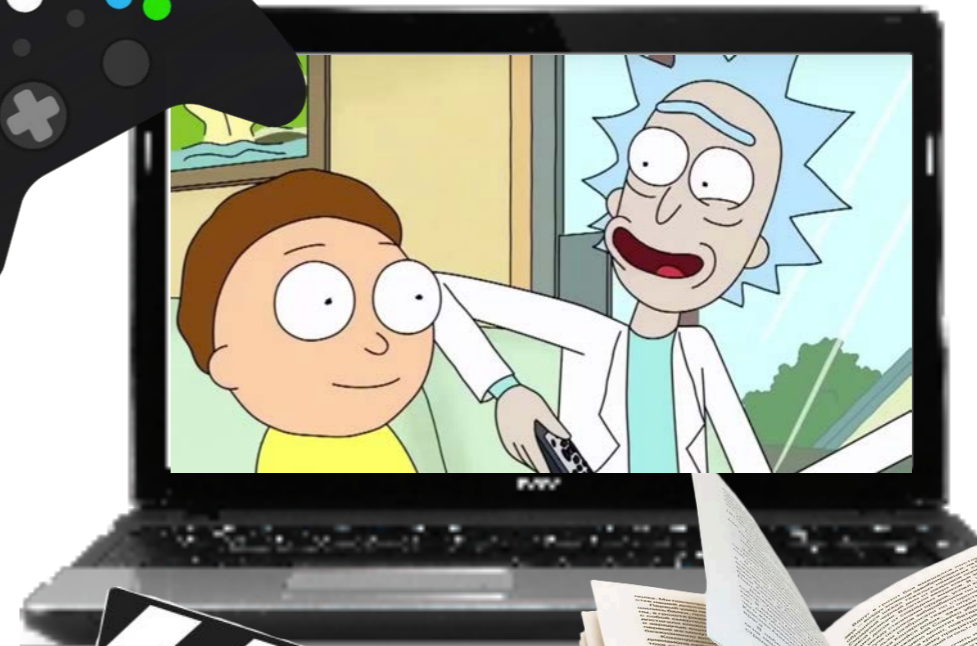
- 1. STORY (PLOT + THEME)**
- 2. PRODUCTION QUALITY & DIRECTION**
- 3. TONE**
- 4. ACTING**
- 5. DIALOGUE**
- 6. EDITING**
- 7. SOUND/MUSIC**
- 8. SUBJECTIVE FEELING**



# PRE-PRODUCTION MEETINGS

- 1. Pre-production meeting #1** (*Producer, director, editor, writer, DP, art director, set designer*)
- 2. Table Read** (*actors, director, writer*)
- 3. Rehearsal and blocking** (*Director, actors, DP, 1<sup>st</sup> AD*)
- 4. Pre-prod meeting #2** (*Full crew*)

