

What? Why? Who?

What?

What is in your(Sender) content?

What is your Message?

Channel (Medium)

to Receiver

What is your story about?

Why?

The objective or aim in film that the writer want to communicate. Therefor it has to be clearly in there objective Ex. To inform, to educate, to entertain, to persuade or Mix idea.

Who?



Concept & Theme

Concept

Concept can simply be understood as an
“Abstract Idea” that use to as fundamental
building blocks of thoughts or core of a story.

Theme

The way of execute you idea. Theme use for shape out your abstract idea.

A theme is a specific subject or idea that recurs in a particular piece of work.

Genre แนวหนัง หรือประเภทของภาพยนตร์

รัก โรแมนติก

ตลก

ชีวิต

แอ็คชั่น

ไซไฟ

สยองขวัญ

เขย่าขวัญ



Concept : Love make human alive.

Love can make anything possible.

Theme : Zombie can love and be love.

Love between human and zombie.



Concept : The equality of humanity.

All human has a right to live.

Theme : Difference of human in
Genome can breakdown society.

Hope

Unity