NoOr

QUICK CHECKLIST

Story: Robert McKee's screenwriting rules for brand videos in Muscat

https://noorsocial.com/en/journal/story-mckee-video-storytelling-muscat/

Quick checklist

- [ ] A story is change: something the viewer cares about must shift from one state to another.
- [ ] Open with an inciting incident that breaks the normal day, not with your logo.
- [ ] Surprise lives in the gap between what someone expects and what actually happens.
- [ ] Show character through a choice under pressure, not through adjectives.
- [ ] Turn facts into moments the viewer needs, instead of explaining them.

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