

A Guide to Reviewing Loglines

A logline is a brief but compelling description of a script.

A logline is not a tagline or a synopsis, but rather, something in the middle. A great logline should be short, a few sentences that convey the story as well as the tone and style of the film. It should grab the reader and make them want to hear more. In short, it is the first impression of a story and if it is not a good one, it will probably be the last one.

So, how do you review a logline?

Consider the following three elements: the title, the story, and the craft.

The Title

Does the title capture your imagination? Is it intriguing? Does it feel right for the story? Can you picture it up on the marquee?

The Story

Is it interesting? Is it original? Is it clear? Who is the protagonist and what is their journey? Does it feel like a movie? Remember, you do not have to personally like a story to be able to appreciate a well-told story.

The Craft

Does it have style? Does each word matter? Is it evocative of a mood and genre? Is the grammar and spelling correct? Remember, this is not about length (short or long); it is about telling a compelling story.

Lastly, please do not judge the logline solely based on your personal taste (e.g. you may not like horror movies, but that does not mean others do not). Try to judge each logline based on its own merits and in your comments tell the writer what works, what doesn't work, and how they might improve.

In my experience, the better we become at writing reviews, the better writers we become.

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p.s. During the voting month, you can review the scores and comments you have left and make changes. It is not uncommon to have second thoughts and new insights.