

Short guidelines for the Producer's note of intent

While the producer's note should also reflect and reinforce the creative vision for the project outlined in the director's note, its primary purpose is to elaborate on the business and production aspects of the project.

The producer's note might touch on the following areas:

- the potential meaning and theme of the film (this not a summary of the plot),
- the reasons why this project should be made (artistic value, emotional impact with the audience, idea of the world conveyed, etc.) and why at this point in time,
- the genre of the film, its positioning on the film market,
- reference to similar works in terms of genre, style and tone,
- the intended target audience(s) and why this film is suitable for this audience,
- the circulation potential (theatrical, VOD, etc.) and festival circuits,
- the international appeal of the project,
- the proposed budget and the viability/suitability of the budget in regards both to the intended production strategy and to the artistic ambition of the film,
- the reasons underlying the need to set up this co-production and its added value as compared to other alternative production strategies,
- track record for directors, scriptwriters and producers,
- Festival presentations & awards, circulation, visibility and outreach of the previous works of the director,
- producers' work with female directors including prizes and festival participation of films with female directors, cast and crew members,
- an opinion on the application of the Bechdel-Wallace test¹ to the script submitted,
- the outstanding challenges facing this co-production.

¹ That is, whether the script submitted includes two named female characters, whether these characters talk to each other and if these exchanges cover a topic other than men.