

**mangotree media**

How to Design a Kick-Ass One-Sheet  
for Film, TV or Festival Submissions.

# The Elements of a kick-ass One-Sheet for Film or TV Submissions.

**What is a one sheet? In the entertainment industry, a one-sheet or one sheet is a single document that summarizes a product for publicity and sales.**

## On the Front

Think of the front of your one sheet as a blockbuster movie poster.

“A picture is worth a thousand words”. Make it full of intrigue, action, suspense, drama, depth etc. The genre of your submission should be instantly recognisable by use of the “hero” images content, color and style. A great One-sheet image will help your submission stand out from the crowd. Couple the image with a stand out ‘catchy’ title, A ‘hook’ tagline or logline and an easily digestible quick view of what it is and whose it is. A great One-sheet front should leave the audience wanting to read more.

In short:

- Title
- Tagline (optional)
- Logline: 1-2 line (key pitch)
- Duration and number of episodes: Feature, 2 x 2hr, 6 x 1/ 2hrs
- Contact information: writer, director, producer, awards, credits, website, logo

## On the Back

Continue the look and feel of the ‘hero’ image on the front whilst going into a greater depth of the storyline, since you’ve now captured the interest of the viewer. Still, be short and concise (less is more), continue the ‘punch’ of the front while giving the key information such as a longer synopsis, TV series breakdown, genre, intended audience, intended network and how the interested party can get in contact with you.

In short:

- Genre (drama, comedy, sitcom, thriller etc)
- Synopsis: (eg: 70-150 words)
- Suggested time slot for TV
- Intended broadcast network
- Intended audience demographic
- For TV: short breakdown of episodes
- Contact information: name, address, email, phone number, web site, logo

## One-sheet breakdown

Title

Don’t underestimate the value of a good, catchy title.

Tagline

A “tagline” is a short, clever one-off found on a movie’s poster:

1/ *“A young man is transported to the past where he must reunite his parents before he and his future are no more.” (Back to the Future)*  
2/ *“Your mind is the scene of the crime” (Inception)*

Logline: The HOOK!

A “logline” is a movie’s concept boiled down to one or two sentences:

*“On his deathbed, a father tells the story of his life the way he remembers it: full of wild, impossible exaggerations. His grown son tries to separate the truth from the fantasy before it’s too late”.*

Genre

You can get away with a hybrid of two genres (i.e., action-comedy, fantasy- thriller), but if you end up with three or four ie: “Action-Thriller-Comedy-Western” you’re going to confuse the reader.

Short and Long Synopsis

Don’t try to tell the whole story. Expand on the story concept to show a couple of narrative dynamics and make sure you focus on characters, especially the Protagonist and what is compelling about their situation.

For TV you also need to say what’s going to happen over the course of the next 100 episodes. That’s about 4+ seasons.

**Things to include in your series synopsis:**

The source of conflict

How the series (pilot) begins

What the audience will see in the episodes (TV)

Episode structure (TV)

Setting and location.

Audience appeal. Why will people want to watch it?

Be creative with it. Tell a story. Don’t just itemize these points.

This isn’t an easy document to write. You’ve got to be succinct. Resist the temptation to fill it with fluff. Emphasize the hook.

(see more on the useful links page of this document)

Suggested time slot for TV

ie. primetime, latenight, daytime etc)

**Intended broadcast network**

(cable or conventional etc)

## For a Kick-Ass One-Sheet, use a Graphic Designer!

If you’re really serious about getting interest around your feature film, doco or TV series then the design ‘look and feel’ of your One-sheet ABSOLUTELY needs to stand out from the immense competition out there. How do you do this?

Find a designer who can convert your well written story into an eye catching visual!

The One-sheet visual is the first glance, and often the only chance, for your idea to be noticed by potential ‘career boosting’ buyers.

**How to work with and brief a graphic designer on your One-Sheet:**

A Graphic Designer can only come up with a great product if they are given a comprehensive brief, so make sure you do some research beforehand.

