

## FRESH WRITERS STYLE GUIDE

Since Fresh Films works on such a tight schedule and budget, consider these factors before starting your screenplay. We'll be considering them when selecting winners!

### BUDGET

Since Fresh Films are shot in one week on tight budgets, some things are beyond the financial possibilities of the shoot. Think about WHY you want your script to include an epic slow-motion computer-animated diamond-encrusted unicorn fight in space. Is it part of your story, or just cool stuff? Is there a way to write it that doesn't require a cast of a thousand dancing onlookers but still gets across your point, characters, or joke? Think about it. Then rewrite it.

We're not trying to stifle your creativity with budget concerns. We just want you to keep this in mind. In the past we've even managed difficult sets, greenscreen effects, and other "cool stuff."

Also: don't quote song lyrics, movies, TV or any copyrighted text. Period. Securing rights is a nightmare, not to mention we are interested in YOUR creative ability. Not the musical stylings of **The Jonas Brothers**. Who we know are your favorite. FOR LIFE.

### TIME

Each Fresh Films short is cast, shot and edited in a single week. The production crew has a TON to do during this week, and only one day to shoot. So, we can't shoot in an excessive number of locations, especially completely fabricated ones. You know the saying Keep it Simple, Stupid? It should totally be Keep it Simple, SMART.

### OTHER ISSUES

Pyrotechnics, explosions, crashes- not only are these too expensive, but we don't have time to hire trained personnel and coordinate effects and stunts like these. Underwater shoots aren't possible for safety reasons, and because we simply lack the necessary equipment.

We'll shoot films with romance, but not sex, and no nudity. Since our crews aren't generally old enough to see an R - rated film without parental approval, we don't make R - rated films.

We don't shoot hate speech of any kind, and we have never shown a gun on screen. You may imply a gun if it's absolutely necessary to the story- but think long and hard about it- a gun is almost never necessary to tell a good story.

And we don't really have anything against unicorns. Just the computer-animated ones.