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really good program highly recommend it

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So you want to be a writer kid #3.01 What I learnt from TOM

All through high school I participated in tournament of the minds, and I doubt anyone outside of Australia will know what that is so I will explain. You are put into groups of 6 and are given a problem you have to solve in a ten-minute script. You have 6 weeks to solve it, write the script, make costumes and props etc. everyone in your category has the exact same question. So how do you stand out?

You had to find your own interpretation of the question, put your own spin on it. Have different types of characters and different locations. What this experience taught me is to constantly try to find a way to make my work unique. One of the questions we had was we had to write a song that would solve a social problem (and yes all of our scripts were extremely corny, deal with it). We did it as a talk show with the instruments because the musicians had died on their cause. We all dressed up as an instrument. And surprisingly we got honours that year and it had a lot to do
with the way we approached the question. I got to watch a couple of the other schools performances and they were all very similar just set in a different location, ours stood out as being different and unique.

Think about a chick flick. They are all essentially the same thing, a love story, so what has the writer put into it to make it stand out against the others. Think about Bridesmaids and 27 dresses. Both wedding movies about the bridesmaids, but still manage to be completely different because the writers found new ways to look at it.

**Challenge:**

Pitch me a movie about a love story that involves a death, and I’m keeping it simple to see what you can do with it. Email me your pitches and I will do a blog post showing why some are more effective than others.

**Things to consider:**

- There are million different ways you could have someone die, why have him or her killed by a random person, and why have them killed by a gun or a drunk driver. Take it a step further. Make it mean something
- Try to find a new take on the love story, which I’ll admit is hard, but that is what will make your story stand out.

Courtney brown

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If you are not a veteran at writing movies it can be a massive mountain to your pushbike, but that’s okay. When you write a movie every scene is important, and if you are not use to that level of detail it is easy to turn your brilliant (and your ideas are good) into a mundane story. There are a lot of movies that are made and do not capitalize on the details. Details take your movie to another level. So how do we start?

Read. A lot. And watch a diverse range of movies and TV shows. The more diverse your taste the greater influences you have on your work. Combining different genres and style can give your story a new take. Think of your favourite movies, I can guarantee all of them have incorporated references to other content. It’s something small but it increases the quality of your work.

Start by reading short stories and practicing adapting them into a short film. Why? It is easy to loose focus or miss moments that could have been stronger when you are working on a 100-page script. Short films are restrictive in that you only have so much time to tell your story. Writing the short films gives you practice at paying attention to the small details and it will help you to make every word and every location count. Why have a scene in a coffee shop when there are millions of unique...
and different locations you could have the scene that can add greater depth to your work.

And I’m not saying forget about your movie ideas. If you have ideas about a movie, great! Write them down and give them time to develop. I cannot stress how important it is that you actually WRITE DOWN YOUR IDEAS. Because I can guarantee you will forget half of these amazing moments and parts of your movie if you are only remembering them. WRITE THEM DOWN!

So there are thousands out there wanting to be a writer, and the fact is very few can make something out of it. So why not you? If you want to make it, you have to practice at being different. When writing its easy to go to the stereotypes and the same old story, most of the time you don’t even realise that is what you have done. So what is the point of this blog series? I want to share everything I have learned from screenwriting and watching the greats strut their stuff. Surprisingly there is a lot to learn from watching other people, the trick is teaching yourself how to put it into practice, that’s where I come in.

Convergence is ‘the flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behaviour of media audiences who would go almost anywhere in search of the kinds of entertainment experiences they wanted’ (Jenkins 2006). This essay will focus on how does convergence affect the relationship between media technologies and audiences, specifically how social networking site Tumblr has accommodated convergent media practices for the
audience. Tumblr has been described as ‘part blogging platform part social networking community, and part social media dashboard’ (Mansfield 2012) Launched in 2007 it has slowly grown in popularity. A month on Tumblr sees 507 million visits with 13 billion page views. When compared with websites like wordpress.com, which experiences roughly ten million more users than Tumblr, Tumblr is still receiving 70 million more views than WordPress. Tumblr has become very effecting in allowing its users to participate in convergence. Tumblr has created a participatory culture where uses are able to participate in global activism and citizen journalism, transforming into prosumers and as a result mobilising online and changing the read only culture. The recent acquisition of Tumblr by Yahoo has created massive concerns around the users privacy and what will happen to their online identity.

