

BADASS CREATIVE COURSE

Welcome to your Treatment Worksheet. This is your first step towards getting your project off the ground. Find a quiet space, get centered and focused; then dive into answering the first set of questions. This will help you get clear about the project you envision. The second part (in the digital course) will help you create an industry standard treatment. Good luck.

SESSION 1 THE CONCEPT STAGE

1. What is your show about? Pick ONE content idea based on the brainstorming you did while watching the video. If you'd like, you can also start playing around with title ideas.
2. Who is /are the main characters / on camera talent?
3. What format is it? (A short, digital series? Scripted or Unscripted? How long is it?)
4. Where will it be shot and what will the tone / style be?
5. What other content might it be comparable to in the current marketplace?
6. Who is your audience?
7. What are you attempting to get across to your audience?