One-page Outline

**Working title:**

**Form:** (eg. Theatre, Film, Television) **Genre:**

**Length:** **Target audience:**

**Premise:** Here you should write a 1-2 sentence logline or summary of your idea.

**Story synopsis:**

Here you should summarise the story, identifying the key characters and the arc of the story. Think in terms of setting up the main character(s) and then taking us through the major obstacles and turning points. You don’t need all of the characters and lots of plot detail - it should be broad brushstrokes. However, try and ensure you have communicated a beginning, middle and end. (NB: this whole document should not go over a page).

**Statement of Intent:**

What is the main dramatic issue and controlling idea (or theme)? Why do you want to tell this story? What does it mean to you and why will the audience connect with it? Why is it the right time to tell this story?

**Dramatic Experience:**

Describe the intended experience you want to create for your audience. Why is this story right for the form you have chosen? What is the feel, mood or tone of the work? Your notes in this section should extend the reader’s imagination of the possibilities of your idea.

**Target audience/ appeal:**

Explain here what you understand about your target audience and identify the appealing elements of your idea that will make it work for them. Why do you think your target audience will find the work appealing or entertaining and tell all their friends to go and see it?