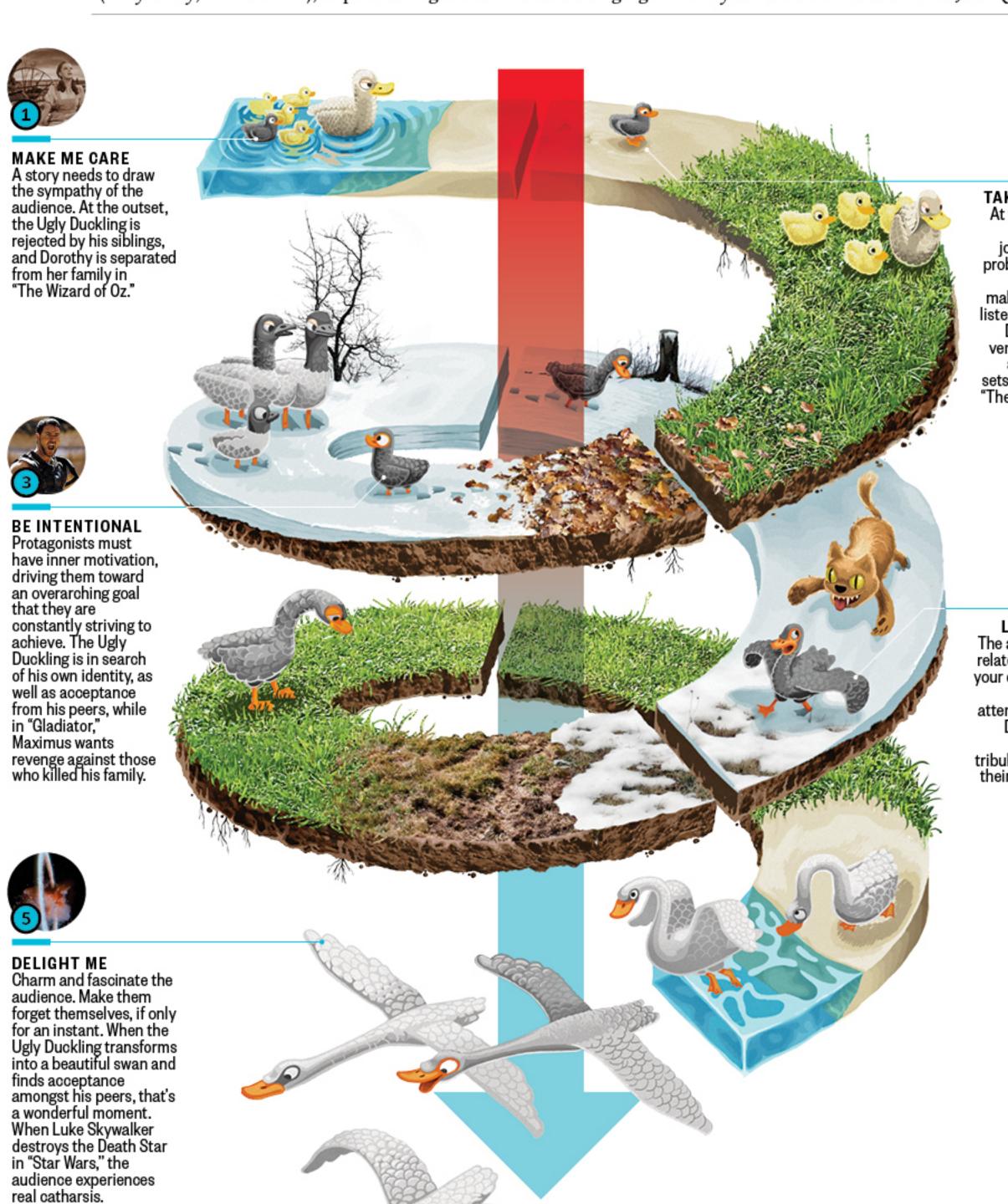




THE CLUES TO A GREAT STORY

Who doesn't love a good story? A well-told tale will grip us, excite us, engross us in a fictional world filled with compelling characters. This is no accident. The greatest stories, from children's nursery rhymes to major blockbuster movies, are all the result of painstaking planning and design. In his TED Talk, Pixar writer and director Andrew Stanton ("Toy Story," "WALL-E"), explains his golden rules for telling a great story. — Karin Hueck and Rafael Quick





At the heart of a story
is a promise — a
journey, a mystery, a
problem — that entices
the audience and
makes the story worth
listening to. So the Ugly
Duckling decides to
venture into the world
alone, just as Frodo
sets out on his quest in
"The Lord of the Rings."



The audience also must relate to and appreciate your characters to make them worthy of attention. Both the Ugly Duckling and Rocky endure trials and tribulations in pursuit of their goal; the audience can empathize.