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Director's Creative Vision / Look-book

The following elements make up a look-book for your film proposal. Use text and graphic elements to give a complete account of how the film will come together. You can lay out photographs and illustrations in a document. If you want to build a webpage you can include audio clips, short videos showing comparable camera or colour work, you can use Pinterest to create collages for each visual element. Ensure that all elements – text and media – are grouped somewhere so they're easy for a viewer to access.

Work with your production team to divide up the elements that make up the look-book and collaborate to create a complete package for your film.

The Director is the person who establishes the overall vision for the film. A good Director consults with the Writer to understand their primary intention; the Director then enlists the talent of their team to collaboratively represent the story in the look-book.

1. Logline

You never get a second chance to make a first impression. A dynamic and comprehensive logline about the script is key to the opening of a look-book. Encapsulate the core idea of your movie in one or two sentences. Make sure your logline includes a brief summary of the script's plot and emotional hook.

2. Synopsis

Assuming the logline has hooked your intended audience, a detailed synopsis comes next in your look-book. Mention all the most important and interesting parts of the story in the summary, like the main characters' arcs.

3. Character descriptions

Do your characters stand out? The character descriptions in a look-book illustrate the main characters in your script. Which characters help move the plot along? Which characters will the audience be emotionally invested in? Which characters have strong arcs? These are the characters you will want to include in this segment. You'll want to put together a brief summary - a paragraph or even bullet points - that lists a character's age and personality, and captures the overall essence of the character.

4. Director's statement

Why do you want to make this movie? Why is it important to you? Why does this story need to be heard? Articulate your passionate and convincing drive in the producer's statement.

5. Theme and Tone

Identify the major theme of the film, as well as any underlying themes. Having the readers understand what emotions you are aiming for with your film will give them a better grasp of your genre - whether it's a comedy, drama, thriller, and so forth.

6. Visual style and overall look & feel

This is the crux of a look-book; what separates it from a simple verbal pitch. How do you intend this film to look? The visual style section of the look-book is where you can really make your vision come to life. Include notes about all of the Director's tools: production design, camera & light, sound & music, actors, post production. You can discuss the equipment you intend to shoot with if it's relevant. You can include stills or media clips from other similarly styled films, and explain exactly what you're going for with the comparisons.

7. Locations

Does your story involve unique spaces that might need explanation? Include photos of your intended locations, or similar ones, that demonstrate how the characters exist in your world. Break down key set pieces so the reader gets a true sense of where these characters travel.

8. Music choices

Beyond the film's score, it can help to list any specific songs that play an important role in the movie - either songs that you intend to use in the movie, or songs that just evoke the tone and atmosphere you're reaching for.

9. Filmmaker biographies

Finally, the spotlight turns onto you. Who are you? What is your background? Why are you putting your blood, sweat and tears into making this film, and why should others get behind it, too? List the key team members on the project - the director, key crew, and any existing talent attachments - with short biographies for each of them. People want to work with other people that are professional, so make yourself stand out in the right way.

Have fun with it. The layout and design of your look-book should reflect the spirit of your movie. Make your target readers excited about the chance to work with you.



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