

## MART 210: Project #1 - Fall 2023 - Dr. Brandon M. Glover

### “The Logline/The Treatment” Instructions & Rubric

#### 100 Possible Points

#### **Description:**

For Project #1 (the logline and the treatment), you will write an *original* logline and treatment in the structure given in "How to Write a Screenplay" by David Hellerman, on pages 16-22 *and* pages 38-42. This reading (ebook) can be found in the Course Content/Module section on Blackboard. There are "examples" of the structures on pg. 18 (logline structure) and pgs. 42-43 (treatment structure) → **Follow those structures.** The treatment should be no longer than “1” page.

**Though it is not required, it is highly recommended that before you write your treatment, think about a story that you will be able to produce for your final project. Your next project (#2) *will require* you to write a story that you have to produce for your final project. I will explain more in detail in class.**

Next to each of the required elements in the rubric, there is specific information on what you need for each element to get full credit. Partial answers will only get you partial points.

**This project is due Wednesday, September 20th by 11:59 pm.**

#### **Rubric:**

1. Logline - Sum up the Story in one sentence using the logline structure explained on pg. 18 in "How to Write a Screenplay" by David Hellerman (15 points)
2. Introduction of Main Character(s) - Who is your main character(s), and what are some of their characteristics? (12 points)
3. Opening Scene - Where are we, and what's happening? (12 points)
4. Act One - Who is it about and what world do they live in? (12 points)
5. Act Two - What is the Inciting Incident or problem the main character is facing? How does the problem hurt the main character? (12 points)
6. Act Three - How is the character going to get out of the situation? Has she/he properly prepared for the final scene? (12 points)

7. Final Scene - Your story should lead up to this point. What happens to the main character? Did they get out of their situation or not? (12 points)
8. Format - Is the treatment (logline included), "1" page or less? (13 points)