

Overview

A good idea is at the heart of any production whether it is live action or animated. This Standard is about your ability to create a script or treatment that is compelling, tells a story, and engages its audience.

You may be responding to a client or project brief or creating a script or treatment to explore a concept or idea with a view to future production.

This standard is for you if you create scripts.

Performance criteria

You must be able to:

1. determine the creative, production and project parameters that will affect your approach when analysing a brief or creative opportunity
2. create narratives that are suitable for the target audience and appropriate to the production parameters
3. structure stories to convey or explore the idea or concept with coherence and accuracy
4. create scripts or treatments that communicate the story vision, characters and world produce scripts or treatments that meet project specifications and conform with industry standard layout conventions
5. check that your work is original and unique and meets your own quality requirements
6. use feedback and criticism when appropriate to improve drafts or to fit in with production requirements
7. produce re-drafts at the times required
8. liaise with colleagues to resolve contradictory comments and check that scripts or treatments are appropriate and fit for purpose
9. work with the Script Editor and be guided by them through the writing process

Knowledge and understanding

You need to know and understand:

1. the aims and objectives of the production and its overall conceptual vision
2. the purpose and use of a story bible
3. the scale and type of animation and the impact this will have on the script
4. the level or language and other requirements of the audience you are writing for and any relevant cultural, social or political issues that you will need to take into account
5. the budget, timescales, episode duration and other project parameters you will need to comply with
6. whether it is part of a series and how to find out about any previous episodes or story continuity
7. the purpose of, and how to write a, script, treatment, one page synopsis, paragraph summary and one line tag line
8. relevant legal obligations or broadcasting standards
9. relevant theories and principles of story structure that apply to the script you are writing
10. the characteristics and appeal of the genre of script you are writing
11. the principles of dialogue writing, action description, characterisation, timing and pacing and how to achieve them
12. the context of the script and where it sits with regard to similar work and how it will add to what is already available.
13. industry standard layout and presentation for written and visual scripts or treatments
14. the role of the story editor and the process of feedback and re-drafting
15. who needs to sign off the script
16. the sorts of issues that can arise in co-productions, especially when work is shared or outsourced overseas
17. how to work as part of a team

Create scripts

Developed by	Creative Skillset
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Indicative Review Date	March 2020
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Validity	Current
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Status	Original
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Originating Organisation	Creative Skillset
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Original URN	SKSANIM4
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Relevant Occupations	Director; Animation Professionals
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Suite	Animation
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