

| Criteria   | Novice   | On-Target  | Advanced   |
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| <p><b>Interest and Appeal</b></p> <p>The What If? is an intriguing plot premise that kids ages 8-10 would like.</p>  | <p>Kids age 8-10 might like this but it's not a sure thing. It's a plausible or implausible premise, but not quite the right hybrid. The producers have a few questions, but you get the sense they might not call you back to write the script. How could you make it a blend of plausible and implausible?</p> | <p>Kids age 8-10 will most likely watch this. It's a plausible premise, or an implausible premise, that may need a bit of tweaking to be "just right," but overall, leads to curiosity on the part of the producers. The premise has some neat elements but we may have seen too much of it before. The producers might hire someone else to take your story and redefine it. How could you tweak it to be "just right"?</p> | <p>Kids age 8-10 will binge watch! It's a plausible implausibility premise that makes the producers ask you for details. It's that hard-to-define, high-concept premise that we've seen yet never seen before! The producers would DEFINITELY hire you to write the screenplay!</p>  |
| <p><b>Relevance and Meaning</b></p> <p>The Point, or the So What?, is a relevant and meaningful message for kids today.</p>  | <p>There's a message here, and it's interesting, but is it truly relevant and meaningful for this age group in this particular time? Do you need to get some focus groups going and talk to some kids?</p>   | <p>Kids should hear this message that addresses some elements of their lives at this age, and/or the issues and events they experience. The message might be tweaked slightly to make it even more relevant and timely. Perhaps a focus group?</p>   | <p>Kids need to hear this relevant, timely, and meaningful message that gets to the heart of their lives at this age and the issues and events they experience. You can tell these writers know their demographic, and the producers assume you may have even used focus groups!</p>   |
| <p><b>What If? Logline Power:</b></p> <p>The logline achieves one or more of the following qualities, which is impressive for a first draft:</p> <ul style="list-style-type: none"> <li>• irony</li> <li>• and/or emotional intrigue</li> <li>• and/or conflict</li> </ul> | <p>The logline may have one of these elements: irony, emotional intrigue, and/or conflict. In order to capture more interest, revisit it and see where you can up the intensity. How could you make the story premise more ironic, emotionally engaging, or more clearly a high-stakes conflict?</p>             | <p>The logline has one or two of these elements: irony, emotional intrigue, and/or conflict. One or more of these items needs more intensity, or higher stakes. Overall, there's some power to it, in that the logline captures interest. Where could you make this more engaging?</p>   | <p>The logline is ironic, emotionally intriguing, and presents a conflict with high stakes. You know about the crisis and obstacles already from this logline, and it is a storyline that has power—intriguing us to the point of wanting to know more.</p>  |
| <p><b>Bonus Features:</b></p> <ul style="list-style-type: none"> <li>• Cohesiveness</li> <li>• Conciseness</li> <li>• Design</li> </ul>  | <p>See the Advanced section for elements that you have achieved in this Bonus area.</p>  | <p>See the Advanced section for elements that you have achieved in this Bonus area.</p>  | <p>Cohesive: The What If? matches nicely with the So What? They are thematically cohesive. Conciseness: The What If? Is 240 characters or fewer and ready to pitch on social media. Design: Design in both posters uses a key image that represents the conceptual and thematic aspect of the "So What?" and perhaps an emotional component of the "What If?" The design is compelling and engaging. Images are just the right amount and not distracting. Colors, images, and design match the mood of the message.</p> |