

Screenwriting
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1. Writing “Visually”
2. A Quick Recap
3. The Art of Pitching



My character
in the first
draft.



My character
after 20
rewrites.

Visual Metaphor

- A recurring visual element that matches or enhances the theme or character (Harry Potter's scar)
- A visual representation of an idea, emotion or state of mind.
- Think of it as “visual subtext”

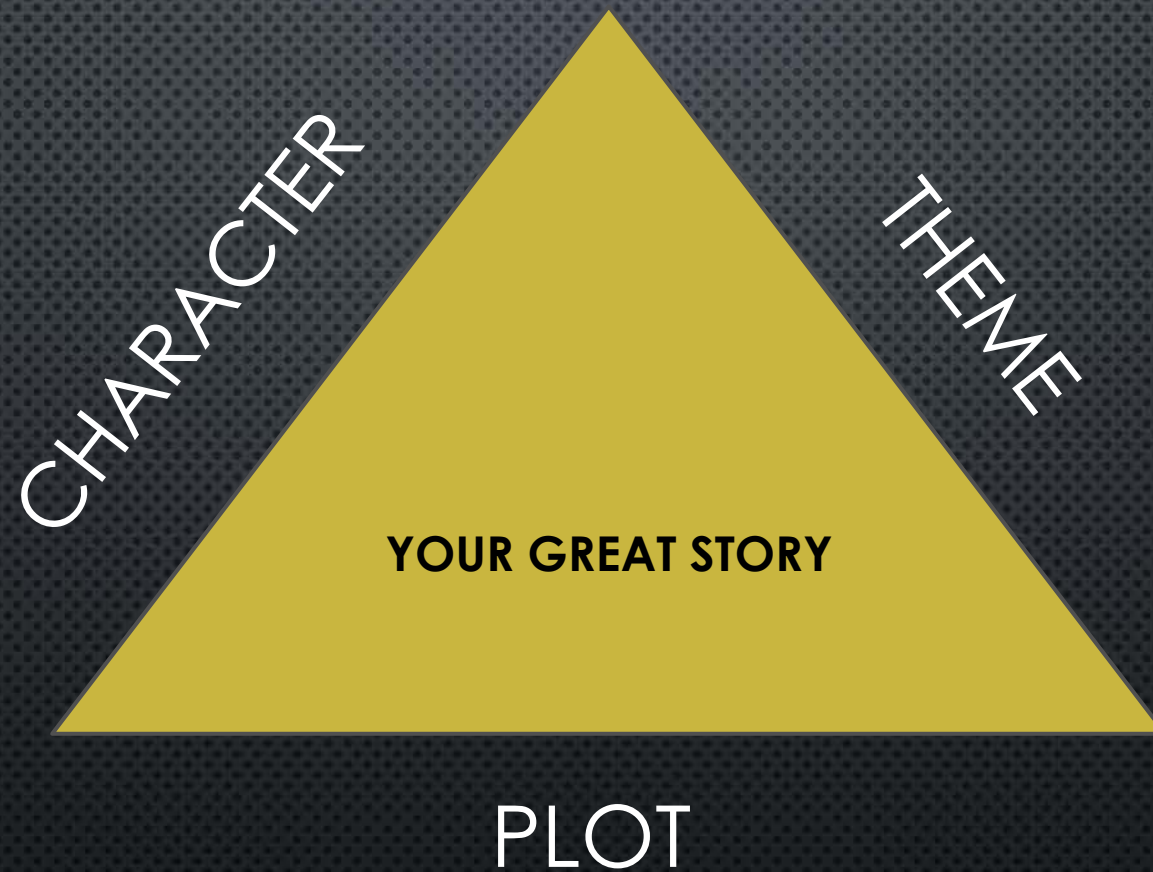
A STORY IS ABOUT:

A SYMPATHETIC CHARACTER, WHO IS...

...TRYING TO ACCOMPLISH A COMPELLING GOAL
WHILE BEING OPPOSED BY...

... A POWERFUL AND COMMITTED OPPONENT, OVER...

SIGNIFICANT STAKES.



Theme is...

- The main idea of your story.
- Universal ideas about the human condition.
- A viewpoint about life and how people behave.
- The element that brings meaning and resonance to your story.

Express your theme as a DECLARATIVE SENTENCE

Orphan

Wanderer

Warrior

Martyr



Act 1
Set up

Act 2a
Confrontation

Act 2b

Act 3
Resolution

Plot versus Story

- Plot is what happens in the external world
- Story is the internal journey of the character
- Plot is conscious -- "seen"
- Story is unconscious -- "unseen"

The Art of Pitching



1. Introduce yourself
2. Your connection to story
3. Project format (i.e feature, episodic)
4. Genre/Tone
5. “Nutshell” or Logline
6. What makes the story universal?
7. Who are we going to meet?
8. What is the goal of the protagonist
9. What’s stopping them?
10. What’s the lesson? Takeaway?