With Yahoo recently purchasing Tumblr, many users are concerned with what will happen with their online identities. Tumblr has never been a massive moneymaker, which causes concern as how Yahoo plans to make revenue to justify the 1.1 billion they spent in buying Tumblr. Fleury has stated that “Yahoo is hoping that its purchase of Tumblr will boost traffic to its other properties, such as the photo sharing site Flickr. But the $1.1bn question is: will it also help boost revenue?”(2013). Since it first started Tumblr has never hosted advertisements which Yahoo is already in the process of changing ‘Yahoo would now work with Tumblr to create ads that “are seamless and enhance the user experience”’ (Fleury 2013) which is concerning users that it will change the dynamics of Tumblr in that companies and even other users can sponsor their posts to be shown first which could transform Tumblr into a bidding war. The joining of Tumblr and Yahoo will mean that users from both platforms will have new ways to access different types of content. Another benefit for Tumblr is that it will be able to develop faster from more diverse resources (Fleury 2013) when new media technologies join together with other media technologies it creates the opportunity for new ways for content to be shared across various platforms and it will be interesting to see what Yahoo and Tumblr do with this new partnership.

Convergence has lead to an activism culture on Tumblr, with many bloggers dedicating their posts to social justice issues around the world. Citizen journalism is on the rise on sites like Tumblr. Just within the last week, blogs have been dedicated to showing uncensored photos from the #occupygezi riots in Turkey. These photos have been posted live from all across Turkey, creating a network of collected intelligence that users on Tumblr can access without being censored. What this means for the audience is that it creates more options for them to access content without gatekeepers controlling what content they can see.

Everyday Tumblr creating more and more globalised content: ‘What takes off on Tumblr these days often breaks through as viral phenomena on the internet at large...Tumblr is unstoppable’ (Dumenco 2013). YouTube user Mcharris222 created his own remix video of popular Disney movies called ‘A Disney sing-along sequel’ and put it on to YouTube in March 2012. The video went viral when the video was shared on Tumblr, which resulted in thousands of views. Mcharris222 then created another video, ‘Thank you Tumblr ;:)’ in April 2012 thanking the users on Tumblr for creating so many views. The audience does not want to be restricted by when they can access their content for example only when a show airs every week. As Jenkins (2006) describes “desires of consumers to have the media they want where they want it, when they want it, and in the format they want”. Social media sites like
Tumblr have started to cater to this desire which has been a major par of why Tumblr has been receiving large volume of traffic daily. ‘Tumblr’ has become a bigger Google search than ‘Blog’ (Alfonso III 2013) and is now listed as one of the ten top websites visited worldwide (. Prosumers have been given a platform to which they can share their content and have it reach thousands of viewers.

Convergence has affected the relationship between the producers and the audience. The audience is actively creating a participatory culture in that there has been more online mobilization by the audience. At the end of 2011, NBC cancelled the television show Community from returning in 2012. Through sites like Tumblr and twitter, the fans organised a protest outside NBC’S Rockafella Centre, demanding that it be renewed for another season.

Then, in arguably the most useful protest of the Occupy movement so far, a group of nefariously bearded Community fans from the dark timeline decided to flash mob NBC and express their disgruntlement – Trumbore (2011).

Eventually NBC responded to the protest and Community was at first renewed for just half a season. The audience has more tools then ever to be part of a participatory culture. Firefly is well-known for having a very dedicated audience, what could of have happened if Tumblr was around when Firefly was cancelled. Perhaps a different outcome could have arisen ten years ago, that instead of being cancelled the fans could have caused a greater online presence. Platforms like Tumblr are reshaping the relationship between the audience and the industry as it is giving the audience tools to be heard and participate with the content.

