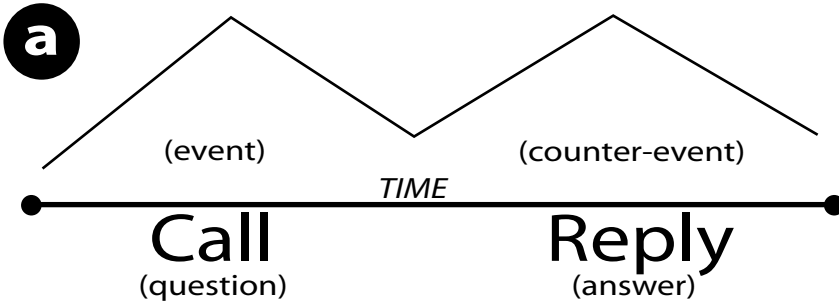
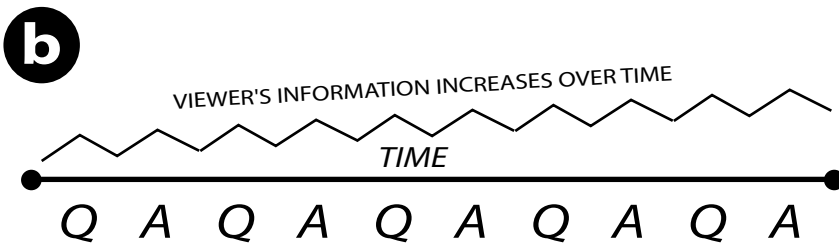


"Question+Answer"



Perhaps the most basic structure is the 'question and answer'. An initial event sets up a scenario. A second event resolves or compliments it. This is a duet-like arrangement, where one instrument 'calls' and the other 'replies'. A sense of completion is implied.

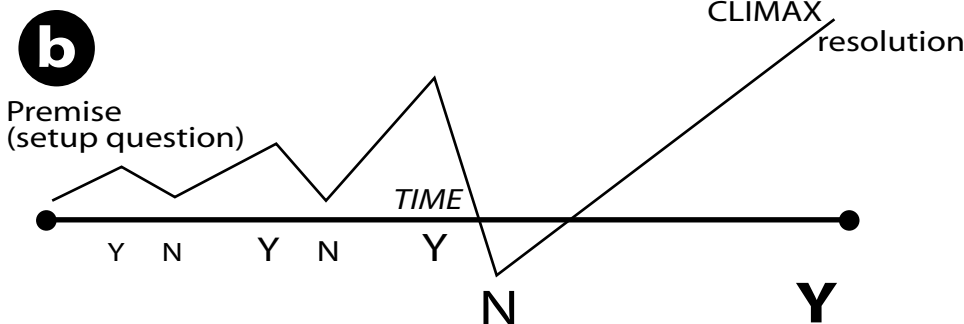


These 'questions and answers' can be chained, building information and creating a sense of dialog.

"Hollywood Film"



An initial premise (setup scenario) creates expectation of resolution. There must be a sense of incompleteness initially in order to create this expectation. Events build to a climax (resolution of incompleteness)



However, people need *emotional investment* in order to care about what happens. A typical device is to take the viewer on a roller-coaster by means of *temporary denials of resolution*.

To do this, the premise must be set up in a way that has two outcomes - one positive, one negative. The rest of the 'story' is a series of turning events that manipulate the viewer into increasing engagement. You can see that the turns increase with time.

An example: *Shreck*.
Premise: "Is love blind"? (will Shreck and the princess be together?)
The rest of the story is an alternating series of events that reinforce either "yes" or "no". (with an extra "gotcha" twist at the end- the princess is not what she seems!)