Mickmumpitz AI Film School

Community Project #1

"The [...] Incident of [...]"

Use AI tools to create a fictional documentary (1-3 min.) about "The [...] of [...]" (e.g. "The Flowerhead Epidemic of 1969", "The Catnado of Mousemantown", "The great glitching plaque of New York") about an imaginative, supernatural incident that changed the world forever. The documentary should include:

- At least one talking character including lip sync (interview subjects, for example).
- Story (Not just a list of things that happened, tell a dramatic story!)
- Cinematic shots of the incident
- Voice Over
- Sound design and music
- Title and lower thirds

Week 01 - Brainstorming & Pitch

October 5th, 2023 - October 12th, 2023

Think about an **exciting topic for your documentary**. You can use AI like ChatGPT to help you come up with ideas. The choice of tools for this project is entirely up to you. I'll give some examples in the assignments, but of course you are not bound to them!

Create a **One-Pager** for your project. It should include:

- **Cover Image**
- **Logline**
- **Short Synopsis**

Post your One Pager in the Discord as a .pdf (Week 01) and give feedback to the other participants. Think from a producer's perspective: Who would want to see this documentary, does the logline work to sell the idea? Is the conflict strong enough? Incorporate feedback from other participants.

Step 1 - Brainstorming

Find an idea for your documentary! Work with AI Tools: Generate exciting images and get inspired by what you see. Or collaborate with tools like Chat GPT:

- "Give me 10 ideas for a fictional documentary about "The [...] of [...]", an imaginative supernatural event that changed the world forever."

- "Create 10 exciting loglines for a fictional documentary about "The [...] of [...]," an imaginative supernatural event that changed the world forever."

Story = Conflict

Types of Conflict

- Character vs character
- Character vs society
- Character vs nature
- Character vs technology
- Character vs fate
- Character vs supernatural
- Character vs self

Step 2 - Creating a one pager

To be able to produce a film, you must first be able to sell your idea, your story and the potential of it. For this purpose, the industry uses the format of the Elevator Pitch or **One-Pager**.

So let us create one for our projects!

BoJack Horseman

By Raphael Bob-Waksberg

Set in a Los Angeles in which humans and anthropomorphic animal-people coexist, BoJack Horseman is an animated show about one man (who is also a horse) who peaked early and is trying to figure out what to do with his life now.

An outrageous and dark comedy with a melancholy center, the show asks the question, What happens when you have the world at your fingertips and you still can't figure out how to be happy?

Characters

BoJack Horseman (horse) – star of the 90s sitcom Horsin' Around, a show about a wisecracking horse who raises three precocious human children. Now he's a washed up misanthrope who lives in a gorgeous bachelor pad in the Hollywood Hills, complains about everything, and wears colorful sweaters.

Insufferably cynical, BoJack engages the world with a nihilistic prickliness that's a clear front for a well of neuroses. Acerbic, self-righteous, self-destructive, and as alienated as he is alienating, he's Larry David mixed with Jay Gatsby mixed with a Noah Baumbach character mixed with a horse, someone with high impenetrable walls around a lonely and scared center.

Deemed untreatable by just about every psychiatrist in L.A., BoJack vacillates wildly between extreme narcissism and extreme self-loathing, seeming to simultaneously believe that he is both better than and not as good as everyone he talks to.

He spends his days lounging by his pool, watching reruns of his old show, venturing out into the world as little as possible, and idly jabbing at half-finished projects including his long-delayed memoir "One Trick Pony" and a script for a romantic comedy he calls "Love Is An Illusion And Happiness Is Fleeting And There's No Such Thing As God And The Beatles Beat Their Wives" which he describes as "basically three hours of people crying."

Since the show follows BoJack's day-to-day life, the supporting cast is used when needed, but there's no guarantee that everyone will appear in every episode. Some episodes will utilize all of them, while some might feature none of them.

Other characters include:

Todd Chavez (human) – BoJack's best friend and permanent houseguest. A happy-go-lucky twenty-something who sleeps on BoJack's couch and spends his days working on various internet start-ups, Todd is the cheerful yin to BoJack's depressed yang.

Todd throws parties at the house and goads BoJack into going out and meeting people. BoJack is often annoyed by Todd's energy and enthusiasm, but it's clear that if it weren't for Todd, BoJack would rarely interact with the outside world.

