**Video Production and Broadcasting**

**Loglines**

 **“***The logline is truly an art form of its own. It's the one or two sentence summary of your film that not only conveys your premise, but also gives the reader emotional insight into the story as a whole. Loglines were used in the early days of Hollywood so producers could read a short explanation of a script (most often printed on the spine of the screenplay), allowing them to skip over uninteresting screenplays without even pulling them out from the shelf. While loglines today are no longer printed on the screenplays themselves, they effectively serve the exact same purpose -- to efficiently represent the story and get the potential reader interested*.” *IndieWire, Web. 25 Aug. 2014*

**Loglines are a one or two sentence summary of a script or screenplay.** Loglines may be used in pitching a script to an investor or producer, as a description in a T.V. guide or to market a video to a wider audience. Loglines also help to keep you focused as you work on the script.

**Question Method**

Three questions you should ask yourself as you are developing your logline:

1. Who is the main character and what does he or she want?
2. Who (villan) or what is standing in the way of the main character?
3. What makes this story unique?

Use **action** words in your logline and **descriptive** words to create an image that your reader will remember.

**Protagonist/Antagonist Method**

* **The protagonist** (don't use their names, just description -- for example 'An elderly surgeon...') **The goal of the protagonist** (this is usually in line with your 2nd act turning point -- 'An elderly surgeon must fight for his job...') **The antagonist** (and the obstacle of the antagonist -- 'An elderly surgeon must fight for his job after a disgruntled patient accuses him of malpractice...')

A Model:

**When [INCITING INCIDENT OCCURS], a [SPECIFIC PROTAGONIST] must [OBJECTIVE], or else [STAKES].**

**Practicing Loglines**

Choose one of the methods and write loglines for the following movies or TV shows:

JAWS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Wizard of Oz\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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American Idol\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Guess the movie from the logline:

A 17th Century tale of adventure on the Caribbean Sea where the roguish yet charming Captain Jack Sparrow joins forces with a young blacksmith in a gallant attempt to rescue the Governor of England's daughter and reclaim his ship.

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A young man and woman from different social classes fall in love aboard an ill-fated voyage at sea.

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Vietnam, Sixties counterculture, Watergate. A Southern simpleton has a bumbling hand in some of the 20th century’s biggest events in this touching story of love, courage over adversity and snappily-named shrimp chains.

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