

How to Write a Treatment

Working Title – The name of your project

Genre - Advert | Short Film | Music Video | Documentary

Duration - How long is your project?

Target Audience - 15 to 35, Male, Female, etc. (you should identify your core audience using socioeconomics and psychographics and reference your research)

Outline - A detailed paragraph that encapsulates the beginning - middle and end of your story; from the 'inciting incident' to the 'climax'. Explain the topic. A synopsis.

Character Breakdown - Your main characters: Name, age, race, gender, and profession. Include the necessary back-story that influences the present.

Visual Elements

- Lighting
- Camera Movement
- Editing
- Setting
- Actors
- Props
- Costume

Audio Elements

- Soundtrack
- Effects (Foley)
- Music

Rationale - Why you chose this idea; why will it make a good project? List the skills that you have and the techniques that you have or plan to develop and can therefore use.

Primary and Secondary Research – Specific research that backs up your idea will lead to a more professional screenplay.

Requirements & Resources - List your cast and crew. List all the technical equipment you will use. Outline some locations that you have considered and why they would be suitable alongside any issues with access or permissions

Constraints and Contingency - What problems you may encounter and how they will be overcome. Feasibility.

Legal and Ethical Considerations - Linking to the above show that you have considered legal and ethical issues such as copyright

Budget - A list that breaks down your costs (include a total.)

Treatments need to be as detailed as possible – this document sells your project.