



Starting **SEPTEMBER 2022**

STORY IN MEDIA CERTIFICATE PROGRAM

For Film, Television, Fiction Writing & Podcast

with Paul Donnett

The ability to tell compelling stories well is the #1 skill producers, publishers, and employers are looking for today. Or maybe you just like to make stuff up and want to do it well.

To be successful, you'll need the skills and the habits to stay on track and get it done. This requires six things:

- ✓ Training
- ✓ Clear, specific goals & deadlines
- ✓ A writing schedule you can follow
- ✓ Staying accountable every week
- ✓ Guidance from an industry mentor
- ✓ A business plan to get your story to the world

Through a combination of **13 interactive group lectures** and **12 one-on-one workshops with the instructor**, the **STORY IN MEDIA MASTER LAB** takes writers and content creators of all experience levels from big idea to big break, helping them pitch to festivals, streaming platforms, publishers, and more. Students are free to choose their project and even work on more than one, depending on their goals and outcomes.

What we'll cover:

- Setting Goals & Schedule
- Finding Your Voice
- Story Concept
- Theme
- Characters
- Environment
- Story Structure & Narrative Design
- Scene & Dialogue Creation
- Beat Sheets & Storyboarding
- Writer's Block & Other Troubleshooting

What you'll take away:

- Completed draft of your story/script
- Confidence and process to pitch your story
- Direct access to festivals, publishers, & platforms
- Professional pitch deck
- Professional pitch sheet
- Industry submission & copyright registration
- Industry process for giving & receive "notes"
- Hollywood standard formatting rules
- Small business setup for professional writers
- Professional habits of successful storytellers

Course Information:

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|-------------------------|--|
| Instructor: | Paul Donnett |
| Dates: | September 7, 2022 - February 22, 2023 (Including 2-week break for Winter holidays) |
| Day: | Wednesdays |
| Time: | 6:00 - 8:00PM (Pacific Time) |
| Duration: | 25 sessions |
| Seats Available: | 20 |
| Location: | Online (Zoom) |
| Tuition: | \$350 x 6 months (Student & teacher discounts available) |
| Next Start Dates: | March 2023 |



To register, visit

<https://www.writerjump.com/courses-and-coaching>

or contact me directly at paul@writerjump.com

WRITERJUMP

Story In Media Certificate Program

Course Outline

| Week | Professional Story Area |
|---------|----------------------------------|
| 1 | Introduction & The Writer's Life |
| 2 | Story Ideation |
| 3 | Your Voice & Theme |
| 4 | Characters |
| 5 | Environment |
| 6 | Plot & Narrative Design |
| 7 | Case Study 1: Story Build |
| 8 | Case Study 2: Plot Models |
| 9 | Case Study 3: Story Tools |
| 10 | Scenes |
| 11 | Dialogue & Visual Storytelling |
| 12 | Student Scene Reviews |
| 13 | Student Pitches |
| 14 - 25 | 1:1 WORKSHOPS & BUSINESS PREP |

Testimonies: Students & Teachers

"I would absolutely take this course again. It combines screenwriting theory with a refreshingly realistic approach to getting your scripts on the page, delivered in a friendly atmosphere that cultivates creativity. The whole approach is grounded in the reality of what it's actually like to work on a script, with plenty of examples, templates, and tables to help steer you. 10 out of 10!"

*Sarah Tolle, Editor
Black & White Zebra Industries*

"Paul has become an indispensable part of our script writing and filmmaking process. His knowledge and expert advice has helped my students make enormous advances in their skills and practice in all stages of production. He has helped many students enter the post-secondary and professional world of film."

*Phil Byrne, Teacher, Burnaby North Secondary
ACE-IT Program, Burnaby School District*

"Paul Donnett = Engagement! He combines creativity, professionalism, industry-readiness, passion and a down-to-earth approach to teaching story development, which my students absolutely love. His lessons, direction, and feedback have proven crucial for my students to bring their stories to life. Students love everything Paul brings to the table!"

*Jamie Leduc, Teacher, Sisler High/SislerCreate
The Orange Tree Project, Winnipeg*

I have seen Paul work with a range of different young writers. He has a way of engaging with young people from where they are and giving feedback that is useful yet continues to inspire them to continue and delve deeper into their work."

*Murray Bulger, Teacher
Argyle Secondary DMA Program
North Vancouver*