

“COOL STORY BRO”

When someone says this,,,its not a cool story. so how do you tell a good story?

**WHATS YOUR
FAVORITE MOVIE?**



whats your favorite movie? why is that your favorite movie? its the story. story rules all. its what makes us human, stories cross borders, time, and reality...who doesn't love a great story. read me a story, tell me a story, show me a story....it makes the most money out of anything..the entertainment business is one big story. La Jetee is one of my favorite stories.

A PRIEST WALKS INTO A BAR...

-Joe Comic

A filmmaker must above all be a storyteller...there are tons of storytellers. comedians, copywriters, journalists, snapchatters.



what separates filmmakers from the others, is clear visual sense, and understanding of the power of images...which in turn fuels the cinematic imagination. but it takes more than pictures. it takes cohesive plot and compelling characters, and therefore a command of storytelling technique

**WHATS UP WITH THOSE SCARS ON THE
BACK OF YOUR HEAD?**

-EVERY ONE OF MY STUDENTS

THE SKI TRIP

this is the story of how i got one of the scars on the back of my head

JESSICA AND CRICKET

this is the story of how i got the other scar on the back of my head

**WHICH STORY IS
BETTER?**

WHY?

WHICH STORY IS TRUE?

WHAT IF I TOLD YOU...



...THAT NEITHER STORY WAS TRUE

ALL MEDIA IS CONSTRUCTED

Narratives, Docs, Experimental, Journalism, its all made by someone.....You can learn to construct this stuff. its a skill that you can use your entire life. it can get you out of a bind, it can make you the life of a party, it can help you pick up girls. Do you wanna be the guy that talks about the weather or do you want to be able to relate to people in a more meaningful way?

WHO WANTS TO CONSTRUCT A HOUSE ON STORY STREET?

stories are built from 3 elements. each one of the blocks on my desk represents those elements.

CREATIVITY

CREATIVITY
EXPERIENCE

CREATIVITY
EXPERIENCE
CRAFT

CREATIVITY
EXPERIENCE
CRAFT

we all have experience. we can all learn craft. but what about creativity?



