



DOVES: The Director's Outcome, Vision and Editorial Statement

Create a DOVES compass for your documentary using the following template:

dOVES: Outcome Statement

I want (film's title)
to be finished by and premiere at

(list applicable festival, television, theatrical and other broadcast outlets). In order to reach its primary audience of

(describe demographics such as age, location, socioeconomic status, etc).

At a societal level, I want the film to

(list some of the larger goals you want the film to achieve, if applicable).

DOVES: Vision Statement

I envision (film's title) as a

(describe the film and its emotional effect in a few words, for example, "hard-hitting



investigative expose”). I want the film to speak primarily to

(describe the psychographics of your ideal viewer, for example, “complacent, well-intentioned liberals”). After watching the film, I want them to feel

(identify the main emotion people will have as the credits roll). I want viewers to feel inspired to

(what will the film inspire people to do?)

DOVĒs: Editorial Statement

In order to

(highlight two or three major goals from the outcome and vision statements), I will create a powerful _____ (specify genre: such as essay-based, character driven or hybrid) film.

NOTE:

If your film is essay-based, describe the case you want to make, the central question (and your answer), and the chief components of the essay structure.



Example:

(film's title) will make the case that

(main hypothesis or the key idea you trying to prove or investigate). The central question of the film is

and the film's answer is

The chief components of my documentary's essay-structure are:

1) to propose

(list the hypothesis or ask the central question)

2) to prove

(list chief arguments—add more if needed).

3) to speculate

and/or invite viewers to the following action

(now that you've proven your thesis, what does it mean for the future?)

If your film is character driven, describe the protagonist's quest, the challenges faced, the central plot question and the climax scene. I recommend the following template:



In

(film's title),

(protagonist's name) wants

(name concrete goal).

In pursuit of this goal, he/she faces

(list three challenges).

Will

(protagonist) achieve

(name the goal in order to frame the film's central question)?

We discover the answer when he/she confronts

(describe the climax scene in a few words).