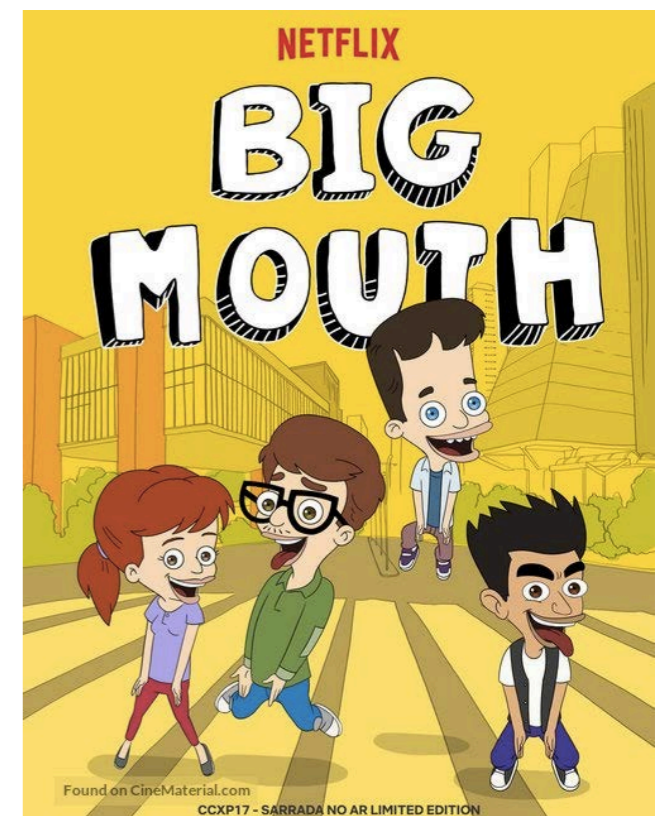
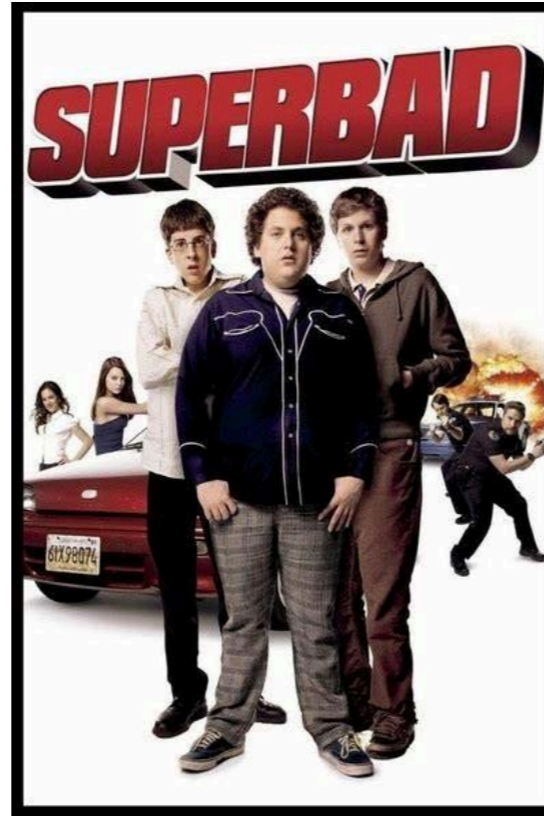
**Art** is a **delivery system** for **ideas**.





— Good visuals start with good **story**.

Art is a delivery system for ideas.



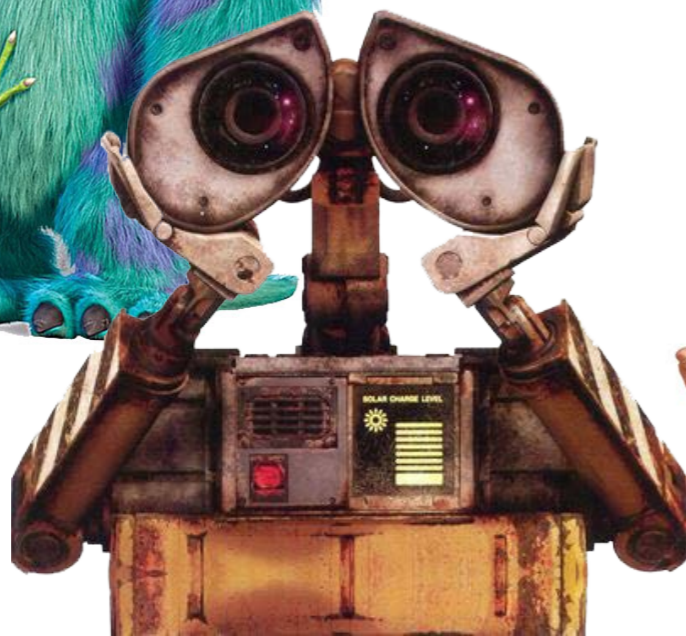
What's the big idea?

Disney · PIXAR

**TOY**  
STORY



**THE INCREDIBLES**



# Ingredients:

1. **Person** (*main character*)
2. **Place** (*locations*)
3. **Prize** (*goal*)
4. **Push-back** (*opposition: 2 worlds in collision*)
5. **Problem** (*central story situation*)
6. **Plot** (*sequence of events*)
7. **Passage** (*journey and change*)
8. **Point** (*theme: what's this all about, then?*)



## *Keep it simple:*

- **Simple, human story**
- **Logical plot**
- **1-3 characters**
- **1-2 locations**

# Bonus Questions:

- 1. Who's my audience?**
- 2. What genre and tone do I want?**
- 3. What do I want viewers to *think about*?**
- 4. How do I want viewers to *feel*?**
- 5. Why (specifically) will viewers enjoy my film?**
- 6. What will make it memorable?**
- 7. How do I make it look great?**
- 8. What do I want people to think of me?**

# Theme vs. Motif

## MOTIF

General subject area you're going to explore. Usually summarized in a word or two.