Media corporations are starting to adapt to the changing relationship between the audience and the creators. Tumblr is being used frequently by the fans of the TV shows to critique of the most recent episodes and discuss up coming episodes. Media industries realise the new power the fans have in the dynamics of a programme.

Loyals are fans, and although they may be in the minority of viewers, “advertisers are increasingly realizing that they be better investing their dollars behind a show that have high favourability rather than shows that have high ratings” [24]. Indeed loyals tend to purchase more products, percentage wise, than do other types of media audience. When these producers court fans and fan communities, the resulting increase in critical praise and profits can also help the media company’ – (Booth 2010)

A new TV show Oxygen has teamed up with Tumblr to infuse their TV show with GIFS made by the fans (Hernandez 2013). Traditionally, GIFS were made by the fans to recap and pray tribute to their favourite part of the episodes, but Oxygen has designed its programme so that each week the fans GIFS will be part of the episode. The producers have realised that audiences are looking for new types of engagement with their favourite content and have started to allow for that in their programming. Oxygen has transformed its content from a read only culture into a read write culture in that, the audience has freedom to engage with the content in a different way.

Recent research about the use of secondary screen use whilst watching television by Neuro insight, MCA Australia and the Seven Television Network has produced
interesting results. Their results found that using social media at the same time as watching television programmes increased programme engagement with the audience by 9%. Four times during a programme, the average audience will interact with social media about the programme, which has resulted in details being encoded into the audiences memory (Quancast 2013). This means that the audience are more likely to remember specific elements from the television programmes. Fans then use the social media sites like Tumblr to discuss and reflect on these moments. This affects how producers take on their shows, recently television shows have started to provide their social media accounts information at the bottom of the screen so that their audiences can interact with the content on new channels. Producers are investing a lot more effort to encourage their audiences to participate on social media sites like Tumblr because they have discovered the benefits of using platforms like Tumblr in conjunction with their content.

Convergence has affect the relationship between media technologies and audiences in multiple ways, changing the way the audience gains content. The collaboration between different media technologies creates opportunities for new ways for the audience to engage with content. Social networking sites like Tumblr have become instrumental tools for users to be able to engage with their content more effectively. Globally it has given them a stage to share their intellectual property and participate with the content. It has help change consumers into prosumers where they are constantly finding new ways to engage with their content which has resulted in media industries changing the way they let their audiences engage with their content. The users have been given a platform without gatekeepers and censorship which has resulted in the freedom for citizen journalism.

**Bibliography**

Honestly guys I don’t know what to say, I mean I grew up in a country town with a cow field next to my highschool. The extend of my technology learning at high school was an IT class we had to do in year seven in which all we pretty much learned to do was how to make a printable timetable…groundbreaking I know. I just want to thank Sue, Ted, and Rebecca, I never would have imagined how much I would have loved this subject. And I would like to thank everyone that commented on my posts. You guys help me make it so much better so thanks to maddicook, taraoesterheld, gabriellevking, justdowit, rjpt225, katefrostuow, melissasekulovski, thefreshlyscooped, ainsleysappletree, and ohitsthatgirlsblog – you guys were so supportive and super sweet.

Although the bloggies are over I just wanted to give a shout out to some of my favourite blogs: ainsleysappletree, justdowit, gabriellevking and jazz tea. I loved your blogs and think you deserve all the awards!!!!
Equal parts practical and fashionable, Tony Stark never seems to be without the look of his superhero costume.

