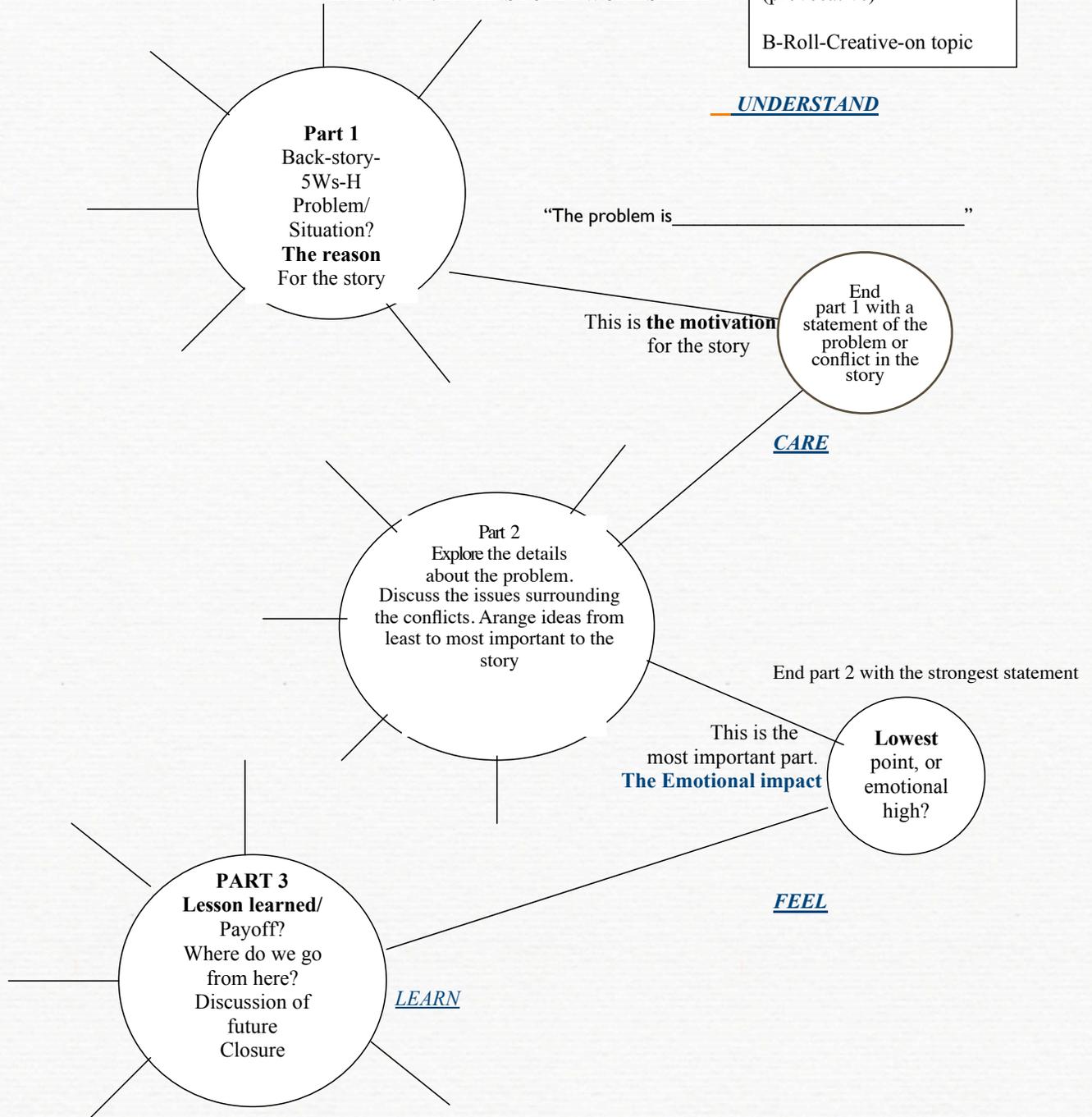# CREATIVE NON- FICTION

Understand, Care, Feel, Learn

NON-FICTION
IDEA WEB/BRAINSTORM WORKSHEET

Must capture attention in
the first 15 sec
(provocative)

B-Roll-Creative-on topic

UNDERSTAND

Part 1
Back-story-
5Ws-H
Problem/
Situation?
The reason
For the story

"The problem is_____"

This is **the motivation**
for the story

End
part 1 with a
statement of the
problem or
conflict in the
story

CARE

Part 2
Explore the details
about the problem.
Discuss the issues surrounding
the conflicts. Arange ideas from
least to most important to the
story

End part 2 with the strongest statement

This is the
most important part.
The Emotional impact

Lowest
point, or
emotional
high?

FEEL

PART 3
Lesson learned/
Payoff?
Where do we go
from here?
Discussion of
future
Closure

LEARN

Convert the ideas from your "brain-storm" from this idea web into a bulleted outline.