- Hope →
- Revenge →
- Justice →
- Racism →
- Doomed love →
- Personal freedom →

## THEME

Specific moral statement you're going to make (*based on* motif). The theme is **debated** back and forth in the story. Make convincing **arguments** for each side. But **take a stand on one**.

“Don't give up, it's never too late.”

“Revenge never satisfies.”

“Sometimes you have to do a bad thing to accomplish good.”

“Anyone can overcome prejudice.”

“True love is worth the hurt.”

“Be true to yourself no matter what.”



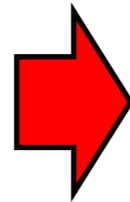
# ACT 1

## SETUP

### Create Problem

Set up:

- Main Character
- Their Normal World
  - Their Goal
- Opposition (Push-back)
- Resulting Situation or Problem



# ACT 2

## COMPLICATION

### Try to Solve Problem

Main character goes after what they want

Opposition gets in their way (bigger, more intense obstacles)

Seems main character won't win ("**All is Lost**")



# ACT 3

## RESOLUTION

### Resolve Problem

Main character learns lesson and either:

- (1) Acts courageously and **succeeds**
- or
- (2) Doesn't act courageously and **loses**

**Climax**

**Final Image**

# ACT 1

# ACT 2

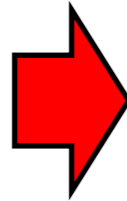
# ACT 3

## SETUP

## COMPLICATION

## RESOLUTION

**Create Problem**



**Try to Solve Problem**



**Resolve Problem**

**Set up:**

**Main character** goes after what they want

**Main character learns lesson and either:**

- **Main Character**
- Their **Normal World**
  - Their **Goal**
- **Opposition** (Push-back)
- Resulting **Situation or Problem**

**Opposition** gets in their way (bigger, more intense obstacles)

**(1)** Acts courageously and **succeeds**  
**or**

Seems main character *won't* win ("**All is Lost**")

**(2)** Doesn't act courageously and **loses**

**Climax**

**Final Image**



## Idea Sources:

- What kinds of stories do **you like** to tell?
- What do you **want people to think about**?
- **Personal experiences**
- **Other people's experiences**
- **True (or) historical events**
- **Newspaper articles** (ideas & emotional triggers)
- **Observe & listen to people**
- **Existing stories** (books, movies, TV shows, comics)
- What **hot topics** are people talking about? (Zeitgeist)