1. Look at other movie posters and One-sheets online, there’s plethora of information out there on the web.
2. Collate as many visuals as you can (I like to use pinterest to create a visual storyboard, but you could also just gather links or save images to email).
3. Have all your copy ready beforehand. Fully edited, proof read with no spelling mistakes!
4. Have a brief sheet ready that includes your market research if you can. You can find one of these sheets on my website [mangotreemedia.com.au/tools](http://mangotreemedia.com.au/tools) where there is a “knowing your brand” brief sheet available to download. This information is really handy for any business/project!

If you are interested in talking to me about your design needs I specialise in Art’s Industry graphics, and have worked with many film makers, writers, musicians and creatives. Best of luck with your project!

Kellie Knight xx

[www.mangotreemedia.com.au](http://www.mangotreemedia.com.au)



The elements of a kick-ass One-Sheet: front cover visual mockup



The elements of a kick-ass One-Sheet: back cover visual mockup



# One-Sheet Design Brief Questionnaire - A tool for briefing your Designer

What genre is your film or series?

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What is your film or series about? Think of it in terms of introducing yourself to your target audience during a 30 second lift ride. What would you say?

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What films or series on the market are most like your film or series?

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What buzz words would best describe your film series? ie: scary, informative, confronting, melancholy, real, fun

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What kind of design materials do you already have? ie: film footage, stills, casting shots, Stock Photo's or nothing yet.

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Who would you like to pitch your film series to? ie: film festival, TV station, netflix

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What film or series marketing have you seen that you love? and why?  
ie posters, tv ad's

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Collect some links to your favourite imagery online: you can do this by creating a pinterest board or collecting links and keeping them or embedding them in a word doc. Include why you like these images. I like the font in (a) I love the hero shot in (b) i like the cool blue coloring in (c) etc

When is the deadline for your One-sheet to be completed?

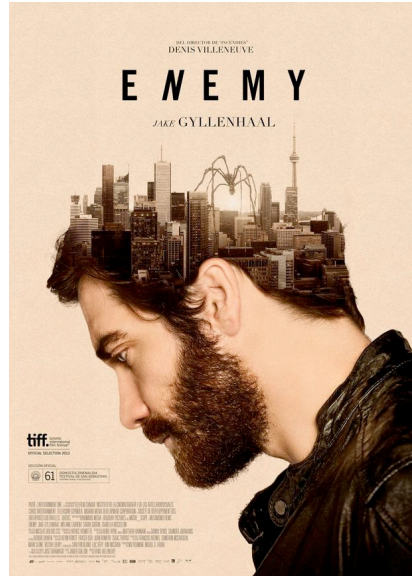
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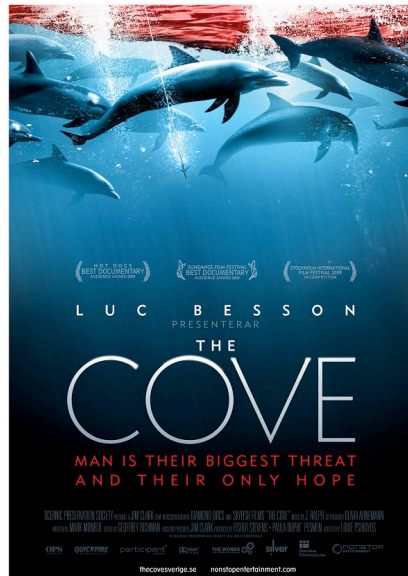


## Examples of emotive movie posters (One-sheet front)

Notice you can tell the genre of these films at first glance, without reading anything.



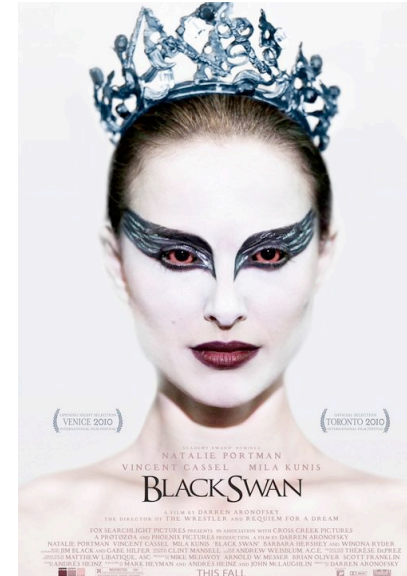
Drama: Using Surreal Imagery



Doco: The blood red with dolphins shows danger immediately!