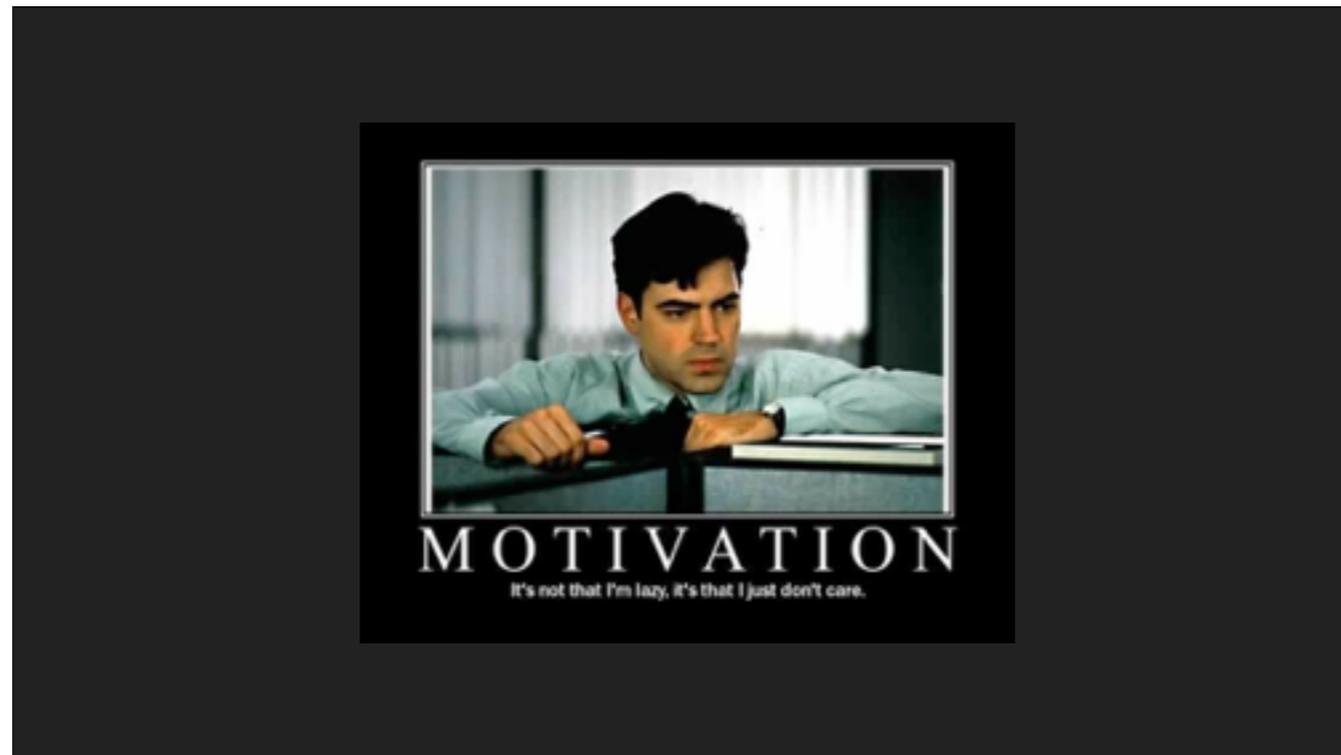
TEXT

**“CREATIVITY,
IT’S A LIFESTYLE CHOICE”**

-GIL

MOTIVATION

<https://www.youtube.com/watch?v=cgg9byUy-V4>



The first step is a single kernel of inspiration inside of you.

An emotion, or issue, or character. An image. A scene you can't get out of your head or your heart. And the need to capture and share that information. This is called the motivating moment

WHERE ARE THE IDEAS?

EVERYWHERE!

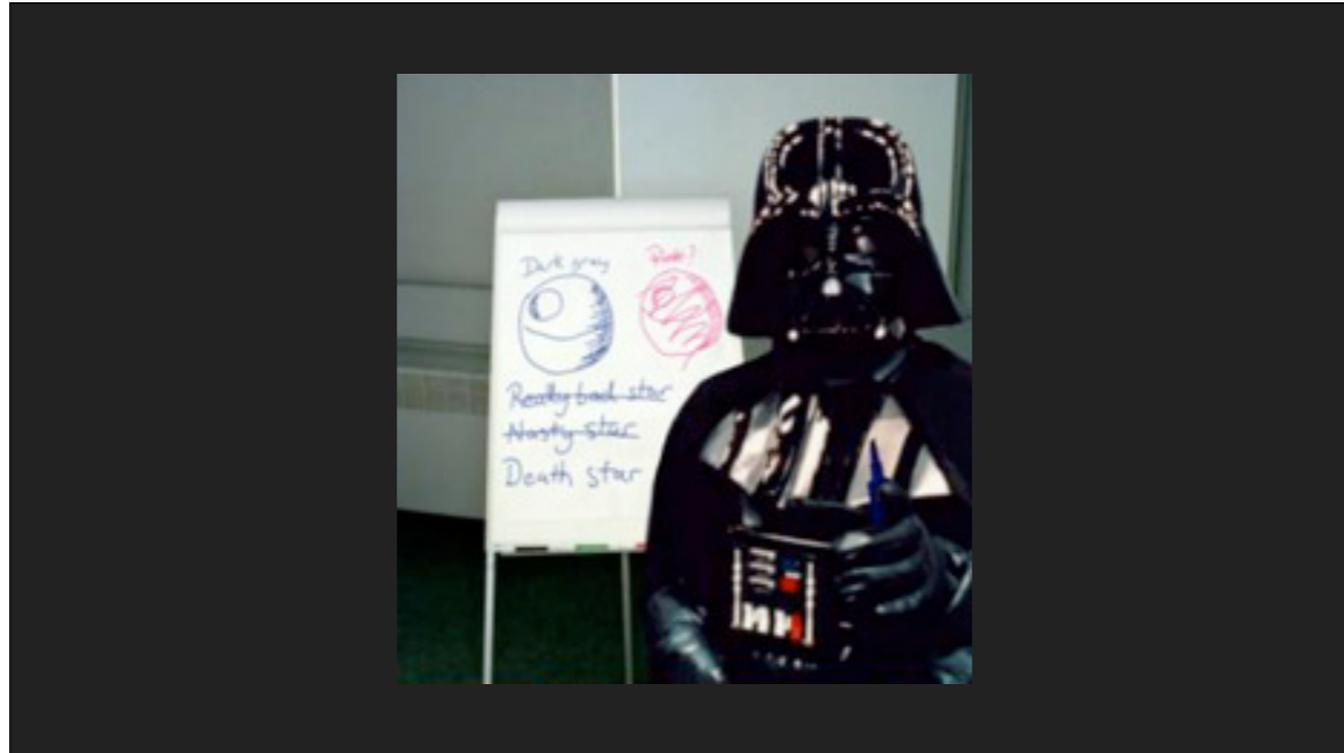
Everywhere. Real-life experiences, dreams, songs, paintings, magazine articles, the news, the internet, books, your friends. Every time you come across something interesting in a person, a dream, a joke, a song lyric, jot it down on your phone.