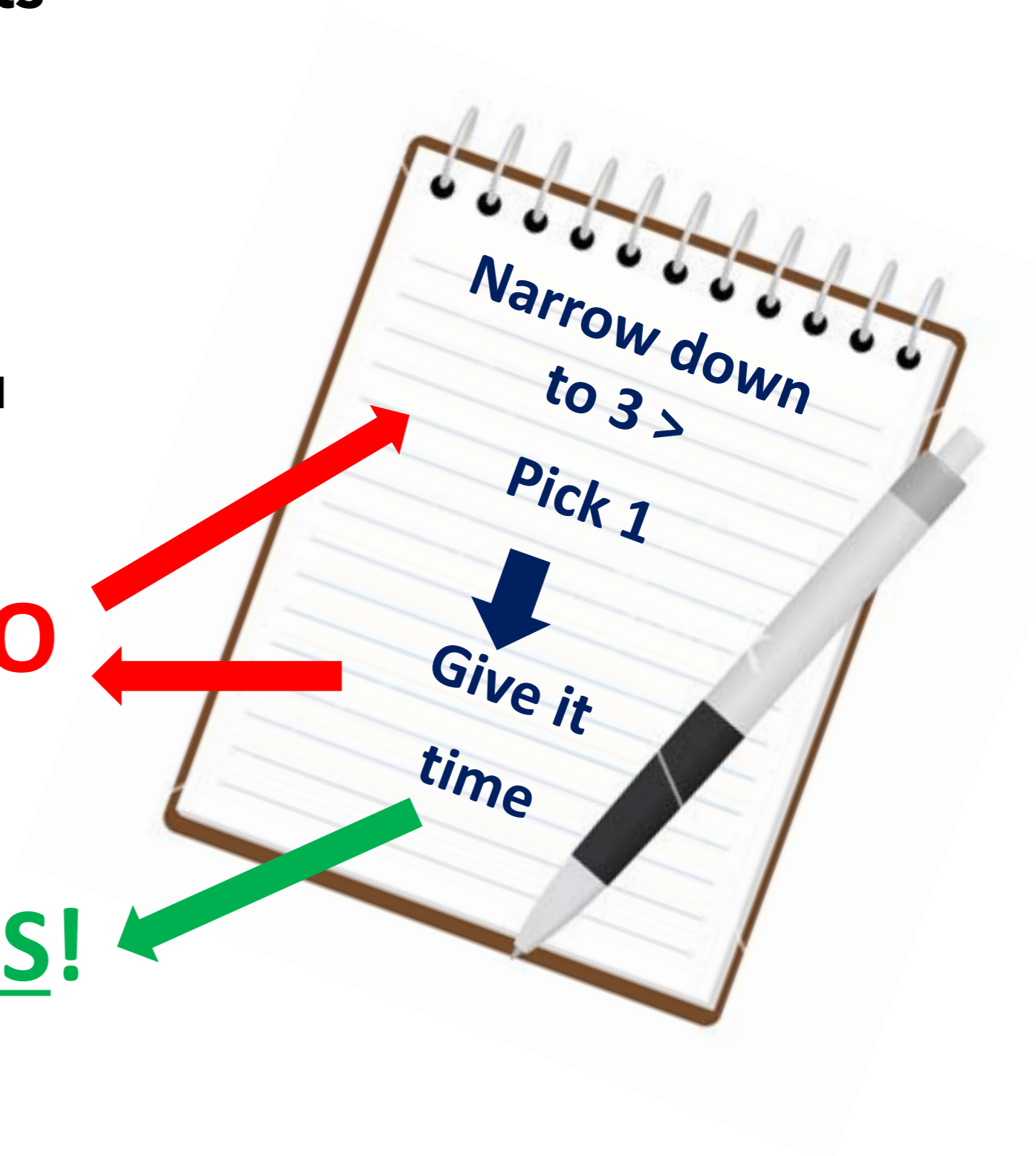


# Choosing Your Best Idea

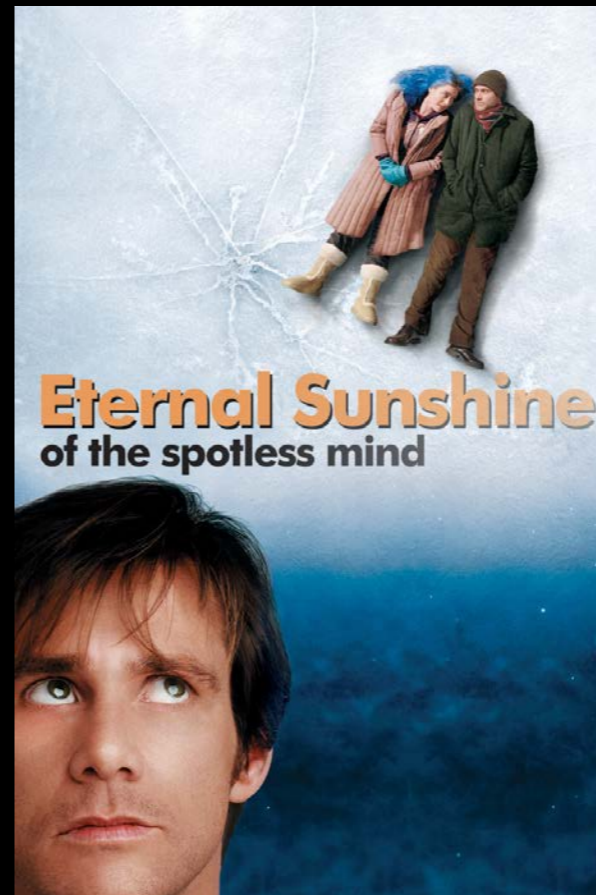
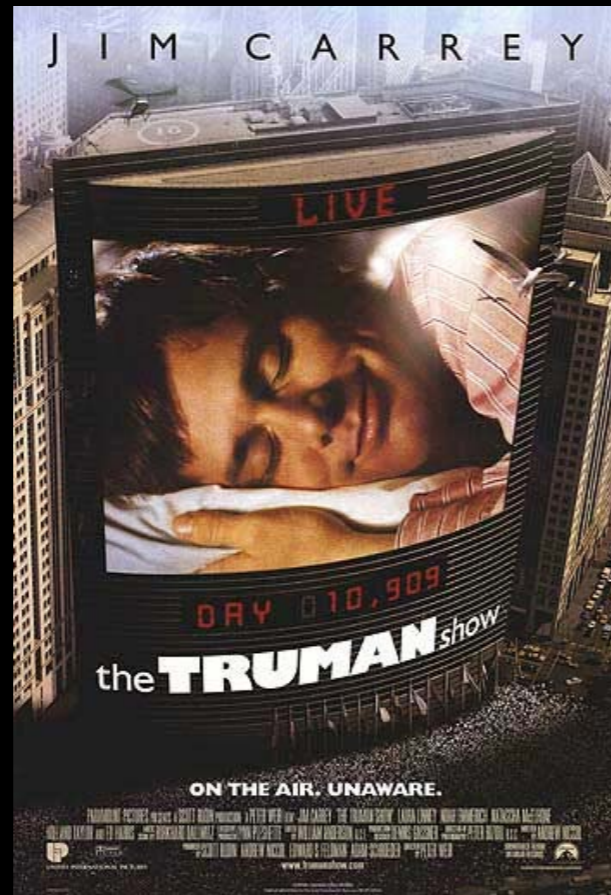
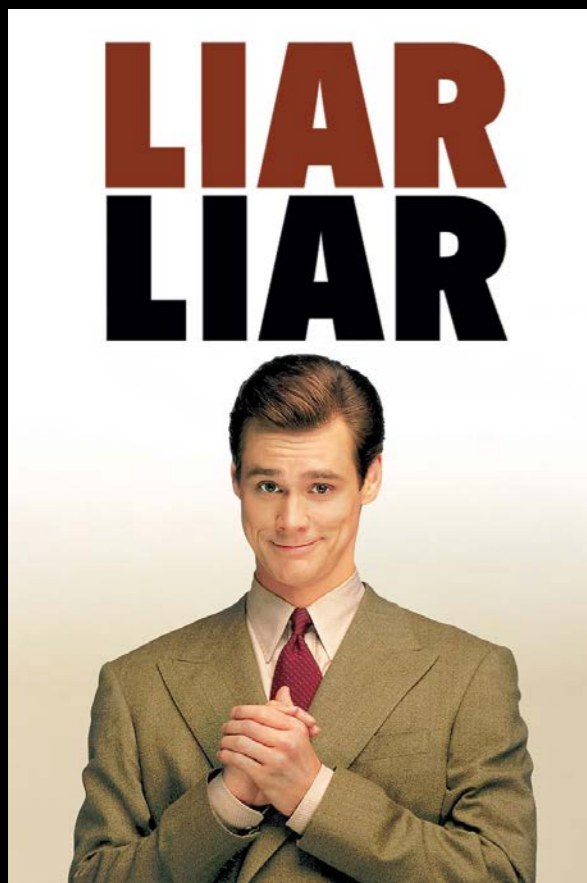
