

## How to write a treatment.....

For this AIA class project title your treatment with the name of the project and its producer. Write a minimum of two pages, double-spaced, using 12pt Courier font.

A treatment is the ‘story’ of your film whether fiction or nonfiction. It is a description of a video or film project written in non-technical language (i.e. no camera angles, transitions, etc.). It is not necessarily brief! [In the real world usually 2-10 pages]. Keep the language simple.

A treatment is written to ‘sell’ you concept for a film or video—so the writing needs to be persuasive but not ‘over-the-top’. Avoid adjectives and hyperbole in your treatment wherever possible (i.e.: Do not write: “This *spellbinding* story will be *magically* brought to life by the *remarkable* camera work of Jane Spriggs...” You have to show how the story is *spellbinding* and demonstrate that Ms. Spriggs work is *remarkable* by providing supporting information.

The person reading your treatment may know nothing about either you, your previous work, or this project—so don’t make assumptions. Usually a treatment is a key element in securing resources to produce a project--so the credibility of the production team, and such factors as ‘Why this film?’ ‘Why now?’ and ‘Why these producers?’ are important.

You should only write a treatment after conducting the initial research that will answer as many of the questions listed below as possible. You might visit a library, scan a newspaper archive online, or contact institutions and individuals by phone or email to expand your knowledge of the subject at hand.

Tell the reader what they will see and hear on the screen.

A treatment should describe the story, and/or goals of the project, and introduce any characters.

Be professional—not personal. Be specific—don’t use words like *may*, *might*, *possibly*—your film will do xyz. If you don’t know exactly which music you will use—make your best guess—you can always change your mind later. It is not always possible to answer all these questions, in many cases you will write what you *expect* to occur. However, never make up partners or awards etc. (For example, Do not write that, “Disney is on board...” if you do not have such an agreement.)

Remember to structure your story: beginning, middle, and end.

How does it begin? How will you get my attention?

Why is this story important? How will you tell it?