

Training for Trainers
HALLE (Germany) 30th Sept - 2nd Oct 2013

Adventures in Development

An Industry Perspective



DEVELOPMENT: Background

- My name is Richelle Wilder.
- 20 years experience of feature film screenplay and TV script development. In Animation and Live Action.
- I run Script-Matters.com.
- Script Matters works internationally with producers, directors, writers on every aspect of script development.
- From the idea through to production draft.



DEVELOPMENT: Background

- Worked on animated scripts for
 - WALLACE AND GROMIT WERE RABBIT
 - FLUSHED AWAY
 - KHUMBA
 - THE CROODS
- Run the writing teams for TV series
 - FREEFONIX
 - DENNIS & GNASHER
 - TREE FU TOM



DEVELOPMENT:

- Animation is the one type of movie that really does play for the entire audience. Our challenge is to make stories that connect for kids and adults".

JOHN LASSETER



DEVELOPMENT: ANIMATION

- Widest demographic of audiences.
- Unlimited by cultural or national boundaries.
- Plays across generations.
- Media's most flexible production format.
- The movie or TV series, made in another territory, can become its own.
- Animation USP is human stories explored in spectacular environments.



WHAT IS SCRIPT DEVELOPMENT

- The first part of the production process.
- Delivered in one format only - **THE SCRIPT.**



DEVELOPMENT: Basics.

"In the dizzying world of moviemaking, we must not be distracted from one fundamental concept: the idea is king. If a movie begins with a great, original idea, chances are good it will be successful, even if it is executed only marginally well".

JEFFREY KATZENBERG (Dreamworks President)



DEVELOPMENT: The Idea.

- All is possible.
- Great!
- Everything!!
- Anything!!!



DEVELOPMENT: The Idea.

"If I wanted a long, boring story with no point to it, I've got my life."

JERRY SEINFELD



DEVELOPMENT: The Idea.

THE HOOK

- 'The Great Escape with chickens' CHICKEN RUN
- 'African Queen with Rats' FLUSHED AWAY
- 'The Greatest Fairy tale never told' SHREK



DEVELOPMENT: The Idea.

- Animals
- Fairy Stories
- Myths
- Biblical
- Love stories
- Film Tropes (Chicken Run is 'the Great Escape' with chickens)
- Stories about the human condition
- Super heroes and Anti heroes
- From a Book



DEVELOPMENT: The Idea.

There's no such thing as simple.
Simple is hard.

Martin Scorsese



DEVELOPMENT: The Pitch

A concise presentation of the idea detailing

- **Plot**
- **Characters**
- **World**
- **Tone**



DEVELOPMENT: Writing

"All you need is a great script, a great script and a great script".

ALFRED HITCHCOCK



DEVELOPMENT: Casting the Writer.

- Animation is a genre.
- There are writers with skills best suited to animation.
- The technical differences between animation and live action script writing are negligible.
- The difference is in the Creative.



DEVELOPMENT: Casting the Writer.

The Skillset

- Hugely imaginative.
- Skilled in technical structure.
- Ability to create funny dialogue and situations.
- Creative with engaging characters.
- Writing for family audience.



DEVELOPMENT: The Outline

- Collation of all development discussions about plot, characters, themes, tone.
- Script without dialogue.
- A valuable shorthand putting everyone on the same creative page.
- Outlining the plot beats of the movie.



DEVELOPMENT: The Script

"Screenplays are Structure."

WILLIAM GOLDMAN



DEVELOPMENT: The Rewrite.

- The first draft is nothing more than a starting point, so be wrong as fast as you can.

Andrew Stanton



DEVELOPMENT: The Rewrite.

- ✓ Rewriting is part of the development process.
- ✓ It is an essential part of the creative endeavour.
- ✓ It is always a fixture in main stream animation development.



DEVELOPMENT: The Rewrite.

- ✓ Frustrating.
- ✓ Twenty Paces Backwards for Five Paces Forwards
- ✓ Mentally Debilitating.
- ✓ Possibly Life Shortening.



DEVELOPMENT: The Rewrite.

- Rewriting is the best thing that happens in the writing process.
- Rewriting is about developing the film.
- Rewriting about working through the various areas of plot, developing key relationships, building character, dialogue development, comedy.
- It's about defining, redefining script.



DEVELOPMENT: The Rewrite.

- It's about making creative ideas the best they can be.



DEVELOPMENT: The Rewrite

- **All opinion is valuable.**



DEVELOPMENT: The Rewrite

- One clear voice needed.
- A creative producer.
- This role is creative.
- The role is managerial.
- This role is not dictatorial.



DEVELOPMENT: The Rewrite

The Producers Conundrum.

Financier/co producer + opinion
= possible greenlight!



DEVELOPMENT: The Rewrite

DEVELOPMENT HELL.

The rewrite black hole.



DEVELOPMENT: The Rewrite

Many scripts get put into
DEVELOPMENT HELL.

Very

few

get

out.



DEVELOPMENT: The Rewrite

The 'script producer' is to development what the marriage counsellor is to relationships.



Final Thoughts

Released	Movie Name	1st Weekend	US Gross	Worldwide Gross	Budget
11/22/1995	<u>Toy Story</u>	\$29,140,617	\$191,796,233	\$361,948,825	\$30,000,000
11/19/1999	<u>Toy Story 2</u>	\$300,163	\$245,852,179	\$484,966,906	\$90,000,000
11/2/2001	<u>Monsters, Inc.</u>	\$62,577,067	\$255,870,172	\$526,864,330	\$115,000,000
5/30/2003	<u>Finding Nemo</u>	\$70,251,710	\$339,714,978	\$867,894,287	\$94,000,000
11/5/2004	<u>The</u>	\$70,467,623	\$261,441,092	\$632,882,184	\$92,000,000
6/9/2006	<u>Cars</u>	\$60,119,509	\$244,082,982	\$461,923,762	\$70,000,000
6/29/2007	<u>Ratatouille</u>	\$47,027,395	\$206,445,654	\$620,495,432	\$150,000,000
11/6/2007	Shorts DVD			\$20,520,590	
6/27/2008	<u>WALL-E</u>	\$63,087,526	\$223,808,164	\$532,743,103	\$180,000,000
10/2/2009	<u>Toy Story 3D</u>	\$12,491,789	\$30,702,446	\$35,868,069	
6/18/2010	<u>Toy Story 3</u>	\$110,307,189	\$415,004,880	\$1,064,404,880	\$200,000,000
6/24/2011	<u>Cars 2</u>	\$66,135,507	\$191,450,875	\$559,850,875	\$200,000,000
Totals			\$3,061,972,384	\$7,244,256,747	\$1,441,000,000



Final Thoughts

An audience is never wrong. An individual member of it may be an imbecile, but a thousand imbeciles together in the dark - that is critical genius.

Billy Wilder