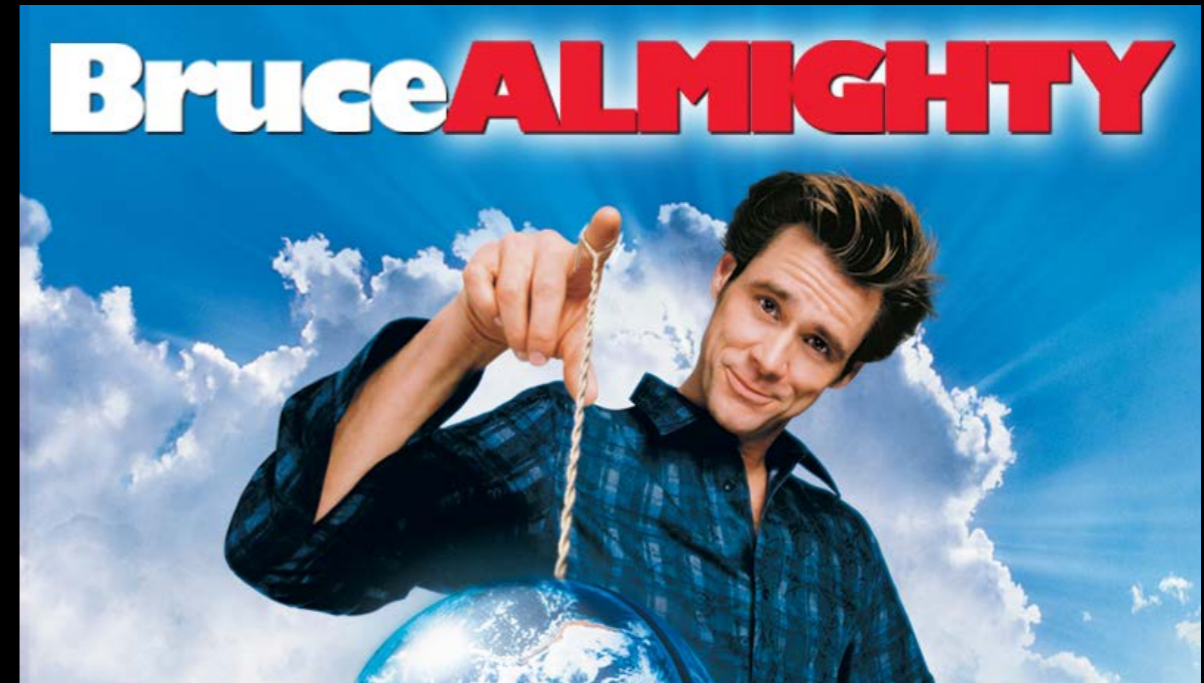
- Which of your ideas **interests you most?**
- Which one will **interest my audience** most?
- Which one do you think **you could actually write?**