Since his first appearance 50 years ago, the comic book character has accumulated a veritable army of armor designs. Below is a gallery illustrating the evolution of his core armor — not including special one-off armors — revealing a clear timeline of how Iron Man's look has changed over the decades.
With the rise of social media platforms like Tumblr, audiences aren’t satisfied by just reading the books or just watching an episode every week anymore. The audience is searching for deeper stories and the creators of this content need to be able to transform their work into media that can converge into multiple platforms. Social media platforms like Tumblr, have given fans authority over their shows like never before. They have the ability to build up or tear down the reputation of content with one simple post. The producers are more aware of the bloggers powers ever day, and are increasing beginning to accommodate for that. Social media platforms have transformed how the content media industry functions and how the audience participates with the content. Tumblr has been described by Mansfield (2012) as ‘part blogging platform part social networking community, and part social media dashboard’ Launched in 2007 it gained astronomical traction. A month on Tumblr sees 507 million visits with 13 billion page views. When compared with websites like wordpress.com, which experiences roughly ten million more users than Tumblr, Tumblr has 70 million more views than WordPress

Tumblr has become a platform for the fans, across multiple genres. What Tumblr offers its users is the ability to participate the creation of artifacts for the media content. The audience does not want to be restricted by when they can access their content for example only when a show airs every week. As Jenkin (2006) describes “desires of consumers to have the media they want where they want it, when they want it, and in the format they want” As a result it has created produsage users in which they have begun to create their own content and share it among other users, creating a online universe of their favourite content. Booth (2010) expresses ‘fan created fan fiction allows other fans to reread the show in a new way. Rereading is a critical aspect of the fan’s online interaction with a media object’ Tumblr has often been described as the ‘fangirl site’ in which fans of different content are very dedicated in making GIFS, fan fiction, editing photos of the content and discussing spoilers about new content. These fans create their own tumblr communities based on their content.
More and more fans have begun to use social media sites and blogging platform to take control of their favourite content, particularly among television fans. At the end of 2011, NBC cancelled the television show Community from returning in 2012. Through sites like Tumblr and twitter, the fans organised a protest outside NBC’S Rockefeller Center, demanding that it be renewed for another season

Then, in arguably the most useful protest of the Occupy movement so far, a group of nefariously bearded *Community* fans from the dark timeline decided to flash mob NBC and express their disgruntlement – Trumbore (2011)

Eventually NBC responded to the protest and *Community* was at first renewed for just half a season. Fans have always had the power considering that they are the ratings, but know they have platforms in which they can be heard. *Firefly* is well-known for having a very dedicated following, what could of have happened if Tumblr and even twitter was around when Firefly was cancelled. Perhaps a different outcome could have arose ten years ago, that instead of being cancelled the fans could have rallied for more seasons and they would have been heard. Platforms like Tumblr are reshaping the relationship between the consumer and the producer as it is giving the consumer a place to be heard.

Media corporations are starting to adapt to the changing relationship between the audience and the creators. Tumblr is being used frequently by the fans of the TV shows to critique of the most recent episodes and discuss up coming episodes. Media Corporations realise the power “loyal” fans have in the value of a show and are increasingly starting to target these fans.

Loyals are fans, and although they may be in the minority of viewers, “advertisers are increasingly realizing that they be better investing their dollars behind a show that have high favourability rather than shows that have high ratings” [24]. Indeed loyals tend to purchase more products, percentage wise, than do other types of media audience. When these producers court fans and fan communities, the resulting increase in critical praise and profits can also help the media company’ – Booth (2010)

Minutes after an episode has aired in the USA, the fans are already making GIFS from their favourite moments of that episode and sharing them on Tumblr. As a result fans in UK, Australia and all round the world are able to access the episodes by watching GIFS quicker than ever before; They are able to access new content, whenever they want and in new formats. A new TV show Oxygen has teamed up with Tumblr to infuse their TV show with GIFS made by the fans. Traditionally, GIFS were made by the fans to recap and pray tribute to their favourite part of the episodes, but Oxygen has designed its programme so that each week the fans GIFS will be part of the episode. This interaction between the producers and the consumers has never been this direct in that the fans can have an active part in the creation of their shows content.

