

IDEA GENERATION TEMPLATE

1) GOAL

(choose the objective pursued from the two options. NB- if you choose option a) you should continue with option a) for the desk and primary research, likewise for option b))

- a) Valorise a location, a place, a monument, a tradition (also something that people don't know)
- b) Add value to the cultural assets that CCIs already valorise

2) DESK RESEARCH

(on the basis of the objective, answer one of the two points)

- a) Collect information on history, archaeological assets, etc.
- b) Collect information on the CCIs, customers
- c) Investigate good practices

3) PRIMARY RESEARCH

(with focus group research methodology - (based on the objective, answer one of two points):

- a) Collect information on history, archaeological assets from people that lives in these places
- b) Collect information on the CCIs/their customers making interviews or sending e-mails to clarify information you have found in your desk research (send questions before the interview)

4) LOGISTICS

*Arrange and organise the shooting days as regards travelling issues, costs,
Avoid days with a lot of people – check if you have the permissions to shoot in a place you have chosen
(Use waivers for images/videos provided)*

5) THEME:

6) KEYWORDS:

7) LOCATION

8) TIME:

Epoch – realistic, unrealistic or indefinite

9) 5W

- Who
- Where
- What
- When
- Why

10) 3C

- Characters
- Conflict
- Conclusion:

11) CHARACTER

(repeat for each character that you want to include in your story)

Complete the following form to define your characters

- **Name:** *name, surname and/or nickname*
- **Archetype:**
- **Brief description:** *provide a brief description of the character that includes physical, character and elements other also in relation to history and its function in it*
- **Function:** *role within the story*
- **Hierarchy:** *indicate if he is a main, secondary or background character to the narrative*
- **Features:** *indicate the information we are given about him and the attributes that characterize him, like his social group of physiognomic elements*
- **Evolution:** *indicate id he is a static or dynamic character*
- **Age**
- **Sex**
- **Race**
- **Height**
- **Weigh:**
- **Body size**
- **Nationality**
- **Eyes colour**
- **Hair colour**
- **Birth place**
- **Key phrase**
- **Additional elements** *(Ex. clothing, habits, hobbies, talents, fears or other useful for the purpose of narration)*
- **Events:** *indicate the actions of which it is the protagonist and the way in which they influence the story, the characters or his evolution and the events that influence him and the way in which reacts to them.*

12) SCRIPT (max 500 words)

Take into account conflict, resolution, ...

I ACT Presentation/Turning point 1 – II ACT Evolution CLIMAX - Turning point 2 - III Resolution)