What’s your approach?
Your film is not your topic.

- A topic is the backdrop for a story.
- Your film is a story unfolding on screen.
LMW example #1

• Bryce’s topic was modular synths.
• His story: he discovered the world of modular synths when he was being treated for a brain tumor.
LMW example #2

• Danny’s topic was about keeping his Mexican culture alive as an American.

• Story: Danny’s main interviewee was ambushed and left for dead on his journey from Mexico to the U.S.
What’s your approach?

• Your approach is how you present your story on screen.
• Filmmakers constantly mix approaches.

• Almost every aspect of your film will need a clear approach.
Your approach?

• Style, tone, point of view, focus, etc.
Your approach?

- Intimate portrait or stylized whodunit?
- Historical film with archival footage or recreations or both?
Your approach?

• Who will tell the story? Interviewees, voice of god, the filmmakers? Vérité or voiceover?

• Other elements, text on screen? Scientific demonstration? Motion graphics?
For example:

- Let's say you are drawn to the issue of abused, abandoned, and stray pets and what happens to them in shelters.

Which approach?

• Create a journalistic piece on animal welfare that uses experts and news-style footage?

• Create a vérité portrait of one shelter and its staff for whom these issues are part of a day-to-day struggle?

• Script and narrate a film that involves a family reenacting its search in local shelters for a dog to bring into their home?

• Put yourself in the picture, searching in local shelters for the perfect dog?
Priority #1: Find your story!