Recent research about the use of secondary screen use whilst watching television by Neuro insight, MCA Australia and the Seven Television Network has produced interesting results. Their results found that using social media at the same time as watching television programmes increased programme engagement with the audience by 9%. Four times during a programme, the average audience will interact with social media about the programme which has resulted in details being encoded into the audiences memory. This means that the audience are more likely to remember specific elements from the television programmes. Fans then use the social media sites like Tumblr to discuss and reflect on these moments. This affects how producers take on their shows, recently television shows have started to provide their social media accounts information at the bottom of the screen. Producers are investing a lot more effort to encourage their audiences to participate
on social media sites like Tumblr because they have discovered the benefits of using platforms like Tumblr and Twitter in conjunction with their content.

Everyday Tumblr is setting more and more trends on the internet ‘What takes off on Tumblr these days often breaks through as viral phenomena on the internet at large…Tumblr is unstoppable’ – Dumenco (2013). Look at what happened with youtube user Mcharris222, he created his own video ‘A Disney sing-along sequel’ and put it onto Youtube in March 2012. The video went viral when the video was shared on Tumblr. So much so that mcharris222 created another video, ‘Thank you Tumblr ;’) in April 2012 thanking the users on Tumblr for creating so many views. This is not surprising when you look at the amount of traffic Tumblr has been getting daily resulting in ‘Tumblr’ being a bigger Google search than ‘Blog’ In November 2012, as Tumblr is one of the ten most visited sites in the world, the online presence Tumblr has reshaped the way in which content flows between the producer and the consumer. It has given its users a platform to become Produsers, sharing their content with other users, creating their own universe of Transmedia storytelling.

References

Superhero Life Expectancies

**1000+ YEARS**

**GHOST RIDER**
Neither alive or dead, Ghost Rider doesn't have to fear the possibility of a premature death (or any death).

**750 YEARS**

**SILVER SURFER**
As the herald of Galactus, the Silver Surfer is imbued with the power cosmic, making him immortal.

**500 YEARS**

**THOR**
Thor is the thunder god and-as a result is immortal. Meaning death in the mortal sense isn't a worry.

**350 YEARS**

**SUPERMAN**
Superman isn't immortal, but he has regenerative powers and only one weakness, giving him a very long lifespan.

**200 YEARS**

**BLADE**
Blade is a daywalker with all of a vampire's strengths and none of their weaknesses. He ages very slowly and has never died in a comic story.

**150 YEARS**

**WOLVERINE**
Wolverine has a skeleton encased in adamantium, advanced healing powers and ages much slower than a normal human.

**THE HULK**
The Hulk benefits from accelerated healing and longevity, plus he's very hard to kill, giving him a fairly long life expectancy.

**BEAST**
Beast is very intelligent and boasts a regenerative healing factor, giving...
100
SPIDERMAN
With his regenerative healing factor and his spidey sense making accidental death far less likely, we expect Spiderman to live to well over 100 years old.

80
IRON MAN
Tony Stark is human and a heavy drinker, but with lots of money and his regenerative life support, he should make 80.

70
BATMAN
Bruce Wayne is human and will likely suffer in his old age from injuries sustained during his career, but he’s fit, healthy and very rich, so should easily make 80 years old.

60
CATWOMAN
Catwoman gets herself into a lot of trouble and is often on the wrong side. She’s also human, so we reckon 70 sounds right.

50
HAWKEYE
He’s fit and healthy, but he’s not rich and is human, with a lot of injuries during his career. We can assume he will hit the average life expectancy for a male.

40
DAREDEVIL
Daredevil is a fit and healthy human being, but he’s a big risk taker and a drinker, meaning he’s likely to die around 60.

30
ORSCHACH
We know Rorschach never made it to retirement, after being disintegrated by Dr. Manhattan, a human with a bit of a death wish, 30 years old seems right for our favourite Watchman.

20
RICK GRIMES
Rick Grimes has no special powers or healing abilities and he inhabits a zombie-filled world with no doctors or medicine.

0
YEARS

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