**NO**

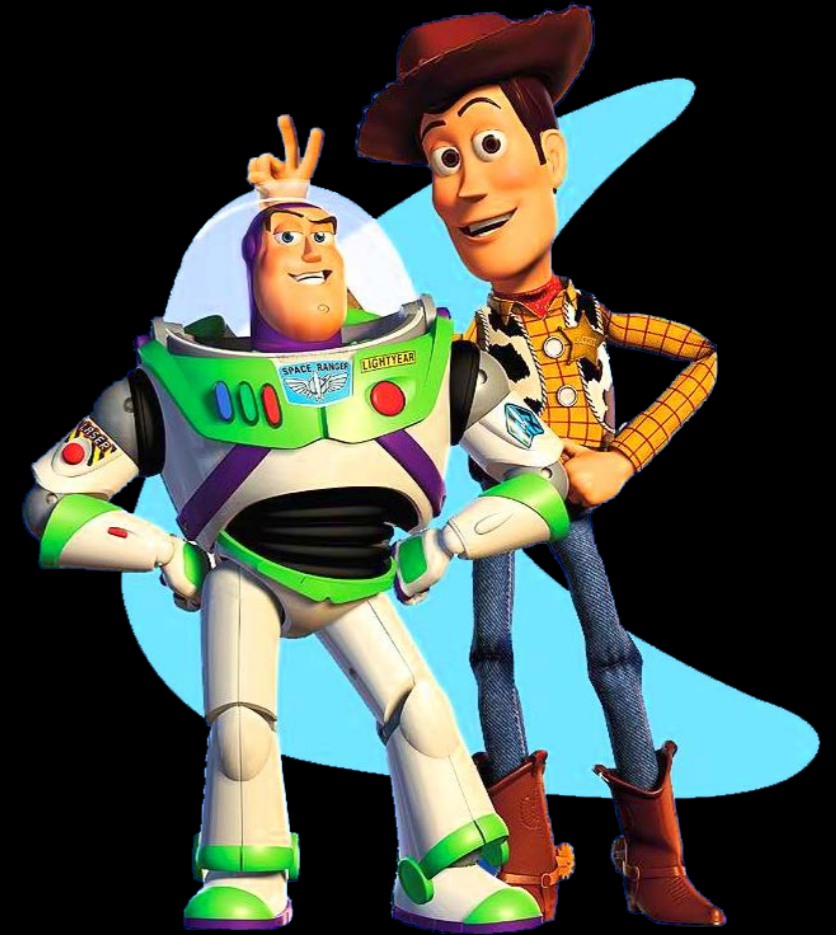
**Continue!** ← **YES!**



# What if...?



What if...?



HOME  ALONE

FREAKY  
FRIDAY



# What if...?



## Exercise

1. 3 “What If....”
2. Pick best
3. Pitch it
4. Build story

# Ingredients:

1. **Person** (*main character*)
2. **Place** (*locations*)
3. **Prize** (*goal*)
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**Thank You!**

