

## 90 Second Challenge Resource: **Write**

Before you can start, you need to develop a clear concept of what your piece is about, making sure you can answer the following:

- Why are you making this piece?
- Who do you hope will be the audience?
- Will your idea work within the budget and resources available?

For a 90 second piece of internet media, simple ideas work best. Try brainstorming ideas with friends and colleagues and keep your eyes open for things around you. Even if you are making an advert or promotional piece, it needs a 'story'; of how it is going to be presented, what will make it unique and how it will appeal to the audience it is intended for.

Consider the following:

### **Story**

- How do you want to say it – in still pictures, with sounds?
- Does the story excite you?
- What is the genre and medium? Is it drama or documentary? A game or a digital film?
- Will you have actors, characters, a presenter or just the people who happen to be around?

### **Audience**

- Who are your target audience?
- What is their age, mindset, attention span?
- What understanding or empathy with the characters do you want to create?
- What reaction do you want your audience to have (will they be engaged, enlightened, upset, convinced, scared, happy)?
- Will they tell their friends?

### **Structure**

- How will you hold people's attention?
- How is it paced?
- Do you need to add in any special effects?

Explore several ideas on paper and decide which will work best. You will then need to work through the following stages before you are ready to start:

- Write your idea down in as much detail as possible
- Now condense your idea into something that will work in 90 seconds - get rid of any unnecessary details
- If your piece has dialogue in it, you now need to work up a script
- See what equipment and services can be donated or borrowed from friends or colleagues – this will give you an idea of what you have and what you will need to hire in
- Create a story board for your piece listing what is going to happen and where each moment takes place – for a useful guide on how to write storyboards see <http://www.electricdecember.org/04/pages/storyboarding.doc>
- Re-assess your idea and check that it is workable within your budget and resources.