Comedy: The Angles give that feeling of slapstick action



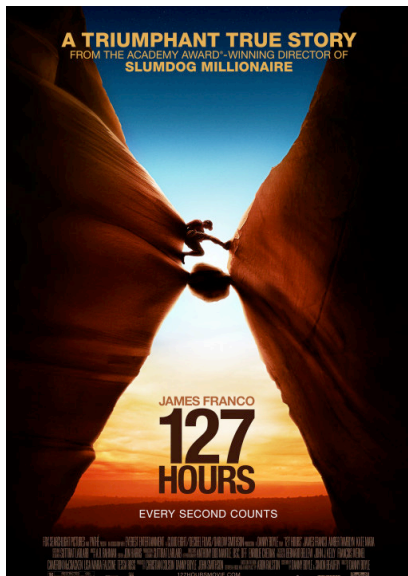
Dark Drama: The bloodshot eyes and the white space makes intrigue



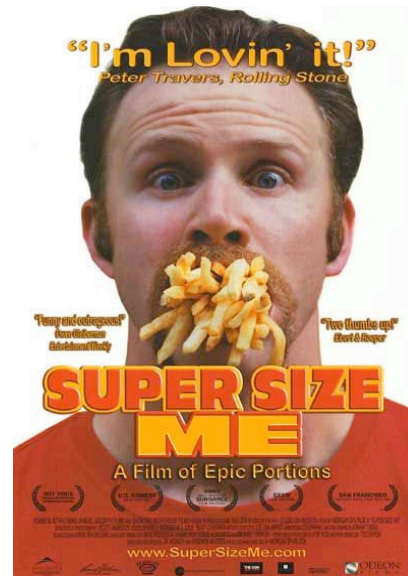
Drama: the colors used and the figure give feelings of depth of storyline.



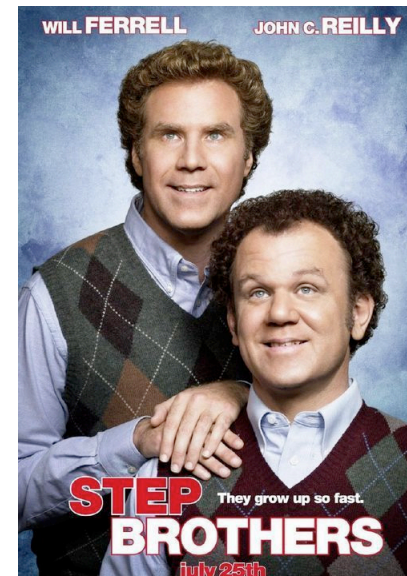
Action: Using Surreal Imagery



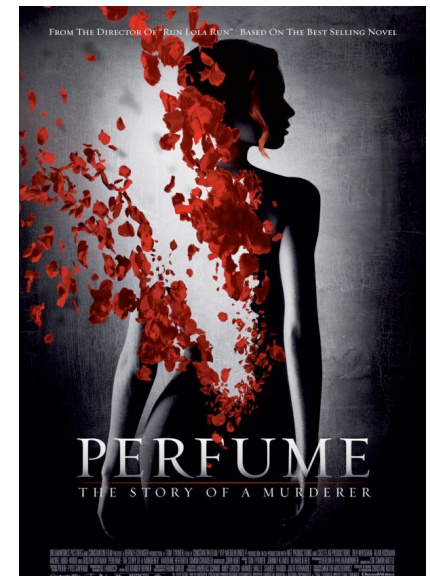
Action: example of a great hero shot



Doco: An "in your face" hero image immediately represents confrontation



Comedy: Shows that this film is going to be ridiculous



Drama: poetic use of black and white and red.

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