

The log line answers "What is it?" in one sentence.

It should have 4 things:

1. Irony. It must be in some way ironic and emotionally involving—a dramatic situation is like an itch you'll have to scratch. (What could be more unexpected? —another way to say ironic.)
2. A compelling mental picture. It must bloom in your mind when you hear it. A whole movie must be implied, including a time frame.
3. Audience and cost. It must have a clear tone, so you can tell who the target audience is and get a sense of how much effort it will be to pull it off. This has to make sense so you can tell it will be worth it.
4. A great title. One that "says what it is" and does so in a clever way.

Examples:

The first is for stories where the protagonist's problem is an external force like a monster or evil men. The second is when a protagonist's problem is an internal bad guy, like a poor attitude toward love or growing older.

1. (Title) is a (genre) about (protagonist) who must (*tangible* goal) or else (dire thing that will occur if protagonist fails — Ex: who must find the lost Ark of the Covenant and keep it safe or else the Nazis will use it to rule the world; *Indiana Jones and the Raiders of the Lost Ark*).

2. (Title) is a (genre) about (protagonist) who (inciting incident that creates the problematic circumstances, preferably ironic — Ex: who falls in love with her fiancé's brother; *Moonstruck*).