

# ***Story Ideas***

Conceptualizing a Strong Story

# *Story Selection & Development*

- ONE of THE MOST important parts of ALL media production.
- SHORT SHRIFT. Usually given short shrift. TOO little time in research and concept development.
- NOT enough research or knowledge of what has been done before.
- CLICHÉ. FAR TOO OFTEN, there is a reliance on standard formulas and old story ideas repeated over and over...and over...
- Stages: Story Selection vs. Story Development
- Story Cataloging/Archiving

# ***STORY CONCEPT DEVELOPMENT***

- **Background Research**
  - Reading/Viewing/Listening
  - Fresh Perspective—Alternative thinking
  - RESEARCH
- **CONCEPT DEVELOPMENT**
  - Turning topics on their heads
  - Alternative approaches
- **STRONG WRITING: Captivating Visual Inducing Language**
  - Paint the picture with words
- **Dramatic Narrative**
  - Story Arc—
  - Drama, Tension, Turning Points, unpredictability