



FREE ROYALTY ACADEMY

Intro To

CONCEPT DEVELOPMENT

AN INTERACTIVE BOOKLET

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FREE ROYALTY ACADEMY'S
MASTER CLASS

Name _____

Date _____

Develop a Concept from Scratch

Explore your creative vision, brainstorm unique ideas, and build a strong foundation for your film, series, or digital content.

Step 1: What Inspires You?

Every great project starts with inspiration. Think about the stories, experiences, or questions that move you.

PROMPTS:

- **What do you want to say to the world?**
- **Is there a personal experience you want to explore?**
- **What topics or themes do you care about?**
- **Who do you want to see represented on screen?**

Jot down your inspiration:

Name _____

Date _____

Develop a Concept from Scratch

Step 2: Brainstorm 3 Concepts

Start building raw ideas—don't worry about structure or perfection yet.

Example Concepts:

- **A teenage graffiti artist discovers their art can alter reality.**
- **A mother searching for her missing daughter uncovers a secret resistance movement.**
- **A reality show where ex-cons compete to start a business.**

Your Concept Ideas:

• _____

• _____

• _____

Name _____

Date _____

Step 3: Choose One Concept to Build

Pick your favorite idea from above. Let's break it down.

Working Title: _____

Genre: _____

(Drama, Comedy, Docu-Series, Thriller, etc.)

One-Line Description:

Step 4: Build the Core Elements

Who is the main character?

What do they want?

What's standing in their way?

What makes this idea original or important?

Name _____

Date _____

Step 5: Define Your Format

What type of project is this?

- ☐ **Short Film**
- ☐ **Feature Film**
- ☐ **Documentary**
- ☐ **Web Series**
- ☐ **TV Pilot**
- ☐ **Social Media Content**
- ☐ **Music Video**
- ☐ **Other:** _____

Step 6: What's Next?

How do you want people to feel after watching this?

What is the message or takeaway?

TIP: Great content solves a problem, answers a question, or explores a truth.

Crafting Your Logline

What Is a Logline?

A logline is a one to two sentence summary of your project. It captures the main character, their goal, and the conflict they face. It's your elevator pitch.

Think of it as the heartbeat of your story.

Logline Formula:

When [inciting incident happens], a [character description] must [goal], but [obstacle/conflict].

Examples of Loglines:

Film:

When a young lion prince is cast out of his kingdom by his evil uncle, he must learn the true meaning of responsibility and reclaim his throne.

→ The Lion King

TV Series:

Five strangers with nothing in common wake up in a locked room. To escape, they must solve deadly puzzles—or die trying.

→ Fictional example

Name _____

Date _____

Crafting Your Logline

Write Your Logline:

Project Title: _____

Main Character (Who?):

Their Goal (What do they want?):

Obstacle/Conflict (What's in the way?):

Now Put It Together:

Crafting Your Synopsis

What Is a Synopsis?

A synopsis is a one-paragraph summary (or up to half a page) that outlines your story from beginning to end. It tells us who, what, why, and how—without diving into deep detail.

It's a tool for producers, agents, or funders to quickly understand your project.

Synopsis Structure Checklist:

- Introduce the main character and setting
- Describe the inciting incident (what kicks off the story)
- Explain the goal or journey of the character
- Reveal the main conflict or stakes
- (Optional) Give a hint at the resolution or transformation

Example Synopsis:

After discovering she can speak to animals, an 8-year-old girl embarks on a magical mission to rescue a lion from captivity. Along the way, she finds her voice, builds unlikely friendships, and learns the true meaning of courage.

Name _____

Date _____

Crafting Your Synopsis

Write Your Synopsis Below

[illegible]

Questions to Consider

CONCEPT & STORYTELLING

What inspired this idea?

What is the main message or theme of your story?

Who is your main character, and what do they want?

What is at stake in your story?

How does your story begin, and what is the arc?

Is your project scripted or unscripted? Why did you choose that format?

Why is this story important right now?

AUDIENCE & IMPACT

Who is your target audience?

What do you want the audience to feel or learn?

How does your project stand out from others in the same genre?

Is this idea best suited for TV, streaming, film, or digital content? Why?

BUDGET & PRODUCTION

What is your estimated budget or production scale?

What resources do you already have or need to bring this to life?

Where would you want to shoot this, and why?

PACKAGING & PRESENTATION

Do you have a title? How did you come up with it?

What does your logline tell us about the heart of your project?

Do you have a mood board or reference images that show the look and feel?

If this project was greenlit today, what's the first thing you'd do?

ELEVATOR PITCH CHECK

Can you describe your project in 30 seconds or less?

Why are YOU the best person to tell this story?

CRITICAL THINKING & DEVELOPMENT

What would you change or improve based on what you've learned so far?

Have you thought about how you might market or promote this project?

If a producer wanted to make changes, how flexible are you with your vision?

What's the long-term vision for this project (series, franchise, festival circuit, etc.)?



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