Princess Carolyn (cat) – BoJack's agent and on-again off-again girlfriend/employee-with-benefits. Princess Carolyn (not actually a princess) is constantly breaking up with BoJack because of his toxic attitude and inability to commit. However, she continues to work for him, because she takes pride in her ability to separate her personal life from her professional life.
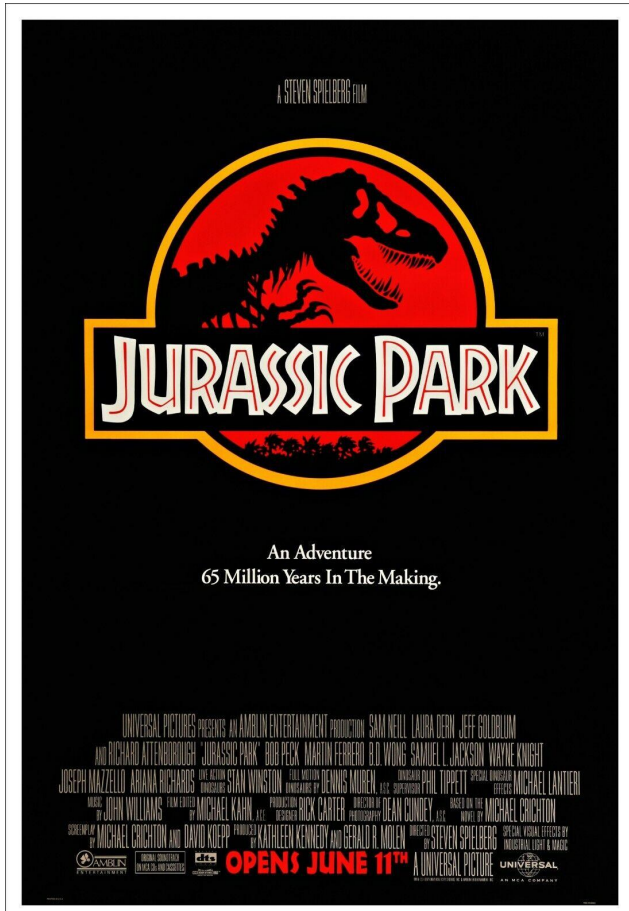
As his girlfriend, she complains that he's a miserable washed up hack whose best work is behind him, while as his agent she promises that new exciting work is just around the corner. BoJack recognizes this is probably an unhealthy professional relationship, but is too lazy/self-destructive to end it.

Pinky Penguin (penguin) – BoJack's contact at Penguin Publishing. Like everyone in the publishing industry, Pinky is just barely hanging on. Desperation wrapped in a used suit (a suit he got cheap because a guy died in it), Pinky is constantly getting suckered in by pyramid schemes and other get rich quick scams. He is eager for BoJack to finish writing his memoir, as he believes it's the book that will keep his company afloat.

Diane Nguyen (human) – a ghostwriter Pinky hires to help BoJack finish his book. BoJack is initially reluctant to work with her but is won over by her charm and wit. Upbeat, but not cloyingly so, with a dry sense of humor, Diane is the first person who BoJack feels really gets him, and he is crushed to learn that she's dating his friend/enemy Mr. Peanutbutter.

Mr. Peanutbutter (dog) – a dashing golden retriever and former star of "Mr. Peanutbutter's House," a mid-90s sitcom in which he played a wisecracking dog raising three precocious human children, a premise BoJack dismisses as ludicrous and hackneyed.

BoJack hates Mr. Peanutbutter for being essentially a less miserable/more deluded version of BoJack, relentlessly positive and free of neuroses and shame. Comfortable being a C-list sitcom actor and an A-list schmoozer fifteen years past his prime, Mr. Peanutbitter is currently filming a pilot for an E! reality series (or a Vh1 reality series, or a Bravo reality series—he's filming a new identically premised pilot every time we see him) and is followed around by a camera crew everywhere he goes.

TITLE: *Jurassic Park*

AUTHOR: Michael Crichton (novel) & David Koepp (screenplay)

LOGLINE: *When industrial sabotage leads to a catastrophic shutdown of a cloned dinosaur-populated theme park's power facilities and security precautions, a small group of visitors struggles to survive and escape the perilous island.*

SUMMARY: Wealthy businessman John Hammond has created an animal theme park called *Jurassic Park*, featuring cloned dinosaurs and prehistoric plants, on the Costa Rican island of Isla Nublar. Following an accident at the site in which a worker is killed, lawyer Donald Gennaro, representing Hammond's investors, insists that he gets experts to certify his park is safe.

During their first leg of their tour of the park, Gennaro, mathematician and chaos theorist Ian Malcolm, paleontologist Dr. Alan Grant, and paleobotanist Dr. Ellie Sattler are elated to see living dinosaurs. But there is discussion and debate about the ethics of cloning a species and reintroducing them into the present human world. Hammond arranges for the group, joined by his grandchildren Tim and Lex, to take a full tour of the island in electric vehicles. But as a storm begins to ravage the island, lead computer programmer Dennis Nedry — plotting to steal dinosaur embryos for a rival company — shuts down the park's security systems to gain access to the embryos and the island's dock, where he will drop off the embryos. He is killed by a menacing dinosaur in the process, leaving Hammond and his supporting team locked out of the park's computer systems.