DIFFERENT STROKES, FOR DIFFERENT FOLKS

Good work habits help keep you focused.

If you get stuck, lie down. Great ideas are more likely to come to you when you're relaxed.

Find out what works for you. above all , be mindful that you are open to ideas. be looking for them at all times



you think your favorite movies just showed up? no. of course not. they were revised over and over

BRAINSTORMING

The goal of this stage is quantity, not quality!

No judgement

Don't get it right. Get it written!

Perfectionism is death to the creative process

take risks. Do not edit yourself. there is no Bad Idea.

WHAT IF?

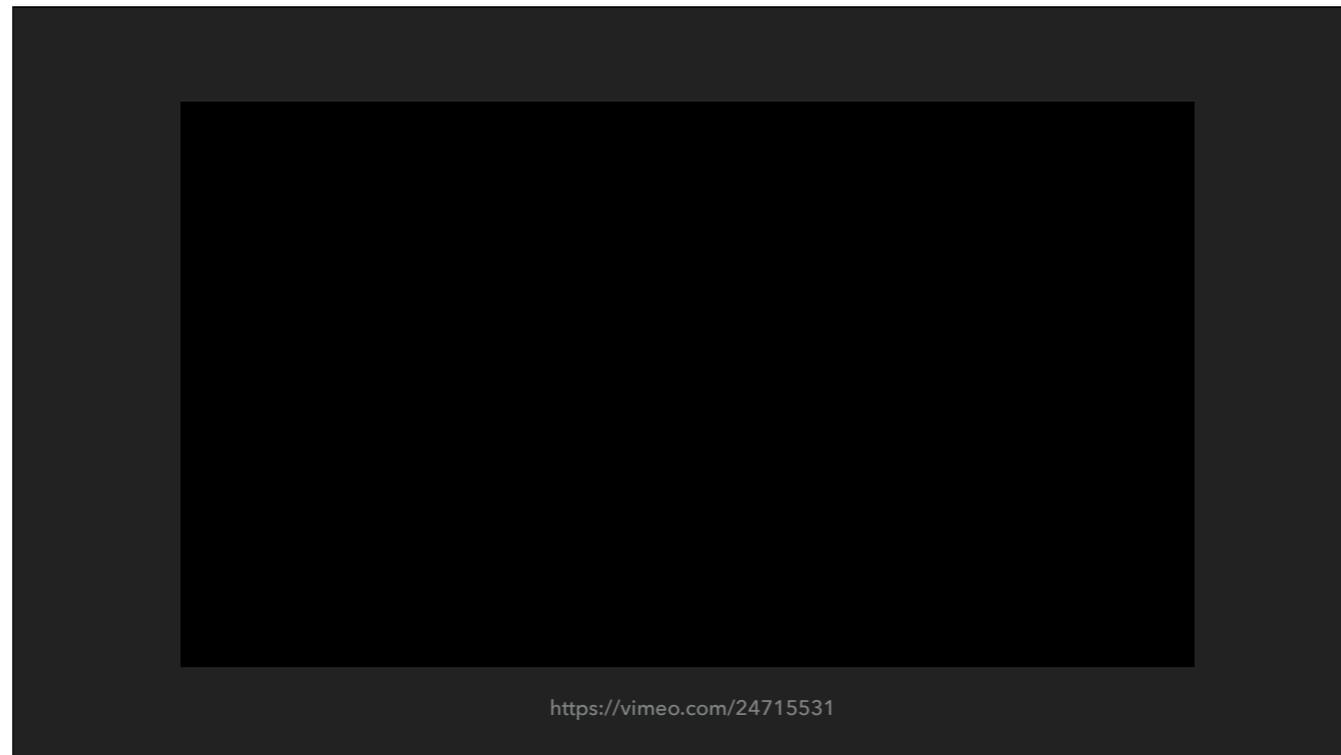
chelsea story.

THE R.A.T. METHOD

Random Access Thought. Are you stuck? DO THIS!

Write down 10 random words, then pair them together and see what you get. If you get stuck, add another word from your list.

Shirts, salsa, fire, bananas, refrigerator, fire hydrant, walkie talky, water bottle, ladder, snow



ira glass - advice for beginners