The group is separated when an escaped T-Rex destroys their vehicles. They struggle to survive as the T-Rex roams free, and a pack of vicious Velociraptors hunts them down. Their only hope is to restore the park's power, communication systems, and security systems. Once the surviving members of the group are reunited, they struggle to reboot the park's systems while being pursued across the visitor center by the Velociraptors. The power is back on, but they are cornered by the Velociraptors until the Tyrannosaurus arrives and kills the Velociraptors, saving the group and allowing them to escape. Grant announces he will not endorse the park, and Hammond — seeing the error of his ways — agrees with his assessment. They board a rescue helicopter and leave the otherwise beautiful dinosaur-inhabited island peacefully as they return to the mainland.

Check Out:
https://screencraft.org/blog/how-to-write-an-effective-one-page-pitch/

Structure of a one-pager:

TITLE, [optional: GENRE, TARGET AUDIENCE + COVER IMAGE]

The title of your project.

AUTHOR NAME

The name of each contributing author.

LOGLINE

You're not telling a story in a logline. You're presenting the core concept, the main protagonist, the protagonist's main objective, and the stakes at hand — all within 25-50 words (fewer the better).

3-5 <u>SHORT</u> PARAGRAPHS OFFERING A CLEAR BEGINNING, MIDDLE, END

1. who are the protagonists, what is the inciting incident for the story? 2. how does the conflict unfold / build up? 3. how is the conflict resolved? How is the world / protagonist(s) changed?

Logline Structure

To get a feel for how a logline should read, start with a basic structure.

- *When [INCITING INCIDENT OCCURS]...*
- *A [CHARACTER TYPE]...*
- *Must [OBJECTIVE]...*
- *Before [STAKES].*

When a killer shark unleashes chaos on a beach community, a local sheriff, a marine biologist, and an old seafarer must hunt the beast down before it kills again.

Quote: https://screencraft.org/blog/the-simple-guide-to-writing-a-logline/

More Resources: https://www.premiumbeat.com/blog/writing-logline-for-film-video-project/

Logline Examples [Movies]

"Star Wars: A New Hope." "When an optimistic farm boy discovers that he has powers, he teams up with other rebel fighters to liberate the galaxy from the sinister forces of the Empire."

"Titanic": Two star-crossed lovers fall in love on the maiden voyage of the Titanic and struggle to survive as the doomed ship sinks into the Atlantic Ocean."

"**The Godfather**": "The aging patriarch of an organized crime dynasty transfers control of his clandestine empire to his reluctant son."

https://online.pointpark.edu/screenwriting/loglines/

Logline Examples [Documentaries]

1. **Earthlings**: Using hidden cameras and never-before-seen footage, Earthlings chronicles the day-to-day practices of the largest industries in the world, all of which rely entirely on animals for profit.
2. **The Salt of the Earth**: The life and work of photographer Sebastião Salgado, who has spent forty years documenting deprived societies in hidden corners of the world.
3. **Senna**: A documentary on Brazilian Formula One racing driver Ayrton Senna, who won the F1 world championship three times before his death at age 34.
4. **David Attenborough - A Life on Our Planet**: One man has seen more of the natural world than any other. This unique feature documentary is his witness statement.
5. **O.J.: Made in America**: A chronicle of the rise and fall of O.J. Simpson, whose high-profile murder trial exposed the extent of American racial tensions, revealing a fractured and divided nation.
6. **Stop Making Sense**: An innovative concert movie for the rock group Talking Heads.
7. **Dear Zachary: A Letter to a Son About His Father**: A filmmaker decides to memorialize a murdered friend when his friend's ex-girlfriend announces she is expecting his son.
8. **Home (I)**: With aerial footage from fifty-four countries, 'Home' is a depiction of how Earth's problems are all interlinked.
9. **Won't You Be My Neighbor?**: An exploration of the life, lessons, and legacy of iconic children's television host, Fred Rogers.
10. **Winter on Fire**: Ukraine's Fight for Freedom: A documentary on the unrest in Ukraine during 2013 and 2014, as student demonstrations supporting European integration grew into a violent revolution calling for the resignation of President Viktor F. Yanukovich.

THE DEEPEST BREATH

The Deepest Breath

2023 | 6 | 1h 50m | Documentaries

Bonded by their love of freediving, a record-setting champion and a heroic safety diver try to make history with a remarkable feat, ready to risk it all.

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Let's have fun!

I hope for a lively exchange in the Discord! Help each other, share ideas, show your intermediate steps and thought processes, get feedback, recommend new AI tools you found!